

May/June 2016

**Basics of identity and branding:**

**Projects for Macedonia**

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**Project 4:**

**Natrual food**

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# od Planina

Brand as a role model of natural food

## Concept

### What's Od Planina all about?

Hunters and gatherers, that's where we started. So why don't we go back to these traditions and use the goods that already exist?

The Macedonian mountains offer a wide range of products, apart from pinewood. Od Planina combines these healthy products with a little magic, brings them down to the valleys and makes them accessible for everybody. Together with the inhabitants we are a community with the goals to keep the Macedonian mountains as beautiful as they are, to bring the people living in the mountains an additional gain and to provide everybody natural and healthy food. To achieve these goals we gave ourselves, our partner-farmers and our beloved customers four promises. From seeding to gathering to production to packaging to transport to selling and to the recycling, everything has to satisfy these golden rules, which are:

- sustainable and local production
- sustainable ingredients without poison and GMO
- sustainable educative packaging
- sustainable legacy

### How is the community organised?

Up to now we produce different teas with special benefits and two delicious ice teas. With thirty partner-farmers we secure the supply for our production. But everybody who wants to join us can gather herbs in the mountains or grow them in his own garden. We have some rules for that, but it's really easy. Just read our manual, we even collected some tips and tricks for you. Bring us your harvested, dried herbs, get a fair payment for it and abrakadabra, we make great tea and ice tea out of it. The biggest part of our profit is going back to the farmers. We invest the rest to build up infrastructure for further products. Do you want to know why our customers love our products so much? Because they are as natural as they can get.





### **Why is Od Planina such a good idea?**

We want to give the people of Macedonia the opportunity to be a part of the big healthy lifestyle which is trendy all over the world by providing them natural food. Doing researches and surveys we found out that Macedonian people in general don't have much interest in organic food, but they would like to subsist in a healthy and natural way. The mountains with their clean environment offer the best requirement to answer this need.

Combined with the concept of using existing know-how and even having a social impact by helping mountain-farmers to an additional income, this project is a game maker.

The key word in this system is trust and therefore transparency. On our website you can have a look at our system and how you can become a part of it. If you want to, we will even take our clothes off for you. Ask for it and we will send you our financial plan and the annual report. You won't find any dirty secrets in our panties.

### **Where are we going in the future?**

The dried herbs and the two types of ice tea are just the beginning of a healthy mountain food movement. They are examples of how existing goods can be used in fair and sustainable way and how the whole production chain can correspond to chosen standards. Or how we like to say: promises. Our goal for the future is to expand our system on other products too. There are mushrooms growing on the mountains, tons of strawberries or the best feed for healthy cows to produce the most tasty cheese you have ever tried.









## research

### Description of the research

At the beginning of our project, there were some difficulties with the partners Swiss Contact gave us the informations to work with. So we first had to find a company, which will cooperate with us. In order to get some informations about the buyers, sellers and producer, we started with some interviews in different directions. Our first contact was a visit in the Good Earth company. After that, we did a lot of interviews on the market with sellers, buyers and pedestrians. Following that, we interviewed the owners of Good Earth and had a conversation with Strawberry sellers on the street. One day later we had an informative interview with the owner of Beorg, which helped us to see where the main problem comes from. Based on that, we had a better view about the whole situation. After that we got another interview with some jam producers from the mountains. Finally we got some informations from the faculty of agriculture, so that we got some facts and results about the Macedonian agriculture.

### Target groups

From the financial point of view a lot of people have to organize their income very strict. That's why a lot of buy the organic food only for their children. So some of them know, that organic food is good for the health.

Many answers showed us, that the buyers prefer local food from the market and don't really care about organic food.

This is an important note, to change the standards of the organic food to natural food. The main thing is, that they want to know, where the food comes from. And they would like to see organic food in a supermarket.

The conclusions based on the evaluation of all the interviews. Out of them we formulated some solutions. With that we will create some ideas, which ends in the final concept.

## Conclusions and Solutions

### Education

It emphasized that there are two areas of education.

One of them is the education for the producers. It starts with the organization and the planning of production. They need to plan the future and also have to communicate with each other. That should make a balance between the assortment of products they made. But their goal is to make a lot of money for short time. So the main thing is to start to change their philosophy, that has an influence of their strategy. It is realistic that organic food can be only 20-30% more expensive than conventional food, but at the moment the producer are selling there products 200% more and if they don't sell all of it for this price, they go with the food in organic quality to the conventional market.

