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ZA ORGANSKU PROIZVODNJU

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ZA ORGANSKU PROIZVODNJU



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Uspešno započeta implementacija projekata javno-privatnog partnerstva

Poziv za sufinansiranje javno-privatnog partnerstva (JPP) u okviru projekta "Kroz trgovinu organskim proizvodima do razvoja u istočnoj Evropi" (OT4D) koji finansira Državni sekretarijat za ekonomski poslove – SECO, a sprovodi IFOAM - Organics International (međunarodno udruženje za organsku poljoprivredu) u saradnji sa konzorcijumom Helvetas (Švajcarska organizacija za međunarodnu saradnju) i FiBL (istraživački institut za organsku poljoprivredu Švajcarske), uz podršku lokalnih partnera je objavljen u 2021. sa ciljem da se pospeši izvoz organskih proizvoda i doprinese unapređenju ekonomski dobrobiti zajednice u tri države u kojima se implementira ovaj projekat - u Srbiji, Albaniji i Ukrajini.

U Srbiji je podimplementacioni partner nacionalno udruženje za razvoj organske proizvodnje - Serbia Organika. Pravo prijavljivanja su imala partnerstva kompanija i organizacija iz Srbije i njihovi poslovni partneri iz zemalja EU i Švajcarske.

Na poziv je stigao veliki broj prijava, od kojih je svega četiri prošlo proces selekcije. Četiri prijave, odnosno ta četiri JPP projekta koje su zajedno podnеле organizacije iz Srbije i njihovi partneri su prilikom prijave i procesa selekcije morale da pokažu na koji će način njihove aktivnosti doprineti javnom dobru u zajednici, i kako će uticati na povećanje izvoza. Takođe, dobitnici granta u projektnim troškovima učestvuju sa 50% od ukupne vrednosti, dok ostalih 50% daje donor. Tokom 2022. udruženje Vojvođanski klaster organske poljoprivrede iz Novog Sada sa partnerom iz Švajcarske - Halbom, socijalno preduzeće Radanska ruža iz Lebana sa partnerom iz Austrije - BioBalkan Ekspresom, Midi organik iz Barbatovca sa partnerom iz Holandije - Tradin Organik, i Meneks iz Kruševca sa partnerom iz Švajcarske - Bio Partner su započeli svoje aktivnosti i realizovaće ih do kraja 2023. U produžetku je dat kratak opis svih projekata a više informacija možete naći ovde:

www.organictrade4development.org.

RADANSKA RUŽA - Radanska ruža je socijalno preduzeće osnovano 2015. u Lebanu. Preduzeće zapošljava starije i dugoročno nezaposlene žene, samohrane majke i žene sa posebnim potrebama iz ruralnih delova opštine Lebane koje na tradicionalan način pripremaju domaće, tradicionalne proizvode za domaće i inostrano tržište. Radanska ruža od 2018. proizvodi i organske tradicionalne srpske proizvode poput ajvara i džemova od domaćeg voća i povrća.

Tokom trajanja projekta koji je počeo u septembru prošle godine, pa sve do kraja 2023. godine Radanska ruža će obučiti i pripremiti nove proizvođače za sertifikaciju, povećati površine pod organskom proizvodnjom, unaprediti i renovirati preradne kapacitete za organsku proizvodnju i motivisati male proizvođače u regionu za bavljanje organskom proizvodnjom. Cilj projekta je da se poveća obim izvoza u Austriju i Švajcarsku u partnerstvu sa BioBalkan Ekspres preduzećem iz Austrije koje ove srpske premijum proizvode plasira na strano tržište.

Vrednost projekta je 199.917 CHF.



www.radanskaruza.rs

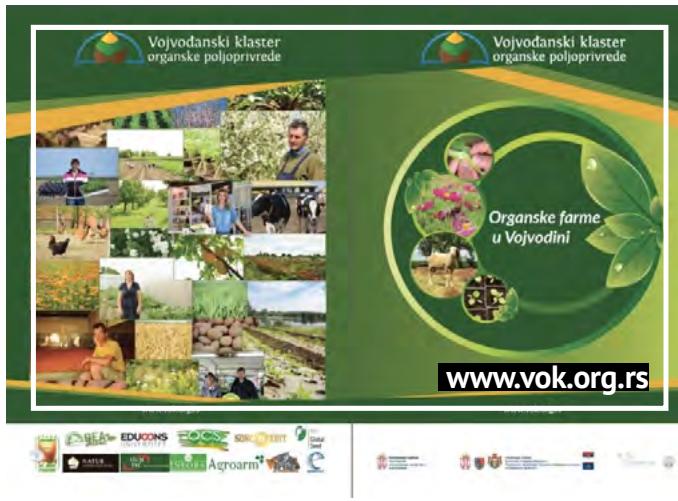
VOJVODANSKI KLASTER ORGANSKE POLJOPRIVREDE (VOK) - Udruženje Vojvođanski klaster organske poljoprivrede je osnovan 2014. u Novom Sadu sa ciljem povećanja inovativnosti, konkurentnosti i održivosti organske poljoprivrede u Vojvodini.

VOK u saradnji sa Institutom za ratarstvo i povrtarstvo, Tirom i Login Ekom iz Srbije i Halbom iz Švajcarske realizuje svoj projekat "Uspostavljanje održivog lanca vrednosti i odgovarajućeg inovativnog sistema proizvodnje suncokreta u uslovima klimatskih promena" sa ciljem da se edukuju proizvođači o organskoj proizvodnji, da se proizvodi, prerađuje i izvozi visokokvalitetan suncokret Bio Suisse sertifikovan, unapređuje izvoz, takođe, da se napravi istraživanje o uticaju praksi agrošumarstva na produktivnost poljoprivredne proizvodnje što su samo neki od ciljeva i aktivnosti koje VOK planira da realizuje do kraja godine.

Zahvaljujući projektu organski proizvođači imaju mogućnost da udruženi sarađuju u izvozu organskih proizvoda.

Vrednost projekta je 220.270 CHF.

IZDVAJAMO / IN FOCUS



MENEKS - Već više od 25 godina porodična kompanija Menex d.o.o. iz Kruševca se bavi zamrzavanjem voća i šumskih plodova u podnožju Nacionalnog parka Kopaonik. Kao organizator proizvodnje, Meneks sarađuje sa više desetina malih poljoprivrednika – kooperanata koji u područjima na visokim nadmorskim visinama, zahvaljujući mikroklimatskim elementima i daleko od industrijskih postrojenja proizvode visokokvalitetno voće.

U saradnji sa švajcarskim preduzećem *Bio Partner Schweiz AG*, Menex će revitalizovati hladnjaku u Boturićima kako bi smanjio razdaljinu između proizvođača i prerađivača i time povećao kvalitet voća i smanjio troškove transporta. U planu je i povećanje assortimenta proizvoda i praktične obuke proizvođača iz organske proizvodnje kroz letnje i zimske obuke i uz podršku stručne savetodavne službe. Ove aktivnosti će motivisati nove proizvođače i dati mladim i teže upošljivim kategorijama mogućnost ekonomski stabilnosti.

Vrednost projekta je 236.660 CHF.



The implementation of public-private export business partnership projects has successfully begun

A call for co-financing public-private export business partnership projects (PPP) within the project "Organic Trade for Development in Eastern Europe" (OT4D), funded by the State Secretariat for Economic Affairs - SECO and implemented by IFOAM - Organics International (International Association for Organic Agriculture) in cooperation with the consortium Helvetas (Swiss organization for international cooperation) and FiBL (Research Institute for Organic Agriculture), with the support of local partners, was published in 2021 with the aim of accelerating the export of organic products and contributing to the improvement

MIDI ORGANIK - Preduzeće Midi Organik je osnovano 1991. u selu Grgure, opština Blace i među prvima u Srbiji su počeli da se bave proizvodnjom i izvozom organskog voća. Voće uzgajaju u oblastima nadmorske visine od 500 do 1300 metara, u visoravni Toplica, između Blaca i Kuršumlije, kao i na obroncima Kopaonika. U saradnji sa meštanima organizuje proizvodnju, preradu i prodaju voća koje se potom, sušeno i zamrznuto, distribuira širom Evrope, a dospeva i na tržišta Amerike i Kanade.

Sa partnerom iz Holandije – Tradin Organic Agriculture B.V. Midi Organik do kraja godine planira da kroz investicije u moderne sisteme navodnjavanja i protivgradne mreže u zasadima malina i kupina svojih kooperanata smanji uticaj nepovoljnih klimatskih faktora, da poveća prinose voća i izvoz na tržište EU, a samim tim i da obezbede sigurna radna mesta i veće prihode svojim kooperantima. Takođe, razmena iskustava i znanja o sistemima za navodnjavanje i protivgradnim mrežama će biti deo predavanja u zimskim školama koje Midi Organik organizuje svake godine za sve zainteresovane proizvođače.

Vrednost projekta je 200.000 CHF.



of economic well-being in the communities of the three countries where this project is being implemented - Serbia, Albania, and Ukraine. In Serbia, the sub-implementation partner is the National Association for the Development of Organic Production - Serbia Organica. Partnerships between companies and organizations from Serbia and their business partners from EU countries and Switzerland were eligible to apply.

Many applications were received in response to the call, out of which only four passed the selection process. The four applications, or rather the four PPP projects jointly submitted by organizations from Serbia and their partners, had to demonstrate how their activities would contribute to the public good in the community and the impact of their activities on increasing exports during the application and selection process. Grant recipients participate in project costs with 50% of the total value, while the donor provides the remaining 50%. During 2022, the Vojvodina Organic Cluster from Novi Sad with a partner from Switzerland - Halba, the social enterprise Radanska Ruža from Lebane with a partner from Austria - BioBalkan Express, Midi Organic from Barbatovac with a partner from the Netherlands - Tradin Organic, and Menex from Kruševac with a partner from Switzerland - Biodina have started their activities and will implement them by the end of 2023. A brief description of all the projects is provided below.

RADANSKA RUŽA - Radanska Ruža is a social enterprise founded in 2015 in Lebane. The company employs elderly and long-term unemployed women, single mothers, and women with special needs from rural areas of the Lebane Municipality who prepare homemade products for both domestic and foreign markets in a traditional way. Since 2018, Radanska Ruža has also been producing traditional Serbian organic products such as ajvar and jams or spreads made from local fruits and vegetables.

During the project implementation, which started in September last year and will last until the end of 2023, Radanska Ruža will train and prepare new producers for certification, increase areas under organic production, improve and renovate processing capacities for organic production, and motivate small producers in their region to engage in organic production. The aim of the project is to increase exports to Austria and Switzerland in partnership with Biobalkan Express, an Austrian enterprise that markets these Serbian premium products to foreign markets.

The value of the project is 199,917 CHF.

VOJVODINA ORGANIC CLUSTER (VOC) - Vojvodina Organic Cluster (VOC) is an association founded in 2014 in Novi Sad with the goal to increase the innovation, efficiency, and sustainability of organic agriculture in Vojvodina province. VOC, in cooperation with the Institute of Field and Vegetable Crops, Tira, LoginEko from Serbia, and Halba from Switzerland, is implementing its project "Sustainable and climate-resilient sunflower value chain and corresponding innovative climate-resilient production

systems" with the goal of educating producers on organic production, producing, processing and exporting high-quality BioSuisse-certified sunflowers, improving exports, as well as conducting research on the impact of agroforestry practices on productivity of agricultural production, which are just some of the objectives and activities that VOC plans to implement by the end of the year.

Thanks to the project, organic producers have the opportunity to cooperate in exports with companies, and small organic producers can cooperate in the export of organic products.

The value of the project is 220,270 CHF.

MIDI ORGANIC - Midi Organic was founded in 1991 in the village of Grgure, municipality of Blace, and was among the first in Serbia to engage in the production and export of organic fruits. They cultivate fruits in areas located between 500 to 1300 meters above sea level, in the Toplica plateau, between Blace and Kuršumlija, as well as on the slopes of Kopaonik. In collaboration with locals, they organize the production, processing, and sale of fruits which are then distributed throughout Europe as dried and frozen products, and also reach markets of USA and Canada. In partnership with Tradin Organic Agriculture B.V. from the Netherlands, Midi Organic plans to reduce the impact of unfavorable weather conditions, increase the fruit yields and exports to the EU market, and thereby provide secure employment and higher incomes for its cooperatives, by investing in modern irrigation systems and anti-hail nets in its raspberry and blackberry plantations by the end of the year. Moreover, the exchange of experiences and knowledge about irrigation systems and anti-hail nets will be part of the winter schools that Midi Organic organizes every year for all interested producers.

