

Dear reader,

We are BreedExpo2 – a cross-border cooperation project that turned the Central Baltic region's excellence in animal breeding into concrete export results beyond the European Union.

Estonia, Latvia and Finland are among Europe's leading regions in dairy cattle genetics, animal health and low antibiotic use. Yet entering distant markets such as Uzbekistan, Azerbaijan and Turkey is complex, resource-intensive and highly competitive. BreedExpo2 was created to address this challenge together – not as individual countries, but as one strong Central Baltic region.

Between 2023 and 2025, 15 breeding and export organisations from our three countries jointly entered new markets through coordinated B2B visits, roadshows, exhibitions and trainings. Together we participated in major agricultural fairs, presenting a unified regional offering of breeding animals, semen, embryos and artificial insemination know-how.

The impact is measurable. Three companies have already achieved significant sales results in target markets. The Animal Breeders Association of Estonia exported breeding cattle worth over €22 million to Turkey, Uzbekistan and Azerbaijan, alongside more than 284,000 doses of bull semen. A Latvian export company successfully entered the Turkish dairy cattle market with €785,000 in new turnover. Viking Genetics from Finland expanded bull semen exports to all three target markets through strengthened dealer cooperation.

Beyond sales, the project mobilised 446 companies in capacity-building activities, strengthening export readiness across the region. Awareness of export opportunities increased significantly, particularly in Finland, where cross-border cooperation has now led to concrete plans for joint export models with Estonian and Latvian partners. New opportunities, including sheep genetics export, were also identified.

None of this would have been possible without the Interreg Central Baltic Programme. The programme enabled partners to share contacts, networks and resources, reducing risks and presenting the Central Baltic region as one competitive and credible breeding hub. Alone, companies would not have achieved the same scale, visibility or market access.

BreedExpo2 demonstrates that coordinated cross-border action can transform regional expertise into global business, strengthen rural economies and enhance Europe's position in high-quality animal breeding. Continued support for the Central Baltic Programme is essential to sustain this momentum and expand it to new markets.

Sincerely,

The BreedExpo2 project team



From
Central Baltic,
with results