The other area of education begins with the buyers. A lot of the interviewed buyers don't mention that organic food is good for the environment or their health. Additionally they think that the soil in Macedonia is polluted. We have to inform the people about the benefit of organic food and explain why the food is a little more expensive.

### Standards

Organic food standards doesn't exist in Macedonia like in other countries. And there exist a scepticism against organic food labels. We have to show up that the producers in Macedonia already produce similar to organic food. One solution good be to change the definition from organic food to natural food, with less strict standards. Another problem shows, that people don't know, where the organic stores are. They need more options to get organic/natural food on an easy way.

### Role Model

During the research we focused on the role models that already exist. We see they as a good basic to work on it. Vitalia is well know and present in Macedonia. This means that the buyer trust their concept. Multiple times the interviewed people on the market told us, that they trust into older producers with small production. This might be, because the people know the farmers, because this profession is daily common in Macedonia. This makes the idea of the farmer role they trust. The older producer should be in the focus during the campaign.

The experience shows us that the best way to promote organic food is mouth to mouth. So we have to focus on that fact and choose a way which is similar to that or give a tool for the direct communication. In a short way, we have to find a way that the people can talk about our products.

Finally we found a gap in the food production. Macedonia is full of wild berries and healing herbs in the mountains, but they die every year because no one is interested in gathering and working on them. This product might be used for a export or a label to grow the awareness about natural food in Macedonia.





# od Planina

## Philosophy

### Philosophy

Our philosophy is to use the goods already existing in the Macedonian mountains, make the farmers gain an additional income of their know-how and let the healthy products be accessible for everybody.

**We offer work and cooperation.**

**We represent Macedonia as a natural and healthy country**

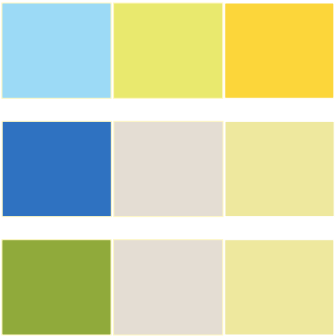
**We are transparent to our producers and consumers.**

**We support sustainability and economy.**

**We offer the consumers standards for orientation and information**

**We combine traditional craftsmanship with advanced action**





design Phase COLOuR CONCEPT

Ice Tea

The concept focused on three aspects of freshness, drinkable and natural.

fresh



strong blue



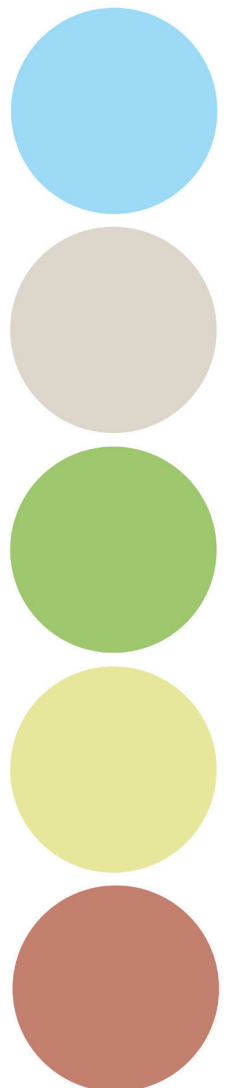
super natural



## Design Phase COLOuR CONCEPT

### **Od Planina label**

Od Planina was inspired by the fresh colours of the Macedonian mountains. The following photography is the base of our colour concept. It combines the central elements like mountains, plants and water.



COLOUR CONCEPT







## Design Phase Brand

### Logo

The logo consists of three parts plus the written name of the brand. The mountain is the origin of all the products, the herb symbolises the natural

growing products and the hand stands for the hand work in which our goods are produced.





## Design Phase packaging

### Ice Tea packaging

The logo consists of three parts plus the written name of the brand. The mountain is the origin of all the products, the herb symbolises the natural

growing products and the hand stands for the hand work in which our goods are produced.



FINAL PACKAGING ICE TEA





## Project: Od Planina



## other Products

### Tea from the mountains

As we said, the Od Planina Ice Tea is a role model for other products from the mountains. For example simple herbs for tea.