The value of the project is 200,000 CHF.

MENEX - For more than 25 years, the family-owned company Menex LLC. from Kruševac has been involved in freezing fruits and forest fruits at the outskirts of the National Park Kopaonik. As a production organizer, Menex collaborates with dozens of small farmers - cooperants who produce high-quality fruits in high-altitude areas, thanks to microclimatic elements and far from industrial plants.

In cooperation with the Swiss company Bio Partner Schweiz AG, Menex will revitalize the cold store located in Boturići to reduce the distance between producers and processing capacity, thereby increasing the quality of fruits and reducing transportation costs. The plan is to also increase the range of products and provide practical training for organic producers through summer and winter training and with the support of professional advisory services. These activities will motivate new producers and provide young and harder-to-employ categories with the possibility of economic stability.

The value of the project is 236,660 CHF.

IZDVAJAMO / IN FOCUS

Započela realizacija projekata namenjenih jačanju lokalnih inicijativa

Program sufinansiranja projekata u cilju osnaživanju organskih proizvođača i jačanja domaćeg tržišta organskih proizvoda objavljen je u julu 2022. i bio je otvoren za sve organske proizvođače u Srbiji, bilo da su u periodu konverzije ili u organskom statusu, a koji svoje proizvode plasiraju na domaćem tržištu. Od ukupno trinaest prijava, osam prijava je odabранo i realizovaće se u periodu do kraja 2023. godine. Svaki projekat ponaosob će doprineti razvoju zajednice kroz implementaciju različitih aktivnosti. Jedinstveno za sve projekte jeste da su namenjeni rastu organske domaće proizvodnje, razvoju lanca vrednosti, boljoj prepoznatljivosti i pozicioniranju na tržištu, razvoju inovacija, umrežavanju, podsticanju partnerstava. Modeli funkcionisanja svakog pojedinačnog projekta su značajni jer mogu poslužiti novim i postojećim organskim proizvođačima kao smernice za upravljanjem „organskim“ poslovima i kao primeri organizacije proizvodnje i prodaje organskih proizvoda.

Dobitnici granta će tokom 12 meseci trajanja programa realizovati aktivnosti koje će doprineti povećanju assortimenta i kvantiteta na lokalnom tržištu, motivisati nove proizvođače da se uključe u organsku proizvodnju i svojim primerima pokazati uticaj organske proizvodnje na životnu zajednicu.

Program sufinansiranja je deo projekta "Kroz trgovinu organskim proizvodima do razvijta u istočnoj Evropi" (OT4D) koji finansira i program javno-privatnog partnerstva. Program sufinansira do 70% vrednosti projekta.

Dobitnici granta su:

Biofarma Šokšić doo, Zrenjanin

ZZ Darovi Lužnice, Gorčinci

Ekofungi doo, Padinska Skela

Jelenac organik doo, Jelenac (Topola)

ZZ Nikoljača, Raška

Organjski Sad, udruženje, Novi Sad

PG Pavle Đorđević, Valjevska Kamenica

Vinarija Plavinci, Zaklopača, Beograd

BIOFARMA ŠOKŠIĆ – planira izgradnju skladišnog prostora u rashladnom režimu kako bi se produžio rok upotrebe proizvoda i istovremeno proširila mreža lokalnih kooperanata u organskoj proizvodnji koji bi preko njih distribuirali svoje proizvode. Kroz udruživanje, povećaće se assortiman i količina proizvoda, smanjiće se troškovi logistike i prevoza, a proizvođači će imati sigurnije tržište jer će, kada hladnjača bude završena, moći da čuvaju povrće i van sezone i da ga plasiraju na beogradsko i novosadsko tržište. Uključivanje novih proizvođača u organsku proizvodnju, pre svega u seoskim područjima, doprineće ekonomskoj stabilnosti, potencijalno će smanjiti odlazak mlađe populacije iz sela, a unapređenje skladišnog prostora i izgradnja kapaciteta za zamrzavanje daće mogućnost da se plasiraju proizvodi kooperanata i smanjiće pritisak da se svih sveži proizvodi prodaju što pre, jer će se višak proizvoda zamrzavati. Kao iskusni organski proizvođač, Biofarma Šokšić nudi obuke i radionice bez nadoknade onima koji žele da se uključe u organsku proizvodnju; pomažu svojim kooperantima savetima kroz ceo proces, od planiranja assortimana, proizvodnje i na kraju do plasiranja proizvoda.

EKOFUNGI DOO – Ekofungi je preduzeće sa 30 godina iskustva u uzgajanju organskih pečuraka koja primenjuje inovativne načine prerade svežih sirovina (gljiva i povrća) zasnovane na principima održivosti i fokusirane na preradu otpada. Jedan od društvenih uticaja njihovog projekta jeste jačanje primera cirkularne ekonomije, gde se otkupom svežih viškova proizvoda od organskih proizvođača pofer cenama, njihovom preradom i kasnijim plasmanom, smanjuje problem zbinjavanja viškova organskih svežih proizvoda, te na taj način proizvođači koji proizvode organsko povrće imaju mogućnosti za proširenje svojih kapaciteta bez bojazni da će njihovi viškovi propasti ili biti prodati u bescenje. Projekat ima potencijal da doprinese društvenom razvoju regiona kroz približavanje ciljevima održivog razvoja gde sekundarni proizvod jednog ciklusa, umesto da postane otpad, postaje dragocena sirovina za drugi proizvodni ciklus. Cilj preduzeća je da približi svoje proizvode potrošačima povećanjem vidljivosti na internetu, te time uveća internet prodaju i kapacitete proizvodnje, i da se unapredi poslovanje i profitabilnost svih aktera u lancu snabdevanja, što će omogućiti dalje ulaganje u modernizaciju proizvodnje. Ovaj projekat ima i edukativnu komponentu, budući da je planirana kampanja koja ima za cilj da podigne nivo svesti potrošača o visokom kvalitetu i vrednosti organske hrane uz promociju proizvodne palete koja predstavlja inovaciju na tržištu organskih proizvoda, budući da podrazumeva primenu niza inovativnih postupaka i kreiranje originalnih receptura kako bi se osigurala optimalna ishrana konzumenata.

ZZ DAROVI LUŽNICE – Zadruga Darovi Lužnice, iz sela Gorčinci kod Babušnice, planira proširenje assortimana svojih gotovih proizvoda angažovanjem pre svega nezaposlenih žena iz seoskih sredina za uzgajanje organskog povrća i sakupljanje šumskih plodova, kao i preradu istih kako bi uspešno plasirala nove organske proizvode na domaćem i inostranom tržištu. Inovativno u njihovom projektu je sama prerada organskih jabuka i to autohtonih, lokalnih sorti i šumskih plodova (šipurak, dren, brekinja,...) u matične sokove i džemove bez dodataka vode, šećera, konzervansa i sl. kao i pakovanje organskog matičnog soka u BEG-in-BOX-u, čime se postiže bolji kvalitet soka i duži rok upotrebe, budući da tržište Srbije i regiona oskudeva ovakvim proizvodima. Osim što teži

da unapredi ekonomski položaj lokalnog stanovništva, promocijom lokalnih sorti voća i promocijom regionala, projekat takođe ima za cilj da doprinese da opština Babušnica postane prepoznatljiva u zemljii i inostranstvu po kvalitetu gotovih organskih proizvoda koji će predstavljati svojevrsni brend ovog područja.

POLJOPRIVREDNO GAZDINSTVO PAVLE ĐORĐEVIĆ – PG Đorđević, Valjevska Kamenica, će tokom trajanja projekta uspostaviti servis za uslužno uzgajanje organske hrane koji se bazira na razvoju lokalnog tržišta uspostavljanjem direktnog kontakta između proizvođača i kupca. Nudeći unapred ugovorenu prodaju organskih proizvoda u okviru mesečne pretplate, gazdinstvo će omogućiti potrošačima da sami formiraju i naprave selekciju povrća i voća koje će se proizvoditi za njih i zatim im se dostavljati na kućnu adresu. Ovakav sistem saradnje omogućava proizvođaču da ima zagarantovanu prodaju, izbegava se čuvanje i propadanje hrane, jer se proizvodi beru i isporučuju istog dana, a kupac uvek dobija sveže organske proizvode po povoljnijim cenama nego u standardnim organskim radnjama. Osim toga, potrošači će moći da posete farmu, da rade u svojoj bašti ukoliko žele, i da tako imaju uvid u poreklo svoje hrane. Na ovaj način se gradi međusobno poverenje između proizvođača i potrošača i promoviše duh zajednice i organska proizvodnja.

ZZ NIKOLJAČA – zemljoradnička zadruga Nikoljača, iz Raške, sprovodi projekat koji ima za cilj da promoviše organsku stočarsku proizvodnju i podigne svest o njenom značaju među lokalnim stanovništvom. Glavne aktivnosti uključuju proizvodnju i distribuciju organskih stočarskih proizvoda, edukacije, organizovanje lokalnih sajmova i seminara sa temom organske poljoprivrede opštine Raška, aktiviranje mladih na selu i zapošljavanje žena sa sela, kao i turistička promocija lokalnih sela i organskog stočarstva. Neki od noviteta za Nikoljaču svakako bi bili distribucija organskih stočarskih proizvoda (mesa i mleka) na lokalno i regionalno tržište, kao i proizvodnja organskih žitarica, krmnog bilja i proizvoda od žitarica. Ovaj projekat će takođe doprineti razvoju lokalnog tržišta organskih proizvoda s krajnjim ciljem da organska poljoprivreda postane primarna poljoprivredna proizvodnja na teritoriji Opštine Raška.

ORGANSKISAD NOVISAD – Udrženje građana "Organski Sad - Novi Sad" osnovano je 2014. godine u Novom Sadu sa ciljem okupljanja organskih proizvođača i promocije zdravog načina života i ishrane. Sada započinju novi projekat u kojem će kupcima omogućiti onlajn kupovinu i isporuku organskih proizvoda na kućnu adresu što ne samo da će poboljšati uslugu i uštedeti vreme i kupcima i proizvođačima, već će ovako objedinjena dostava smanjiti zagađenje životne sredine i operativne troškove udruženja i učiniti ih konkurentnijim na tržištu. Glavni cilj projekta je objedinjen nastup članova udruženja na lokalnom tržištu tako da lanac snabdevanja do krajnjeg potrošača bude što kraći i da se potrošačima ponudi veći assortiman svežih i pristupačnijih proizvoda kroz centralizovan servis dostave. Inovacija je u pakovanju jer će proizvodi biti vakumirani tako da će se produžiti njihova svežina i rok upotrebe. Pored plasmana proizvoda na novosadsko tržište, u planu je proširenje ponude i na beogradsko tržište, a potom i da se omogući dostava po celoj Srbiji, s obzirom na to da u mnogim mestima u Srbiji organski proizvodi nisu dostupni. Kako bi se ovo ostvarilo, udruženje planira da uključi što više organskih proizvođača, da obuči postojeće i uključi nove članove.

IZDVAJAMO / IN FOCUS

VINARIJA PLAVINCI – vinarija Plavinci proizvodi organska vina nadomak Beograda, u Zaklopači. Cilj projekta vinarije je promocija organskih vina na lokalnom tržištu i u HORECA sektoru. Sa samo pet sertifikovanih organskih vinarija u Srbiji i 16 u procesu konverzije, od kojih su većina mali proizvođači kojima nedostaju marketinške veštine i finansijska sredstava, krajnji cilj projekta je da se marketinški napor skoncentrišu na veb sajt kao zajedničku platformu, paralelno sa prisustvom na društvenim mrežama za postizanje najboljih rezultata. U planu je i da se organizovanjem različitih promotivnih aktivnosti podigne nivo svesti kod potrošača i da im se razjasni kako se tačno prave organska vina i koje su prednosti konzumiranja istih u odnosu na konvencionalna, što će povećati potražnju. Očekuje se da će projekat imati direktni uticaj na lokalno organsko tržište i da će doprineti razvoju nerazvijenih regiona u Srbiji, gde se porodične organske vinarije bore da ostanu profitabilne. Pretvaranjem srpskog organskog vina u prepoznatljiv trend olakšće se marketinški napor svih organskih proizvođača i kao rezultat doći će do povećanja plasmana proizvoda sa većim profitnim maržama, što će direktno uticati na odluku novih generacija da nastave sa organskom zemljoradnjom na zemlji svojih predaka.

