



USAID
OD AMERIČKOG NARODA

MEDIA ADVISORY

USAID AGRIBUSINESS PROJECT TO HOLD A WORKSHOP ON CLEANER PRODUCTION IN AGRICULTURE FOR AGRIBUSINESS ENTERPRISES AND ENVIRONMENTAL SERVICE PROVIDERS

The USAID Agribusiness Project in collaboration with Serbian environmental experts will hold a three day workshop on Cleaner Production in agriculture.

The Workshop will take place at *Hotel Aleksander* in Nis from the 29th to the 31st of August 2009.

The participants of the workshop will be both individual Agribusiness Enterprises and Environmental Service Providers. During the first section of the workshop Cleaner Production concepts and practices, as well the benefits associated with adopting these practices will be presented to enterprises. During the second part of the Workshop, Environmental Service Providers will be provided with the necessary technical knowledge and tools needed to be able to provide high quality consultancy and support services to agribusiness enterprises wishing to adopt cleaner production.

Following the Workshop, participating enterprises that are already beneficiaries of the USAID Agribusiness Project will be required to develop a Cleaner Production Action Plan for their business operations. The Action Plan should result in business improvements which may include cost savings, improved efficiency and productivity and ultimately reduced risks to the environment and environmental impacts. Enterprises will be given the opportunity to submit Cleaner Production project proposals for review to USAID Agribusiness Project and possible funding.

United States Agency for International Development (USAID) has invested \$24 million through its Agribusiness Project which focuses on improving agricultural productivity, expanding value-added agricultural processing, opening new markets for export, and building the capacity of producer organizations and service providers which support Serbia's agribusiness sector. The USAID Agribusiness Project works with Serbian agricultural producers at all stages of the production cycle "from field to fork" to increase the value of Serbian agricultural products sales and agricultural employment.

The Project has consistently focused its efforts on providing technical assistance to Serbian agribusiness in adopting cleaner production and these refer to all five cleaner production practices: good housekeeping, on-site recovery, technology modification, input substitution and product modification. The Project is also focusing its efforts in establishing sustainable environmental service providers, capable of providing environmental consultancy services to Serbian agricultural enterprises, wishing to adopt cleaner production.

Cleaner Production concerns using business resources more efficiently to prevent waste generation and hazardous and unnecessary emissions during the production cycle, including the loss of energy, rather than dealing with them once they have been generated. Cleaner Production leads to savings in input materials, water, energy, waste and labor costs. This in turn reduces business costs, increases profits and enhances competitiveness.

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More precisely, Cleaner Production is generally defined as "the continuous application of an integrated preventive environmental strategy to processes, products, and services to increase eco-efficiency and reduce risks to humans and the environment".

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