



# IMPACT ASSESSMENT FACTSHEET OF RISI ALBANIA'S INTERVENTION IN FRUIT & VEGETABLE EXPORTS

## Quality Standards as the Gateway to Growth and Youth Job Creation

*This impact factsheet presents key findings from a 2024 study, evaluating RisiAlbania's interventions in Albania's fresh fruit and vegetable sector.*

### What did we do?

RisiAlbania boosted the exports of fresh fruit and vegetable by promoting quality standards, particularly GlobalG.A.P Group certification, the most in demand in high-value markets of Western Europe.

### How did we measure?

For this impact study, the sample of exporting companies interviewed (28 Global G.A.P certified and 10 non-certified) represents 52% of the national exports of 2023, in value, or a combined turnover of €81.5 million. 80 farms with averaging 3HA of cultivated corps were also interviewed, 40 of which Global G.A.P certified and the rest non-certified.

19 agriculture experts working as farm consultants, researchers and in public institutions were also interviewed, to help in providing a situational overview of the recent market transformations.

Finally, we have collected officially public data related to revenues, costs and profits as declared by the companies in their yearly statements from 2018 to 2024.

The impact was assessed through a comparative study that compared GlobalG.A.P.-certified exporters and farmers with their non-certified counterparts.



Tomato: Freepik Photo

## What was the impact of RisiAlbania?

- **Job Creation**

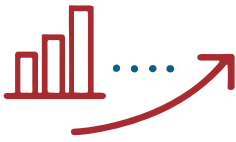
From 2018, RisiAlbania contributed through its interventions in the creation of at least 1'200 new jobs, 72% of them held by women.

These jobs were created from companies that the project gave direct support, companies that benefited from the support given to service providers and third parties and companies that adopted the certification as result of the new favourable market conditions created.

Global G.A.P certified companies have hired in average 13 employees more than non-certified ones. While employment trends show that most of the employment is done on seasonal basis in all exporting companies. Certified Farms hire on average 3 employees more than noncertified ones.



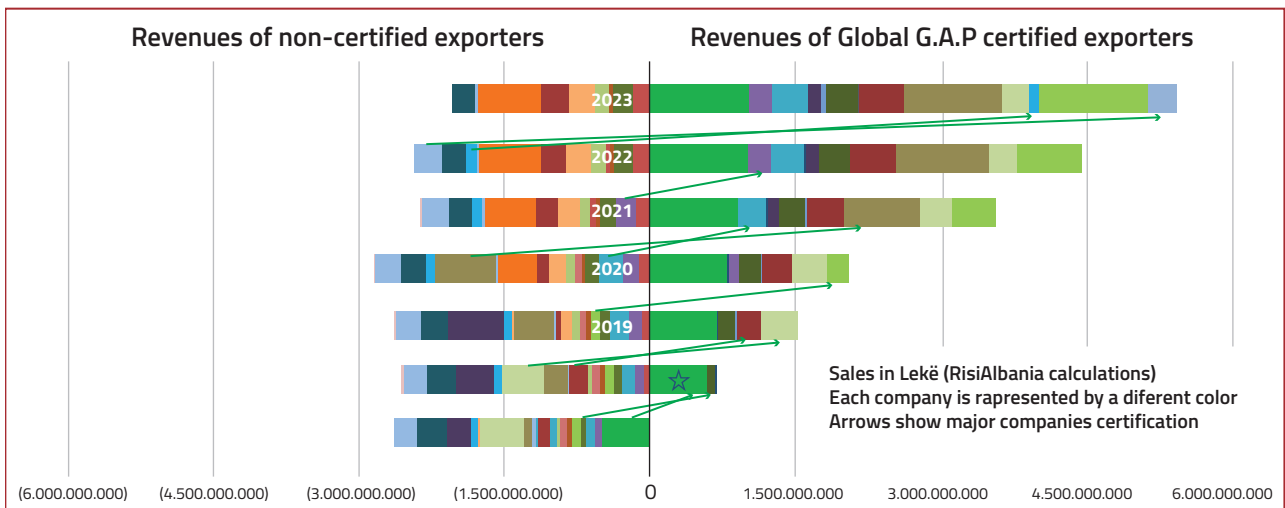
*Photo from the packaging process at an exporting company*