JELENAC ORGANIC – vinarija Jelenac organic osnovana je 2016. godine u selu Jelenac (Topola) i od tada se bavi proizvodnjom kupinovog vina. Kroz aktivnosti u ovom projektu će unaprediti tehnologiju otpornu na ekstremne klimatske uslove nepovoljne za proizvodnju organske kupine tokom letnjih meseci i povećati svest potrošača o prednostima organskog kupinovog vina putem društvenih mreža. Njihova robna marka kupinovog vina „ZOV“ jedinstvena je na tržištu, jer konkurenți proizvode pasteurizovano vino sa visokim sadržajem šećera koje gotovo da podeća na voćni sok, dok „ZOV“ dokazano ima pun zdravstveni potencijal i ukus kao regularno vino od crnog grožđa, što je neretko iznenadenje za kupce. Tokom trajanja projekta u planu im je i da povećaju kvalitet i prinos organske kupine, da stvore još bolje i sigurnije radne uslove i da podele sa drugim poljoprivrednicima stečena znanja o klimatski-otpornoj tehnologiji. Ovo planiraju da postignu postavljanjem inovativnih belih mreža za zasenu, umesto tradicionalnih zelenih, kako bi se smanjilo UV zračenje na plantažama i poboljšali prinosi organske kupine koja se, poput drugih voćnih vrsta sa tamnim plodovima, lakše zagreva i propada. Na jednom delu plantaže će ostaviti i zelene mreže za zasenu, tako da mogu da uporede rezultate i prošire znanje među organskim proizvođačima o uticaju ovih mreža na voće i tako povećaju svest kod proizvođača o važnosti ublažavanja klimatskih uticaja u proizvodnji jagodičastog voća.



Started implementation of projects aimed at strengthening of Scaling-Up Organic Fund scheme

The co-financing program aimed at empowering organic producers and strengthening the domestic market for organic products was announced in July 2022 and was opened to all organic producers in Serbia, whether they are in the conversion period or in organic status, and for those focused on the domestic market. Out of thirteen applications, eight applications have been selected and will be implemented in the period until the end of 2023. Each project will individually contribute to the development of the community through the implementation of various activities. Unique for all projects is that they are aimed at the growth of organic domestic production, development of the value chain, better recognition and positioning on the market, development of innovations, networking, and building partnerships. The functioning models of each individual project are significant because they can serve to new and existing organic producers as guidelines for the management of "organic" businesses and as examples of the good production organization and of sale of organic products.

During the 12 months of the program, the grant winners will implement activities that will contribute to the increase in the assortment and quantity on the local market, will motivate new producers to get involved in organic production and will demonstrate the impact of organic production on the living community with their examples. The co-financing program is part of the project "Organic trade for development in Eastern Europe" (OT4D), which also finances the public-private export business partnership projects. The program co-finances up to 70% of the project value.

The grant winners are:

Biofarm Šokšić doo, Zrenjanin
 ZZ Darovi Luznica, Gorčinci
 Ekofungi doo, Padinska Skela
 Jelenac organic doo, Jelenac (Topola)
 ZZ Nikoljaca, Raška
 Organic Sad, association, Novi Sad
 PG Pavle Đorđević, Valjevska Kamenica
 Plavinci Winery, Zalkopača, Belgrade

Biofarm Šokšić plans the storage construction in the cooling regime to prolong the seasonality of its products and expand its network of local organic producers. Through collaboration, a wider range and quantity of products will be achieved, logistics and transportation costs will be re-

duced, and producers will have a more secure market. Once the cold storage is completed, producers will be able to store vegetables out of season and place them on the Belgrade and Novi Sad markets. Involving new producers in organic production, particularly in rural areas, will contribute to economic stability and potentially reduce the outflow of young people from rural areas. The improvement of storage space and the freezing capacity will enable cooperants products to be distributed and will reduce pressure to sell all fresh products as soon as possible, as suffice produce will be frozen and not wasted. As an experienced organic producer, Biofarm Šokšić offers free of charge training and workshops to those interested in joining organic production; they support and help their cooperants throughout the entire process, from planning the range and production to marketing their products.

Ekofungi doo is a company with 30 years of experience in cultivating organic mushrooms that applies innovative ways of processing fresh raw materials (mushrooms and vegetables) based on principles of sustainability and focused on waste processing. One of the social impacts of their project is strengthening examples of circular economy, where by purchasing fresh surplus products from organic producers at fair prices, processing them and later marketing them, the problem of surplus organic fresh products is eliminated. Thus, organic vegetable growers have the opportunity to expand their capacities without the fear that their surpluses will be wasted or sold at unfair prices. The project has the potential to contribute to the social development of the region by approaching sustainable development goals, where the secondary product of one cycle, instead of becoming waste, becomes a valuable raw material for another production cycle. The primary goal of Ekofungi through this project is to bring its products closer to consumers by increasing visibility on the internet, resulting in increased online sales and production capacities, and to improve the profitability of all actors in the supply chain, enabling further investment in production modernization. This project also has an educational component, as a campaign is planned to raise consumer awareness of the high quality and value of organic food while promoting products that represent innovation on the organic market, as they involve the use of a series of innovative processes and the creation of original recipes to ensure optimal nutrition for consumers.

The farmers cooperative "Darovi Lužnice" from Gorčince (near Babušnica) plans to expand the range of its finished products by engaging primarily unemployed women from rural areas in the cultivation of organic vegetables and the collection of forest fruits, as well as their processing in order to successfully market new organic products on the domestic and international markets. The innovative aspect of their project is the processing of traditional organic varieties of apples and forest fruits such as rosehip, cornelian cherry, tree and wild service, into fruit concentrates and jams without the addition of water, sugar, preservatives, etc., as well as packaging the organic NFC juice in BAG-in-BOX, which achieves better juice quality and longer shelf life, since this type of product has little or no presence in the Serbian and regional markets. In addition to seeking to improve the economic situation of the local population,

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by promoting the traditional fruit varieties, the municipality of Babušnica and its surroundings, the project also aims to raise recognisibility of Babušnica in the country and abroad for the quality of its finished organic products, which will represent a unique brand of this area.

Pavle Đorđević farm, Valjevska Kamenica, will during the project implementation establish a service for organic food productions based on the development of the local market by establishing direct contact between farmers and buyers. By offering pre-arranged sales of organic products through a monthly subscription, farm will allow consumers to create their own personalized garden by choosing which fruits and vegetables and in what quantities they want farmers to grow for them, and then those produces will be delivered right to the customer's doorstep. This collaboration system allows the producer to have guaranteed sales, it avoids food storage and spoilage, because the products are harvested and delivered on the same day, and the buyer always receives fresh organic products at more affordable prices than in standard organic shops. In addition, consumers will be able to visit the farm, work in their garden if they wish, and thus have insight into the origin of their food. In this way, mutual trust is built between farmers and consumers and allows a larger number of people to start consuming organic food since the price of organic products is one of the biggest barriers that discourage customers from buying organic. The agricultural cooperative "Nikoljača" in Raška, is implementing a project aimed at promoting organic animal husbandry and raising awareness of its importance among the local population. The main activities include the production and distribution of organic animal products, education, organization of local fairs and seminars on organic farming in the Raška Municipality, activation of youth in the countryside and employment of rural women, as well as promotion of local villages and organic animal husbandry through tourism. Some of the novelties for Nikoljača would certainly be the distribution of organic livestock products (meat and milk) on the local and regional markets, as well as the production of organic cereals, fodder, and cereal products. This project will also contribute to the development of the local market for organic products with the ultimate goal of organic farming becoming the primary agricultural production in the territory of the Municipality of Raška.

The Association of Citizens "Organski sad - Novi Sad" was founded in 2014 in Novi Sad, with the aim of gathering organic producers and promoting healthy lifestyle and food. Now they are starting a new project that will enable customers to buy organic products online and have them delivered to their doorstep. This will not only improve service and save time for both customers and producers, but this unified delivery will also reduce environmental pollution and operational costs for the association, making them more competitive in the market. The main goal of the project is the joint performance of association members on the local market, so that the value chain to the end consumer is as short as possible, and to provide them with fresher and more accessible products, all in one place. An innovation in processing is that the products will

be vacuum-sealed to extend their freshness and shelf life. In addition to placing products on the Novi Sad market, the plan is to later expand the offer to the Belgrade market and eventually enable delivery throughout Serbia, given that many cities do not even have the possibility of buying organic products. To achieve this, the association plans to involve as many organic producers as possible, to train existing members, and to include new ones.

Winery Plavinci, produces organic wine near Belgrade in Zaklopača. The aim of the winery is to promote organic local wines on the market and in the HORECA sector. With only five certified organic wineries in Serbia and 16 in the process of conversion, most of which are small producers lacking marketing skills and financial resources, the ultimate goal of the project is to concentrate marketing efforts on the website as the main platform, along with a presence on social media, to achieve the best results. The plan is to organize various promotional activities to increase consumer awareness and clarify to the consumers how exactly organic wines are made and what are the benefits of consuming organic wines compared to conventional ones, which will increase demand. The project is expected to have a direct impact on the local organic market and contribute to the development of underdeveloped regions in Serbia, where family-owned organic wineries struggle to remain profitable. By making Serbian organic wine a recognizable brand, marketing efforts by all organic producers will be facilitated, resulting in an increase in product placement with higher profit margins, which will directly affect the decision of the next generations to continue with organic farming on their ancestral land.

Winery Jelenac Organic winery was founded in 2016 in village Jelenac (Topola) and has been producing blackberry wine ever since. Their aim is to improve technology that is resistant to extreme climatic conditions that are unfavorable for organic blackberry production during the summer months. They also hope to increase consumer awareness of the benefits of organic blackberry wine through social media. Their brand of blackberry wine, "ZOV," is unique on the market, as their competitors produce pasteurized wine with high sugar content that almost resembles fruit juice, while "ZOV" is proven to have full health potential and tastes like regular red grape wine, which is often a surprise for customers. During the project's duration, they plan to increase the quality and yield of organic blackberries, to create even better and safer working conditions, and to share acquired knowledge about climate-resistant technology with other farmers. They plan to achieve this by installing innovative white shade nets, instead of the traditional green ones, to reduce UV radiation on plantations and improve yields of organic blackberries, which, like other fruit species with dark fruits, heat up and rot more easily. In one part of the plantation, they will also leave green nets for shading, so that they can compare results and expand knowledge among organic producers about the effect of these nets on fruit, and thus increase awareness among producers about the importance of mitigating climate change in berry production.

Serbia Organika uspešno započela saradnju sa DM – om (dm drogerie markt Srbija), u okviru promotivne kampanje „Mislim na nas – kupujem organsko“

U cilju da se potrošačima što više približe vrednosti domaćih organskih proizvoda, Serbia Organika je napravila prve korake u saradnji sa DM-om (dm drogerie markt Srbija), nastavljajući izuzetno uspešnu prošle godine započetu kampanju.

VIDEI OD POLICE DO POLJA/FABRIKE

Promotivni video koji će uz pomoć QR koda na vobleru istaknutog kod proizvoda voditi potrošače od proizvoda na polici unazad sve do procesa proizvodnje, omogućiće kupcima da se bliže upoznaju sa procesom nastanka organskih namirnica koje konzumiraju, kao i sa samim organskim proizvođačima.

Kao primeri dobre prakse preduzeća „ES Komerc“ iz Prijepolja (testenine, voćni namazi, sokovi) i „Timomed“ iz Knjaževca (med i drugi pčelinji proizvodi), čiji proizvodi su već zastupljeni u maloprodajnim objektima DM-a prvi su dobili priliku da na ovaj način učestvuju u kampanji i promociji organske hrane. Njihova priča, kao i priče ostalih ambasadora kampanje biće dostupne na YouTube kanalu i društvenim mrežama dm drogerie markt Srbija i Serbia Organike.

