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# COMMUNICATION WITH LOCAL STAKEHOLDERS FOR QUALITY IMPROVEMENT OF FOODSTUFFS IN SMALL HOLDINGS

**Janna CHUBSA**  
Leader of initiative group of stakeholders, Bragin

## *Local Consultation Commission*



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### **Our team : about 50 persons**

We are all just average people :

- teachers;
- farmers;
- medical staff;
- housewives;
- agricultural professionals

Each of us has experienced the Chernobyl disaster in Bragin, some of us had to leave the district for some years, but we all returned because we want to live here.



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**We are all united by the mutual desire to keep living  
in our Bragin homeland:**

- provide radiation safety;
- create decent living conditions (both social and economic);
- help young people to find their place in their native land.



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## *Radiological safety – just one more normal feature of everyday life*



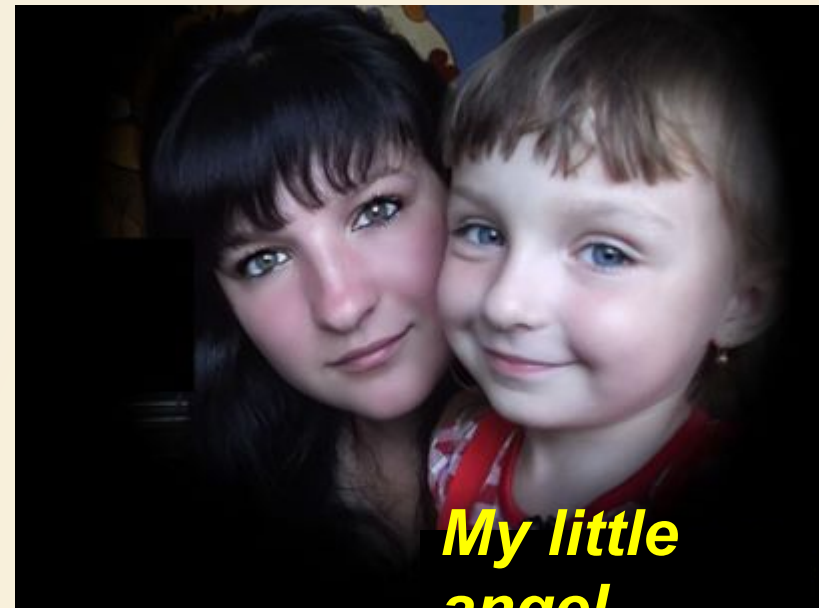
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Radiation safety is secured through the national efforts.  
Much has been achieved by now. The crisis is over.

BUT it all depends on the individual himself, i.e. on the way he  
cares about himself and his family.



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*My little  
angel*

# Have knowledge and skills – the recipe for healthy lifestyle



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Knowledge and information are the main keys for radiation safety and health protection



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## *Radiation safety – in action*



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We grow the American  
blueberry on cultivated lands.

Domestic berries – 65 Bq/kg  
Wild berries – 250-1690 Bq/kg



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## *Radiation safety – in action*



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We make sure our cows graze on cultivated meadows.

None of the members of our team has had the excessive radiocesium values in the milk they produce (maximum value as of 2013 was 43 Bq/l)



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## *Radiation safety – in action*



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We grow vegetables and successfully sell them at the markets all over Belarus. The radionuclide concentrations in them are so insignificant that the radiometric instruments available on every market can hardly measure them.



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## *Radiation safety – in action*



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We grow fruits as well, and the radionuclide concentration levels in them are also hardly within measurement limits of the instruments available at the markets and local centers for radiation control.



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## *Radiation safety – in action*



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And in order to be able to do so, we study and teach the others.