## Important Metrics of our Contribution and Impact

Certification Growth in numbers	In <b>2017</b> only <b>9 producers</b> were Global G.A.P certified	In <b>2024</b> more than <b>20 exporters</b> Global G.A.P certified
Certification growth in cultivated land	In <b>2017</b> very few large farms certified covering <b>45 HA</b>	In <b>2024</b> More than <b>300</b> certified farms covering <b>450 HA</b>
Investment Behaviour	<b>9%</b> of noncertified exporters report to have made a significant investment in the last <b>5 years</b>	<b>62%</b> of the certified exporters have made a significant investment in their business in the last <b>5 years</b>
Profitability Growth	Non-certified companies have seen an average year to year increase of their profits of <b>10%</b> from <b>2017 to 2024</b>	Certified firms have seen an average year to year increase of their profits of <b>54%</b> from <b>2017 to 2024</b>
Improved farming practices	<b>23%</b> of non-certified farmers have made 4 or more types of investments in the last <b>5 years</b> .	<b>45%</b> of certified farmers have made 4 or more types of investments in the last <b>5 years</b> , ranging from greenhouses to equipment, storage, and classification premises.
Market Access in the EU	In <b>2017</b> exporters had non to <b>3 buyers</b> in the EU countries	In <b>2024</b> , certified exporters have on average <b>12 buyers</b> from the EU countries while non-certified ones have on average <b>5</b> .
Subsidy and Finance Access	<b>40%</b> of non-certified companies that were interviewed received any subsidy for the year <b>2024</b> .	<b>60%</b> of certified companies that were interviewed, received any subsidies for the year <b>2024</b> .

- Global G.A.P as a must-have and "passport" to the EU markets.**



The Group Certification lowers costs, making exports more accessible and inclusive for smaller exporters *Graph created by RisiAlbania*

and farmers. In 2024, 70% of certified exporters use the Global G.A.P group certification, introduced from RisiAlbania.

Since its initiation, in only 6 years, the market was transformed and the practice now adopted both from the largest players as well as from all new entrants.

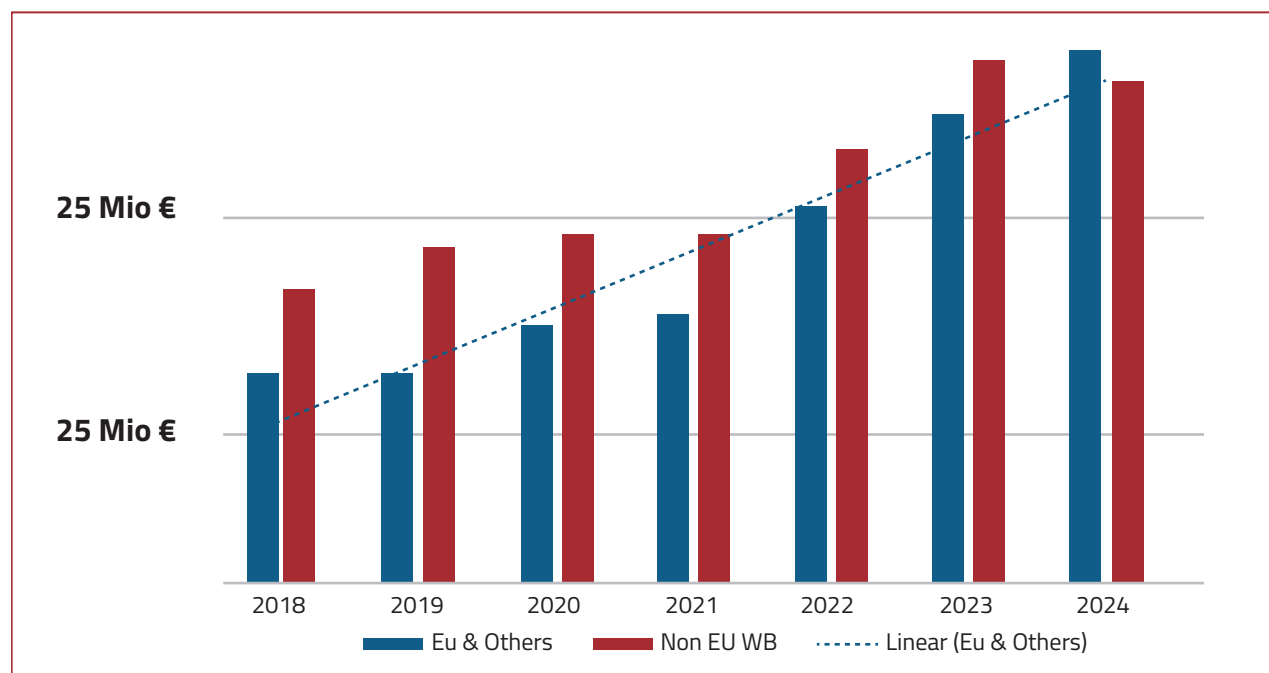
- **Quality Standards that benefit everyone.**

Certified businesses showed better perspective and more Investments in technology and training, rising the skills set of the employees along the productivity of the establishments.

Government subsidies offer additional advantages for the farmers and being certified makes economic sense.

Farming practices improved and implied healthier farmers and soils. 80% of the certified farmers noted stronger and reliable cooperation with collectors fostering more stable income and organized partnerships within the supply chain. 90% of all interviewed, indicated that the certification led to higher product quality and higher prices.

- **We have contributed for the EU market to become the main export destination for the F&V**



Export values of fruits and vegetables (Source: Eurostat)

### **A more appealing sector for Youth**

Although agriculture remains a demanding field, RisiAlbania’s interventions have shown that it can become appealing to young people—through innovation, improved standards, and a focus on sustainability. By driving systemic change, supporting skills development, and promoting inclusivity, RisiAlbania has helped build the foundation for a more attractive and youth-friendly agricultural sector.

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