U okviru kampanje planiran je 31. maja besplatan obilazak organskog imanja u Soporu, u okviru manifestacije „Dani otvorenih vrata“, a svi zainteresovani moći će da se prijave za posetu u prodajnim objektima DM-a (dm drogerie markt), preuzimanjem flajera i konkurišu za priliku da se iz prve ruke informišu, provedu dan u lepotom okruženju i

nabave sveže organske proizvode direktno od proizvođača. O planiranim posetama u „Danimi otvorenih vrata“, čitajte više na strani 20 ovog ORGANIC NEWS-a. [→]

Promotivna kampanja „Mislim na nas – kupujem organsko“ deo je projekta „Kroz trgovinu organskim proizvodima do razvijeta u istočnoj Evropi“ (OT4D).



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Serbia Organica successfully started cooperation with DM (dm drogerie markt Serbia), within the promotional campaign “Thinking of us - buying organic”

In order to bring consumers as close as possible to the value of domestic organic products, Serbia Organica has taken the first steps in cooperation with DM (dm drogerie markt Serbia), continuing a very successful campaign that started last year.

VIDEOS FROM THE SHELF TO THE FIELD/FACTORY

A promotional video that will lead consumers from the product on the shelf back to the production process through the QR code on the wobbler of the highlighted product, will enable customers to get to know more about the origin and the process of creation of the organic foods they consume, as well as the organic producers themselves.

As examples of good practice, the companies “ES Komerč” from Prijepolje (pasta, fruit spreads, juices) and “Timomed” from Knjaževac (honey and other bee products), whose products are already available in DM retail stores, were the first to have the opportunity to participate in the campaign and promotion of organic food in this way. Their story, as well as the stories of the other campaign ambassadors, will be available on the YouTube channel and social media of DM drogerie markt Serbia and Serbia Organica.

As part of the campaign, a free visit to the organic farm in Sopot is planned on May 31st, as part of the “Open Organic Doors” event. All those interested can register for the visit at DM stores (dm drogerie markt), by taking a flyer and applying for the opportunity to get first-hand information, spend the day in a beautiful environment and purchase fresh organic products directly from the producers.

For more information on the planned visits during "Open Organic Doors" read page 20 of this ORGANIC NEWS edition. [→]

The promotional campaign “Thinking of us - buying organic” is supported by the Swiss State Secretariat for Economic Affairs (SECO) within the project “Organic Trade for Development in Eastern Europe” (OT4D).

**Mislim
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ORGANSKO.



Skeniraj QR code i pogledaj odakle dolazi i kako nastaje tvoj proizvod.



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Skeniraj QR code i pogledaj odakle dolazi i kako nastaje tvoj proizvod.



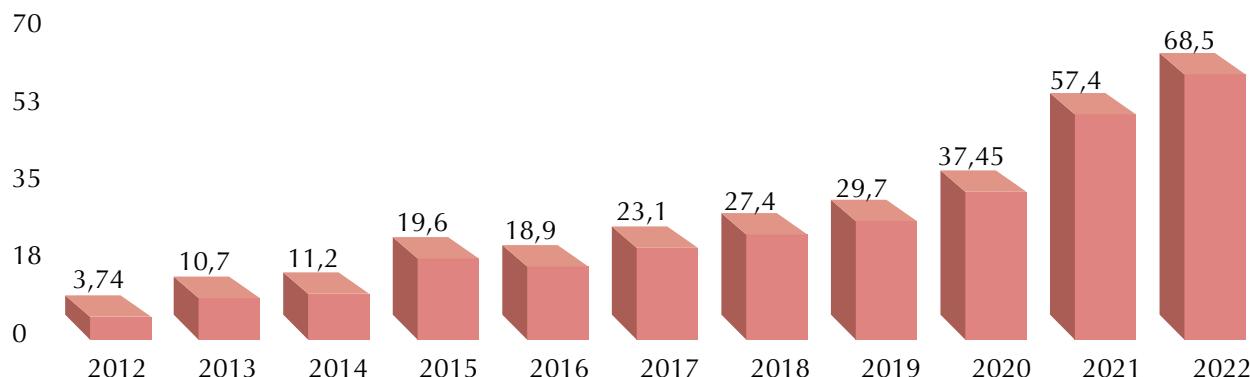
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ZA ORGANSKU PROIZVODNJU

Povećan izvoz organskih proizvoda - još jedna rekordna godina

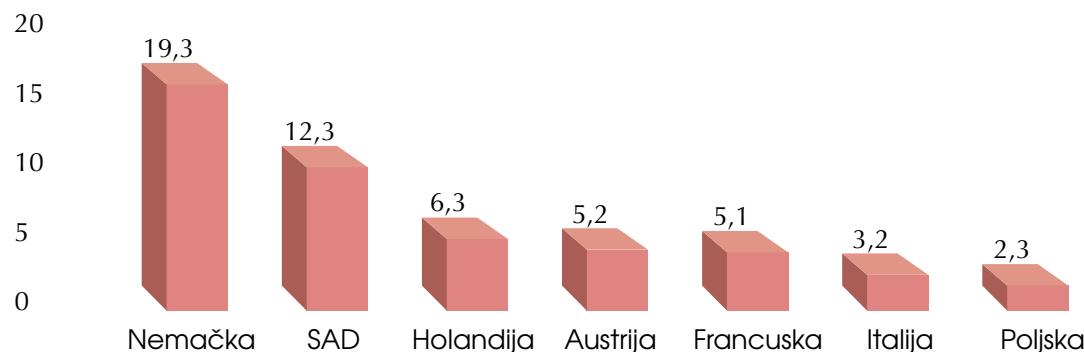
Vrednost izvoza organskih proizvoda već godinama beleži konstantan rast, pa je i u 2022. godini porastao u odnosu na prethodnu, i ujedno je to rekordan iznos od 2012. godine kada su prvi put ovi podaci postali deo informacionog sistema Uprave carina, pa je od tada zabeležio porast od oko 18 puta. Inače, preko 80% organskih proizvoda do sada je namenjen izvozu. Udeo Srbije u izvozu u EU organskog voća, svežeg ili sušenog, isključujući citruse i tropsko voće je u 2021. iznosio 8,4%.



Vrednost izvoza organskih proizvoda, milion EUR
Izvor: Uprava carina

Export value, million EUR
Source: Custom Administration

U preko 30 država, izvezeno je najviše zamrznutog organskog voća, od čega najaviše zamrznutog jagodastog: maline, kupine, borovnice, ribizle, jagode. Pored jagodastog voća, izvozimo i zamrznutu višnju i šljivu. Organsko sušeno voće, kao i voćni koncentrati i pirei takođe čine veliki ideo u ukupnom izvozu. Optimističan podatak je i da sve više počinjemo da izvozimo prerađene organske proizvode. Tradicionalno, najviše izvozimo na tržište Evropske unije (Nemačka, Holandija, Austrija Francuska, Italija, Poljska, Italija), zatim u SAD i Kanadu.



Vrednost izvoza po državama, 2022
Izvor: Uprava carina

Export value by country, 2022
Source: Custom Administration

Export of organic products - Another record year

The value of the export of organic products has been growing steadily for years. In 2022, it increased compared to the previous year, and it was also a record since 2012 when for the first time these data became part of the information system of the Customs Administration. Since then, an increase of about 18 times has been recorded.

In more than 30 countries, the most frozen organic fruit was exported, of which mostly frozen berries: raspberries, blackberries, blueberries, strawberries, and currants.

In addition to berries, we also export frozen cherries and plums. Organic dried fruit, as well as fruit concentrates and purees, also make up a large share of total exports.

Optimistic information is that we are increasingly starting to export processed organic products.

Traditionally, we export mostly to the European Union market (Germany, Holland, France, Poland, Italy, Belgium), then to the USA and Canada.

DOMAĆE VESTI I DOGAĐAJI / NEWS FROM SERBIA

SAJAM BIOFAH 2023 u Nürnbergu

Srpski organski proizvođači su se tradicionalno predstavili u okviru nacionalnog štanda Srbije na međunarodnom sajmu organske hrane BIOFAH koji se održao od 14. do 17. februara 2023. godine u Nürnbergu (Nemačka). Dvanaest kompanija iz Srbije predstavile su svoje proizvode pod sloganom "We speak organic – Organic product from Serbia - Tradition Transformed into Innovation", a uz podršku Privredne komore Srbije, Razvojne agencije Srbije, Švajcarskog programa za promociju izvoza (SIPPO) i Nacionalne asocijacije Serbia Organika.

Svoju izvoznu ponudu predstavile su kompanije Menex iz Kruševca, Ecoagri Serbia iz Bele Crkve, Master food iz Užica, Frutorga iz Prokuplja, Medino iz Krnjeva, BMD, Drenovac i Yugotrejd iz Arilja, Organic fruit trade iz Šapca, ITN Group iz Beograda, Agro-BIS iz Blaca i ES komerc iz Prijepolja, koje su ponudile širok assortiman proizvoda od svežeg, sušenog, liofiliziranog i zamrznutog voća i povrća, voćnih pirea, sušenih pečuraka, do proizvoda od žitarica, organskih testenina, voćnih namaza i organskog meda. Ovogodišnji sajam ugostio je 2.765 izlagača iz 95 zemalja sveta i bio je prilika za naše kompanije da razgovaraju sa svetskim distributerima, maloprodajnim lancima i uvoznicima iz sektora ogranske proizvodnje koji je pokazao da je otporan na križu - kaže Bojana Lalović iz Centra za organizaciju sajmova Privredne komore Srbije.

Fokus priprema za nastup bio je na održivosti i promociji održive proizvodnje. Kompanije su stekle uvid u sve segmente proizvodnog procesa u globalnim lancima

snabdevanja, od pripreme sirovine do pakovanja za koje su zainteresovani inostrani kupci - navela je Privredna komora Srbije.

Na nacionalnom štandu organizovano je više događaja pod nazivom "Partnerstvo za održivost", koji su bili prilika da se ugoste partneri i kupci iz Skandinavije, Švajcarske i Nemačke i drugih država i da se promoviše proizvodnja srpskih organskih proizvođača.

Biofah je najveći svetski sajam u oblasti organske proizvodnje i održava se pod pokroviteljstvom Međunarodne federacije pokreta organske poljoprivrede (IFOAM – Organics International). Tradicionalno se tokom četiri dana trajanja sajma održavaju konferencije, seminari i radionice, koji čine jedinstvenu platformu za razmenu znanja, informacija i profesionalnog umeća među proizvođačima, kupcima, dobavljačima i ostalim zainteresovanim stranama za inovativne proizvode i usluge iz organskog sektora.

Srbija se predstavila na okruglom stolu na sajmu Biofah

U okviru raznovrsnog konferencijskog dela koji prati Biofah sajam održan je okrugli sto koji je organizovan i podržan kroz projekat OT4D. Na okruglom stolu je Branislav Raketić, šef Odseka za označavanje hrane, šeme kvaliteta i organsku proizvodnju, MPŠV predstavio stanje i trendove u sektoru organske proizvodnje u Srbiji. Posebno je istakao kontinuiran rast površina pod organskom proizvodnjom, razvoj stočarske organske proizvodnje, povećanje broja proizvođača uključenih u organsku proizvodnju, povećanje vrednosti izvoza u 2022. godini, zatim stimulativne mere podrške organskoj proizvodnji koje resorno ministarstvo daje kao i kontinuirane aktivnosti na harmonizaciji zakonodavnog okvira u organskoj proizvodnji u skladu sa propisima Evropske unije.



World's Leading Trade Fair for Organic Food BIOFACH

Serbian organic producers traditionally presented themselves within the National stand of Serbia at the BIOFACH International Organic Food Fair, which took place from February 14th to February 17th, 2023 in Nuremberg, Germany.

Twelve companies from Serbia presented their products under the slogan "We speak organic - Organic product from Serbia - Tradition Transformed into Innovation", with the support of the Serbian Chamber of Commerce, the Development Agency of Serbia, the Swiss Import Promotion Programme (SIPPO), and the National Association "Serbia Organica".

