

# organic news

Serbia organica

NACIONALNA ASOCIJACIJA  
ZA ORGANSKU PROIZVODNJU

januar / jun 2024

# 65



Foto: Jill Diamond - unsplash.com



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Economic Affairs SECO



# Sadržaj

# Content

## IZDVAJAMO

OT4D projekat uspešno završio sve aktivnosti	3	OT4D project successfully completed all activities	5
Osnivanje prvog biodistrikta u Srbiji - Biodistrikta Kolubara	7	The first biodistrict in Serbia - Kolubara Biodistrict established	9
Konferencija povodom završetka projekta "Trgovinom organskim proizvodima do razvoja u istočnoj Evropi"	11	Conference on the occasion of the completion of the project "Trade in organic products to development in Eastern Europe"	12
Evropska Komisija: Odlaganje Uredbe (EZ) 2021/1698 kojom se propisuje verifikacija uvoza organskih proizvoda u EU i izdavanje sertifikata odgovarajućih sertifikata, za države van EU	13		

## DOMAĆE VESTI I DOGAĐAJI

Istraživanje o potrošnji i stavovima potrošača o organskim proizvodima	14	Research on consumption and consumer attitudes towards organic products	17
Dani otvorenih vrata organskih imanja	21	Open Organic Farms Days	22
Izložba organskih proizvoda na Sajmu poljoprivrede u Novom Sadu	23	Exhibition of Organic Products at the Novi Sad Agricultural fair	24
Konferencijom pod nazivom "Organska proizvodnja u Srbiji – dostignuća i budući pravci" obeleženo petnaest godina rada Serbia Organike	25	The conference "Organic production in Serbia - achievements and future directions" marked fifteen years of Serbia Organica's work	26
Transformacija prehrambenih sistema u Srbiji: godinu dana dijaloga	27	Transforming Serbia's food system: insights from a year of dialogues	28

## NAJAVA DOGAĐAJA

Drugi svetski kongres organskih distrikata	30	Second Organic Districts World Congress	30
Serbia Organica najavljuje obuke iz organskog voćarstva	31	Serbia Organica's training in organic fruit growing	31

## VESTI IZ SVETA

Podrška organskoj proizvodnji kroz oči direktora IFOAM Organic Europe	32	IFOAM Organics Europe director discusses organic production support	33
Dan organskih proizvoda u EU	34	EU Organic Day	34
Organics Europe Youth Event (Organska Evropa za mlade) 2024: 8-9 jul u Bariju (Italija)	35	Organics Europe Youth Event 2024: 8-9 July in Bari (Italy)	35
Početak projekta OrganicAdviceNetwork označava početak prve evropske mreže organskih savetnika	36	OrganicAdviceNetwork project kick-off marks the beginning of the first European network of organic advisors	36
Može li humus spasiti budućnost? Regenerativna poljoprivreda i njene prednosti	37	Can humus rescue the future? Regenerative agriculture offers openings for the organic sector	38
Globalna organska površina raste više nego ikada ranije	40	Global organic area grows more than ever before	40

## REČ STRUKE

Srbija je ušla na evropsku mapu agroekologije	42	Serbia joined the European agroecology map	42
Jedinstveni sistem indikatora agroekološkog istraživanja - Metodologija i smernice za ocenjivače	43	OASIS - The original agroecological survey and indicator system	43

## IN FOCUS

## NEWS FROM SERBIA

## UPCOMING EVENTS

## WORLD NEWS

## EXPERT WORD



## Impressum

### IZDAVAČ

NACIONALNA ASOCIJACIJA  
ZA RAZVOJ ORGANSKE  
PROIZVODNJE  
„SERBIA ORGANIKA“

<http://www.serbiaorganica.info>  
Velimira Bate Živojinovića 19,  
Beograd  
tel: 065 855 68 68  
office@serbiaorganica.org  
ISSN 2217-9844 (Online)

### UREDNIK/EDITOR

Ivana Simić

### SARADNIK/ASSOCIATE

Olga Kešelj Milovanović

### GRAFIČKO OBLIKOVANJE/ GRAPHIC DESIGN

Vera Jaraković

**This publication was possible thanks to support from IFOAM – Organics International, which is supported by the Swiss State Secretariat for Economic Affairs SECO.**



# OT4D projekat uspešno završio sve aktivnosti

*„Trgovinom organskim proizvodima do razvitka u istočnoj Evropi“ ili OT4D (od engleskog naziva - Organic Trade for Development in Eastern Europe) je projekat koji je započeo u oktobru 2020. sa ciljem da se podstakne razvoj organskog domaćeg i inostranog tržišta kako bi se stvorile i proširile mogućnosti za zapošljavanje u ruralnim područjima, posebno za mlade i žene, i da se višestruki pozitivni efekti od ulaganja u organsku poljoprivredu prenesu i u Srbiju.*

Ovaj projekat je finansijski podržao Švajcarski sekretarijat za ekonomske poslove – SECO, a implementirali su ga IFOAM – Organics International u partnerstvu sa konzorcijumom Helvetas – švajcarska agencija za saradnju i FiBL – švajcarski institut za istraživanja u organskoj poljoprivredi. Projekat se sprovodio u Srbiji, Albaniji i Ukrajini, u saradnji sa nacionalnim koordinatorom. U Srbiji je sve aktivnosti realizovala i organizovala Serbia Organika – nacionalno udruženje za razvoj organske proizvodnje. Vrednost projekta je 6,5 miliona CHF.

Od oktobra 2020. kada smo i zvanično otpočeli implementaciju OT4D projekta u Srbiji do juna 2024. smo radili na unapređenju i promociji organske domaće trgovine i izvoza, sa sveobuhvatnim pristupom koji uključuje povećanje ponude i potražnje, unapređenje poslovnog okruženja za male proizvođače i podizanje svesti potrošača, i zato iza nas stoje mnogobrojne aktivnosti koje smo realizovali sa domaćim proizvođačima, prerađivačima, trgovcima, inovatorima, udruženjima, izvoznici, javnim institucijama i svim zainteresovanim licima u organskom.

Obučili smo više od 200 pojedinaca, predstavnika svih zainteresovanih grupa, uradili smo prvu marketinško-informativnu platformu koja je zamišljena kao fokalno mesto na kojem će se naći sve važne i relevantne informacije o sektoru. Takođe, pored informacija o standardima, tržištu, zahtevima kupaca i vestima iz zemlje i sveta, svi posetioци i članovi platform imaju pristup i bazi podataka preduzeća i poljoprivrednih gazdinstava koji se nalaze u registru.

Oformili smo prvu platformu u organskom sektoru, „Ramonda“ i do sada smo imali 8 sastanaka članova platforme. *Ramonda* je neformalno udruženje otvorenog tipa gde su svi zainteresovani akteri u organskom sektoru dobrodošli, i u zavisnosti od potreba članova se određuju teme i organizuju sastanci.

Organizovali smo i prve onlajn poslovne sastanke preko *b2match* platforme u kojoj je učestvovalo 28 domaćih kompanija.

U saradnji sa švajcarskim istraživačkim institutom smo promovisali i otvorili besplatan info-centar pomoći (helpline service) namenjen prvenstveno kontrolnim organizacijama. Na sve upite pristigle na kontakt info-serisa su odgovarali stručnjaci FiBL-a i njihovih partnerskih organizacija.

Sa IFOAM-om, našim partnerima na projektu, smo organizovali, i sproveli Kurs liderstva iz organske proizvodnje (OLC) u periodu od oktobra 2022. do juna 2023. koji je uspešno završilo 15 učesnika – predstavnika kontrolnih organizacija, proizvođača, prerađivača, uslužnih delatnosti. IFOAM tradicionalno organizuje ovaj kurs od 2012, i ovo je prvi put da je mesto održavanja bila Srbija.



Organizovali smo prvu nacionalnu promotivnu kampanju *#Mislina nas – kupujem organsko* koja je trajala od 2022. pa sve do kraja projekta sa ciljem podizanja svesti potrošača, vodili ih na organske farme i učili ih šta su organski proizvodi i koje su koristi od njih za naše zdravlje, za životnu sredinu, proizvođače i živi svet oko nas. Vodili smo potrošače na organske farme. Promovisali smo organsku proizvodnju i proizvođače na Novosadskom međunarodnom poljoprivrednom sajmu, kao i na Biofahu - najvažnijem sajmu organskih proizvoda u Nirnbergu, u Nemačkoj. Uradili smo istraživanje tržišta u Srbiji i saznali koje proizvode domaći kupci najradije kupuju, i zbog čega. Izdali smo i 4 dvojezična izdanja elektronskog časopisa *Organic News*.

U saradnji sa Ministarstvom poljoprivrede, šumarstva, i vodoprivrede, Mediteranskim institutom za poljoprivredu iz Barija (Mediterranean Agronomic Institute of Bari) i italijanskim akreditacionim telom (ACCREDIA) urađena je procena tri akreditovane laboratorija u Srbiji i date su preporuke za dalji rad u analizama vezanim za pesticide u organskoj hrani.



**IZDVAJAMO / IN FOCUS**

Promovisali smo Srbiju i domaće organske proizvode na međunarodnim sajmovima i kongresima u saradnji sa Ministarstvom poljoprivrede, šumarstva i vodoprivrede.

Osnovani smo i prvi biodistrikt u Srbiji, što je direktan rezultat Kurasa organskog liderstva, na kojem je to bilo jedno od predavanja i koje je zainteresovalo sve prisutne. Nakon toga smo i započeli aktivnosti u formiranju biodistrikta i promociji istog u Srbiji.

Direktnu sufinansijsku podršku je dobilo 8 lokalnih inicijativa, tj. manjih projekata od kojih će svaki ponaosob doprineti razvoju zajednice kroz implementaciju različitih aktivnosti. Jedinstveno za sve projekte jeste da su bili namenjeni rastu organske domaće proizvodnje, razvoju lanca vrednosti, boljoj prepoznatljivosti i pozicioniranju na tržištu, razvoju inovacija, umrežavanju, podsticanju partnerstava. Svaki projekat je mogao maksimalno dobiti do 10.000 CHF, dok je sopstveno učešće iznosilo najmanje 30% od ukupne 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; Organski Sad – udruženje Novi Sad, PG Pavle Đorđević Valjevska Kamenica i Vinarija Plavinci Zaklopača.

Druga finansijska podrška je bila za SMEs kada je objavljen poziv za sunfinansiranje javno-privatnog partnerstva (JPP) je sredinom 2021. i prijaviti su se mogli projekti Javno-privatnog partnerstva (JPP) namenjeni domaćim izvozno-orijentisanim srpskim firmama i njihovim evropskim partnerima sa ciljem da se pospeši izvoz organskih proizvoda i doprinese unapređenju ekonomske dobrobiti zajednice u tri države u kojima se implementira ovaj projekat. Na pozivu su pobedila tri preduzeća i jedno udruženje: udruženje Vojvodanski 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 Partnerom. Dobitnici granta su u projektnim troškovima učestvovali sa 50% od ukupne vrednosti, dok je ostalih 50% donacija SECO. Maksimalno sufinansiranje po prijavi je iznosilo do 100.000 CHF.





# OT4D project successfully completed all activities

*The Organic Trade for Development in Eastern Europe (OT4D) project, initiated in October 2020, aimed to foster the development of organic domestic and international markets. Its goals included creating and expanding employment opportunities in rural areas, especially for young people and women, and transferring the multiple benefits of investing in organic agriculture to Serbia.*

This project is financially supported by the Swiss Secretariat for Economic Affairs (SECO) and implemented by IFOAM - Organics International in partnership with the consortium Helvetas - the Swiss Cooperation Agency and FiBL - the Swiss Institute for Research in Organic Agriculture. The project was implemented in Serbia, Albania, and Ukraine, in cooperation with national coordinators. In Serbia, all activities were organized and realized by Serbia Organica, the national association for the development of organic production. The project's total value is 6.5 million CHF.