OTHER PRODUCTS







# od Planina

education

## website

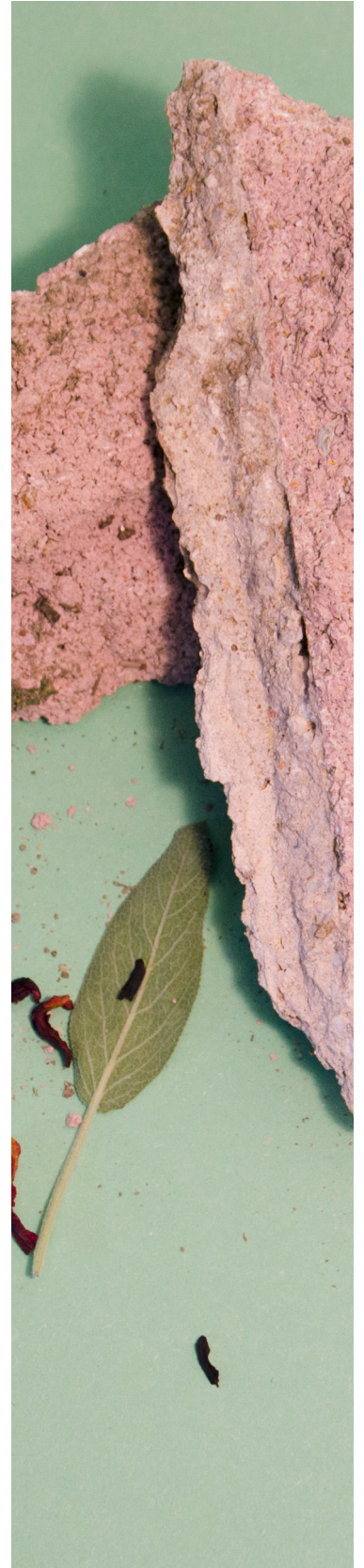
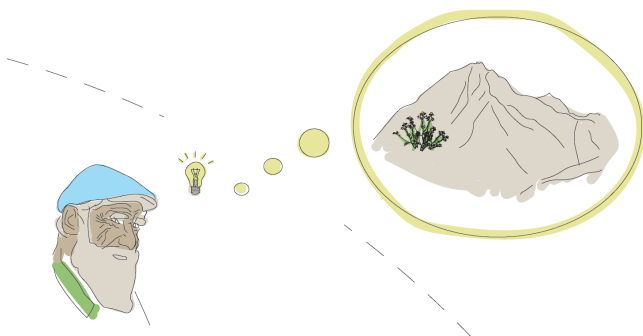
### **The sense and purpose of the website**

