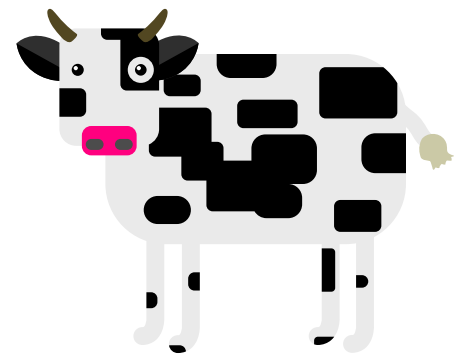


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TYPICAL PROBLEMS

Production & Equipment

- We can't afford new machinery — leasing is impossible.
(RS, RO, BG)
- Our parts come from 3 countries — too expensive, too slow.
(HU, RS)
- Young people won't take over our farms. (RS, DE, RO)
- We have new tools, but no technicians to maintain them.
(RS, BG)

Farming Conditions

- No real support for organic farming — just EU paperwork.
(HU, RO, RS)
- Climate is changing faster than our crops can handle. (RS, BG, DE)
- Water costs are rising — but irrigation is outdated. (RS, RO)
- We can't control animal diseases — too few vets. (RS, RO)

Packaging & Marketing

- Our product is great but nobody notices us on the shelf.
(RS, BG)
- We don't know how to design export-friendly labels. (RS, RO)
- No time or budget for branding — only for surviving. (RS, HU)
- Nobody told us we needed bilingual labels for Austria.
(RO, RS)

Export, Distribution & Bureaucracy

- We got one export deal, then customs ruined it. (RS, BG, RO)
- The paperwork is killing us. We need a translator just for the law. (RS, HU)

Export, Distribution & Bureaucracy

- Shipping costs doubled in the last 2 years. (RS, RO)
- Our cheese was rejected because of one wrong line on a form. (RS, HU)

Ω Sales & Fair Problems

- We come to the fair every year, but no serious buyers. (RS, BG)
- People take samples, take photos... and disappear. (RO, RS)
- We need help connecting to real partners, not just tourists. (RS, DE)
- Local TV interviews don't help us sell anything. (RS)

□ Digital & Modernization

- We don't have a website — my nephew tried once. (RS, RO)
- Online stores? What for? Nobody buys fruit online. (BG, RS)
- We don't know who can help us with online payments. (RS)
- Every software is in English or German — not for us. (RS, RO)

“H ħ”H People Problems

- We can't find seasonal workers — everyone's in Germany. (RS, RO, BG)
- They promised subsidies. We're still waiting. (RS)
- We applied for a grant. No answer. Just silence. (RS, HU)
- We got EU money... but had to pay double upfront. (RS, BG)