From October 2020 to June 2024, the OT4D project has significantly improved and promoted organic domestic trade and exports in Serbia through a comprehensive approach that includes increasing supply and demand, improving the business environment for small producers, and raising consumer awareness.

During this period, Serbia Organica has supported local producers, processors, traders, innovators, associations, exporters, public institutions, and all interested parties in the organic sector. Some key achievements include training over 200 individuals, representing all interested groups. We created the first marketing and information platform, designed as a focal point for all important and relevant information about the organic sector. In addition to information about standards, market conditions, customer requirements and news from the country and the world, all visitors and members have access to a database of companies and agricultural farms that are registered.

We launched the first platform in the organic sector called "Ramonda," and so far, we have held eight meetings with its members. Ramonda is an open, informal association that welcomes all interested actors in the organic sector. Meetings are organized based on the needs of members and topics determined by the members.

Key activities and accomplishments of the project include organization of the first online business meetings

through the b2match platform, with participation from 28 domestic companies.

Promotion and launching a free helpline service in collaboration with the Swiss Research Institute FiBL, primarily aimed at control bodies. Experts from FiBL and their partner organizations handled inquiries received at the info-service contact.

We have realized the Organic Leadership Course with IFOAM, our project partners, from October 2022 to June 2023. Fifteen participants, representing control organizations, producers, processors, and service providers completed the course. Notably, this was the first time the course, traditionally organized by IFOAM since 2012, was held in Serbia.

These initiatives have fostered collaboration and provided valuable support and training to various stakeholders in the organic sector in Serbia.

We launched the first national promotional campaign, #Thinking of us - I buy organic, which ran from 2022 until the end of the project. The campaign aimed to raise consumer awareness by educating them about organic products and their benefits for health, the environment, producers, and the ecosystem. We organized visits to organic farms, promoted organic production and producers at the Novi Sad International Agricultural Fair and Bio-fah in Nuremberg, Germany, the most significant fair for organic products. Additionally, we conducted market research in Serbia to understand which organic products are preferred by domestic customers and their motivations. We also published five bilingual editions of the electronic magazine, Organic News.

In cooperation with the Ministry of Agriculture, Forestry and Water Management, the Mediterranean Agromonic Institute of Bari and the Italian accreditation body (ACCREDIA), an assessment of three accredited laboratories in Serbia was made and recommendations were made for further work in analyzes related to pesticides in organic food.

Throughout the OT4D project, we have made substantial strides in promoting Serbia and its domestic organic products on the international stage. Collaborating with the Ministry of Agriculture, Forestry, and Water Management, we showcased our offerings at international fairs and congresses.

A significant achievement of the project was the establishment of Serbia's first biodistrict, a direct result of the Organic Leadership Course. The concept was introduced during one of the course lectures, capturing the interest of all participants.

Eight local initiatives received direct co-financial support, with each project contributing to community development through various activities. These projects focused on growing organic domestic production, developing the value chain, improving market recognition, fostering innovation, networking, and encouraging partnerships. Each project could receive up to 10,000 CHF, with at least 30% of the total project value contributed by the recipients. Grant recipients are: Biofarma Šokšić doo Zrenjanin, ZZ Darovi Luznica Gorčinci, Ekofungi doo Padinska Skela, Jelenac organic doo Jelenac (Topola), ZZ Nikoljaca Raška, Organic Sad - Novi Sad association, PG Pavle Đorđević Valjevska Kamenica, and Plavinci Zaklopača Winery.



**IZDVAJAMO / IN FOCUS**

A call for PPP co-financing was published in 2021. These projects aimed to promote the export of organic products and enhance economic community benefits in Serbia, Albania, and Ukraine. Domestic export-oriented Serbian companies and their European partners were encouraged to apply. Successful partnerships included: Vojvodina cluster of organic agriculture from Novi Sad with Halba from Switzerland, Radanska ruza from Lebane with BioBalkan Ekspres from Austria, Midi organic from Barbatovac with Tradin Organik from the Netherlands, and

Menex from Kruševac with Bio Partner from Switzerland. The grant winners covered 50% of project costs, with SECO donating the remaining 50%, up to a maximum of CHF 100,000 per application.

These initiatives have collectively strengthened the organic sector in Serbia, fostering growth, collaboration, and innovation while improving the country's presence in the global organic market.





# Osnivanje prvog biodistrikta u Srbiji - Biodistrikta Kolubara

*U Kolubarskom okrugu postavljen je sredinom maja kamen temeljac Biodistrikta Kolubara. Na organskom imanju Pavla Đorđevića -Organela, u Valjevskoj Kamenici osnovan je Promotivni odbor kao prvo, inicijalno telo Biodistrikta Kolubara, a čini ga 13 članova koji su prvi prepoznali važnost ovakvog načina udruživanja i čiji je osnovni motiv i cilj iniciranje razvoja ovoga biodistrikta.*



Zatim je kao nastavak ovoga procesa, posle nekoliko dana u selu Tolić, nadomak Mionice, na organskom imanju Ivane i Dragana Sretenovića – Ranč Sretenovića organizovano okupljanje šireg kruga učesnika iz Kolubarskog okruga sa ciljem utvrđivanja zajedničke vizije i misije i uspostavljanja šire mreže kolubarskih aktera. Događaj je otvorio Boban Janković predsednik Opštine Mionica, kojom prilikom je izrazio uverenost da će se kroz ovaj biodistrikt doći do svih onih koji žele da promovišu zdravu hranu, svoje sredine i da ostvare svoju egzistenciju, a da će lokalna samouprava najbolje što može podržati biodistrikt i njegove učesnike.

Biodistrikti su geografske, ali pre svega socio-ekonomske zajednice proizvođača, prerađivača hrane, ugostitelja, lokalnih samouprava i svih građana čiji cilj je zdrava životna sredina i proizvodnja zdrave i održive hrane za sve.

Početak razvoja Biodistrikta Kolubara je rezultat poduhvata koji je inicirala Serbia Organika pre oko godinu dana, a plod je izajedničkog rada grupe entuzijasta koji su uz podršku međunarodnih eksperata i njihovog iskustva, prepoznali viziju i pretočili je u realnost postavivši prvo nacionalne administrativne okvire za osnivanje prvoga biodistrikta u Srbiji, ali i svih budućih. Ovaj biodistrikt je prvi ne samo u Srbiji, već i u jugoistočnoj Evropi.

Biodistrikte kao pojam pravno je definisala Evropska komisija i oni su postali deo politike i planiranja na nivou EU ali oni postoje širom sveta. Serbia Organika je

uz podršku donatora koji su odmah prepoznali ovu ideju: GIZ, SECO, UN FAO, svoju ideju pretočila u prvi biodistrikt.

Ideja biodistrikta je zajedništvo. Sve, naravno, počinje na njivi, u voćnjaku, u povrtnjaku. Hrana se u biodistriktima proizvodi isključivo prema organskim principima. Proizvođači se povezuju sa industrijom hrane, naročito malim firmama, a onda svežu i prerađenu hranu nude maloprodaji, ugostiteljima i vlasnicima smeštaja koji su deo biodistrikta. Ceo lanac bi trebalo da ima i veliku podršku lokalne samouprave, ali i svih građana koji žive u regionu, kako bi se priča o održivoj proizvodnji širila i kako bi ceo kraj postavio zdravije mesto za život, a posetiocima mesto koje nudi autentične lokalne proizvode iz održive prouzdvnje.





distrikta prepoznala ovaj inovativni alat kao priliku za širenje i unapređenje organske proizvodnje u našoj zemlji. Celokupan rad na povezivanju svih činilaca u Biodistriktu Kolubara, ali i svim budućim biodistriktima odvijaje se kroz sistem koji je organizovan u skladu sa preporukama i pravilima Međunarodne mreže bio/eko/organskih oblasti/regiona (IN.N.E.R.), a ime biodistrikta je zaštićeno i na taj način je obezbeđeno da će se i svi budući biodistrikti osnivati prema beskompromisnim međunarodnim standardima, u skladu sa principima organske proizvodnje i održive poljoprivrede. Oznaka kvaliteta Biodistrikt koju ponesu svi učesnici koji budu ispunjavali uslove davaće njihovim proizvodima i uslugama dodatnu vredost, a korisnicima garantovati kvalitet.

U produžetku predstavljamo neke od reprezentativnih članova Biodistrikta Kolubara koji su svoju viziju pretočili u realnost:

#### Pavle Đorđević – ORGANELA

Pavle je „organac“ sa vizijom koju ostvaruje u selu Valjevska Kamenica sa mladim ljudima koji su rešili da svoje živote vežu za selo. Onlajn tržište, pre svega u Beogradu osvojio je prvo svojim jagodama o kojima se nadaleko priča, a zatim i hrabrim i humanim projektima poput bašte od 1ha sa čije površine sav prinos poklanja deci oboleloj od raka. Pavle danas proizvodi i sokove, farmu je opremio i solarnim panelima, a neprekidno oko sebe okuplja i druge proizvođače, mlade, studente, potrošače šireći tako misiju organske proizvodnje.

#### Zoran Joksimović – ZET'S ORCHARDS

Zoran je svoja iskustva iz zapadne Evrope doneo u tazbinu u selo Rajković gde je zasnovao imanje popularnog naziva. Jabuka je njegov zaštitni znak, ali nije se zadovoljio prodajom sirove već je rešio da napravi seriju

fantastičnih proizvoda, od punjenja za pitu, čatnija, roštilj sosova i drugih kuhinjskih čuda. Pitanje je dana kada će se pojaviti i sajder ali i kalvados.

#### Tomislav Sretenović – SRETENOVIĆA VODENICA

Toma je povratnik na dedovinu. Stara pradedina vodenica inspirisala je Sretenoviće da se posvete organskom brašnu od starih sorti kukuruza, pšenice, spelte, heljde, ovsa i drugih žitarica. Vodenica, stara više vekova je sama po sebi atraktivna, a uz brašno idu i priče o prošlosti i budućnosti uz poljoprivredu pa na Tomino imanje u Markovoj Crkvi dolaze iz cele Srbije i uživaju u radionicama i timskim okupljanjima.

#### Dragan Sretenović- RANČ SRETENOVIĆA

Dragan je još jedan povratnik na svoju dedovinu na kojoj je zasnovao svoju porodicu u selu Tolić, kraj Mionice. Nastavio je da obrađuje zemlju po organskim principima na kojoj rastu polja aronije i šljiva od čijih plodova nastaje matični sok. Imanje se konstantno obogaćuje novim saržajima kao što je muzej šume i seoski turizam, sa željom da podele ovakav način života sa svojim posetiocima koji su uglavnom iz urbanih sredina.

#### Bojana i Nikola Jovanović

Doktori veterinarske medicine, Bojana i Nikola su pre mnogo godina odlučili da nastave svoj život i rad u mestu iz koga potiču, a svoju dugogodišnju profesiju i ljubav ka životinjama nadopunili brigom i ljubavlju ka biljkama i zaštiti životne sredine zasnovavši svoju organsku proizvodnju voća i povrća u selu Radobić, pokraj Mionice. Udruživanje u zajedničkom plasmanu svojih plodova koji redovno stižu do Beograda i šire, potvrđuje da se uloženi trud i kvalitet uvek prepoznaju.





# The first biodistrict in Serbia - Kolubara Biodistrict established

*In mid-May, the foundation stone of the Kolubara Biodistrict was laid in the Kolubara District.*

The Promotion Board, the first governing body of the Kolubara Biodistrict, was established on the organic estate of Pavel Đorđević - Organel, in Valjevska Kamenica. This board consists of 13 members who were the first to recognize the importance of this form of association, with the main goal of promoting the development of the biodistrict.

Following this, a gathering took place in the village of Tolić, near Mionica, on the organic estate of Ivana and Dragan Sretenović - Ranch Sretenović. This event brought together a broader circle of participants from the Kolubara district to establish a common vision and mission and to form a wider network of Kolubara actors. The event was

inaugurated by Boban Janković, the President of the Municipality of Mionica, who expressed confidence that the biodistrict would promote healthy food, support the environment, and enhance livelihoods. He also assured the local government's support for the biodistrict and its participants.

