FOCUS-BALKANS

REPORT ON ORGANIC SECTOR IN SERBIA

Zaklina Stojanovic, PhD

Svetlana Popovic, MSc

Dragan Stojkovic, MSc

Mirjana Gligoric

* ПРВИ И ПРАВИ
Економски факултет
Универзитета у Београду

FOOD CONSUMER SCIENCE IN THE BALKANS

SEVENTH FRAMEWORK PROGRAMME

Information sources

Statistical office of the Republic of Serbia – Statistical Yearbooks – Household budget survey 2007-2009	Organic Agriculture in Serbia, USDA Foreign Service, GAIN Report Number: RB 9002 IFOAM MOAN FIBL/IFOAM
Certified organic producers Certification agencies Retailers	Ministry of Agriculture, Forestry and Water Management, Republic of Serbia SIEPA

Organic production in Serbia

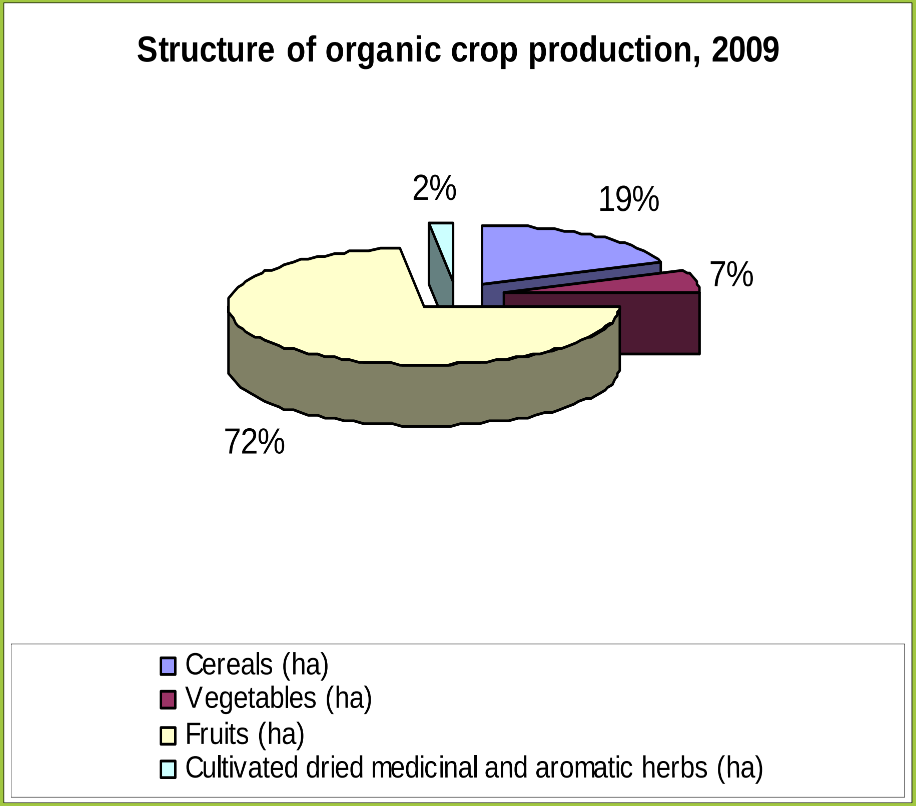
Figure1: Label for organic products

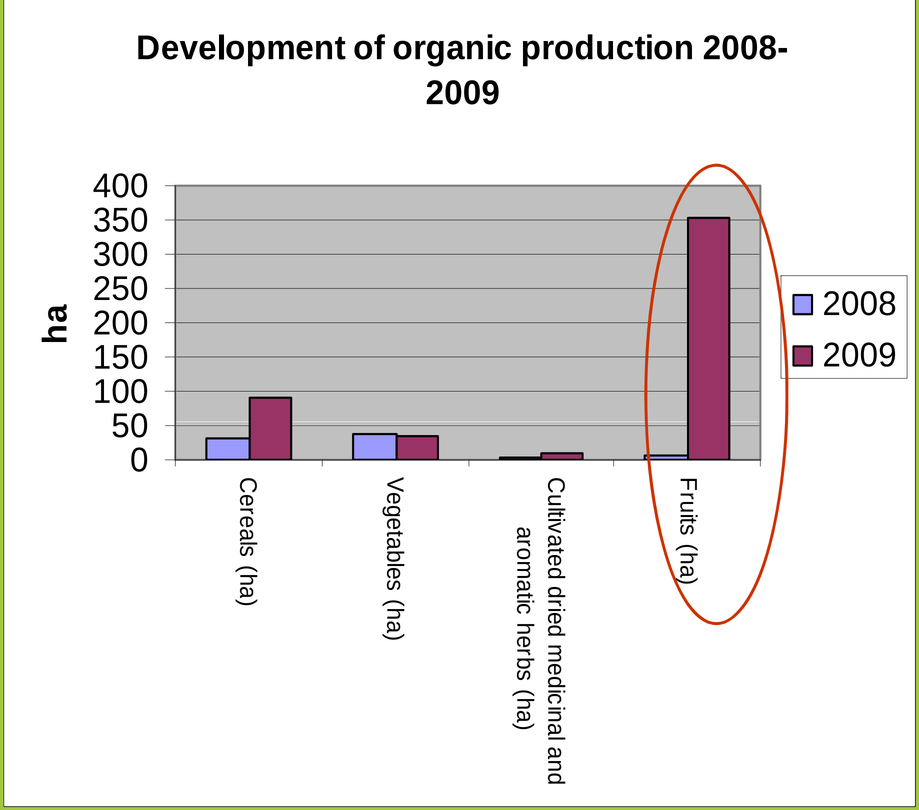
PROIZVOD
IZ
PERIODA
KONVERZIJE

Figure 2: Label for products under the process of conversion

IFOAM	land in transition is 2,155 ha cultivated land area 2,411 ha wild collection area is 450,000 ha
MOAN	wild collection 367,500 ha arable land 591 ha
SIEPA	200,000 ha
Ministry of Agriculture	certified organic production 500 ha officially (5,000 ha estimated) transition 2388 ha officially – (9,000 ha estimated)
FIBL/IFOAM 2010:	Organic agricultural land 4,494 ha Share of total agricultural land 0.09% 224 producers

Organic production in Serbia





Imports and exports

Imported Product Items	Comments /Sources/ Tendencies
Baby food	Country of origin - Germany
Organic spaghetti	Country of origin - Slovenia
Organic rice	Country of origin - Macedonia
Organic juice	Country of origin - Switzerland
Exported Product Items	
Berries	Exports are primarily frozen berries (raspberries, strawberries, blackberries and blueberries) and smaller amounts of frozen and dried plums and sour cherries, organic certified jams, sweets, apple concentrate, vinegar and juices.
Wild and cultivated dried medicinal and aromatic herbs	Several south-east Serbian companies deal with wild and cultivated dried medicinal and aromatic herbs for export purposes.
Frozen, salted and dried wild mushrooms	The collection of certified organic wild mushroom production is also well developed primarily in the south-western parts of the country.
Organic cereals like wheat, maize, barley and oats, as well as pumpkin seeds and sunflower seeds	Mainly produced in the region of Vojvodina. Several big companies and farms contracted for export purposes.
Ground red peppers	Certified organic vegetable production is relatively small. Fresh, frozen and preserved vegetables, especially ground red peppers, are mainly exported but some fresh vegetables are consumed on the domestic market.

