



Creating business solutions to poverty

Ukraine Horticultural Business Development Project (UHBDP)



Drought, heavy rains, thunderstorms, pests and political turbulence are just a few of the challenges that Ukrainian farmers and business owners experience, which hinders them from running and creating prosperous farms and businesses. Your support ensures that they can succeed despite these obstacles. Here is a glimpse into how, through your generosity, hardworking farmers and entrepreneurs in Ukraine have defied the odds and adapted.

Through the Ukraine Horticulture Business Development Project (UHBDP), you are enabling businesspeople and farmers to access sales markets and finance, use environmentally friendly technology, and access business training that will increase their incomes, produce higher yields, and lessen the negative impact on the planet. You are also strengthening agricultural small medium enterprises (SMEs), especially women led SMEs, to spur market expansion. And through your support, you promoted business alliances and supply chain logistics between SMEs to ensure that businesses can efficiently get their products to market.

Through your support, we are creating better futures ensuring that:



Farmers can gain more environmentally sustainable farming and business techniques.



Businesses can use grants and finance to buy equipment to make their businesses more efficient and more eco-friendly.



College educated men and women can learn skills that are industry relevant and in demand.



Cooperatives receive training on governance, best management practices, gender, and environment.



Banks can receive gender and environmental due diligence training for loan applicants.



Achieving their goals on their own terms

Viktor and Natalia's story

Viktor and Natalia Dranitsyn had big plans for their small farm in Zaporizhia region, Ukraine. They aspired to create a successful vegetable selling business but lacked the experience and the financial means to turn their dream into a reality. They also needed to find a way to work without leaving their home as they both live with disabilities. After attending the UHBDP training, Natalia was inspired, especially when she saw that other people with disabilities were pursuing similar ventures.



The couple wanted to plant more crops in their greenhouse but were limited by its size and could not afford to buy a larger one. Through the UHBDP program, the Dranitsyns received a grant to purchase a more modern greenhouse with wood heating, ventilation, lighting, and backlighting. The new technology made it easier to grow and harvest vegetables, especially for a couple with mobility challenges.

“... We have a household plot of 0.05 hectares [.12 acres]. We specialize in growing tomatoes, greens, and seedlings. We have searched for and studied modern technologies in growing vegetables not only to increase profitability, but also to preserve environment and restore land fertility. Therefore, the assistance provided by the UHBDP is an investment for development of our family business and for facilitating working conditions for us,” Victor said.

They also invested in bio-compost to improve soil fertility. After only a few days, Viktor and Natalia noticed a tremendous difference: the plants became healthier and stronger. As a result, the farmers could increase their farmlands' soil fertility and grow 40% more crops than in previous months.

In the future, the Dranitsyns aspire to start a green tourism business and showcase the beauty of their country. They are confident that through UHBDP, they can reach this goal.

“We live in a very beautiful region: picturesque places, clean air and fishponds nearby. We believe that we can start [a] business and develop in this direction... Our household plot allows to seed herbs and to arrange tours at the harvest time. The philosophy of the UHBDP strongly supports environmental and innovative ideas. This is exactly what we want to do: to develop ourselves and to help other people to grow and develop,” Victor stated.



34,941
producers supported
during 2020



52%
of SMFs and SMEs*
reported improved
access to business
information and sales
trainings



73%
increase of average
sales revenue for all
clients



46%
of producers reported an
increase in production,
harvest and post-harvest
handling capabilities



75%
of SMFs and SMEs* have
reported higher access
to Environmental Best
Practices (EBPs)



81%
of clients use EBPs



68%
of client land is
under EBPs



63%
of technologies used
mitigate negative
environmental impact

Your support has equipped farmers and entrepreneurs with the tools and training needed to find success in business.



PROJECT DETAILS

6 Years: **2015-2021**

MEDA Private Supporters: **\$2.5M**

Global Affairs Canada: **\$18.3M**



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