Biodistricts are geographic and socio-economic communities comprising producers, food processors, restaurateurs, local governments, and citizens with the goal of creating a healthy environment and producing sustainable food. The Kolubara Biodistrict's development is the result of an initiative by Serbia Organika, which began about a year ago. This initiative, supported by international experts and their experiences, set the national administrative framework for establishing the first biodistrict in Serbia and Southeast Europe. The European Commission legally defined biodistricts, making them part of EU policy and planning, but they exist worldwide. Serbia Organika, with support from donors like GIZ, SECO, and UN FAO, turned this idea into reality.

The concept of a biodistrict revolves around community. Food in biodistricts is produced exclusively according to organic principles. Producers connect with the food industry, particularly small businesses, and offer fresh and processed food to retailers, caterers, and accommodation





**IZDVAJAMO / IN FOCUS**

providers within the biodistrict. The entire chain receives significant support from local self-government and citizens to promote sustainable production and make the area healthier and more appealing with authentic local products.

Serbia Organika recognized the biodistrict as an innovative tool to expand and improve organic production in Serbia. The establishment of the Kolubara Biodistrict and future biodistricts will follow the recommendations and rules of the International Network of Bio/Eco/Organic Areas/Regions (INNER), ensuring adherence to uncompromising international standards of organic production and sustainable agriculture. The Biodistrict quality label, carried by all participants who meet the requirements, will add value to their products and services and guarantee quality to users.

Some of the representative members of the Kolubara Biodistrict who turned their vision into reality include:

**Pavle Đorđević – ORGANELA**

Pavle Đorđević is an organic farmer with a vision that he realizes in the village of Valjevska Kamenica, working with young people who have chosen to tie their lives to the village. He gained recognition in the online market, particularly in Belgrade, initially with his widely acclaimed strawberries. Pavle is known for his courageous and humane projects, such as a 1-hectare garden from which he donates all the produce to children suffering from cancer. Today, Pavle also produces juices, has equipped his farm with solar panels, and constantly gathers other producers, young people, students, and consumers around him, spreading the mission of organic production.

**Zoran Joksimović - ZET'S ORCHARDS**

Zoran brought his experiences from Western Europe to his in-laws in the village of Rajković, where he established a popular property. The apple is his trademark, but

he wasn't satisfied with just selling them raw. Instead, he decided to create a series of fantastic products, including pie fillings, chutneys, barbecue sauces, and other culinary wonders. It is only a matter of time before he introduces both cider and calvados.

**Tomislav Sretenović – SREtenovic WATERMILL**

Toma is a returnee to his ancestral home, where the old great-grandfather's mill inspired the Sretenović family to focus on producing organic flour from old varieties of corn, wheat, spelt, heather, oats, and other grains. The centuries-old mill itself is an attraction, and along with the flour, they share stories about past and future agriculture. Visitors from all over Serbia come to Toma's estate in St. Mark's Church to enjoy workshops and team gatherings.

**Dragan Sretenović - RANCH OF SREtenovic**

Dragan is another returnee to his ancestral home, where he founded his family in the village of Tolić, near Mionica. He continues to cultivate the land according to organic principles, growing fields of aronia and plums, from which he produces mother juice. The estate is constantly enriched with new additions, such as a forest museum and rural tourism, with the desire to share this way of life with visitors, mostly from urban areas.

**Bojana and Nikola Jovanović**

Doctors of veterinary medicine, Bojana and Nikola, decided many years ago to continue their life and work in their hometown. They complemented their longstanding profession and love for animals with a commitment to plants and environmental protection by establishing an organic fruit and vegetable production in the village of Radobić, near Mionica. Their efforts and quality are consistently recognized, as evidenced by the regular distribution of their produce to Belgrade and beyond.





# Konferencija povodom završetka projekta „Trgovinom organskim proizvodima do razvoja u istočnoj Evropi“

*Posle tri i po godine završava se projekat „Trgovinom organskim proizvodima do razvoja u istočnoj Evropi“ - „Organic Trade for Development in Eastern Europe“ (OT4D). Ovaj projekat je finansirao Švajcarski sekretarijat za ekonomske poslove (SECO), tokom koga je Serbia Organika kao nacionalni koordinator uz puno posvećenosti i saradnje sa sektorom organske proizvodnje u Srbiji, ali i sa mnogim međunarodnim organizacijama sprovedela puno aktivnosti usmerenih na podršku organskim proizvođačima, preduzećima, udruženjima, promociju izvoza i razvoj domaćeg tržišta, i sprovedeno je još mnogo drugih aktivnosti sa ciljem da se i za mlade i za žene stvore mogućnosti za posao i ostanak u ruralnim područjima, kao i da se višestruki pozitivan uticaj organske poljoprivrede usmeri na ekonomski razvoj, razvoj inovacija i unapređenje životne sredine.*

Tokom konferencije predstavili su se i neki od dobitnika grantova: dva granta za lokalnu inicijativu: Udruženje Organski Sad Novi Sad koji su projekat zasnovali na objedinjenoj prodaji vakumiranih organskih proizvoda članova udruženja; Vinarija Plavinci iz Zaklopače, za brendiranje i promociju organskih vina na lokalnom tržištu i u HORECA sektoru i i dva dobitnika granta usmerenog ka izvozu u okviru javno-privatnog partnerstva: Radanska Ruža, socijalno preduzeće iz Lebane za projekat povećanja kapaciteta i kvantiteta lokalnih, tradicionalnih proizvoda i njihov plasman na tržište Nemačke, Austrije i Švajcarske i MIDI Organic doo, Blace, za projekat osnaživanja kooperanata kroz nabavku sistema za navodnjavanje i protivgradne mreže neophodnih u doba klimatskih promena.

Kako smo u okviru ovog projekta započeli sa razvijanjem koncepta biodistrikta u Srbiji, to nam je bio i lajtmotiv konferencije, na koju smo pozvali predavača dr Juan Pablo Sciurano, eksperta za biodistrikte INNER-a (Međunarodne mreže bio i ekodistrikta) italijansko-argentinog porekla, koji je učesvovao u njihovom uspostavljanju i razvoju u svetu. On je na konferenciji govorio o važnosti umrežavanja aktera u organskom sektoru i dobitima koji iz takve saradnje dolaze, pre svega važnim za lokalnu zajednicu kada se skraćuju lanci vrednosti organskih proizvoda, pospešuje efikasnost iskorišćenja prirodnih i ljudskih resursa, doprinosi promociji proizvoda i regiona, i unapređuje tržište domaćih organskih proizvoda ali i izvoz pre svega u EU ali i više na druge kontinente i u druge zemlje.





## Conference on the occasion of the completion of the project "Trade in organic products to development in Eastern Europe"

After three and a half years, the project "Organic Trade for Development in Eastern Europe (OT4D)" is ending. This project was financed by the Swiss Secretariat for Economic Affairs (SECO), and implemented by IFOAM - Organics International in cooperation with Helvetas (Swiss organization for international cooperation) and FiBL (Research Institute for Organic Agriculture), with Serbia Organika as the national coordinator the project focused on supporting Serbia's organic production sector. Activities included promoting exports, developing the domestic market, creating rural employment opportunities for young people and womens, and highlighting the economic, innovative, and environmental benefits of organic agriculture.

At the concluding conference, grant winners were acknowledged, including two grants for local initiatives: the Association of Organic Sad Novi Sad, which based the project on the combined sale of vacuum-sealed organic products of the association's members; Plavinci Winery from Zaklopača, for branding and promotion of organic wines on the local market and in the HORECA sector, and two winners of a grant aimed at exports within the framework of public-private partnership: Radanska Ruža, a social enterprise from Lebanon for a project to increase the capacity and quantity of local, traditional products and their market placement in Germany, Austria and Switzerland and MIDI Organic doo, Barbatovac, for the project of empowering subcontractors through the procurement

of irrigation systems and anti-hail nets necessary in the age of climate change. As part of the OT4D project, we initiated the development of biodistricts in Serbia, a central theme of our concluding conference. We invited Dr. Juan Pablo Sciurano an expert on biodistricts from INNER (International Network of Bio and Ecodistricts), with experience in establishing and developing biodistricts globally. Dr. Sciurano emphasized the significance of networking within the organic sector and highlighted the benefits of such collaboration. This networking is crucial for local communities as it shortens organic product value chains, enhances efficiency in natural and human resource utilization, promotes regional products, and boosts both domestic and export markets. This initiative aims to improve market access for Serbian organic products, not only within the EU but also globally.





EVROPSKA KOMISIJA:

# Odlaganje Uredbe (EZ) 2021 / 1698 kojom se propisuje verifikacija uvoza organskih proizvoda u EU i izdavanje sertifikata odgovarajućih sertifikata, za države van EU

*Privremena derogacija kako bi se omogućila verifikacija pošiljki za uvoz u EU i izdavanje sertifikata o organskoj inspekciji koja će se i dalje zasnivati na šemi ekvivalencije do 15. oktobra 2025. – mogućnost da se daju povratne informacije Nacrt Delegirane uredbe Komisije o izmeni i dopunama Delegirane uredbe (EU) 2021/1698 kao odnosi se na sertifikaciju određenih operatera i grupa operatera u trećim zemljama i kontrole koje vrše kontrolni organi i kontrolni organi na svom organskom proizvodu*

Ova inicijativa će izmeniti pravila o proverama koje se sprovode radi sertifikacije operatera ili grupa operatera u zemljama koje nisu članice EU. Takođe će izmeniti i pravila o kontrolama koje nad tim operaterima i grupama operatera i njihovim organskim proizvodima vrše kontrolni organi i tela koja su za to priznata. Cilj je da se izbegnu nepotrebni poremećaji u trgovini organskim proizvodima do dostavljanja ovih sertifikata u skladu sa važećim pravilima.

Uredba (EZ) 2021/1698 (čl. 16) zahteva da od 1. januara 2025. godine kontrolna tela (CB) verifikuje pošiljke namenjene za uvoz u EU prema novom organskom režimu usklađenosti prema Uredbi (EU) 2018/848. Međutim, zbog kašnjenja u priznavanju kontrolnih tela po novom režimu, sertifikacija usklađenosti mnogih operatera i grupa očekuje se da će operateri u zemljama koje nisu članice EU još uvek na čekanju do 31. decembra 2024. Da bi se izbegli

poremećaji u trgovini početkom 2025. godine, EU predlaže privremenu derogaciju (izuzeće) do 15. oktobra 2025. kako bi se omogućio uredan prelazak u šemu usklađenosti.

Tokom ovog perioda, CB će moći da izdaju sertifikate o inspekciji za isporučene pošiljke od strane operatera i grupa operatera koji su još uvek sertifikovani po starom režimu ekvivalencije, pod uslovom da:

- CB je priznata pod novim režimom usklađenosti
- operater ili grupa operatera ima važeći organski sertifikat pod ekvivalentom režim, i
- njihova prijava za sertifikaciju po novom režimu je na čekanju

(AGRINFO, 20. jun 2024.)





# Istraživanje o potrošnji i stavovima potrošača o organskim proizvodima

U periodu od maja do juna 2024. Serbia Organika je sprovela istraživanje potrošača o stavovima i potrošnji organskih proizvoda. Prethodno istraživanje je sprovedeno u jesen 2020. godine.

Ovom istraživanju je prethodilo promotivna kampanja “Mislim na nas - kupujem organsko” realizovana od 2022. do 2024. godine u okviru OT4D projekta. Promotivna kampanja je promovisala lokalne organske proizvode i vrednosti organske proizvodnje. Tokom kampanje emitovani su filmovi sa organskim proizvođačima- ambasadorima ove kampanje, organizovane posete organskim imanjima, organizovani su sajmovi, festivali, a 2023. godine se lanac dm drogerie pridružio kampanji kroz promotivne aktivnosti u svojim poslovnicama, kao i kroz svoje društvene mreže.