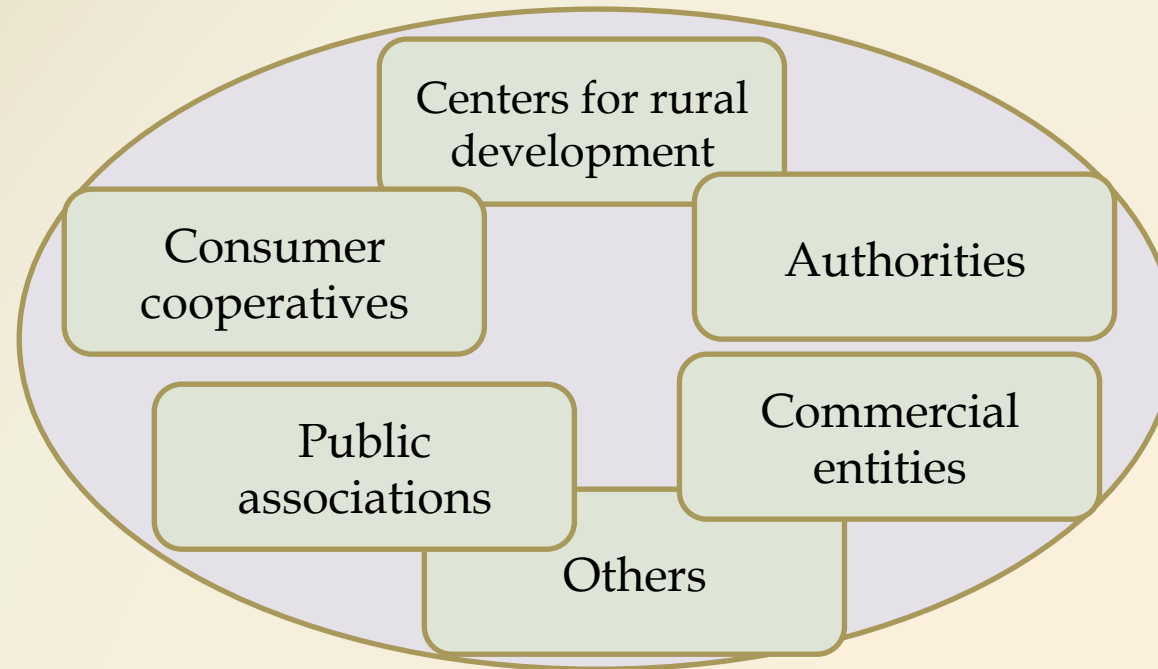
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# Partnership Network



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The partners' network for development of rural businesses

This network, for the sake of the shared goals achievement, will allow to:

- strengthen the individual and communal potential;
- mobilize internal resources;
- work together with the shared responsibility, risks and success.



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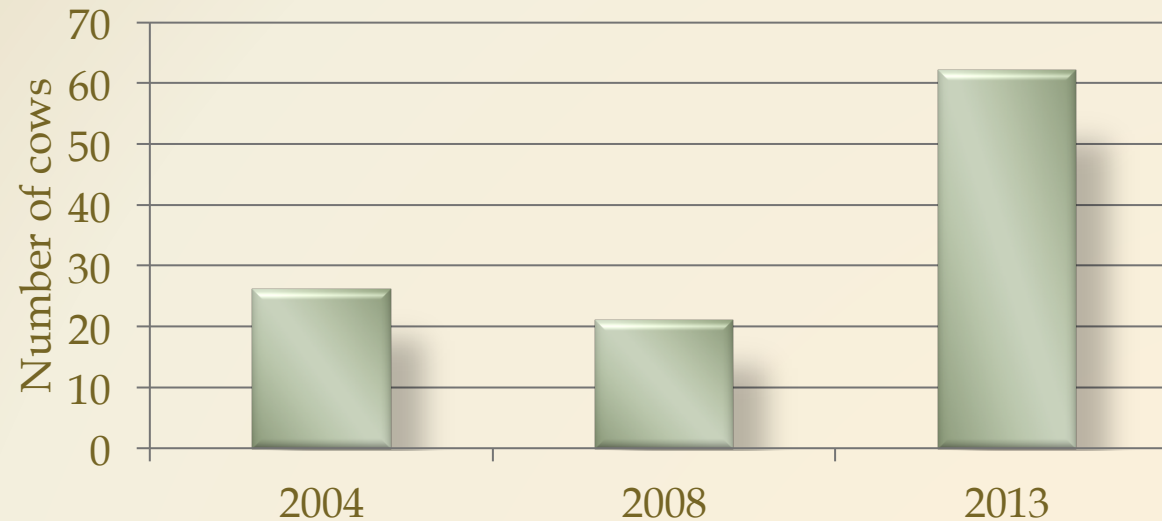
# *Social aspect of cooperation development*



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## Milk production in Selets village in Bragin District

The dynamics in cow population in the private sector



Tatiana Rak, the Leader of the  
"Milk" team, Selets village

20 cows



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## *Social aspect of cooperation development*

### **From private economic activities towards overall development of Selets village**

- ✓ Reconstruction of the local village park (started);
- ✓ "Young Family" eco-club (operates);
- ✓ Improvement of conditions to ensure employment of young people;
- ✓ Reconstruction of the old church (built in 1609).

*Having their regular and stable income, people seem to be more willing to give some of it for the needs of their home village.*

# *We know how to work – we know how to live*



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## **International Foundation for Rural Development**



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**The IFRD Local Office  
in Bragin**

**Consultation Services**

**Information Services**

**Teaching and Training Courses**

**Assistance in Development and  
Functioning of Financial  
Mechanisms**

**Projects/Programs Development  
and Implementation Services**

**Assistance in Establishment of  
Rural Development Structures and  
Supervision Over Their Operation**

**Assistance in Promotion of  
Interests**



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# Thank you for Your Attention

We're inviting you to discover  
**Bragin** as an initiative  
and trainable region!