



Strawberry Communities

• The context •



• The project •



A project to develop strawberry production in Ukraine by providing cultivation best practices through cooperative services.

Ternopil

Kiev

L'viv

Environmental responsibility

Adapted variety of strawberry

No herbicides

CO₂ reduction

Water consumption reduction

Field owners

Rent their fields to the coop

Classic Field

Seasonal workers

Plant

Harvest

Permanent workers

Inter seasonal work

Plant

Harvest

Experimental Field

Collection center

Selection

Validation

Cooling

Training

Good practices

Strategic guidance

Agro consultancy

Other services

Purchase of strawberries plants for farmers

Commercialisation of farmers' production

Management of cooperative's fields

A truck transports the strawberries production of the coop for two types of market.

Farmers

Industrial market

Fresh market

20%

80%