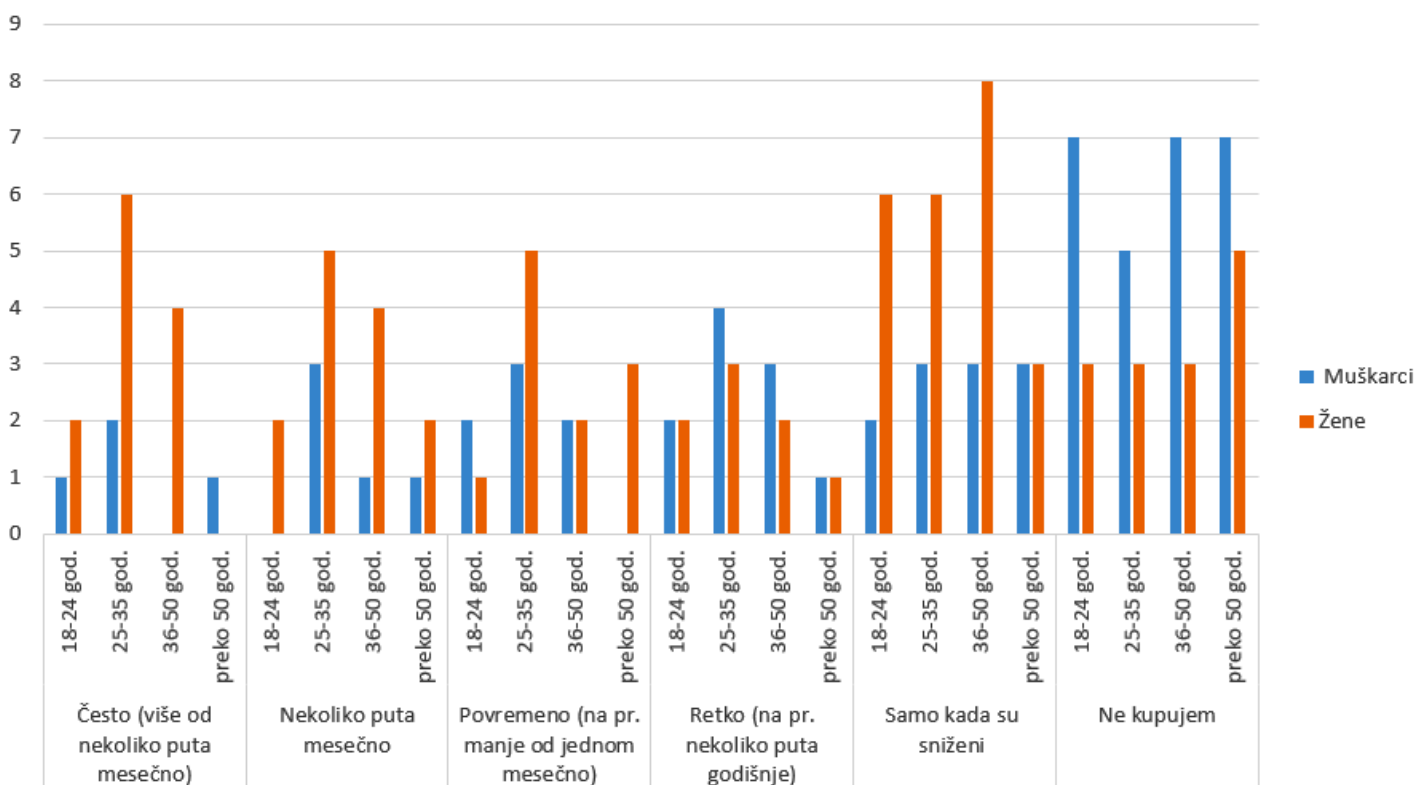
Anketom su obuhvaćene sve starosne kategorije ispitanika. Najveći broj ispitanika pripada starosnoj kategoriji 25-50 godina, a najmanje kategoriji 18-25 godina. Metodologije koje su korišćene u ovom istraživanju su bile: lično anketiranje koje je sprovedeno ispred različitih vrsta prehrambenih prodavnica u Beogradu kao što su: maloprodajni lanci, organske prodavnice, prodavnice zdravije hrane, zelene pijace, a odgovori su grupisani prema starosnoj i polu. Većina pitanja je bila zatvorenog tipa, i davala je mogućnost da se odabere više od jednog odgovora.

Cilj ovog istraživanja je bio se kroz deset postavljenih pitanja ustanovi upoznatost potrošača sa pojmom organske proizvodnje i njenim prednostima, organskim proizvodima, navikama u ishrani, učestalosti kupovine organskih proizvoda, razlozima koji utiču na njenu potrošnju ili nepotrošnju, sposobnosti razlikovanja organskih od konvencionalnih proizvoda, ali i da se ocene neki parametri na domaćem tržištu organskih proizvoda kao što su: dostupnost, cena, raznolikost ponuda, informisanost odnosno znanje osoblja iz maloprodajnih objekata. Ciljna publika bili su nasumični prolaznici odnosno kupci ispred maloprodajnih objekata, njih ukupno 144 osobe, bez posebnih kriterijuma za ispitanike osim da su starosti preko 18 godina.

Drugi metod je uključio onlajn anketu, koristeći društvene mreže Serbia Organike u kojoj su učestvovali ispitanici iz različitih delova Srbije u kojoj je učestvovalo 85 osoba.

U nastavku možete pogledati neke od obrađenih rezultata uživo sprovedene ankete u Beogradu.

Pitanje o učestalosti kupovine organskih proizvoda je pokazalo da potrošači koji imaju između 25 i 35, zatim oni od 36 do 50 godina najčešće kupuju organske proizvode, i to dominantno ženskog pola. Najmlađi ispitanici su pokazali da ipak imaju naviku da često, nekoliko puta mesečno, povremeno ili kada su ovi proizvodi sniženi kupuju organske proizvode, što je optimističan podatak, naročito ako se uzme u obzir da je verovatno da ta kategorija pokriva učenike, studente, delom i nezaposlene, one koji se ne brinu ili ređe za pripremanje obroka.

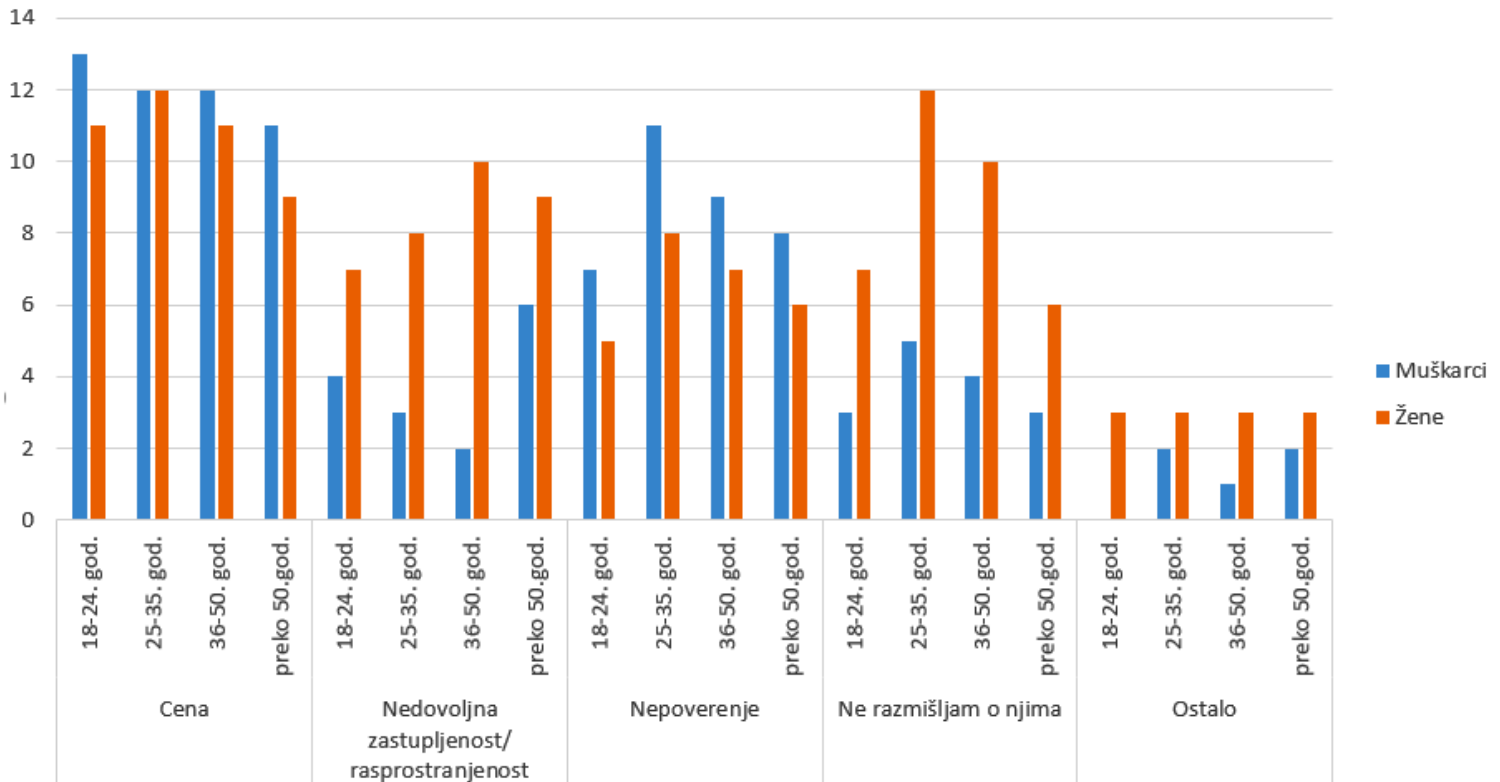


Grafik 1. Učestalost kupovine organskih proizvoda



## DOMAĆE VESTI I DOGAĐAJI / NEWS FROM SERBIA

Među glavnim preprekama za kupovinu organskih proizvoda cena ostaje glavna kao i u prethodnom istraživanju, među svim starosnim kategorijama i izraženija je među muškom populacijom, dok je nepoverenje na drugom mestu i to dominantnije među muškarcima svih uzrasta, a mišljenje da organski proizvodi nisu dovoljno dostupni je dominantno mišljenje žena svih uzrasta. Ženski deo populacije je izgleda i više nezainteresovan za ovu temu odnosno nema neki poseban stav o ovome, naročito u kategoriji od 25- 50 godina (grafik br. 2).