The following companies presented their export offer: Menex from Kruševac, Ecoagri Serbia from Bela Crkva, Master food from Užice, Frutorga from Prokuplje, Medino from Krnjevo, BMD, Drenovac and Yugotrejd from Arilje, Organic fruit trade from Šabac, ITN Group from Belgrade, Agro - BIS from Blac and ES Komerc from Prijepolje, which offered a wide range of products from fresh, dried, freeze-dried and frozen fruits and vegetables, fruit purees, dried mushrooms, to cereal products, organic pasta, fruit spreads and organic honey.

This year's fair was attended by 2,765 exhibitors from 95 countries worldwide, and it was an excellent opportunity for our companies to talk to global distributors, retail chains and importers from the organic production sector, which has shown resilience to the crisis, said Bojana Lalović from the Center for Organization of Fairs of the Serbian Chamber of Commerce.

The focus was on sustainability and the promotion of sustainable production. Companies gained insight into all segments of the production process in global supply chains, from raw material preparation to packaging that foreign buyers are interested in, the Serbian Chamber of Commerce stated.

Several events called "Partnership for Sustainability" were organized at the National stand, which was an opportunity to host partners and customers from Scandinavia, Switzerland, Germany, and other countries, and to promote the production of Serbian organic producers.

BIOFACH is the world's largest trade fair in the field of organic production, held under the auspices of IFOAM – Organics International. Traditionally, during the four days of the fair, conferences, seminars, and workshops are held, which make a unique platform for the exchange of knowledge, information, and professional skills among producers, buyers, suppliers, and other interested parties for innovative products and services from the organic sector.

According to the Serbian Chamber of Commerce, the initial analysis of the participation of companies from Serbia at the largest International Fair specialized in organic food shows that domestic companies had more than 400 meetings with customers from the region, but also from Germany, Austria, Switzerland, France, and the Netherlands, and the value of contracted export deals is estimated at over 7 million euros.

Serbia presented its organic production at Biofach fair

As part of the diverse conference part that accompanies this fair, a round table was held, which was organized and supported by the Organic Trade 4 Development in Eastern Europe program (OT4D) . At the round table, Branislav Raketić, Head of the Department of Food Labelling, Quality Schemes and Organic Farming, Ministry of Agriculture, Forestry and Water Management, presented the overview and trends in the organic production sector in Serbia. In particular, she emphasized the continuous growth of areas under organic production, the development of livestock organic production, the increase in the number of producers involved in organic production, the increase in the value of exports in 2022, exceptional measures to support organic production by the line Ministry, as well as continuous activities on the harmonization of the legislative framework in organic production in accordance with the regulations of the European Union.

DOMAĆE VESTI I DOGAĐAJI / NEWS FROM SERBIA

Susret organskih proizvođača i predstavnika javnih medija na organskom imanju u Markovoj Crkvi

Na organskom imanju „Sretenovića vodenica“ u Markovoj Crkvi kod Ljiga, na kome je vlasnik na svojoj dedovini obnovio vodenicu na reci Toplici, staru gotovo dva veka na kojoj se melje brašno od tri sorte kukuruza (crvenog, žutog, belog osmaka), ovsu, raži, ječma, heljde, se početkom novembra prošle godine okupilo desetak organskih proizvođača kako bi međusobno razmenili svoja iskustva, unapredili svoju saradnju, ali i preneli predstavnicima javnih medija deo svoje svakodnevnice, podelili sa njima svoje domete, ali i izazove.

Njih je sve okupila Serbia Organika sa idejom da približi javnosti vrednosti domaćih, lokalno proizvedenih organskih proizvoda, ali i da ukaže na nesumnjiv doprinos koji organska proizvodnja ima u zaštiti životnih resursa i životne sredine, kako bi podstakli potrošnju organski proizvedene hrane, a u okviru promotivne kampanje „MISLIM NA NAS – kupujem organsko“ koju sprovodi

od prošle godine kroz projekat OT4D. Sudeći po broju prisutnih predstavnika javnog informisanja, mediji u Srbiji su itekako zainteresovani za ove teme.

U ovoj interaktivnoj radionici učestvovala je Niamh Holland- Essoh iz IFOAM – Organics International koja je tom prilikom istakla kako je organska poljoprivreda most koji sve spaja.





Gathering of organic producers and media representatives at the organic farm in Markova Crkva

At the organic farm "Sretenovića vodenica" in Markova Crkva near Ljig, where the owner restored a nearly two-centuries-old mill on his grandfather's land on the Toplica River and where flour is milled from three varieties of corn (white, red, yellow) as well as oats, rye, barley, and buckwheat, several organic producers gathered at the end of last year to mutually exchange their experiences, improve their cooperation, but also share a part of their daily lives, their achievements and their challenges with media representatives.

They were all brought together by Serbia Organica with the idea of bringing the values of domestic, locally produced organic products closer to the public, to encourage the consumption of organically produced food, as well as to point out the undeniable contribution that organic production has in protecting resources and the entire environment as part of the promotional campaign "THINKING OF US - BUYING ORGANIC", which has been carried out since last year through the OT4D Project. Judging by the number of media representatives that attended the workshop, it seems that the media in Serbia are very interested in these topics.

This interactive workshop was also attended by Ms. Niamh Holland-Esoh from IFOAM – Organics International who highlighted the following:

"It is always inspiring to see the hard work that is going into building an organic sector here in Serbia. Of course,

there is still a lot of work to be done. That is why we are having this event here today and I think it is very important that we listen to organic farmers speak about the value organic brings to them, to their communities and to our surroundings. The global organic market is worth 120 million euros and consists of 3.4 million organic producers. You have some excellent examples of organic farming here, so it is important to share experiences. It is a journey, but a very certain journey. I have visited many farms around the world and it is interesting when farmers speak to me about the challenges they face. It is quite interesting to hear that a lot of the challenges they are facing are also faced on a farm in Africa, Asia, or in North America. The farmers speak about access to the market, they speak about the importance of support, both from the Government and from consumers, but also about the affirmation of awareness of the values that organic brings to everyone."

DOMAĆE VESTI I DOGAĐAJI / NEWS FROM SERBIA

Šta će doneti novi Zakon o organskoj proizvodnji?

Kako bi se domaća javnost upoznala sa predstojećim zakonskim izmenama koje se očekuju u domenu organske proizvodnje, Serbia Organika je pripremila priručnik pod nazivom „Vodič u nove propise za organsku proizvodnju“, autorke Ivane Simić.

Važeći Zakon o organskoj proizvodnji ("Službeni glasnik" RS 30/10 i 17/19- dr. zakon) je pripreman u skladu sa tada važećim propisima Evropske unije - Uredbom saveta (EC) br. 834/2007 i Uredbom komisije (EC) br. 889/2008, međutim, njime nisu obuhvaćene sve oblasti pomenutih uredbi, Evropska komisija je donela 2018. godine nova Uredbu br. 2018/848 koja uređuje oblast organske proizvodnje i ona je u primeni od 2022. godine

U cilju usklađivanja naših propisa sa ovom novom uredbom, Ministarstvo poljoprivrede, šumarstva i vodoprivrede počelo je sa pripremama novih zakonskih rešenja u oblasti organske proizvodnje.

Nova zakonska rešenja, pored toga što će urediti potpuno nove oblasti, koje nisu obuhvaćene važećim Zakonom, detaljnije će urediti pojedine oblasti, a doneće i veći broj izmena koje će se u budućnosti odraziti na funkcionisanje sektora organske proizvodnje koji se više od jedne decenije odvijao u skladu sa važećim Zakonom.

Cilj „Vodiča u nove propise za organsku proizvodnju“ je da pruži osnovne smernice i približi svim učesnicima u sektoru organske proizvodnje u Srbiji razlike i novine i pripremi ih na što efikasnije prilagođavanje i funkcionisanje unutar sektora kada novi Zakon o organskoj proizvodnji bude u primeni.

Izdavanje vodiča je podržala Nemačka razvojna saradnja koju sprovodi Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH kroz Projekat za razvoj privatnog sektora u Srbiji (PSD).

Vodič možete preuzeti ovde:

<https://serbiaorganica.info/vodic-u-nove-propise-za-organsku-proizvodnju/>

What will the new Law on Organic Production bring?

In order to present the domestic public with the upcoming legal changes expected in the field of organic production, Serbia Organica has prepared a Handbook, a kind of guide through the excepted legal solutions, authored by Ivana Simić.

The current Law on Organic Production in the Republic of Serbia was adopted in May 2010, and its implementation began on January 1, 2011 ("Official Gazette of the RS", No. 30/10, 17/19-second law). The Law was prepared in

accordance with the then-applicable regulations of the European Union - Council Regulation (EC) No. 834/2007 and Commission Regulation (EC) No. 889/2008.

The new organic regulation (EU) 2018/848 was published in June 2018. It applies from 1 January 2022.

In order to harmonize our regulations with this new EU legislation, the Ministry of Agriculture, Forestry and Water Management has started preparing new national legislation.

The new legal solutions, in addition to regulating specific segments in more detail, will also bring a greater number of alterations that will affect the functioning of the organic production sector in the future, which has been operating in accordance with the current Law for more than a decade.

The aim of this guide is to provide basic guidelines and introduce to all participants in the organic production sector in Serbia the differences and novelties that future legal solutions bring compared to the current Law and to prepare them for the most efficient adaptation and functioning within the sector when the new Law on Organic Production comes into effect.

The Publication was supported by the German Development Cooperation implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH through the Project for the Development of the Private Sector in Serbia (PSD).



The guide for new regulations regarding organic production

Helplajn - Info servis za tehnička pitanja u vezi organskih standarda i sertifikacije (OT4D - Helpline)

U okviru projekta Organic Trade for Development (OT4D) otvoren je onlajn info servis za tehnička pitanja kao pomoć lokalnim, kontrolnim organizacijama, kao i lokalnim konsultantima koji se bave standardima kvaliteta i obeležavanja proizvoda. Projekat OT4D podržava razvoj organskih sektora u Albaniji, Srbiji i Ukrajini.

Novi servis za podršku pokriva sledeće oblasti:

- Opšta pitanja vezana za (nove) EU propise;
- Pitanja vezana za obeležavanje i pakovanje proizvoda;
- Pitanja vezana za standarde u oblasti prerade;
- Pitanja vezana za probleme sa ostacima;
- Pitanja vezana za inpute u organskoj poljoprivredi i preradi.

Servis je za početak isključivo namenjen zainteresovanim stranama iz Srbije i Albanije u okviru OT4D projekta, a pristup je omogućen kako za fizička, tako i za pravna lica, i mogu se dobiti maksimalno 5 besplatnih odgovora tokom godine.

Procedura

Zahteve možete poslati u bilo koje vreme na helpline@organictrade4development.org. Koordinator info servisa za tehnička pitanja će zatim podeliti konkretna pitanja sa stručnjacima iz švajcarskog Istraživačkog instituta za organsku poljoprivredu FiBL, jednog od vodećih svetskih instituta u oblasti organske poljoprivrede, koji će potom odgovoriti na njih u roku od 3 radna dana. Stručnjaci mogu da odbiju pitanja u slučaju da nisu u poziciji da odgovore na njih. Sva pitanja, odnosno zahtevi moraju se slati putem ovog mejla.

Odbijena pitanja kao i ona koja zahtevaju više vremena i uključuju troškove za korisnika, neće se računati u 5 maksimalnih zahteva tokom godine.

Do you have technical questions on **organic standards and certification?**

 Ask our experts via the **OT4D Helpline!**
Go to <https://lio.am/ot4d-helpline>



Pogledajte detaljnije na srpskom jeziku ovde: **OT4D Helpline**

Helpline - Info service for certification bodies and consultants launched

Within the project Organic Trade for development (OT4D) an online helpline for local certification bodies as well as local consultants involved in topics related to quality and label standards was launched. The OT4D project supports the development of the organic sectors in Albania, Serbia and Ukraine.

The scope of this new helpline support would include:

- Questions related to the (new) EUregulations in general
- Questions related to labelling/declaration and packaging of products
- Questions related to processing standards
- Questions related to residue issues
- Questions related to inputs in organic agriculture and processing

How does it work?

