



CARBONICA

Brain Gain Roundtable #5

“Market-Based Approaches to Agricultural Emissions and Climate Action in the Agri-Food Sector”

Summary and Key Outcomes



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Title: Market-Based Approaches to Agricultural Emissions and Climate Action in the Agri-Food Sector

Date: May 28, 2025

Lead Working Group: North Macedonia

Moderator: Ms Jovana Milosavljeva, AgFutura Technologies (AGFT), North Macedonia

Working Group speakers:

- Dr Thanos Arampatzis food, Greece (CARBONICA's Communication Manager)
- Mr Blagoja Mukanov, CEO/Executive Director, AGFT, North Macedonia

Invited Diaspora expert speaker:

- Dr Jordan Hristov, Agricultural Economist and Researcher, European Commission JRC, Spain (Academia)

MAP representatives invited speakers:

- Ms Pavlina Zdraveva, Climate Change Policy Advisor, North Macedonia (Policy)
- Ms Anastasia Panteli, Operations Manager and Agriculturist, Atsas Organic Farm, Cyprus (Industry)
- Mr Antonis Politis, Communication Officer, Agricultural Cooperative Union of Zagora-Pilio, Zagorin Hellas, Greece GR (Agriculture/Civil Society)

Key outcomes:

- **Barriers to market-based mechanisms**
Significant obstacles remain in implementing tools like ETS in fragmented agri-food systems. Gaps in digital monitoring, limited data, and weak support services—especially for smallholders—undermine readiness.
- **Carbon farming as a feasible starting point**
Experts agreed carbon farming is a practical, near-term solution for countries like North Macedonia. It delivers environmental and economic benefits (e.g. soil health, productivity) while laying the foundation for future carbon market integration. Strategic investments, advisory support, and policy alignment are critical.
- **Policy alignment and capacity building needed**
To meet the 2030 target of a 50% GHG reduction, robust climate-smart agriculture policies, tailored financial tools, and institutional capacity building in agriculture expertise are urgently required.
- **Private sector value highlights**
Examples from Atsas Organic Farm (Cyprus) and Zagorin Apple Cooperative (Greece) illustrated successful carbon farming practices— including no-till, renewable energy use, and carbon footprint assessments. Their cases demonstrate growing market demand for low-carbon products and the importance of branding sustainability.

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