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**UKRAINE**

## SUCCESS STORY

# Fish Company Taps into Global Markets

### **A fish processing company learns to tap into bigger markets**



Photo: Breeze Ltd.

One of Breeze Ltd.'s newly renovated fish processing units in Berdyansk, Ukraine.

***With help from USAID, Breeze Ltd. is already exporting to the United States and is looking to export to the European Union.***

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As Ukraine strives to improve its long-term economic prospects, the ability of Ukrainian businesses to tap into lucrative global markets becomes critical. But certain sectors, like prepared food, have strict regulations and standards that companies have to comply with to sell to markets abroad. USAID is helping to bring Ukrainian food processors into compliance with current international trade and food safety requirements.

One of the beneficiaries of USAID's efforts is Breeze Ltd. With operations throughout Ukraine, Breeze has its own fish harvesting fleet and processing plants. Its products are popular in Ukraine, but Breeze wanted to expand its consumer base to North America and the rest of Europe.

With help from USAID, Breeze trained four specialists in international standards compliance. They learned about trade requirements for food safety management and the main international quality control system, known as Hazard Analysis and Critical Control Points. The specialists returned to Breeze knowing exactly what steps the company would need to take in order to sell its products internationally.

After the training, Breeze started to develop and implement its food safety system, improving sanitation and hygiene practices and renovating facilities to comply with regulations. Once the system was in place, Breeze started doing business abroad. In 2003 and 2004, its sales to the United States totaled \$867,000. After a final EU inspection in spring 2006, Breeze will become the first Ukrainian fish processor to export to European Union.

Complying with international standards brought other positive results. The management standards helped Breeze identify inefficiencies and improve their products. In fact, even though Breeze products now sell for up to \$0.30, or 30 percent, more than their competitors' products, demand has stayed steady.

Breeze is also improving its management and personnel policies. To motivate employees, the owner intends to increase the average wage of \$170 per month by 50 percent for employees who show they have contributed the most to Breeze's compliance with international standards.