



Bringing Organisations & Network Development
to higher levels in the Farming sector in Europe

POMUȘOARE COOPERATIVE

In order to be more competitive not only on the local but also on the international market and to capitalise the fertile lands of Moldova, some farmers decided to work in cooperation and association. Inspired by Europeans, they have intertwined their initiatives and ideas in the form of cooperatives, in order to keep up with modern technologies and to register a sustainable development of the agricultural sector. This is also the case of Aneta Ganenco, a Moldovan entrepreneur, who has been working side by side with more than four other ladies, also specialists in agronomy, for more than two years.



For Aneta Ganenco, the idea of associating with other agronomic entrepreneurs in the country appeared with the desire to exceed the threshold of traditional Moldovan agriculture and to adapt to the continuous process of modernisation of the world.

“The ideas also came from the fact that we are quite free to move, we know foreign languages, and have the desire to see what Europe can offer to us in this segment,” says Aneta, the cooperative president, “who are our competitors, how it is done in foreign countries. Let’s do it better here in our country.”



So, two years ago, Aneta organised several other ladies, with berry plantations in all corners of the country, to work in tandem. It was a stage with many challenges, but the woman did not give up.

“The cooperative asks you for qualities, which not everyone has,” says Aneta, “so you have to work in a team, you have to imagine that sometimes your opinion is not correct and you have to admit this.

“Not all of us passed this test, we actually started as nine, we stayed five.”



The teamwork process opened up many avenues and opportunities for them. They travelled to Europe to gather information from the experience of European farmers, received support from Europe and adapted new modern technologies.

All of Europe is in cooperatives,” says Aneta, “smaller or larger, this new example shows us that agriculture is that land where these schemes work well. Today's world is moving very mobile, the market is flexible, consumers always want something new, something fresh.”

In order to capitalize the production of berries in Moldova, Aneta, together with her colleagues, are constantly developing and implementing ideas. So today they have in production 36 different berry products, including jams made according to special recipes and even ecologically dried fruits.



“Our idea is to perfect it for next year,” says Aneta, “to supply them with something rarer, not only strawberry, raspberry, blackberry and black and red currant, but also with goji, chokeberry, yogurt, sea buckthorn and horns of different varieties. So, we have to show that our consumer in Moldova deserves a healthy diet.”

Currently, in the Republic of Moldova, about 4000 hectares are registered as berry plantations with about 14,000 tonnes of products.

DEVELOPMENT THROUGH COOPERATION

As a participant in the BOND project, she managed to draw inspiration from the experience of cooperatives based on examples from French and Norwegian partners who inspired her through motivation and loyalty.