Grafik 2. Ograničenja za kupovinu organskih proizvoda

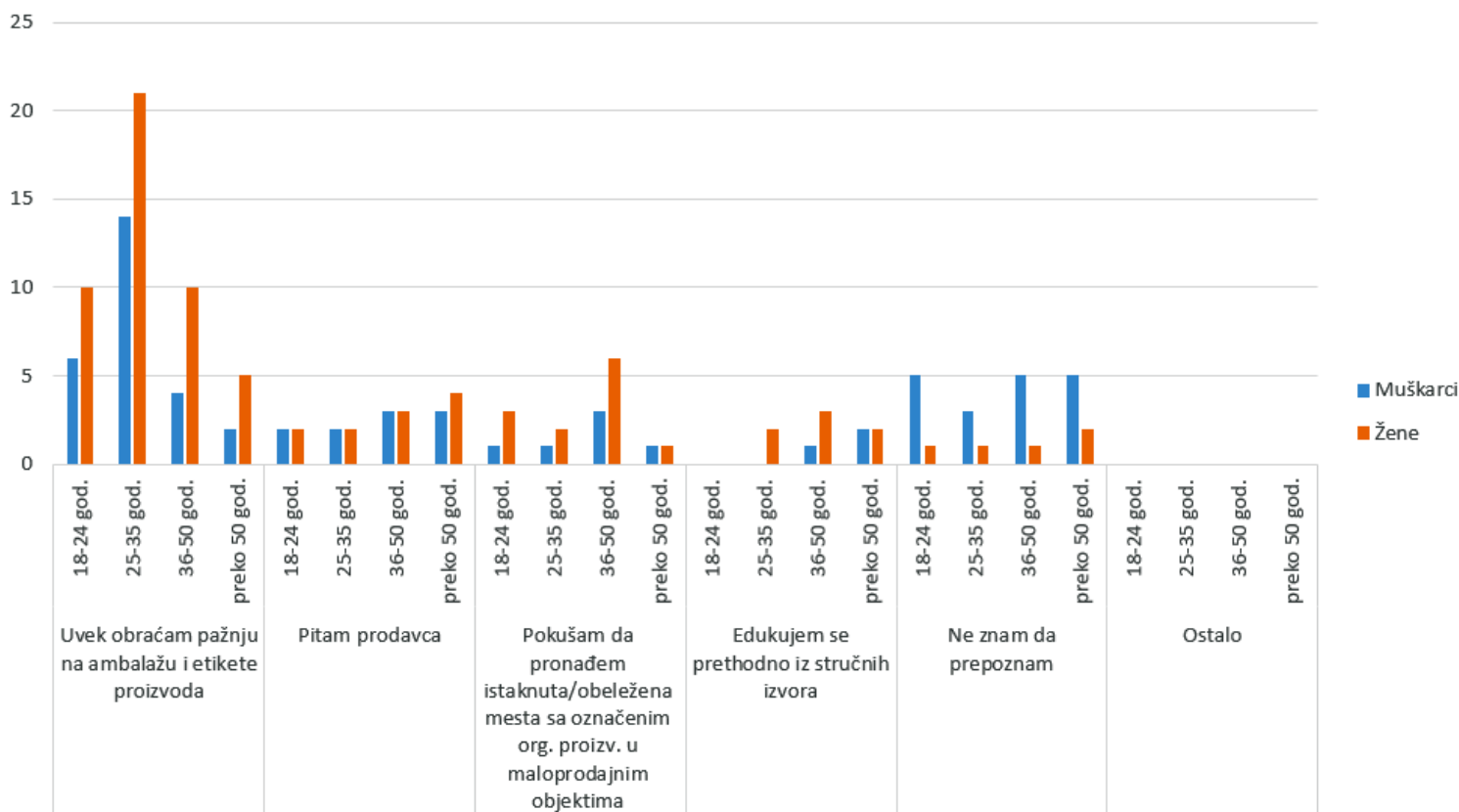
Najviše ženskih kupaca iz dve kategorije koje obuhvataju starost od 18-50 godina prepoznaje organske proizvode na osnovu deklaracija/etiketa, dok se manji broj kupaca svih starosnih dobi i oba pola opredeljuje da se informiše od prodavaca. Neki kupci, i to izraženije u dobi između 36-50 godina ženskog pola rukovode se posebno označenim mestima u maloprodajnim objektima, a nesposobnost da prepoznaju organske proizvode je pokazalo više kupaca iz muškog dela populacije, mada nešto manje onih koji su u kategoriji 25-35 godina u odnosu na ostale tri uzrasne kategorije (grafik br.3).

Zdravstvena bezbednost ostaje kao najistaknutija prednost po mišljenju potrošača svih uzrasta, ali i motiv zašto kupuju organske proizvode (grafik br.4), ali izraženije kod žena koje prednjače i u isticanju ostalih prednosti organskih namirnica kao što su: ukus, miris, kontrolisano/sertifikovano, proizvodnja bez upotrebe sintetičko-hemijskih sredstava, bez gmo, bez/sa smanjenim sadržajem ostataka, proizvodi koji potiču iz održive proizvodnje koja štiti životnu sredinu. Žene takođe kupuju organske proizvode radi brige o ishrani svojih najmlađih, jer smatraju da su ukusniji, ali takođe i imaju razvijeniju svest o zaštiti životne sredine (grafik br. 5).

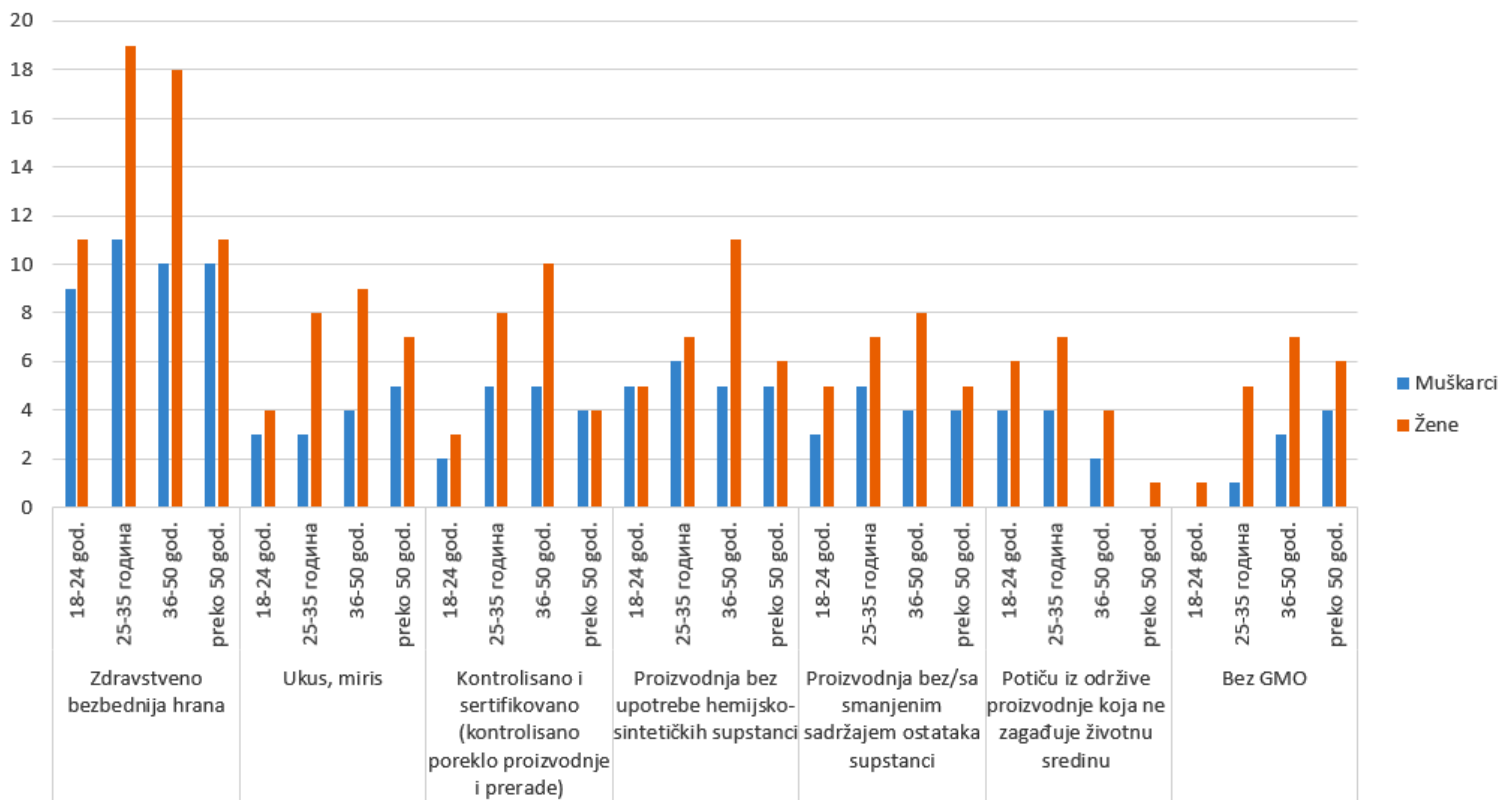
Anketiranje potrošača je važan istraživački alat koji koriste preduzeća i organizacije da prikupe informacije od potrošača o njihovim stavovima, mišljenjima, ponašanju i preferencijama u vezi sa proizvodima ili uslugama. Ovo istraživanje može poslužiti kao važan uvid u ponašanje, znanje, stavove i naklonosti potrošača ka organskim proizvodima.



**DOMAĆE VESTI I DOGAĐAJI / NEWS FROM SERBIA**



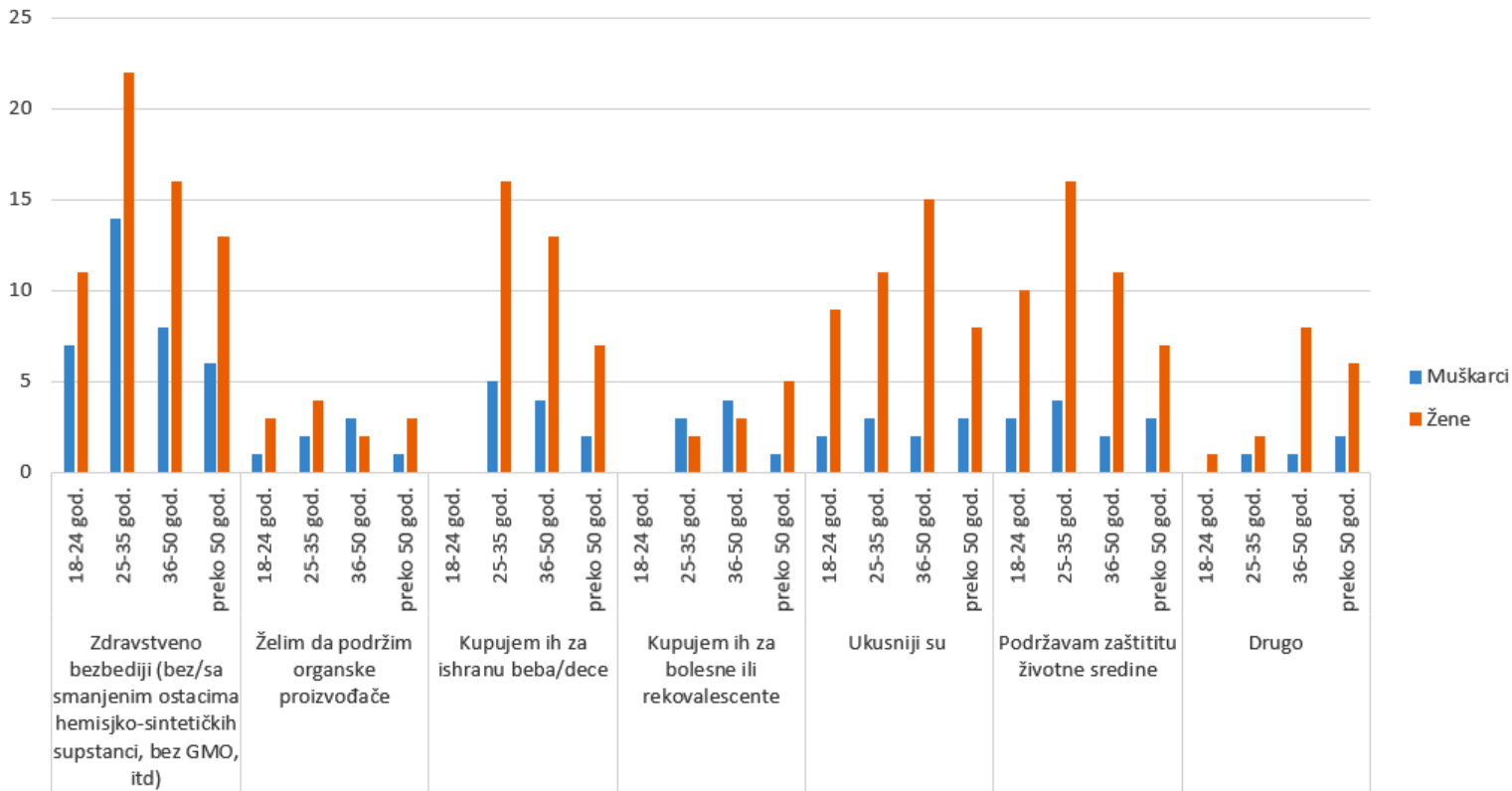
Grafik 3. Prepoznavanje organskih proizvoda