Most important producers (SIEPA)

- Concentrated in fruit and vegetables, as well as in wild collection (exports)

- At the domestic market the organic production and consumption is promoted as a part of healthier lifestyle, but also correlated with traditional food.

Name of producer	**Main organic product**
Agroekonomik, Belgrade	Frozen fruits, fruit juices, fruit juice concentrate
Atle, Belgrade	Frozen fruits
Biosil, Ugrinovci	Pasteurized vegetables
BMD, Arilje	Mushrooms
Radoslovi, Nis	Fruit jams
ML fruit, Valjevo	Frozen fruits
Sirogojno Company, Sirogojno	Frozen fruits
Donimpex, Velika Plana	Frozen fruits
Suncokret, Hajdukovo	Esential oils
Marni, Krusevac	Mushrooms
Zdravo ORGANIC, d.o.o., Selenca	Fruit jams, pasteurized vegetables
Foodland, Belgrade	Fruit jams, pasteurized vegetables and marmelades

Organic retail market

- Consisted of the small stores located
  - near to so-called green markets
  - at very exclusive places in large cities, targeting the high income and well-educated population.
- Most of them operate in large cities in Serbia – Belgrade, Novi Sad, Subotica and Nis.

- Also sell other products considered as health foods (wholegrain products and cereals, products without added sugar or with fructose, pure juice made from fruits and vegetables, soy products, honey, N&H claimed products etc).
- Organic products estimates 10% of all products in these stores.

- There are no many organic products in conventional retail stores. Some retailers are willing to expand shelves' space for healthy food.
- Direct - on the farm channel is important.

Conclusion

Opportunities	Barriers
Huge agricultural area under extensive production State regulation and national label Dedicated actors	Missing statistical data base – lack of transparency Export orientated production Structural deficiency in production and processing High certification costs High price premiums for organic products

- Consumers are generally unwilling to pay the additional 30-40% price premium for organic products (average income of less then USD 400 per month).
- Consumers characteristics - between 25 and 40, urban and educated, mostly female.
- Some consumers are ready to pay higher prices for locally grown fruits, vegetables, meat and milk products from specific regions because they know that less or no chemicals are used (organic food is strongly linked with traditional food perception).
- In urban areas the HORECA channel gain importance lately.