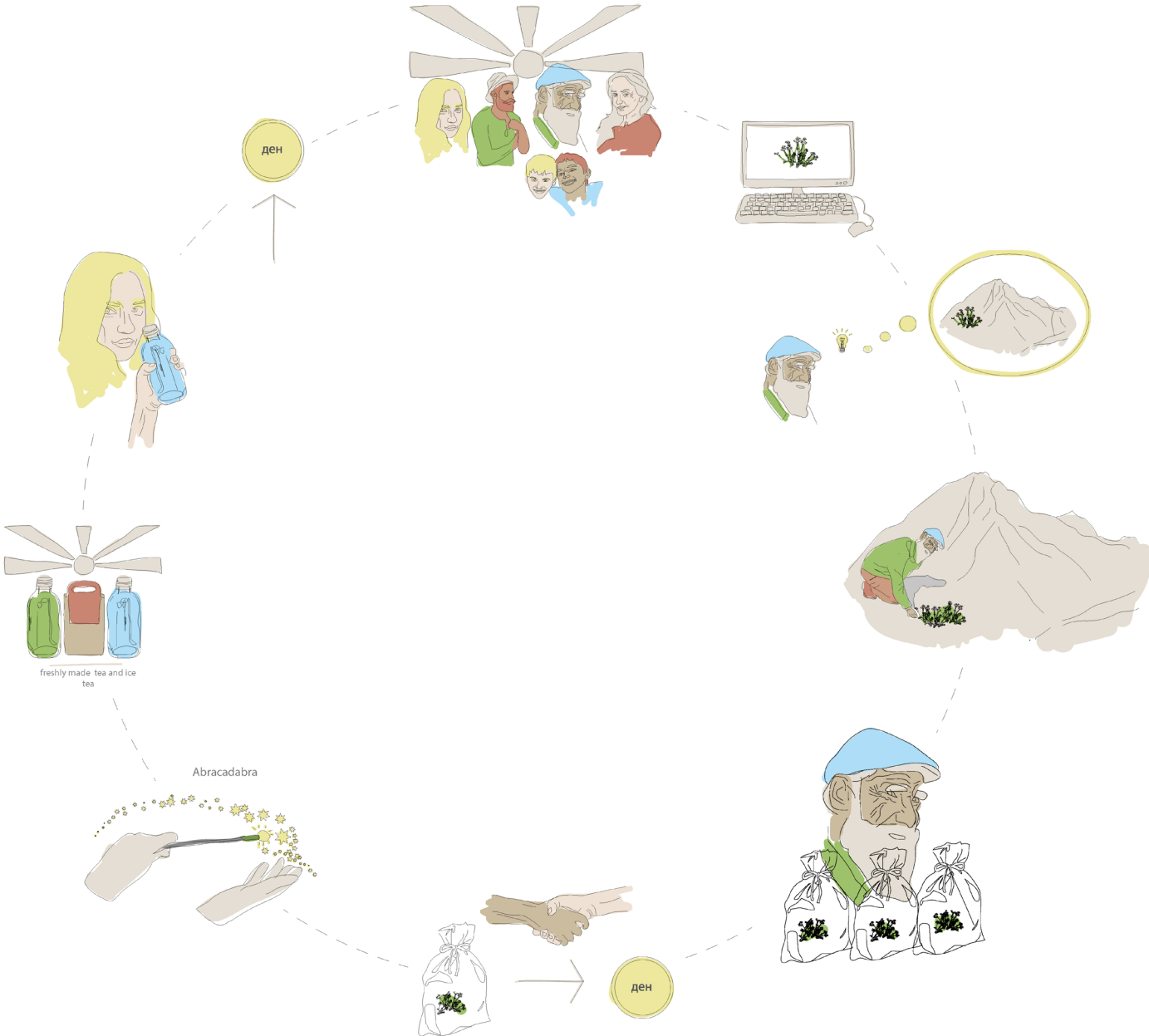
With the Od Planina website we want to inform our costumer and producers about our products, our philosophy and give farmers the possibility to be part of our community. By building a website we give us the opportunity to tell the consumers and producers why they should trust us.

While providing good service or product, positive word-of-mouth about our business is likely to spread. Which in turn, delivers more repeat and new business. Using our website, we can continuously serve consumers online around the clock and increase our credibility as a business owner.

### **Work offer for the farmers**

Do you enjoy drinking our ice tea? Do you or someone in your family gather herbs in the mountains or even grow them in their garden? Tell them about us, because everyone can become part of our community and profit from our system! Read trough our manual for the best way to grow the herbs so that they contain as many of the good stuff as possible. We offer everyone a good payment for his work, no matter how many herbs he will bring us, as long as they respect our production rules concerning pesticides and fertilizers.





# od Planina

education for the consumers

## Standards

### Necessity

Od Planina products are good for the nature, animals and people. Our products meet not only ecological demands but have also to be produced sustainably in every sense of that term. But what exactly is sustainable production? The production of foodstuffs is sustainable if it meets the needs of the present generation without spoiling the chances of future generations to fulfil their own needs.

Not only ecology plays a role here but also social and economic aspects - let's take a look towards the future. Od Planina takes the concept of sustainability quite seriously. That's why Od Planina developed those following standards





### Sustainable and local production

The Macedonian mountains give us plenty of natural resources like herbs, berries, root, spices and mushrooms. We try to make the most of those wild products and use them as a role model to explain that it's possible to cultivate local and fresh products in a simple way. To protect this perfect environment, we pay attention to a sustainable picking, in order to have no plants in danger of disappearing and to preserve the biodiversity.



### Sustainable ingredients without poison and GMO

We care about your health and the health of our earth. All our ingredients grow wild or are cultivated by the collaborating farmers. All our products are certified natural according to our standards: we stipulate that irradiation, sewage sludge, synthetic fertilizers, prohibited pesticides and genetically modified organisms are not used with crops. Producing and consuming natural food promotes a less toxic environment for all living things and for the future generations.



### Sustainable packaging

We live in a world where we are all consumers and most of us make purchases on a daily basis. Almost without exception, the goods we buy are supplied in some form of packaging to keep the contents in the condition that we would expect. In addition, packaging defines brands and provides the consumer with important information. It's important that our packaging fits to our philosophy: That's why we want our packaging to have the lowest possible impact on the world around us. Our sustainable packaging has been manufactured from sustainable materials using energy from renewable sources. Their component materials are fully recyclable and are able to meet the business market's requirements in terms of cost, performance and safety.