Grafik 4. Prednosti organskih proizvoda



**DOMAĆE VESTI I DOGAĐAJI / NEWS FROM SERBIA**



Grafik 5. Razlozi za kupovinu organskih proizvoda

# Research on consumption and consumer attitudes towards organic products

*In the period from May to June 2024, Serbia Organica conducted a consumer survey on the attitudes and consumption of organic products. The previous survey was conducted in the fall of 2020.*

Following the promotional campaign "I think of us - I buy organic," which was implemented from 2022 to 2024 as part of the OT4D project, this research was conducted. The campaign aimed to promote local organic products and the values of organic production. Throughout the campaign, videos featuring organic producer ambassadors were broadcast, visits to organic farms were organized, and various fairs and festivals were held. In 2023, the dm. drogerie retail chain joined the campaign, conducting pro-

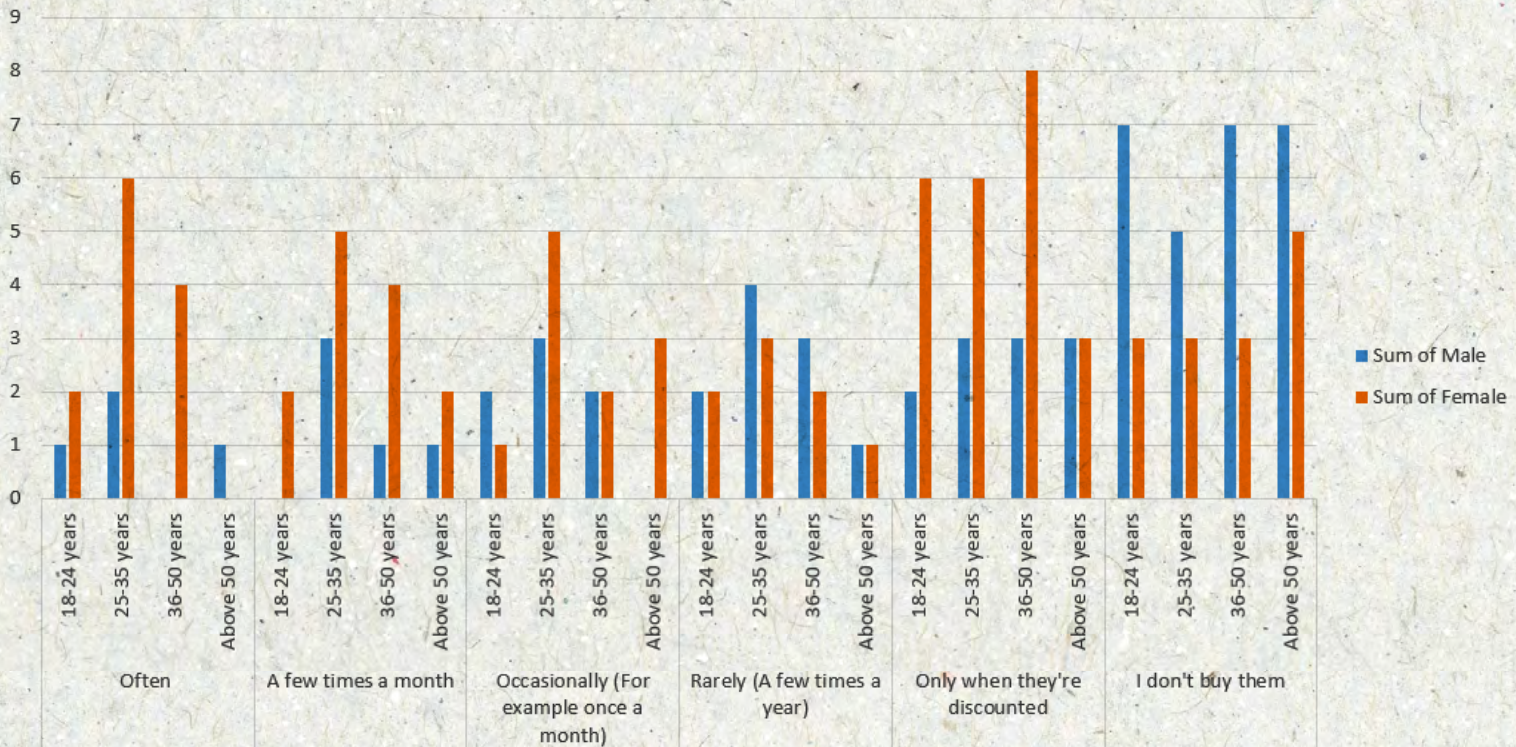
motional activities in its branches and through its social media channels.

The survey encompassed respondents from all age groups. The majority of respondents were in the 25-50 age group while the 18-25 age group was the least represented. The research methodologies included personal surveys conducted in front of various types of food stores in Belgrade, such as retail chains, organic stores, stores with healthier food, and green markets. Responses were categorized by age and gender, with most questions being closed-ended, allowing respondents to select multiple answers.

The aim of this research was to assess consumer familiarity with organic production concepts and their benefits, organic products, dietary habits, frequency of organic product purchases, factors influencing consumption decisions, ability to distinguish organic from conventional products, and to evaluate several parameters related to the domestic organic products market such as availability, price, variety of offerings, and staff knowledge in low-traffic facilities. The target audience consisted of random passers-by and customers in front of retail stores, totaling 144 individuals, with no specific selection criteria other than being over 18 years old.

The second method involved an online survey conducted through Serbia Organica's social networks, with participation from 85 respondents across different regions of Serbia. Below are some of the findings from the in-person survey conducted in Belgrade.





Graph 1. Frequency of purchase of organic products

The inquiry into the frequency of purchasing organic products revealed that consumers aged 25 to 35, followed by those aged 36 to 50, are the most frequent buyers, with women predominating.

Younger respondents indicated a consistent habit of purchasing organic products several times a month, occasionally, or during promotional periods, which is a positive finding, particularly considering this demographic likely includes students, some unemployed individuals, and others less involved in meal preparation.

Regarding the main barriers to purchasing organic products, price remains the primary obstacle across all age groups, consistent with previous surveys, and is particularly notable among men. Mistrust ranks second overall, with a more pronounced concern among men of all ages, while the perception of inadequate availability of organic products is notably more prevalent among women across all age groups.

Interest among women, particularly in the 25-50 age group, appears to be waning, with a significant proportion expressing neutral opinions on the topic (see graph no. 2).

The majority of female consumers across the 18-50 age categories primarily identify organic products based on declarations or labels, whereas fewer consumers of all ages and genders rely on information provided by sellers.

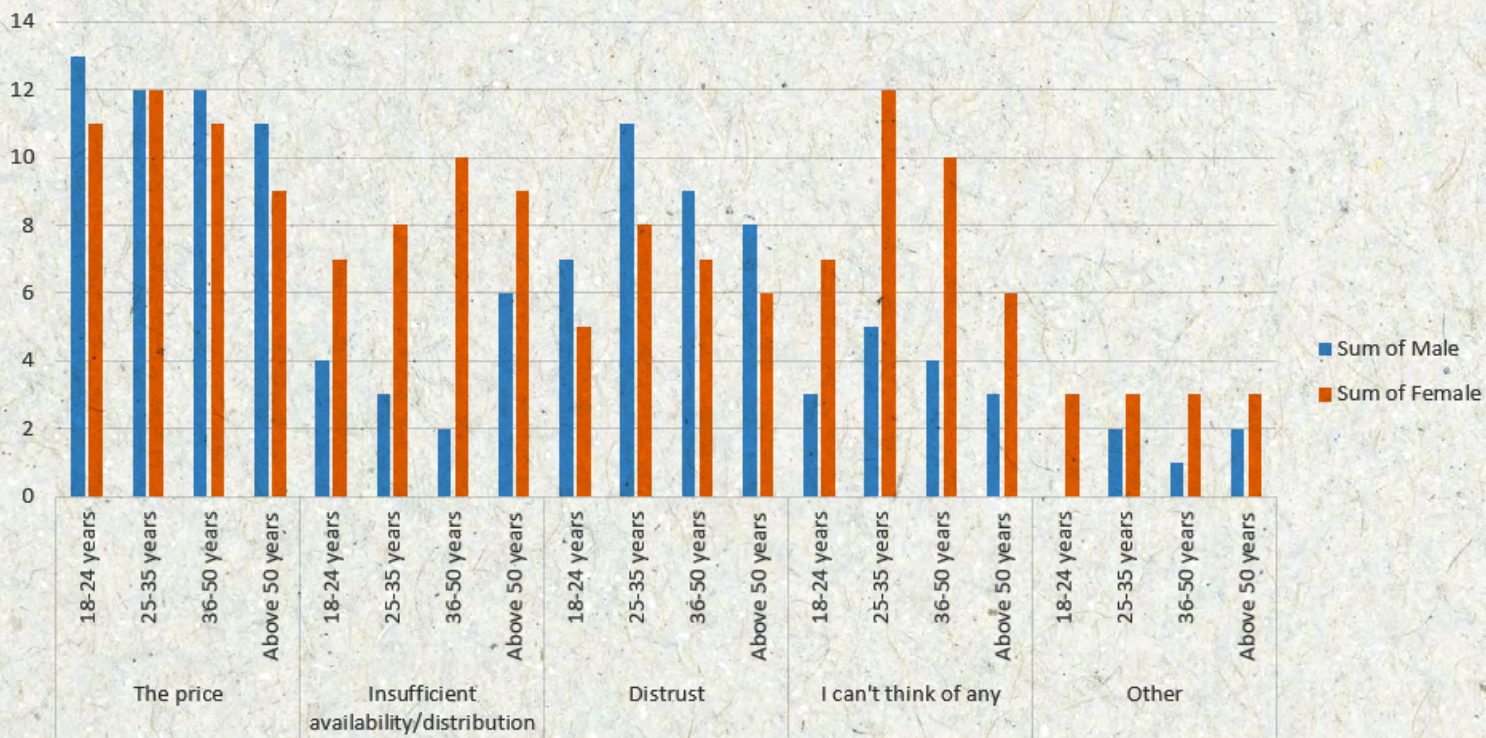
Some customers, particularly among females aged 36-50, are guided by specially marked sections in retail stores, while difficulty in identifying organic products was more evident among male consumers, albeit slightly less so among those aged 25-35 compared to the other age groups (see graph no. 3).

Health safety remains the most prominent advantage cited by consumers of all ages for purchasing organic products (see graph no. 4). This sentiment is particularly pronounced among women, who also highlight additional benefits of organic foods such as taste, aroma, certified production without synthetic chemicals, GMOs, or with reduced residues, and products sourced from sustainable environmental practices. Women are also motivated to purchase organic products to ensure nutrition for their children, considering them tastier, and demonstrate a heightened awareness of environmental conservation (see graph no. 5).