First, identify your inquiry within the scope of the questions the helpline has defined. Then, send a message to helpline@organictrade4development.org by describing your case. You will receive a response within the next 3 working days from experts from Research Institute of Organic Agriculture FiBL, one of the world's leading institutes in the field of organic agriculture.

NAJAVA DOGAĐAJA / UPCOMING EVENTS

DANI OTVORENIH VRATA *Posete organskim proizvođačima*

Prvi put ove godine u saradnji sa DM-om (dm drogerie markt Srbija), Serbia Organika organizuje posete organskim domaćinstvima u "Danimu otvorenih vrata" na različitim lokacijama u Srbiji. Tokom predstojećih letnjih i jesenjih meseci svi zainteresovani imajuće priliku da se prijave da besplatno posete sertifikovana organska gazdinstva, međusobno se druže, umrežavaju, upoznaju proizvođače, informišu se o svežim namirnicama i direktno kupe organske proizvode od samih proizvođača.

Prva u nizu poseta biće organizovana poseta sertifikovanom eko-domaćinstvu dr Ana Čupić u Sopotu, 31. maja 2023. godine, u saradnji sa Srpskom akademijom nauka i umetnosti (SANU), a način i rok prijave biće blagovremeno objavljen na veb-sajtu i društvenim mrežama Serbia Organike. "DANI OTVORENIH VRATA - Posete organskim proizvođačima" podržani su od strane Državnog sekretarijata za ekonomski poslove Švajcarske (SECO) u okviru promotivne kampanje "Mislim na nas - kupujem organsko" koja je deo projekta "Kroz trgovinu organskim proizvodima do razvijanja u istočnoj Evropi" (OT4D) koji sprovodi Međunarodno udruženje za organsku poljoprivredu (IFOAM - Organics International) u saradnji sa konzorcijumom Helvetas - FiBL i Serbia Organikom kao lokalnim partnerom.

OPEN ORGANIC DOORS *Visits to organic farmers*

For the first time this year in cooperation with DM (dm drogerie markt Serbia), Serbia Organica organizes visits to organic farms in "Open Organic Doors" at different locations in Serbia. During the upcoming summer and autumn months, all those interested will have the opportunity to visit certified organic farms for free, they will be able to socialize, network, to meet producers, to get information about fresh produce and buy organic products directly from the producers themselves.

The first in a series of visits will be to certified eco-farm of Dr. Ana Čupić in Sopot, on May 31, 2023, in cooperation with the Serbian Academy of Sciences and Arts (SANU), and the application deadline will be published in due time on the website and social networks of Serbia Organica. "Open Organic Doors - Visits to organic producers" are supported by the Swiss State Secretariat for Economic Affairs SECO within the promotional campaign "Thinking of us - buying organic" which is part of the project "Organic Trade for Development in Eastern Europe" (OT4D) which is implemented by the IFOAM - Organics International, in cooperation with the Helvetas Intercooperation/FiBL consortium and Serbia Organica as a local partner.

U susret Izložbi organskih proizvoda na Sajmu poljoprivrede u Novom Sadu

I ove godine će se na Izložbi organskih proizvoda na Sajmu poljoprivrede u Novom Sadu koji se održava od 20. do 26. maja 2023. godine predstaviti mnogi organski proizvođači sa svojim proizvodima.

Od 2011. godine Ministarstvo, poljoprivrede, šumarstva i vodoprivrede i Nacionalno udruženje Serbia Organika organizuju Izložbu organskih proizvoda na kojoj organski proizvođači iz cele Srbije imaju priliku da zahvaljujući finansijskoj podršci Ministarstva poljoprivrede nastupe i promovišu svoje proizvode.

I ove godine će se na izložbi koja se održava u hali 1A predstaviti proizvođači raznovrsnih organskih proizvoda, kao što su: povrće, voće, pečurke, meso, sokovi, džemovi, voćni namazi, sušeno voće, veganski namazi, testenine, vino, kao i tradicionalni proizvodi kao što su ajvar, pindjur i drugo.

U isto vreme i u istoj hali se održava i Izložba proizvoda sa oznakama geografskog porekla, proizvoda sa oznakom srpski kvalitet i zanatskog piva.

Posetite nas u hali 1A!



Exhibition of Organic Products at the Agricultural Fair in Novi Sad

Many organic producers will present their products at the Exhibition of Organic Products at the Agricultural Fair in Novi Sad, which will be held from May 20 to 26, 2023

Since 2011, the Ministry of Agriculture, Forestry and Water Management and the National Association Serbia Organica have been organizing an exhibition of organic products, where organic producers from all over Serbia, thanks to the financial support of the Ministry of Agriculture, have the opportunity, to present and promote their products.

This year too, organic producers will be presented at the exhibition held in hall 1A which will promote various organic products, such as: vegetables, fruits, mushrooms, meat, juices, jams, fruit spreads, dried fruits, vegan spreads, pasta, wine, as well as traditional products such as ajvar, pindur, and others.

At the same time and in the same hall will be exhibitors of products with geographical indication, products with the Serbian quality label, and craft beer will be shown.



VESTI IZ REGIONA / NEWS FROM REGION

Počeo projekat razvoja urbane poljoprivrede u četiri zemlje regiona

Urbana poljoprivreda ili urbano baštovanstvo je rastući globalni fenomen. Pelcer svetskog trenda sve više se "prima" u zemljama regiona.

U četiri zemlje regiona: Hrvatskoj, Srbiji, Sevrnoj Makedoniji i Bugarskoj sprovodi se projekat posvećen urbanoj poljoprivredi "Urban Farming Education for Sustainable Future" (Obrazovanje iz oblasti urbane poljoprivrede za održivu budućnost) koji finansira Evropska komisija u okviru progama Erasmus plus.

Organizacije partneri na projektu su Forum za strategijska istraživanja i dokumentacije iz Skoplja kao liderška organizacija, Eko Udruga iz Zadra, Asocijacija za politike iz Sofije i Serbia Organika iz Srbije. Projekat će trajati do kraja 2024. godine.

Prošlog meseca predstavnici ovih organizacija bili su u radnoj poseti domaćinima u Skoplju, gde su, između ostalog, obišli jednu urbanu baštu.

Tokom boravka u Skoplju, upoznali su se s radom urbanog vrta – Bostanie Community Garden koji vodi organizacija Zelenata Arka (The Green Ark) nastao kroz projekat "Development of The First Urban Garden in Skopje" čiji je finansijer Grad Skoplje.

Koncept urbane poljoprivrede nije nepoznat u regionu, ali je usled novih svetskih izazova od globalne urbanizacije, potrebe zaštite životne sredine do aktuelne destabilizacije u lancima proizvodnje i transporta hrane dobio još veći značaj.

Urbana poljoprivreda otvara novi pristup u rešenjima koja su adekvatni odgovori na aktuelne društvene i ekološke izazove ne samo gradova. Male, ozelenjene parcele za uzgajanje pojoprivrednih kultura u velikim gradovima mogu doprineti ublažavanju loših efekata ekonomске i prehrambene krize.

Stanovnici gradova višestruko imaju benefit od rada u baštama ušuškanim između kvartova i na obodima gradova. Iz pasivne uloge isključivo kupca-konzumenta, stanovnici gradova postaju aktivni mikro proizvođači. Proizvedeno voće, povrće, začinsko bilje... koriste za sopstvenu ishranu. Obradom zemlje pozitivno utiču na zaštitu životne sredine, ovakvim angažovanjem obezbeđuju dodatnu ekonomsku vrednost svojih kućnih budžeta prodajom viška proizvoda. Takođe, učenjem i neposrednom realizacijom agronomskih procesa "od zemlje do trpeze" urbana poljopriverda je zeleni put kroz beton kojim se ublažava strogia podela ruralno / urbano.

Sve više se govori o socijalno-zdravstvenom aspektu angažovanja stanovnika na gradskim parcelama. Urbane baštice ili vrtovi postaju mesto druženja, socijalizacije, razvijanja zajedništva, fizičkog angažmana.

Cilj ovoga regionalnog projekta doprinosi Zelenoj agendi EU, borbi protiv klimatskih promena i održivosti gradova.

Urbana poljoprivreda je način za pomociju socijalne inkluzije marginalizovanih, posebno osetljivih društvenih grupa. Zajedničkim rad u urbanom vrtu lakše se jačaju međugeneracijske veze stare populacije i mlađih, pogodni su za kreativne radionice za decu školskog i predškolskog uzrasta.

Projektom "Urban Farming Education for Sustainable Future" u četiri zemlje SEE predviđeno je širenje znanja i unapređenje veština odraslih u gradovima, njihovo podsticanje da se zainteresuju za zaštitu životne sredine i održivi razvoj, da jačanjem principa urbane poljoprivrede doprinose borbi protiv klimatskih promena.

U sve četiri zemlje regiona biće organizovane edukativne aktivnosti odnosno kursevi i obuke, a biće izrađena i studija projekta koja će dati presek stanja za mogućnosti razvoja urbanih bašti u svakoj od ovih zemalja, kao i svojevrsni edukativni paket - od video i infografike, vodiča za početnike, izrade nastavnog plana i programa.

Gradovi koji poslednje dve decenije imaju jače razvijenu kulturu urbane poljoprivrede su Nju Jork, Toronto, London, Sidnej, Pariz, Amsterdam ili regionu najbliži- glavni grad Austrije - Beč.

Još 2010. počelo se s jačanjem svesti stanovnika Beča zašto su urbane baštice korisne za njih ali i da grad neiskorišćene, male i veće parcele pretvoriti u voćnjake, povrtnjake, baštice. Demografi procenjuju da će do 2050. godine skoro 70 procenata svetske populacije živeti u gradovima.

Već sada više od 56 procenata stanovnika na planeti ima gradsku adresu.

Taj procenat je polovinom 20 veka, do sredine 50. godina iznosio oko 30 procenata ukupne svetske populacije.

U poslednjim dekadama 20. veka došlo je do drastičnog smanjenja broja ljudi koji žive u selima.

Urbana poljoprivreda podrazumeva da se slobodno zemljište od nekoliko kvadratnih metara do nekoliko hektara daje u zakup pojedinicima, civilnim zajednicama za bavljenje poljoprivredom: povrtarstvom, hotrikulturom, voćarstvom, kompostiranjem, za postavljanje košnica, organsku poljoprivrednu proizvodnju.

Partnerske organizacije iz Hrvatske, Bugarske, Srbije i Sevrene Makedonije već su uspešno sprovele program "Innovation platform for organic agriculture" od 2019. do 2021.godine, takođe podržan od EK Erasmus plus.



Photo by CHUTTERSNAP on Unsplash

The project of Urban Agriculture has begun in 4 countries in the region

Urban agriculture or urban gardening is a growing global phenomenon. The bud of this worldwide trend is "taking root" in more and more countries in the region.



The "Urban Farming Education for Sustainable Future" project, funded by the European Commission under the Erasmus Plus program, is being implemented in four countries in the region: Croatia, Serbia, North Macedonia and Bulgaria.

The project partners are the following organizations: Center for Strategic Research and Documentation from Skopje (The Republic of North Macedonia), as the leading organization, NGO Eco-Zadar (Croatia), the Bulgarian School of Politics from Sofia and Serbia Organica. The project will run until the end of 2024.

Last month, representatives from these organizations visited the hosts in Skopje, where, among other things, they visited an urban garden.

During their stay in Skopje, they learned about the work of the urban garden – Bostanie Community Garden, led by the organization The Green Ark, created through the project "Development of The First Urban Garden in Skopje," funded by the City of Skopje.

The concept of urban agriculture is not unfamiliar in the region, but due to new world challenges from global urbanization, the need for environmental protection, to the current destabilization in food production and transportation chains, it has gained even greater significance. Urban agriculture offers a new approach to solutions that are adequate responses to current social and ecological challenges, not only in cities. Small, green plots for crop production in big cities contribute to mitigating the negative effects of the economic and food crisis.

City residents have multiple benefits from working in gardens tucked between neighborhoods and in the outskirts of cities.

From a passive role as exclusively buyer-consumer, city residents become active micro-producers. They use the

produced fruits, vegetables, herbs, etc. for their own consumption. By tilling the land, they positively influence environmental protection, and with such engagement, they provide additional economic value to their household budgets by selling surplus products.