### Sustainable legacy

At Od Planina, business success is not an end in itself. Instead, the company uses its success as an incentive to act responsibly towards all employees, society and the environment. Our company adheres to social values and alongside profit-making considerations. We want transparency to the producer and consumers: We inform the consumer and the producer about the products. We collaborate in fair conditions with farmers and give them the opportunity to develop their knowledge, in order to create more work, improve the economy and expand natural food in Macedonia.



Bild von der Website portraits





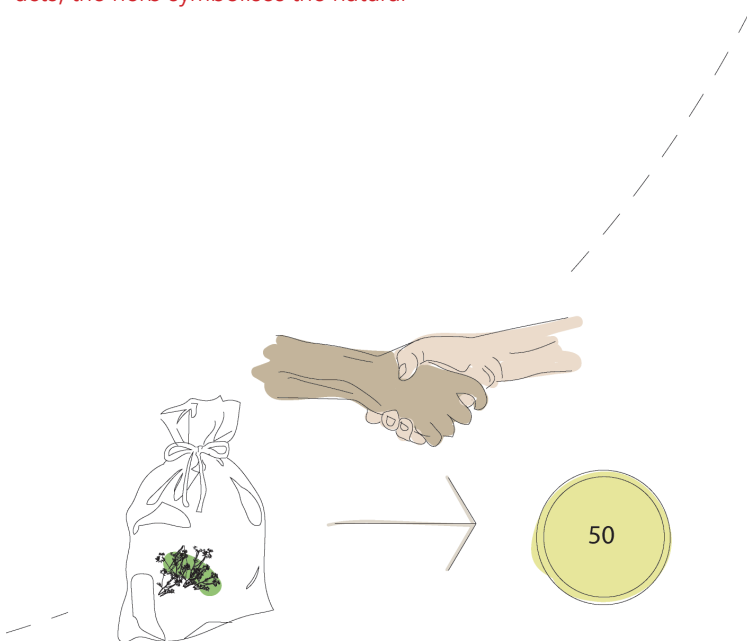


## calculation

### Ice Tea Price

The logo consists of three parts plus the written name of the brand. The mountain is the origin of all the products, the herb symbolises the natural

growing products and the hand stands for the hand work in which our goods are produced.



# od Planina

view to the future

## Channel for the labels

### Supermarket

Od Planina is proud to have developed an authentic, joyful, healthy range of refreshing teas and ice teas which add value to Macedonian raw materials from the mountains and create jobs for its inhabitants. We are also striving to be an ethically managed business, which shows transparency from the production to the consumption. But this isn't enough; Since we sold our first bottle in June 2016, Od Planina has committed to expand his value on other products.

So, every time you buy an Od Planina product, you're making a small contribution to the development of natural and healthy food in Macedonia.











# od Planina

Appendix

addition

## 1. Interviews

There you can read every Interview we did with the sellers, buyers and companies.

## 2. Calculation

All these documents give you an overview about all the calculation research and final results.

## 3. Making of shooting

Some more detailed pictures of the packaging process.



## INTERVIEW PEDESTRIANS /CONSUMERS

### **Questions pedestrians/consumers**

1. How do you define organic food?

2. Do you buy organic food?

Yes:

3. What kind of organic food do you buy? What it's label?

No:

3. What are the reasons that you don't buy organic food? Would you buy organic food if it's less expensive?

4. What advantages and disadvantages do you see in organic food?

5. Where do you prefer to buy your vegetable and fruits?

5. a. Would you like to buy organic vegetable and fruits if they are available in the supermarket or at the market?

6. What would you like to have for assortment of goods?

### **Questions sellers on the market**

1. How do you define organic food?

2. Are your products organic?

Yes:

How well do your products sell?

Who buys it?

Do you produce it or resell it?

No:

What are the reasons you don't sell organic food?

3. Do the buyers want to know if your food is organic?

4. Does the government support producing organic food?

5. Do you think organic food will become more popular in the future, if there are more places you can buy it?



## INTERVIEW COMPANIES

### Questions for the company

1. How do you define organic food?

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2. Why isn't organic food widely spread in Macedonia? Do you know possible solution to make it more approachable for the population?

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3. What was your first contact to organic food and what is your motivation to eat and sell organic food?

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4. What advantages and disadvantages do you see in organic food?

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5. Do you see a gap in the assortment of goods? If yes, why does this gap exists?