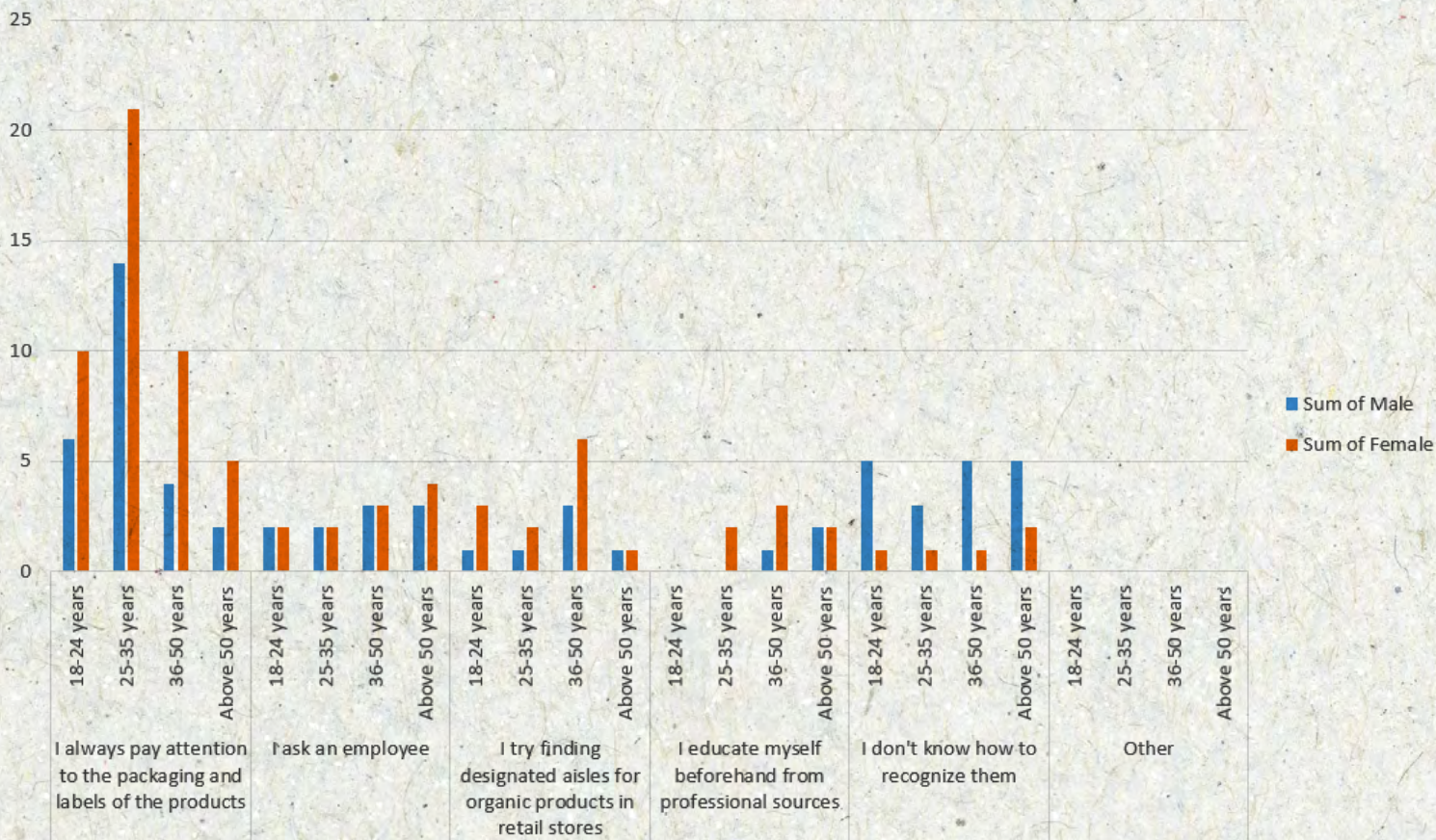
Consumer surveys serve as a crucial research tool utilized by businesses and organizations to gather insights into consumer attitudes, opinions, behaviors, and preferences regarding products or services. This research provides valuable understanding of consumer behavior, knowledge, attitudes, and preferences toward organic products.



## DOMAĆE VESTI I DOGAĐAJI / NEWS FROM SERBIA



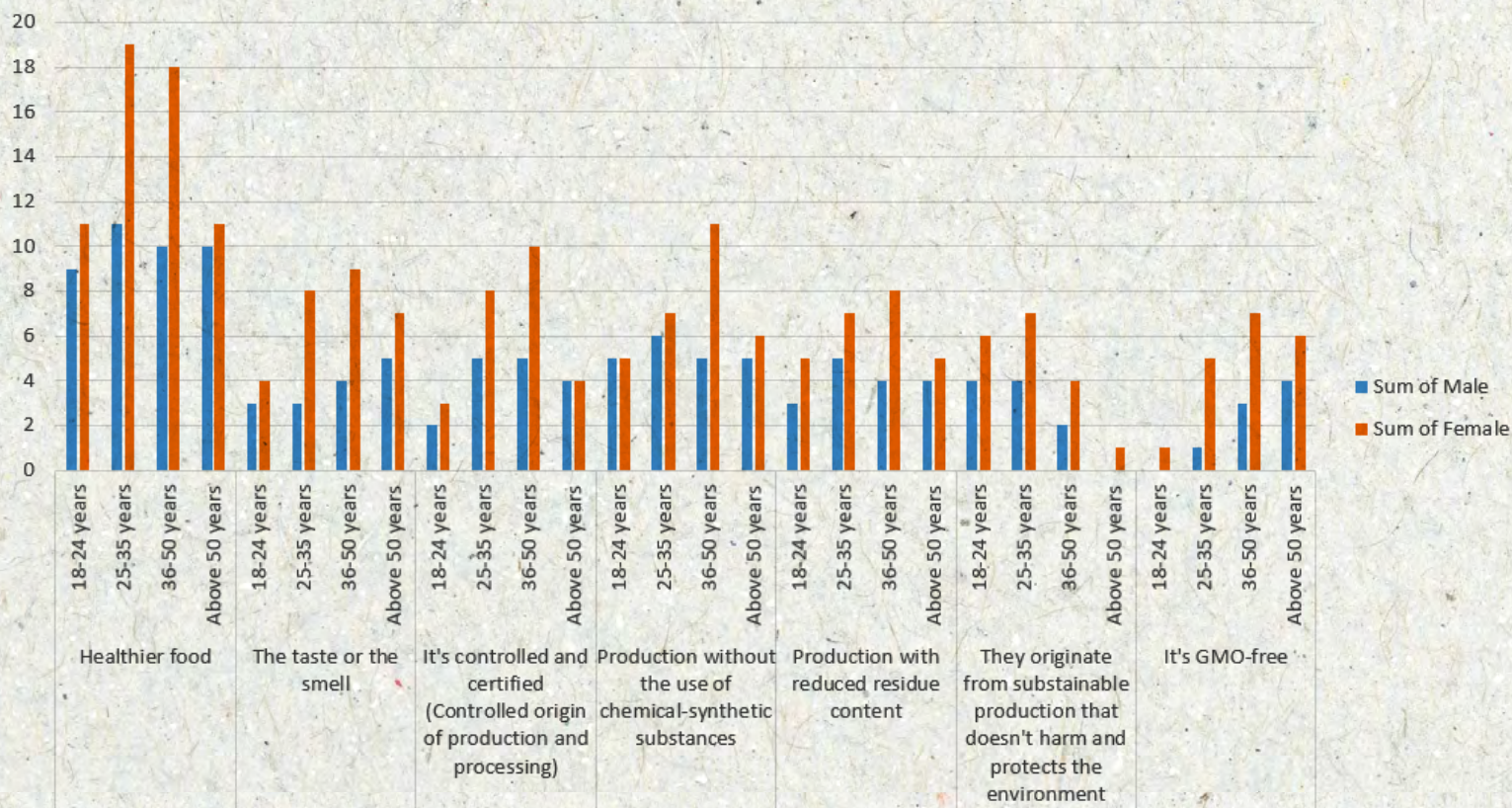
Graph 2. Limitation for buying organic products



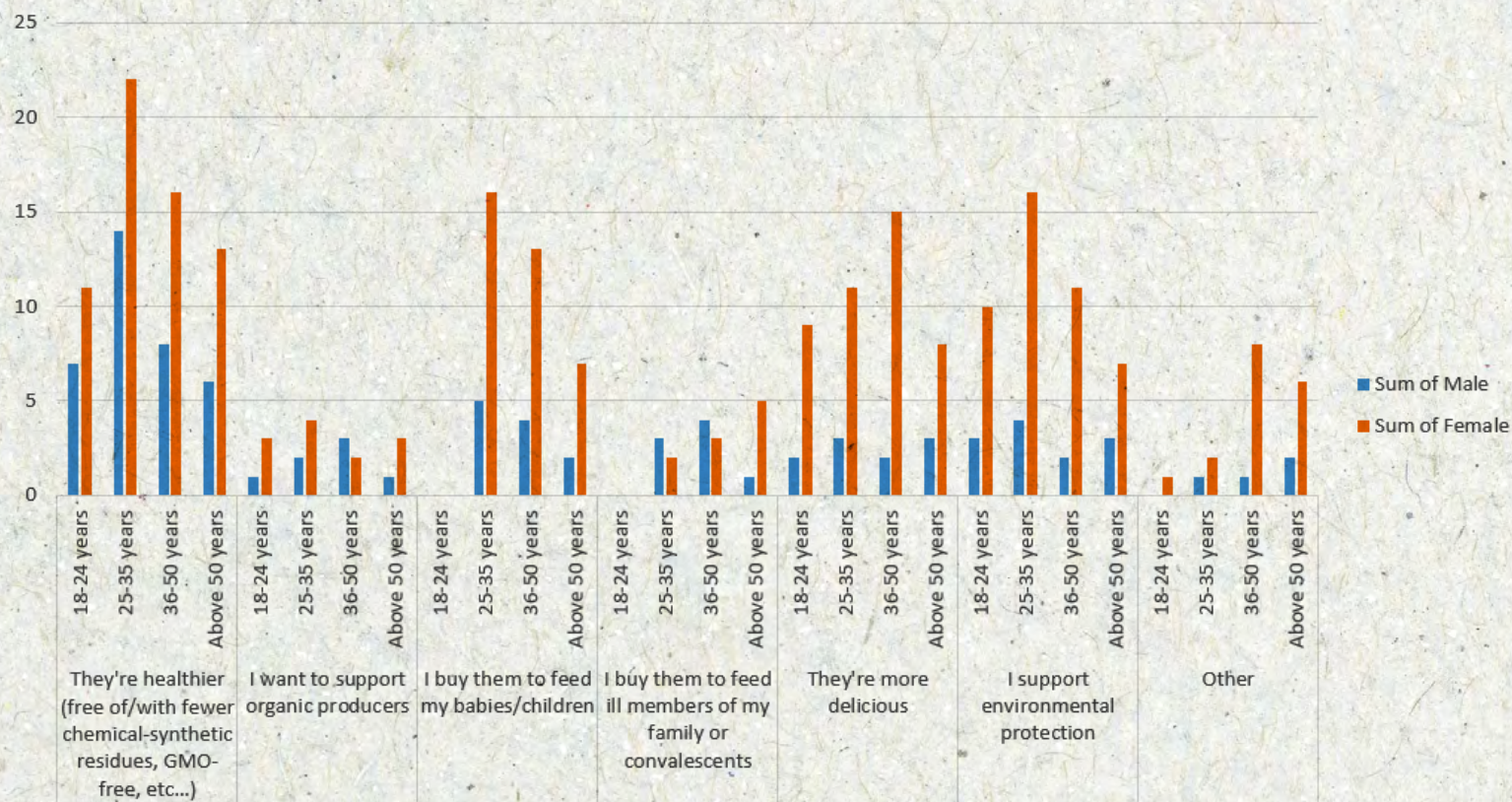
Graph 3. Recognizability of organic products



DOMAĆE VESTI I DOGAĐAJI / NEWS FROM SERBIA



Graph 4. Benefits of organic products



Graph 5. Most common reasons why organic products are purchased



# Dani otvorenih vrata organskih imanja

Nastavljajući tradiciju i ove godine je Serbia Organika organizovala posetu jednom od organskih imanja u okviru "Dana otvorenih organskih imanja". Sredinom juna se na imanju Organela, Valjevska Kamenica sakupilo više od 70 osoba sa željom da upoznaju organsku proizvodnju, uberu organske plodove, ali i nauče više o osnovnim agroekološkim principima na kojima počiva organska poljoprivreda. Tokom posete održana je agroekološka radionica kojom su učesnicima približene teorijski i praktično znanja i veštine nauke koja je baza svih održivih načina proizvodnje.

Gazdinstvo Organela je dobitnik ovogodišnjeg granta organizacije Agroekologija Evropa, Brisel (Agroecology Europe) sa ciljem širenja agroekološke svesti u zemljama Evrope, sa fokusom na mlade, čime je ove godine, osim u Srbiji još jedino u Portugalu odpžana slična radionica. Mnogo mladih učesnika upućuje na zaključak da oni sve više tragaju za prirodom i za održivim odnosom y postupanju sa našim okruženjem.





