



# Prognosfruit

ALDEN-BIESEN, BELGIUM  
7 - 9 AUGUST 2019

## Julka Toskic Serbia Does Apples Association



# SERBIA

Sunny, fruit  
loving,  
producing and  
exporting nation



# Fruit industry in Serbia

Basic information

**1,174 671 t**

**175 924 ha**

**660 000 000 \$**

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

1.

## 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 is pulsating 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.

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



Serbia is among 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.

3. **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**

**Favorable climate**

**Early harvest window**

**25 917 ha of production area**

**60 – 80 t/ha in intensive production**



4. **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...

**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



# C.VARIETIES

Crimson Snow®

Modi®

Kiku®

Pink lady®

Evelina ®

Majesty®

Isaaq®

Red Moon®

Sweet Tango®

Rubens®



# 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**





The logo consists of a white circle with a dark blue border. Inside the circle, the text "SERBIA DOES APPLES" is written in a bold, sans-serif font. "SERBIA" and "DOES" are in dark blue, while "APPLES" is in red. The logo is positioned on the left side of the slide, with a colorful diagonal stripe (red, yellow, green, blue) passing through it.

**SERBIA  
DOES  
APPLES**

# **Business Association of Apple Producers Serbia Does Apples**

The slide features decorative diagonal stripes in the corners. The top-left corner has stripes in red, yellow, green, and blue. The bottom-right corner has stripes in red, yellow, green, and blue, separated by a dark blue line.

# Reasons for forming Association

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

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

Non existing 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 existence of any institution which will follow the interests of apple producers



# Founders of Serbia Does Apples Association



Initiated by:



# Introduction

## Association Serbia Does Apples

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



## Mission

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

## Vision

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

# Goals



- 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>



**SERBIA  
DOES  
APPLES**

**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





# VOJVODINA REGION







# VOJVODINA REGION





**SERBIA  
DOES  
APPLES**

**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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