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6. Do you have an idea how to motivate people to buy organic food although the price? Any arguments that could convince the consumers?

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7. Are you in contact to farmers? Is it possible to contact them?

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8. Are there typical Macedonian products like Ajvar in your shop?

1.

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9. What do you think about export?

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## OBSERVATION / STATEMENT

### **First strawberry man:**

Middle 60 Albanian (not in a mood to talk with us, not well educated ) man, who works with his 3 brothers

His plants are in Saraj, (there live mostly Albanians)

The land where he is producing his strawberries is flat ground for the plants

Strawberries are seasonal fruits in the summer (from about middle of april to early june)

Price: 120 DEN/kg

Second strawberry seller:

Isaac, middle 50, Albanian,

His plants are in Sveta Petka

(He is producing his strawberries on the mountain)

He has to change often his location of selling because it's illegal and he has to run away from the police

The production of strawberries depends on the weather (this year 2016 there was enough rain for the strawberries), too much rain damage the strawberries. In autumn he puts the seeds into the earth and in the spring he picks them.

Sometimes he resells his strawberries to a seller on the market.

He gave us the number of his cousin: Ferit 071 518 357, we are allowed to visit the farm in the evening.

## INTERVIEWS AGRICULTURAL FACULTY

### **Feedback**

Quick notes from the Agricultural faculty in case you need them right away:

- farmers need to be educated on how to use the pesticides and in what amount. Maybe the food can't be 100% organic but controlling the chemicals is important. And not just controlling the amount but also the way they use it. How they mix the chemicals.

- there is also missing a concrete listing of traditional seasonal foods like a type of separation with all their properties and how they can be treated. What kind of chemicals work what not. Producers need to know these let's say properties of the fruits and vegetables and seeds in order to treat them right.

### **Conclusions from the street interview 24.05:**

Buyer:

Often they buy food only for their children, because they can't afford it for the whole family.  
People think the soil in Skopje is polluted.  
They would like to see organic food in a supermarket.  
They often do their own jam and ajvar.  
The people don't know, where the organic stores are.

### **Conclusions from the street interview 25.05:**

Buyer:

There are some interested consumers in organic food. And they want to know more about it.  
Vitalia is well known and present in Macedonia.  
People trust older producer with small production.  
Organic food is marketing propaganda.

Seller:

There is a scepticism against organic food labels and imported food like ananas and mango.  
Their answers seem to be passive. For example, they hope that their food is organic, but they don't really get to the information or can improve it.  
The reason for not selling organic food is because it rots faster.  
Organic food standards don't exist in Macedonia like in other countries.  
The customers prefer local food from the market and don't really care about organic food.  
Fresh food is the good food.  
The main thing is that they want to know, where the food comes from. The people don't ask if the food is organic.  
We don't want to take away the customers from the market. They need to sell their less vegetables and fruits. But they need to know what organic food is. The people are not aware of organic food. The price is main reason, why they don't buy.

Strawberryman:

Strawberryman would be a realistic example for the campaign. The problem is, that what he does is illegal and he comes from Albania (conflict?)

Good Earth:

Main problem is the price  
They should try to involve smaller kids to raise their awareness.  
They don't need marketing. The best way to promote organic is mouth to mouth.

Beorg:

Organic food should be only 20-30% more expensive than conventional food, but at the moment the producers are selling their products 200% more. Because they want to earn money very fast.  
They don't plan future.  
Health and the environment should be in their opinion the main argument for organic food.  
The farmers need help with organizing their planning and organisation.  
The farmers get some subvention from the government.

Summary of all the conclusions:

Often they buy food only for their children, because they can't afford for the whole family.  
People think the soil in Skopje is polluted.  
They would like to see organic food in a supermarket.  
The people don't know, where the organic stores are.  
Vitalia is well known and present in Macedonia.  
People trust older producer with small production.  
There is a scepticism against organic food labels and imported food like pineapple and mango.  
Organic food standards don't exist in Macedonia like in other countries.  
Strawberryman would be a realistic example for the campaign. The problem is, that what he does is illegal and he comes from Albania (conflict?)  
They don't need marketing. The best way to promote organic is mouth to mouth.  
Organic food should be only 20-30% more expensive than conventional food, but at the moment the producers are selling their products 200% more. Because they want to earn money very fast.  
They don't plan future.  
The farmers need help with organizing their planning and organisation.  
The farmers get some subvention from the government.

