

# Change direction? *Know how.*

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With funding from Austria, we helped Agroserv Mariuta, a dairy farm from Romania, to change its business model and go from 0 to 100% exports, by developing a corporate brand and a multi-language, state-of-the-art website.



# Dairy farm, Romania

**We helped Agroserv Mariuta, a dairy farm from Romania, to find a new outlet for its production by creating a B2B sales platform ([milkfarm.eu](http://milkfarm.eu)) and a professional corporate brand that took the company's exports from 0 to 100% in just one year.**

Founded in 1994 in Mariuta village, by Mr. Nicusor Serban, an agronomist with more than 30 years of farming experience, Agroserv Mariuta is one of the largest dairy farms in southern Romania. Over 20 years, the company has gone from 160 ha to 3,500 ha of farmland, and from 5 to 560 milk cows, that produced 14 tons of raw milk per day. However, the company's growth was limited by the small margins offered by the Romanian milk market (its sole production outlet at the time), which has the lowest prices of raw milk in the EU.

Given the data on milk sales in other EU countries, Agroserv decided to start exports within the European community. However, the company did not have the minimum sales tools to attract foreign customers, such as an attractive, professional brand and a multi-language sales platform that can



With the help of its new website and brand, Agroserv Mariuta began exporting 100% of its raw milk production, at a better price.

communicate across borders.

We connected Agroserv Mariuta to Webventure Interactive, a local consultant specialising in marketing and ICT solutions. The consultant:

- Created and tested a new, professional and customer-friendly brand for the company
- Helped Agroserv develop new premium packaging (a 1 litre glass receptacle)
- Developed a state-of-the-art website, which incorporated online marketing tools, to act as a sales platform for company exports.

One year after the project's completion, the company exports 100% of its production, to an EU client that contacted Agroserv via the new sales platform. In fact, the website has brought several prospective clients to Agroserv, more than the company can accommodate. These clients were referred to the local dairy association, thus benefiting other small dairy farms in southern Romania.

"Even though 2015 was a slow year for Romanian agriculture, it was a busy one for us," said Mr Nicusor Serban, farm owner. "We made significant investments (new stable, equipment, cattle) and increased production to 23 tons of raw milk per day. Thanks to this project, we've expanded our market, we can sell our milk at a good price and our work gets the appreciation it deserves."

Now Agroserv is preparing to bring higher-value products to this expanded market, by investing in a milk-processing factory for which European funding has already been approved.

[www.ebrd.com/knowhow](http://www.ebrd.com/knowhow)

Exports now

100%

Unit sales price

+18%

Daily production

+65%

Total project value

€12,202

Client contribution

€7,281