By learning and directly implementing agronomic processes "from the soil to the table," urban agriculture is a green path through concrete that mitigates the strict division between rural and urban areas.

More and more is being said about the social and health aspects of engaging residents on urban plots. Urban gardens are becoming places for socializing, developing togetherness, and physical activity.

The aim of this regional project contributes to the EU Green Agenda, the fight against climate change and the sustainability of cities.

Urban agriculture is a good way to promote social inclusion of marginalized, especially vulnerable social groups. Working together in urban gardens makes it easier to strengthen the intergenerational ties between the elderly and the young, and is suitable for creative workshops for school and pre-school children.

The "Urban Farming Education for Sustainable Future" project in four CEE countries envisages spreading knowledge and improving the skills of adults in cities, encouraging them to take an interest in environmental protection and sustainable development, that by strengthening the principles of urban agriculture, they contribute to the fight against climate change.

In all four countries of the region, educational activities such as courses and training will be organized, and a project study will be conducted that will provide an insight into the possibilities of developing urban gardens in each of these countries, as well as a kind of educational package - including videos, infographics, beginner's guides, and the development of the curriculum.

Cities that have had a more developed culture of urban agriculture in the last two decades include New York, Toronto, London, Sydney, Paris, Amsterdam and the nearest city in the region, the capital of Austria - Vienna. As early as 2010, the awareness of the residents of Vienna of converting unused, small and large plots into orchards, vegetable gardens and regular gardens both for themselves and the city.

Demographers estimate that by 2050, nearly 70% of the world's population will live in cities.

Already, more than 56% of the world's population lives in urban areas. This percentage was around 30% of the world's total population in the mid-1950s.

In the last decades of the 20th century, there was a drastic decrease in the number of people living in rural areas.

Urban agriculture implies leasing available vacant land, ranging from a few square meters to several hectares, to individuals and civil communities for farming, including vegetable growing, horticulture, fruit growing, composting, beekeeping, organic farming, etc.

Partner organizations from Croatia, Bulgaria, Serbia, and North Macedonia have already successfully implemented the "Innovation platform for organic agriculture" program from 2019 to 2021, also supported by the EU Erasmus Plus.

VESTI IZ REGIONA / NEWS FROM REGION

EkoConnect je objavio izveštaje o organskoj proizvodnji za zemlje centralne i jugoistočne Evrope

EkoConnect je osnovan 2003. kao neprofitna organizacija u Nemačkoj, u Drezdenu. Fokus organizacije je na prenosu znanja i iskustva o organskoj poljoprivredi, preradi i marketingu, i povezivanju aktera duž lanca vrednosti u centralnoj i istočnoj Evropi. Sa ciljem da se šira javnost upozna sa stanjem organske poljoprivrede u zemljama centralne i istočne Evrope, EkoConnect je 2020. počeo sa objavljivanjem kratkih izveštaja u saradnji sa lokalnim pojedincima i organizacijama. Svi izveštaji su dostupni na jeziku zemlje, engleskom i nemačkom jeziku. Među njima je i izveštaj za Srbiju, koji je pripremila Olga Kešelj Milovanović. Projekat je podržao Savezni program za organsku poljoprivrednu Nemačke.

Svi izveštaji su dostupni na sledećem linku:

[ekoconnect-Publications](#)

Gefördert durch



aufgrund eines Beschlusses
des Deutschen Bundestages



EkoConnect has published reports on organic production for the countries of CEE Europe

EkoConnect was founded in 2003 as a non-profit organization in Germany, in Dresden. The focus of the organization is on the transfer of knowledge and experience about organic agriculture, processing and marketing, and connecting actors along the value chain in Central and Eastern Europe. With the aim of making the general public aware of the state of organic agriculture in the countries of Central and Eastern Europe, EkoConnect started publishing short reports in 2020 in cooperation with local individuals and organizations. All reports are available in the language of the country, English and German. Among them is the report for Serbia, prepared by Olga Kešelj Milovanović. The project was supported by the German Federal Program for Organic Agriculture.

All reports are available at the following link:

[ekoconnect-Publications](#)

VESTI IZ SVETA / NEWS FROM THE WORLD

Biofach forum - Rast organske proizvodnje kroz javno-privatno partnerstvo u organskom sektoru: iskustvo iz istočne Evrope

Biofach je međunarodni sajam organskih proizvoda koji spaja poslovne partnere, donosi inovacije, novosti i spaja nauku, trgovinu, tradiciju i modernu tehnologiju. Za vreme trajanja Biofaha se u kongresnom delu sajma održavaju predavanja, diskusije i okrugli stolovi. Projekat Organic Trade for Development je tokom Biofaha, 15. februara predstavio program sufinansiranja javno-privatnih partnerstava u sve tri zemlje u kojima se projekat realizuje. Ovom prilikom se predstavio po jedan projekat iz svake zemlje. Iz Srbije je predstavnik Halbe predstavio zajednički projekat sa Vojvođanskim klasterom organske poljoprivrede o istraživanju i razvoju u agrošumarstvu. Iz Albanije je predstavnik kompanije Bidaj predstavio partnerski projekat sa kompanijom L'Herbier du Diois vezan za unapređenje lokalnog lanca dobavljača lekovitog i začinskog bilja. Ukrajina je predstavila partnerstvo RNS Trade i Organic Life vezan za edukaciju i obučavanje proizvođača malina.

Informacije o svih devet dobitnika JPP granta su dostupni preko QR koda.



Biofach forum - Growth of organic production through public-private export business partnership in the organic sector: experience from Eastern Europe

Biofach is an international fair of organic products that brings together business partners, brings innovations, news and combines science, trade, tradition and modern technology. During Biofach, lectures, discussions and round tables are held in the congress part of the fair.

VESTI IZ SVETA / NEWS FROM THE WORLD

The Organic Trade for Development project presented a co-financing program of public-private export business partnership in all three countries where the project is being implemented during Biofach on February 15. On this occasion, one project from each country was presented. From Serbia, the representative of Halba presented a joint project with the Vojvodina cluster for organic agriculture on research and development in agroforestry. From Albania, the representative of the company Bidaj presented a partnership project with the company L'Herbier du Diois related to the improvement of the local chain of suppliers of medicinal plants and herbs. Ukraine presented the partnership of RNS Trade and Organic Life related to the education and training of raspberry producers.

Information on all nine PPP grant winners is available via QR code.



Pregled organske poljoprivrede u EU

Udeo poljoprivrednog zemljišta EU pod organskom poljoprivredom povećao se za više od 50% u periodu 2012-2020. uz godišnji porast od 5,7%. U 2020. godini, 9,1% poljoprivrednih površina u EU je bilo uključeno u organsku proizvodnju. U proseku, iako sa značajnim razlikama među državama članicama, organske farme su veće od konvencionalnih farmi i njima upravljaju mlađe osobe. U skladu sa rastom proizvodnje, maloprodaja organskih proizvoda se udvostručila u EU između 2015. i 2020. godine. Ovo je među glavnim zaključcima izveštaja o organskoj poljoprivredi koje je početkom godine objavila Evropska komisija Market Brief on organic farming.

Cetiri zemlje sa najvećom površinom pod organskom poljoprivredom u EU su Francuska, Španija, Italija i Nemačka, koje zajedno čine 52% u 2012. i 59% u 2020. godini. Najveći udeo površina pod organskom poljoprivredom u EU je pod livadama i pašnjacima (42%), zatim pod krmim biljem (17%), žitaricama (16%) i višegodišnjim zasadima, kao što su voće, masline i vinogradi (11%). Uprkos značajnom rastu, organska proizvodnja životinja i dalje čini mali udeo u ukupnoj proizvodnji životinja u EU, između 1% i 7% u zavisnosti od sektora.

U vreme kada je za EU ključno da smanji svoju zavisnost od đubriva iz geopolitičkih, ekoloških i ekonomskih razloga, podaci iz EU Farm Accountancy Data Network (FADN) pokazuju da farme za organsku biljnu proizvodnju troše mnogo manje na ove proizvode i na pesticide nego konvencionalne farme. Farme sa organskim ratarskim kulturama štede 75-100% na troškovima sredstava za zaštitu bilja po hektaru i 45-90% na troškovima đubriva po hektaru u poređenju sa konvencionalnim farmama. Organske farme u proseku imaju niže prinose (5-30%) i u nekim sektorima imaju veću potrebu za radnom snagom da bi proizvele istu vrednost proizvodnje kao konvencionalne farme. Oni i dalje ostvaruju sličan ili veći prihod po radniku zahvaljujući višim cenama, kao i većoj podršci EU, koja proističe uglavnom iz programa Zajedničke poljoprivredne politike - (CAP).

U 2020. godini, 61,6% zemljišta u EU pod organskom poljoprivredom dobilo je podršku kroz CAP, od čega, u proseku 144 evra/ha direktnе podrške i 79 evra/ha nacionalnog sufinansiranja. Organski proizvođači u područjima sa prirodnim ograničenjima mogli bi da dobiju dodatnu podršku, koja podstiče poljoprivredu u oblastima sa otežanim prirodnim uslovima. Dalje mere ruralnog razvoja takođe su podržale razvoj organske proizvodnje, uključujući ulaganja u prakse organske poljoprivrede i pomoć za marketing i promociju organskih proizvoda. U novoj CAP (počev od 2023. godine) predviđen je veći ideo koji će dobiti podršku za organsku poljoprivredu.

Brzi rast prodaje organskih proizvoda pokazuje rast potražnje potrošača i uspeh mera za održavanje tražnje. Rast organske prodaje bio je posebno snažan tokom pandemije COVID-19, shvaćen kao posledica povećane pažnje potrošača na zdravstvene probleme, veće potrošnje hrane kod kuće i/ili nedostatka konvencionalne hrane. Međutim, trenutna ekomska kretanja, kao što je inflacija hrane, utiču na kupovnu moć potrošača u EU i utiču na potražnju za organskim proizvodima.

Objavljeni izveštaj o tržištu pokriva podatke o organskoj poljoprivredi i trendu razvoja organskog sektora EU u poslednjoj deceniji, sa analitičkim elementima o organskoj proizvodnji, održivosti organskog sektora, organskoj prodaji, uvozu organskih proizvoda i vrsti i količini javne podrške koju dobija organski sektor EU. U njemu se navodi kako će podrška EU za organsku poljoprivredu pomoći u postizanju ambicije Zelenog dogovora i uključuje pregled podrške za konverziju i održavanje organske poljoprivrede, kao i ambicije za organsku poljoprivredu u strateškim planovima CAP. Poseban fokus je na razvoju sektora organske poljoprivrede u odabranim državama članicama EU, odnosno Austriji, Poljskoj, Češkoj, Francuskoj i Rumuniji. Izveštaj takođe predstavlja inicijative EU koje promovišu istraživanje i inovacije u organskom sektoru. Proizvodnjom hrane visokog kvaliteta sa malim uticajem na životnu sredinu, organska poljoprivreda će igrati ključnu ulogu u razvoju održivog sistema ishrane za EU. Evropska komisija je 2021. godine usvojila akcioni plan za podršku cilju od najmanje 25% poljoprivrednog zemljišta u EU pod organskom poljoprivredom i značajnog povećanja organske akvakulture do 2030. godine, navedenog u "Strategiji od njive do viljuške" i "Strategiji biodiverziteta".

VESTI IZ SVETA / NEWS FROM THE WORLD

U tom kontekstu, od država članica je zatraženo da postave nacionalne ciljne vrednosti za organsku poljoprivredu (u % ukupnih površina do 2030. godine) i da generalno budu ambiciozne u pogledu organske proizvodnje u njihovom strateškom planu u okviru CAP i u svojim nacionalnim planovima za organsku proizvodnju.

izvor: https://agriculture.ec.europa.eu/news/organic-farming-eu-decade-growth-2023-01-18_en#more

Market brief on organic farming in the EU

The share of EU agricultural land under organic farming increased by more than 50% over the period 2012-2020, with an annual increase of 5.7%. In 2020, 9.1% of the EU's agricultural area was farmed organically. On average, though with substantial variation across Member States, organic farms are bigger than conventional farms and run by younger farm managers. Echoing the growth of production, the retail sales of organic products doubled in the EU between 2015 and 2020. These are among the main conclusions of the Market Brief on organic farming published by the European Commission

The four countries with the largest area under organic farming in the EU are France, Spain, Italy and Germany, together accounting for 52% of the total in 2012 and 59% in 2020. The largest share of the area under organic farming in the EU was dedicated to permanent grassland (42%), followed by green fodder (17%), cereals (16%), and permanent crops, such as fruit, olives and vineyards (11%). Despite significant growth, organic animal production still accounts for a small share of total EU animal production, between 1% and 7% depending on the sector.