Personal conclusions:

- Many people mentioned that the soil in Macedonia is polluted.
- Many would buy organic food if its lower price.
- Agriculture is present there daily life.
- When the sellers heard about the topic of our project, they didn't want to talk and were rejecting

### Questions & answers

How the company started:

no company, fellowship, three members, anniversary one year, but already 3 years for volunteering for families who were in need. driving around the country, collecting the stuff.

these are the farmers they are still in contact now.

1. How do you define organic food?

Food which is grown in a healthy soil, no chemical additives, clean water, outside of pollution, they try to be 30 km away of a main road or a big city. Seasonal. Things provided in the rhythm of the nature. if you don't harm the soil (with chemicals) it will give better food in the next season. Helping us helps the soil and the nature. By consuming organic food we help the earth as well.

2. Why isn't organic food widely spread in Macedonia? Do you know possible solution to make it more approachable for the population?

It isn't widely spread, the producers don't have the resources and aren't well educated in what is organic. We have to educate the producers as well as the consumers. Main problem is the price.

3. What was your first contact to organic food and what is your motivation to eat and sell organic food?

She has been consuming it whole of her life, her mother worked something with the agriculture. She tried to teach their kids what's organic and what's good about it. Now she doesn't think twice. The reason to sell it: she knows what the perks are, all the benefits

4. What advantages and disadvantages do you see in organic food?

Fresher, more healthy, tastes better. Not just taking care of your body, helps the nature.

Disadvantage: Price and the long process, find people who are willing to produce it.

5. Do you see a gap in the assortment of goods? If yes, why does this gap exist?

Need to be educated, they tried to go to school and kindergarten, raise the awareness of the farmers. there is no Cauliflower, rice, beans (heavy to grow), lentil, celery. Seasonal fruit like peach. Kale. first time that they produced it organic, hope to do it again

6. Do you have an idea how to motivate people to buy organic food although the price? Any arguments

that could convince the consumers?

Healthier, more ecofriendly, protects the earth. Try to involve smaller kids to raise their awareness.

Sidequestion? How do you like to be commercialised, marketing?

we don't need it. the best way to promote organic is mouth to mouth

7.

They are in contact, try to be as near to Skopje as possible to have the food as fresh as possible. Central and east part of Macedonia, Ohrid (a city) the three owners know the farmers in person.

8.

ajvar, beans, pinjur, zlatka (jam from figs), jam from raspberries

9.

way too early, company is too young, awareness in Macedonia is on a level too low, export is only possible if the needs in Macedonia are covered.

Selling export product line



## SUMMARY OF THE CONCLUSIONS

### **Target group :**

Often they buy food only for their children, because they can't afford for the whole family. The customers prefer local food from the market and don't really care about organic food. Fresh food is the good food.

The main thing is, that they want to know, where the food comes from. The people don't ask whether the food is organic.

They would like to see organic food in a supermarket.

People trust into older producer with small production.

The economic situation in Macedonia doesn't allow to buy organic food for the whole family.

Agriculture is present there daily life.

### **Location:**

They would like to see organic food in a supermarket.

The main thing is, that they want to know, where the food comes from. The people don't ask whether the food is organic.

### **Education:**

Buyer: The people didn't mention that organic food is good for the environment or their health. People think the soil in Skopje is polluted.

The people don't know, where the organic stores are.

There is scepticism against organic food labels and imported food like pineapple and mango.

Organic food standards doesn't exist in Macedonia like in other countries.

Producer: Organic food should be only 20-30% more expensive than conventional food, but at the moment the producer are selling their products 200% more. Because they want to earn money very fast. They don't plan their future.

The farmers need help with organizing their planning and organization.

The farmers get some subvention from the government.

They mentioned nettle fertilizer as a natural fertilizer. Nettle is widely spread everywhere and it is a way of saving money for pesticides, plus it's organic.

### **Education - Solutions —>**

We have to inform the people about the benefit of organic food, and explain why the food is a little more expensive.

We have to show up that the producers in Macedonia already produce similar to organic food.

One solution could be to change the definition from organic food to natural food, with less strict standards.

They need more options to get organic/natural food on an easy way.

The producers need instructions from experts, that they plan their production for more than one year. They need to realize, that the fast way to get money doesn't help.

### **Role models:**

Vitalia is well known and present in Macedonia.

People trust into older producer with small production.

Strawberryman would be a realistic example for the campaign. The problem is, that what he does is illegal and he comes from Albania (conflict?)

