

## BULGARIA

### Farm performance, restructuring & modernisation

#### Location

Panaretovtsi

#### Programming period

2014 – 2020

#### Priority

P2 – Competitiveness

#### Measure

M4 – Investments in physical  
assets

#### Funding (EUR)

Total budget 1 194 630  
RDP support 597 315

#### Project duration

2016 – 2019

#### Project promoter

EKO FARM – 2005 Ltd.

#### Contact

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A modern hen farm producing eggs for human consumption, set up a new unit to process non commercial eggs and therefore increase its competitiveness.

### Summary

ECO FARM- 2005 operates a modern hen farm which produces eggs for human consumption. It can produce up to 195 000 eggs per day. However, about 8% of its eggs are cracked, broken or muddy and cannot be sold.



These rejected eggs must either be binned or sold to an egg processing company in Bulgaria at low cost - often below their production cost. Support from the rural development programme enabled ECO FARM- 2005 to set up a new processing unit capable of separating eggs from their shell, homogenisation, pasteurisation at 64°C, cooling and packaging in different packages.

### Results

The investment will lead to new products of higher quality, safety and traceability.

An energy audit carried out for the project showed that the energy consumption per year will be 23.77% lower than the annual baseline energy consumption and the electricity savings will be 541 840 kWh.

8 new jobs will be created.

### Context

ECO FARM- 2005 is a modern hen farm producing up to 195 000 eggs per day for human consumption. Established in 2005, it is located in a rural area in the village of Panaretovtsi. The company markets its products under the brand name 'Jenny' and is one of the leading egg producers in Bulgaria. It has five production buildings, and a centre for sorting, grading, marking and packing up to 54 000 eggs per hour.

At the start of the project, about 8% of the hen farm's production consisted of cracked, broken or muddy eggs that cannot be sold. This amounts to nearly 5.7 million unsaleable eggs per year. **These rejected eggs must either be binned or sold to Bulgaria's only egg processing company in Bulgaria at low cost - often below their production cost.**

The significant volume of waste eggs reduces the competitiveness of the farm. This is why the company decided to build its own processing unit for unsaleable eggs. The investment will allow ECO FARM- 2005 to create new value-added products and to optimise its entire production process.

The project has enabled it to develop a new product - egg mélange – that can be marketed to large food and beverage producers, smaller enterprises (workshops, bakeries), as well as to households. It is available in packs of 500-1 000 kg for large industrial clients and packs of 5 kg for small enterprises and households. The company plans to distribute up to 70% of the new product in Bulgaria and up to 30% abroad (mainly to Greece).

### Objectives

This investment will allow the farm to implement its diversification strategy and enter a relatively new market, and thus increase its competitiveness.

### Activities

The new processing unit uses specialised equipment for separating eggs from their shell, homogenisation, pasteurisation at 64°C, cooling and packaging in different packages. The hen farm plans to add storage rooms for

the finished product, as well as specialised refrigerated transport vehicles. The full investment consists of the following:

- construction works for the processing unit;
- purchase, delivery and installation of refrigeration equipment for three refrigeration chambers;
- purchase, delivery and installation of a production line for liquid eggs with capacity up to 750 litres per hour;
- purchase and delivery of an express analyser;
- purchase and delivery of a gas-powered car;
- purchase and delivery of a lorry and trailer for delivery to large industrial clients;
- purchase and delivery of a light commercial refrigerated vehicle for delivery to smaller clients.



### Main results

The investment will lead to new products, and hence, improve product quality, safety and traceability.

The energy audit carried out for the project showed that the energy consumption per year will be 23.77% lower than the annual baseline energy consumption and the electricity savings will be 541 840.31 kWh.

8 new jobs will be created.

### Key lessons

n/a

### Additional sources of information

n/a