



PHOTO & CAPTION

Baking up Profits



Photo: Vlad Mitcul, CNFA

Performers in traditional folk outfits celebrate at the opening ceremony of the new Vatra Bakery in Slobozia Mare village.

With less than one year in operation, Vatra Bakery of Slobozia Mare is already well known for the exceptional quality of its fresh bread and pastry, which are now sold in six villages in southern Moldova.

Thanks to new equipment and marketing assistance provided by USAID, Vatra was able to increase the quality and quantity of its offerings and diversify its assortment of baked goods. The bakery rang up more than \$60,000 in sales in the first six months of its new operation. In addition to bringing fresh bread to the tables of hundreds of families and schools every day, Vatra has also benefited the local economy, employing 14 women, creating a dependable market for local farmers' wheat flour and making an important contribution to the local tax budget.

Telling Our Story

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