They don't need marketing. The best way to promote organic food is mouth to mouth.

Macedonia is full of wild berries, and healing herbs in the mountains, but they die every year because no one is interested in gathering and working on them.

### **Role models Solutions —>**

The older producer should be in the focus during the campaign.

Berries and herbs in the mountains could be a product.

## SHORT CONCEPT AFTER THE RESEARCH

### Description of the research

At the beginning of our project, there were some misunderstandings, between the organization and the producer. So that we first have to find a company, which will cooperate with us. In order to get some information about the buyers, sellers and producer, we started with some interviews in different directions. Our first contact was a visit in the Good Earth company. After that, we did a lot of interviews on the market with sellers, buyers and pedestrians. Following that we interviewed the owner of Good Earth and had a conversation with Strawberry sellers on the street. One day later we got an informative interview with the owner of Beorg, which helped us to see where the main problem comes from. Based on that we had a better view about the whole situation. After that we got another interview with the Jam producer. Finally we got some informations from the faculty of agriculture, so that we got some facts and results about the Macedonian agriculture.

### Conclusion & solutions:

The conclusions based on the evaluation of all the interviews. Out of them we formulated some solutions.. With that we will create some ideas, which ends in the final concept.

It emphasized that there are two areas of education, that is necessary.

One of them is the **education** for the producers. It starts with the organization and there planning of production. They need to plan the future and also have to communicate with the other farmers. That should make a balance between the assortment of products they made. Their goal is to make a lot of money for short time. So the main thing start to change their philosophy, that has an influence of their strategy. It is realistic that organic food can be only 20-30% more expensive than conventional food, but at the moment the producer are selling there products 200% more.

The other area of education begins with the buyers. A lot of the interviewed buyers don't mention that organic food is good for the environment or their health. Additionally they think that the spoil in Macedonia is polluted.

We have to inform the people about the benefit of organic food, and explain why the food is a little more expensive.

Organic food standards doesn't exist in Macedonia like in other countries. And there exist a skepticism against organic food labels. We have to show up that the producers in Macedonia already produce similar to organic food. One solution good be to change the definition from organic food to natural food, with less strict standards. An other problem shows, that people don't know, where the organic stores are. They need more options to get organic/natural food on an easy way.

During the research we focus on the **role models** that already exist. We see they as a good basic to work on it.

Vitalia ist well know and present in Macedonia. This means that the buyer trust their concept. We have to make an analyse of the Vitalia products and strategy. Multiple times the interviewed people on the market told us, that they trust into older producer with small production. This might has something to do, because the people know the farmers, because this profession is daily common in Macedonia. This makes the idea/imagination of the farmer roll they trust.

The older producer should be in the focus during the campaign.

The experience shows us that the best way to promote organic food is mouth to mouth. So we have to focus on that fact and choose a way which is similar to that or give a tool for the direct communication. In a short way, we have to find a way that the people can talk about.

Finally we found a gap in the food production. Macedonia is full of wild berries, and healing herbs in the mountains, but they die every year because no one is interested in gathering and working on them. This product might be used for a export or building up a label.

### Services

Farmers (transport, education) - distribution (Händler) - retail(Verteiler) - consumer

This is the way we could organize our projection.

Target groups

From the financial point of view a lot of have to organize their income very strict. That's why al lot of buy the organic food only for their children. So some of them know, that organic food is good for the health.

Many answers showed us, that the buyers prefer local food from the market and don't really care about organic food.

This is an important note, to change the standards of the organic food to natural food. The main thing is, that they want to know, where the food comes from. And they would like to see organic food in a supermarket.

### Contacts

Good Earth (<http://dobrazemja.org/>)

Pedestrians, Sellers & Buyers on the market

Strawberry seller(Isak): his cousin Ferit (071518 357)

bioorg: <http://beorg.mk>(doesn't work) <https://www.facebook.com/beorg.mk/?fref=ts>

Jam producer Slow Food: Mirjana Angeleska (+38975533370)

Agriculture faculty:

Biologist: Biljana Petanovska [bpetan88@yahoo.com](mailto:bpetan88@yahoo.com)

Food processing: <http://map.org.mk> not organic food

### Ideas

After all the conclusion and solutions we were looking for some necessary topics, where the conclusions can be used and the solutions can be implemented. So the ideas are divided in subcategories like education, export, label or distribution.

Education: campaign, export: kale, label: jam distribution: vending machine