At a time when it is crucial for the EU to reduce its dependence on fertilisers for geopolitical, environmental and economic reasons, data from the EU Farm Accountancy Data Network (FADN) show that organic plant production farms spend much less on these products and on pesticides than conventional farms. Organic arable crop farms save 75-100% on plant protection product costs per hectare and 45-90% on fertiliser costs per hectare compared to conventional farms. Organic farms have lower yields on average (5-30% lower for crop yields for example) and in some sectors have a greater need for labour to produce the same output value as conventional farms. They still generate similar or higher income per worker thanks to higher prices as well as higher levels of EU support, stemming mainly from the Common Agricultural Policy (CAP).

In 2020, 61.6% of EU land under organic farming received specific organic support payments from the CAP, with on average €144/ha of CAP support and €79/ha of national co-financing. Organic farmers in areas with natural constraints could receive additional support, which

encourages agriculture in areas with natural handicaps. Further rural development measures also supported the development of organic production, including investments in organic farming practices and aid for the marketing and promotion of organic products. In the new CAP (starting in 2023), the share of UAA that will receive CAP support for organic farming is higher.

The rapid increase of sales of organic products shows the growth of consumer demand and the success of measures sustaining demand. The growth in organic sales was particularly strong during the COVID-19 pandemic, understood as the consequence of consumers paying more attention to health issues, higher food consumption at home and/or the shortage in conventional food. Current economic developments, such as food inflation, however, affect EU consumers' purchasing power and have a bearing on the demand for organic products.

The market brief published covers data on organic farming and the evolution of the EU organic sector over the last decade, with analytical elements on organic production, the sustainability of the organic sector, organic sales, imports of organic products and the type and amount of public support received by the EU organic sector. It outlines how EU support for organic farming will help achieve the Green Deal ambition and includes an overview of the support for conversion and maintenance of organic farming as well as the ambition for organic farming in the CAP strategic plans. There is a special focus on the development of the organic farming sector in selected EU Member States, namely Austria, Poland, Czechia, France and Romania. The report also presents EU initiatives promoting research and innovation in the organic sector.

Background

By producing high quality food with low environmental impact, organic farming will play an essential role in developing a sustainable food system for the EU. In 2021, the European Commission adopted action plan in support of the target of at least 25% of the EU's agricultural land under organic farming and a significant increase in organic aquaculture by 2030 set out in the Farm to Fork strategy and the Biodiversity strategy. In that context, Member States were asked to set national target values for organic farming (in % of total UAA in 2030) and to be generally ambitious on organic production in their CAP strategic plans and in their national organic action plans.

https://agriculture.ec.europa.eu/news/organic-farming-eu-decade-growth-2023-01-18_en#more



Priručnik o sredstvima za zaštitu i ishranu bilja i oplemenivačima zemljišta koja se mogu koristiti u organskoj proizvodnji

Dostupnost sredstava za zaštitu i ishranu bilja i oplemenjivanje zemljišta koja su dozvoljena za upotrebu u organskoj proizvodnji je opravdano tema koja je dugo prisutna u sektoru organske proizvodnje.

Naime, u skladu sa propisima o organskoj proizvodnji, za ishranu bilja i oplemenjivanje zemljišta moguće je primenjivati samo dozvoljena sredstva, a za zaštitu bilja od štetočina, bolesti i korova, samo sredstva za zaštitu bilja, čije se aktivne supstance nalaze na listama odnosno prilozima koji su sastavni deo Pravilnika o kontroli i sertifikaciji u organskoj proizvodnji i metodama organske proizvodnje ("Službeni glasnik RS", broj 95 /2020 i 24/ 2021).

Radna grupa za izradu i godišnje ažuriranje Ministarstva poljoprivrede, vodopривреде и шумарства, od 2017. godine redovno ažurira, Liste sredstava za zaštitu bilja i Liste sredstava za ishranu bilja i oplemenjivača zemljišta koja se mogu koristiti u organskoj proizvodnji i u ovom Priručniku su upravo obrađene te Liste.

Za ukupno oko 380 sredstava u Priručniku su prikazani podaci za svako sredstvo ponaosob: naziv sredstva, hranljivi elementi/ aktivna materija sredstva, sadržaj, tip sredstva kao i njihova upotreba.

U prvom delu priručnika prikazana su registrovana komercijalna sredstava za ishranu bilja i oplemenjivači zemljišta, dok su u drugom delu predstavljena registrovana komercijalna sredstva za zaštitu bilja koja se mogu koristiti u organskoj proizvodnji.

Priručnik je od velikoga značaja za postojeće organske proizvođače, kao i za one koji su u prelaznom periodu, odnosno periodu konverzije, a mogu ga isto tako koristiti i konvencionalni proizvođači, naročito oni koji su orijentisani ka izvozu. Takođe, Priručnik je interesantan za različite vrste fakulteta, instituta, savetodanih službi, poljoprivrednih apoteka, srednjih škola i sl.

Priručnik je pripremljen u skladu sa zahtevima koje propisuje Pravilnik o kontroli i sertifikaciji u organskoj proizvodnji i metodama organske proizvodnje ("Službeni glasnik RS", broj 95 /2020 i 24/ 2021), odnosno njegov Prilog 1 u kojem je dat Spisak aktivnih materija za ishranu bilja i oplemenjivača zemljišta dozvoljenih u organskoj proizvodnji. Takođe je pripremljen u skladu sa Registrom sredstava za ishranu bilja i oplemenjivača zemljišta na osnovu Zakona o sredstvima za ishranu bilja i oplemenjivačima zemljišta ("Službeni glasnik RS", broj 415/ 2009, 17 / 2019), kao i sa Prilogom 2 Pravilnika o kontroli i sertifikaciji u organskoj proizvodnji i metodama organske proizvodnje u kojem je dat Spisak aktivnih materija koje su sadržane u sredstvima za zaštitu bilja dozvoljenih za upotrebu u organskoj proizvodnji.

Ipak, treba istaći da je primena dozvoljenih sredstava za ishranu bilja i oplemenjivača zemljišta u skladu sa principima organske proizvodnje i zakonskim propisima koji je uređuju, dozvoljena, ali u meri koja je neophodna, samo kada se nutritivne potrebe biljaka ne mogu odgovarajuće zadovoljiti primenom mera za održavanje i poboljšanje plodnosti i aktivnosti zemljišta. Takođe, primena dozvoljenih sredstava za zaštitu bilja je dozvoljena onda kada se primenom preporučenih agrotehničkih mera zaštite od štetočina, bolesti i korova, kao što su: delovanje prirodnih neprijatelja, izbor vrsti i sorti, odgovarajući plodored, način obrade zemljišta, primena netermičkih procesa, korišćenje alelopatskih odnosa i upostavljanje zaštitnih pojaseva i druge agrotehničke mere, biljke ne mogu na adekvatan način zaštитiti i postoji neposredna opasnost za njih.

Autori ovog izdanja Priručnika nagoveštavaju i nove Priručnike o sredstvima za zaštitu i ishranu bilja koja se mogu koristiti u organskoj proizvodnji, pošto se na osnovu sve veće potražnje za ovom vrstom sredstava povećava i njihovo korišćenje. Ovo je takođe značajno i zbog aktuelnih Strategija „Od njive do trpeze - za pravedan, zdrav i ekološki prihvatljiv prehrambeni sistem“ COM (2020) 381 i Strategije „Za bioraznolikost do 2030. godine sa ciljem vraćanja prirode u naš život“ COM (2020) 380 koje se uveliko implementiraju kako na inostranim tržištima, tako i na domaćem.

Autori Priručnika su iskusni stručnjaci iz oblasti organske proizvodnje i zaštite životne sredine dr Vladimir Filipović, Ivana Simić MSc i dr Vladaugrenović, a izdavač je Nacionalno udruženje za razvoj organske proizvodnje „Serbia Organica“.

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PRIRUČNIK O SREDSTVIMA ZA ZAŠTITU I ISHRANU BILJA U ORGANSKOJ PROIZVODNJI



REC STRUKE / EXPERT WORD

A Handbook on plant protection and plant nutrition products that can be used in organic production prepared and issued by Serbia Organica

For a long time, the issue of the availability of allowed plant protection, plant nutrition, and soil enhancer products for organic production is present in the organic sector.

In accordance with the organic production regulations, only inputs whose active substances are allowed for use in organic farming can be used for plant nutrition and plant protection. The list of allowed active substances is given in the annexes of the Rulebook on control and certification in organic production and methods of organic production ("Official Gazette of the RS", No. 95/2020 and 24/2021). Inputs for plant protection and nutrition that are allowed for use in organic farming are registered in the same way as products for use in conventional production. Given the small area under organic production, the registration of these products in the Plant Protection Directorate of the Ministry of Agriculture, Forestry and Water Management was not economically viable for both producers and importers, therefore, Serbia did not have enough registered products allowed for use in organic production in Serbia, and producers struggled to keep running organic production.

The Expert Council for organic production of MAM formed a Working group to develop and update the List of plant protection products and the List of products for plant nutrition and soil enhancers that can be used in organic production, which has been working on their regular updating since 2017.

Data for each of the approximately 380 products in the Handbook are shown separately, including the product name, nutritional elements/active substances, content, type of product, and product use.

The first part of the manual presents registered commercial products for plant nutrition and soil enhancers, while the second part presents registered commercial products for plant protection that can be used in organic production.

The Handbook is of great importance for existing organic producers, as well as to those in the conversion period, and can also be used by conventional producers, especially those oriented towards export. Additionally, the Handbook is interesting for different faculties, institutes, advisory services, agricultural pharmacies, high schools, etc.

The Handbook has been prepared in accordance with the requirements stipulated by the Rulebook on Control and Certification in Organic Production and Methods of Organic Production ("Official Gazette of the RS", No. 95/2020 and 24/2021), i.e. its Annex 1, which provides a list of active substances for plant nutrition and soil enhancers allowed in organic production. It has also been prepared in accordance with the Registry of Plant Nutrition Products and Soil Enhancers based on the Law on Plant Nutrition Products and Soil Enhancers ("Official Gazette of the RS", No. 415/2009, 17/2019), as well as with Annex 2 of the Rulebook on Control and Certification in Organic Production and Methods of Organic Production, which provides a List of active substances contained in plant protection products allowed for use in organic production.

However, it should be emphasized that the use of permitted plant nutrition and soil enhancers is allowed in accordance with the principles of organic production and the legal regulations that govern it, only to the extent necessary when plant nutritional needs cannot be adequately met by applying measures for maintaining and improving soil fertility and activity. Similarly, the use of permitted plant protection products is allowed only when there is an immediate threat to them and when plants cannot be adequately protected by recommended agro-technical measures against pests, diseases, and weeds, e.g. the action of natural enemies, the selection of species and varieties, appropriate crop rotation, soil cultivation practices, the application of non-thermal processes, the use of allelopathic properties and the establishment of protective belts and other agro-technical measures.

The authors of this edition of the Handbook anticipate new Handbooks on plant protection and nutrition that can be used in organic production, as their usage is increasing due to the growing demand for such products. This is also significant because of the current Strategies "A Farm to Fork Strategy for a fair, healthy, and environmentally-friendly food system" COM (2020) 381 and "Biodiversity Strategy for 2030: Bringing nature back into our lives" COM (2020) 380, which are widely implemented both in foreign markets and domestically.

The authors of the Handbook are experienced experts in the field of organic production and environmental protection, Vladimir Filipović Ph.D., Ivana Simić M.Sc., and Vladan Ugrenović Ph.D. The publisher is the National Association for the Development of Organic Production "Serbia Organica".

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