

**HARD WORK AND A GOOD BUSINESS IDEA REWARDED**



*Borivoje Stankovic from the village Ponor:  
The mushrooms are of top quality*



*Mushrooms in the new chamber supported by  
CHF, with funding from USAID*

PIROT, SERBIA – Borivoje Stankovic lives with his wife and son in Ponor, near Pirot. He grows mushrooms to support his family, but has not had much success. He had only two production lines, which was not sufficient to provide a continuous production cycle, and was therefore unable to fill the orders from all of his customers. This resulted in some customers finding different suppliers.

In partnership with CHF, Borivoje has built a third chamber in which to grow mushrooms, enabling him to produce mushrooms year-round. His biggest buyers are pizzerias and the green market in Pirot. His estate is big enough, and the soil and nature are healthy in this area, so the mushrooms are of exceptional quality.

"In this business, it is very important to have constant production. When I sent my project proposal to CHF, my aim was to organize the business in such a way that the line of production would not stop. When people order mushrooms now, I always have them available and I no longer lose customers." says Mr. Stankovic.

With CHF support his monthly income is higher by 30%. Even now when he opened three production lines, which allowed him to produce mushrooms the whole year, Borivoje can sell 3 times more than he can produce.

Because of that he will soon employ one young man from his village in order to develop production. For this year, Borivoje is planning at least one more chamber.

CHF International/Serbia has operated the Community Revitalization through Democratic Action (CRDA) program, financed by USAID, since July 2001. One component of the CRDA program is the Kick Start Program (KSP), a targeted economic development program that enables people with good entrepreneurship ideas to start new or develop existing businesses.

With Borivoje, it is certain that his business will continue to grow: his son is in Belgrade at the moment at a big mushroom-growing estate, learning how to further expand production. He will soon return from Belgrade to help his parents. Borivoje says that he still has a lot to do: new chambers and a permanent solution for their heating.

"But the most important of all is that the production has started." He recalls of his competition: "Many people started their own mushroom production in this area, but almost everyone gave up when they realized that it is not an easy job to do". Everyone, that is, but Borivoje Stankovic.