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Agricultural Development

Success Story

DRIZA, Ltd., Realizes Exceptional Gains in Poultry Business

When Hiqmet Driza, owner of DRIZA Ltd., entered the Albanian poultry industry in 1997, he faced seemingly insurmountable challenges. Most of the nation's processing facilities were unprofitable because of technological and managerial inefficiencies. Machinery was out of date, and the human capital needed to develop in the new market economy was lacking. For Driza and most of Albania's agricultural entrepreneurs, no institution existed in Albania's business community that was capable of changing these unfortunate circumstances until the launch of the Assistance to Albanian Agricultural Trade Associations (AAATA) project into their country.

For entrepreneur Driza, involvement in an AAATA association has resulted in greater access to sources of credit and information, the modernization of equipment, and the overall expansion of his poultry business. After Driza joined the poultry association, his broiler production increased from 95,000 units in 1998 to 550,000 units in 2000, a net increase of 455,000 units. Meanwhile, the projected sales figure for 2001 is six times greater than the figure from 1998, and the company has expanded its distribution networks to serve all of Albania's primary markets. Overall, the poultry association members produced 60% more eggs and 63% more revenue (an increase of US \$13.4 million) during the first two years of the project.