Sourcing from Serbia

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SERBIA

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

In 2017, Serbia exported 660 Million Euros of fresh, frozen and dried fruit to a variety of markets.

Serbia is the largest supplier of frozen fruit to German and French markets, which includes mainly raspberries but also other berry and stone fruit varieties.

Blueberries 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 the third largest producer of plums in the world.
Serbia is among the largest apple producers in South East Europe, and still growing.

The apple production area in Serbia is 25,134 ha, with modern intensive orchard which richs yields of 60 – 80 t/ha and maintain high percentage of first-class apples. The volume reaches almost 400,000 tons with varieties following global trends: Gala, Braeburn, Golden and Red Delicious, Granny Smith, Fuji, Jonagold, Idared and a number of club apple varieties. The volume has almost doubled over the past decade, with many new and intensive orchards on 2,500 ha yet to reach full yield potential. In addition to favourable climate and early harvest window, this growth is due to the modernized production technology, orchards with contemporary irrigation, fertigation, anti-hail and anti-frost systems, ultra-low oxygen systems for extended storage, calibrators...Serbian producers have also implemented all required quality standards, such as GLOBALG.A.P., HACCP and IFS, with BRC quality standard starting with implementation. From total apple production volume more than 80% have been exported each year.

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.
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Basic information

1,178,048 t
Total SRB fruit production in 2017.

175,540 ha
Total production surface of SRB fruit in 2017.

660,000,000 $
Total value of SRB fruit export (fresh, frozen & dry)
SERBIAN APPLES

One of the largest apple producers in South East Europe
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Favorable climate

Early harvest window

25 134 ha of production area

60 – 80 t/ha in intensive production

SERBIA DOES FRUIT

SURPRISINGLY WONDERFUL FRUIT.
SERBIAN APPLES

Varieties:

Gala
Braeburn
Golden Delicious
Red Delicious
Granny Smith
Fuji
Jonagold
Idared
Crimson Snow®
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Transformation of apple production – from extensive to ...
... to intensive apple production
... to intensive apple production
...to intensive apple production
... to intensive apple production
SERBIAN APPLES

Total volume 400 000 t and still growing
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Mechanized harvest and ULO/DCA storage ...
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Modern calibration ...
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Modern packaging...
Sourcing from Serbia
Modern packaging ...
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Evolution of Serbia’s apple exports

- **2007.**
  - Exported: 36,000 t
  - 100 exporters

- **2012.**
  - Exported: 55,309 t
  - 150 exporters

- **2017.**
  - 25,134 ha
  - 197,406 t
  - 60 exporters
SERBIAN BERRIES

Favorable climate

Pristine nature

35,000 ha of production area

Mostly frozen, with fresh emerging as a new trend
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22,000 ha of raspberries

5,000 ha of blackberries

7,000 ha of strawberries

1,000 ha of blueberries
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One of the largest berry producers in the world
SERBIAN BERRIES

Reliant on smallholder production, but under modern technologies
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Berry fruit – rising star

New plantations
New varieties

2017.

londonproduceshow.co.uk | June 6-8, 2018 | Grosvenor House Park Lane London
Serbian Blueberry Plantations
New technologies and favorable soil and weather conditions…
Serbian Blueberry Plantations
.... for high yields and quality crop
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Quality standards...
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Future trends

- Increasing production volume
- Increasing storage capacities
- Increasing investments
- Forming of professional Associations
- Gathering of total Serbian fruit offer
- Export platform
- Improvement of small & middle size farmers production
- Orientation towards new export markets
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