

Julka Toskic Serbia Does Apples Association







Sunny, fruit loving, producing and exporting nation

SERBIA

Fruit industry in Serbia

Basic information

1,174 671 t 175924 ha 660 000 000 \$

Total value of SRB fruit export (fresh, frozen &dry) in 2017.

Food and agriculture, and especially fruit, is a strong part of Serbian tradition and identity.

If there is a true heart of the country, it ispulsating on over 6.12 million ha of agricultural land (60% arable), with climate and geography blessing it with diversity of fruit species, including numerous varieties which can be grown in Serbia and also autochthonous varieties specific for this region.



Historically and economically, Serbia is a food loving, producing and exporting nation.



Serbia is amoung 3 largest suppliers of frozen fruit to German and French markets, which includes mainly raspberries but also other berry and stone fruit .

Blue berries are quickly following the trend, with high bush fresh varieties quickly expanding across the country, quickly approaching 1,000 ha of production under the latest production technologies.

Serbia is also a third largest producer of plums in the world.

Serbia is among the largest apple producers in South East Europe, and still growing.

A production volume of 460 404 t in 2018 and GROWING SERBIA DOES FRUIT Serbia is a country of fruit.

Other than apples, it produces 8% of the world's raspberry and blackberry production. Our famous raspberries are grown with love on 21,861 ha, with 109,742 tons of total volume in 2017. Also, we have a hearty offer of pears, peaches, nectarines, plums, cherries and sour cherries, growing acreage under blueberries...

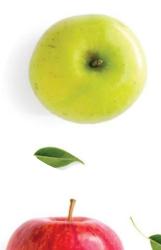
Favorable climate

Early harvest window

25 917 ha of production area

60 – 80 t/ha in intensive production

When it comes to fruit, Serbia is a true treasure of natural tastes, a basket of unspoiled quality, open and ready for your discovery and delight. VARIETIES Gala **Breaburn Golden Delicious Red Delicious Granny Smith** Fuji Jonagold **Jonaprince Mutsu** Idared



Crimson Snow® Modi® **Kiku® Pink lady® Evelina**® **Majesty**® **Isaaq**® **Red Moon® Sweet Tango® Rubens**®

C.VARIETIES

SERBIAN APPLES

In 2018. Serbia was measured by value the first exporter from Europe to Russian Federation

Serbia exports more than 111 mil of euros of apples annually



SERBIA DOES APPLES

Business Association of Apple Producers Serbia Does Apples

Reasons for forming Association

Serbia is not jet recognized as a good offeror of quality apples in the world

Single apperiance of companies on international markets does not have same effect as a joint apperiance of apple industry

Non egzisting of any kind of organized promotion of Serbian apple production Serbia was not a member of any Europe/world organization related to the fresh produce

Constant need for diversification of export markets

Non egzistance of any institution which will follow fhe interests of apple producers





Introduction

Association Serbia Does Apples

- Constituent Assembly was in November, 2018.
- First proffesional organization of this kind in Serbia

Mission

Serbia Does Apples Association is non govermental and non profit organization with mission to promote Serbian apple production on foreign markets, to consolidate overal offer of Serbian apples and to enable joint appearance and entrance in to new export markets to Serbian apple producers. Association will make a lot of effort towards integration of small scale apple producers in to supply chain and to raise their knowledge level through educations.

Vision

Apples produced in Serbia to be recognisable in a world as quality and Serbia as a market oriented country which follows market demands.





SERBIA DOES APPLES

- Building of reputation in all target publics
- Building of recognition on foreign markets
- Expanding with new members
- Succesifull representing at world fairs and conferences
- Enabling of business oportunities for founders and members of Association and helping in process of establishing of business cooperation
- -Organization of trade and buyer missions as well as participation at international fairs

Promo video of Serbia Does Apples Association

https://www.youtube.com/watch?v=hACINQJHkDM&t=5s



It is our pleasure to invite all of you to come to **Serbia for** next Prognos fruit 2020.

Prognosfruit 2020.

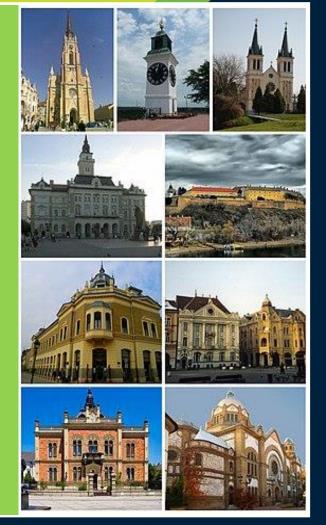
Novi Sad, Serbia August 5.-7.2020.



Wednesday 5th : arrival of delegate, WAPA meeting (in the afternoon) and evening get together in a welcome reception

Thursday 6th: Prognosfruit - all day conference and evening gala diner

Friday 7th: technical visit and transfer to the to airport





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Come & discover tasty apples from sunny **South East Europe**



THANKS FOR YOUR ATTENTION

SERBIA DOES APPLES

Business Association of Apple Producers Serbia Does Apples

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