**DOMAĆE VESTI I DOGAĐAJI / NEWS FROM SERBIA**

# Open Organic Farms Days

*In line with its annual tradition, Serbia Organika recently organized a "Open Organic Farms Days," including a visit to an organic farm.*

In mid-June, over 70 participants gathered at the Oranela farm in Valjevska Kamenica with the aim of exploring organic production, harvesting organic fruits, and deepening their understanding of the foundational agro-ecological principles underlying organic agriculture. The event featured an agro-ecological workshop where participants received theoretical and practical knowledge essential to sustainable production methods.

Oranela Farm has been awarded this year's grant from Agroecology Europe, based in Brussels, aimed at promoting agroecological awareness across European countries. Consequently, in addition to Serbia, a similar

workshop was exclusively held this year in Portugal. Many young participants emphasized a growing interest in re-connecting with nature and fostering sustainable practices in our environment.





# Izložba organskih proizvoda na Sajmu poljoprivrede u Novom Sadu

*Tradicionalna "Izložba organskih proizvoda" na Sajmu poljoprivrede u Novom Sadu okupila je i ove godine organske proizvođače od 18-23. maja koji su izložili i promovisali mnoge organske proizvode kao što su: voće, lekovito bilje, jaja, sokove, džemove, voćne namaze, sušeno voće, čokolade sa liofiliziranim voćem, testenine, sirća, tradicionalne proizvode kao što su ajsvar, pindur, ali i organska kozmetika.*

Pored njih su se predstavili i proizvođači i distributeri sredstava potrebnih za organsku poljoprivredu, kao i jedna od ovlašćenih kontrolnih organizacija. Ovu izložbu od 2011. godine organizuju zajednički Ministarstvo, poljoprivrede, šumarstva i vodoprivrede i Nacionalno udruženje Serbia Organika i ona već 14 godina dokazuje da je vrlo značajna manifestacija za promociju organskih proizvođača i njihovih proizvoda, ali i odlična prilika za uspostavljanje poslovnih kontakata.

U istoj hali se istovremeno održala i izložba proizvoda sa oznakama geografskog porekla, proizvoda sa oznakom srpski kvalitet i zanatskog piva.



Izložbu je posetio resorni ministar dr Aleksandar Martinović, sa delegacijom Gabonske Republike i delegacijom Republike Malawi  
 The event attracted notable visitors including Dr. Aleksandar Martinović, the relevant minister, alongside delegations from the Republic of Gabon and the Republic of Malawi



## Exhibition of Organic Products at the Novi Sad Agricultural fair

*The traditional "Exhibition of Organic Products" at the Agriculture Fair in Novi Sad once again brought together organic producers from May 18th to 23rd this year. Participants showcased and promoted a diverse array of organic products including fruits, medicinal herbs, eggs, juices, jams, fruit spreads, dried fruits, chocolates with freeze-dried fruit, pasta, vinegar, traditional items like ajvar and pindur, as well as organic cosmetics.*

Alongside them, exhibitors included suppliers of resources essential for organic agriculture and one of the authorized certification organizations.

Since 2011, this exhibition has been jointly organized by the Ministry of Agriculture, Forestry, and Water Management and the National Association of Serbia Organics. Over the past 14 years, it has proven to be a pivotal event for promoting organic producers and their products, fostering business connections, and providing an excellent platform for showcasing their offerings.

Simultaneously, in the same hall, there was an exhibition featuring products with geographical indications, items bearing the Serbian quality label, and craft beer.





# Konferencijom pod nazivom “Organska proizvodnja u Srbiji – dostignuća i budući pravci” obeleženo petnaest godina rada Serbia Organike

*Mnoge aktivnosti i dostignuća su obeležila prethodnih 15 godina rada Serbia Organika. Tokom konferencije koja je održana za vreme trajanja Poljoprivrednog sajma u Novom sadu u Privrednoj komori Vojvodine, Serbia Organika je predstavila domete iz prethodnih godina, ali i buduće planove na razvoju sektora organske proizvodnje u Srbiji.*

Pored mnogih aktivnosti sprovedenih u cilju jačanja organskih inicijativa, kako proizvođača, udruženja i preduzeća, sprovedene nacionalne promotivne kampanje tokom koje su „organski“ ambasadori ispričali javnosti svoje autentične priče, prepoznat je pre oko godinu dana koncept i značaj biodistrikta, od kada je početo da se inetezivno radi na formiranju prvoga biodistrikta, ali i na pravnom regulisanju, sa čvrstom verom o stvaranju održivije budućnosti za sve stanovnike Srbije.

Koncept i značaj formiranja biodistrikta koji su se već širom sveta pokazali kao odličan model i alat za prevazilaženje izazova u obezbeđivanju održivosti prehrambenih sistema i intezivniji razvoj organske proizvodnje svakako je jedan od utvrđenih prioriteta Serbia Organike kako u prethodnih godinu dana, tako i u narednim godinama. Ovom prilikom je Serbia Organika predstavila i da je nekoliko dana ranije u selu Tolić, Mionica postavljen kamen temeljac za prvi biodistrikt u Srbiji. Međunarodni ekspert dr Juan Pablo Sciurano koji je od početka uključen u proces formiranja biodistrikta u Srbiji je predstavio biodistrikte iz međunarodnog ugla, ali i podelio svoja pozitivna i optimistična iskustva stečena u Srbiji tokom ovoga procesa. Biodistrikt Kolubara je ujedno i prvi u jugoistočnoj Evropi, “i pred nama je zadatak da ga razvijemo i napravimo održivim, ali i da osnivamo druge biodistrikte u Srbiji”, čulo se na konferenciji. Opština Mionica je još jednom potvrdila svoju posvećenost ovom procesu, kako se čulo od predstavnika, a dva proizvođača, koji su i među osnivačima Biodistrikta Kolubara, PG Zoran Joksimović iz sela Rajković kod Mionice i Tomislav Stretenović iz Markove Crkve su predstavili svoju proizvodnju i značaj pripadnosti biodistriktu.

Jedan od fokusa rada u prethodnoj i ovoj godini bilo je i angažovanje na unapređenju prehrambenih sistema u Srbiji uz podršku Organizacije za hranu UN -FAO i u saradnji sa Ministarstvom poljoprivrede. Unapređenje prehrambenih sistema se pre svega ogleda u pronalaženju rešenja za proizvodnju dovoljne količine zdravstveno bezbedne hrane na način da ekonomske, socijalne i ekološke osnove koje se koriste za proizvodnju hrane ne ugroze ishranu i život budućih generacija. Uvođenjem inovacija u poljoprivredne prakse, prilagođavanjem tehnologija klimatskim promenama, proizvodnjom proizvoda sa dodatnom vrednošću, obogaćivanjem turističke ponude autentičnim i kvalitetnim lokalnim proizvodima možemo značajno unaprediti efikasnost i otpornost naših prehrambenih sistema.





## DOMAĆE VESTI I DOGAĐAJI / NEWS FROM SERBIA

Predstavljene su i aktivnosti na promociji i širenju znanja o uspostavljanju, podršci i održavanju urbane poljoprivrede. Naime, prethodne skoro dve godine se spovodi projekat „Urbano poljoprivredno obrazovanje za održivu budućnost“ finansiran od strane programa Evropske komisija Erasmus + u saradnji sa još tri organizacije: Centar za strateška istraživanja i dokumentaciju, Severna Makedonija koja je ujedno i nosilac projekta i vodeća organizacija u konzorcijumu, Eko Zadar (Hrvatska) i Bugarskom školom politike „Dimitrij Panica“. Među rezultatima ovoga projekta su: studija, vodič, nastavni plan i program, kao i mnoštvo videa u kojima je koncept urbane poljoprivrede predstavljen i približen svim zainteresovanima.

# The conference "Organic production in Serbia - achievements and future directions" marked fifteen years of Serbia Organica's work

*Over the past 15 years, Serbia Organika has been marked by numerous activities and accomplishments. At a conference held during the Agricultural Fair in Novi Sad, hosted at the Chamber of Commerce of Vojvodina, Serbia Organika showcased its achievements over the years and outlined future plans for advancing the organic production sector in Serbia.*

In addition to various initiatives aimed at empowering organic producers, associations, and companies, Serbia Organika conducted a national promotional campaign where "organic" ambassadors shared their personal stories and emphasized the concept and significance of biodistricts. Recognizing the importance of biodistricts about a year ago, Serbia Organika has been actively working on establishing the first biodistrict and laying the groundwork for its legal framework, aiming to foster a more sustainable future for all residents of Serbia.

The concept and significance of biodistrict formation, proven as an effective model for overcoming challenges in ensuring food system sustainability and enhancing organic production, remains a key priority for Serbia Organika in the years ahead. During the conference, it was announced that the foundation stone for the first biodistrict in Serbia was recently laid in the village of Tolić, Mionica. International expert Dr. Juan Pablo Sciarano, involved in Serbia's biodistrict formation process since its inception, provided insights from an international perspective and shared positive experiences gained in Serbia during this journey.

The Kolubara biodistrict, also the first in Southeastern Europe, was highlighted as a pioneering effort that re-

quires sustainable development and sets a precedent for establishing future biodistricts across Serbia. Representatives from the municipality of Mionica reaffirmed their commitment to this initiative, underscoring its importance. During the conference, two producers and founders of the Kolubara Biodistrict, Zoran Joksimović from the village of Rajković near Mionica and Tomislav Stretenović from Markova Crkva, presented their production and emphasized the significance of belonging to a biodistrict.

Over the past year and continuing into the current one, a significant focus has been placed on enhancing food systems in Serbia, supported by the UN Food and Agriculture Organization (FAO) in collaboration with the Ministry of Agriculture. This effort primarily aims to ensure the production of sufficient quantities of safe and nutritious food while preserving economic, social, and ecological foundations that safeguard the nutrition and livelihoods of future generations. Introducing agricultural innovations, adapting technologies to address climate change, and producing high-value products are key strategies to enhance the efficiency and resilience of our food systems.

Efforts have also been directed towards promoting and disseminating knowledge about establishing, supporting, and sustaining urban agriculture. Notably, over the past two years, the project "Urban Agricultural Education for a Sustainable Future" has been implemented with funding from the European Commission's Erasmus+ program. This initiative is conducted in collaboration with three other organizations: the Center for Strategic Research and Documentation in North Macedonia, serving as the project's host and leading organization in the consortium, along with Eko Zadar (Croatia) and the Bulgarian School of Politics "Dimitrij Panica". Key outcomes of this project include a comprehensive study, a guidebook, a curriculum, and a series of informative videos aimed at educating and engaging stakeholders on the concept and benefits of urban agriculture.





# Transformacija prehrambenih sistema u Srbiji: godinu dana dijaloga

*Tokom prethodnih godinu dana, Serbia Organika je organizovala seriju od osam dijaloga s ciljem transformacije prehrambenih sistema u Srbiji. Podržani od strane UN FAO, Ministarstva poljoprivrede, šumarstva i vodoprivrede, kao i lokalnih samouprava, ovi dijalozi okupili su više od 500 učesnika i preko 40 panelista iz različitih sektora. Cilj je bio promovisanje održivih praksi i promovisanje ključnih oblasti identifikovanih u Nacionalnim smernicama za transformaciju prehrambenih sistema.*

Dijalozi su obuhvatili širok spektar tema ključnih za razvoj održivih prehrambenih sistema. Od naprednih metoda proizvodnje sa pozitivnim efektima na prirodne resurse i regenerativne poljoprivrede do promocije proizvoda sa zaštićenim geografskim poreklom, delikatesnih proizvoda i organskih proizvoda, svaka diskusija bila je obogaćena inovativnim rešenjima. Promovisani su i kratki lanci snabdevanja hranom kao potencijal za regionalnu specijalizaciju i proizvode s dodatom vrednošću, što je ove dijaloge istaklo kao značajan iskorak ka otpornijoj i prosperitetnijoj poljoprivrednoj proizvodnji i budućnosti. Ali to je bio samo početak; svaki dijalog pažljivo je prilagođen jedinstvenim potrebama i specifičnostima regije u kojoj se organizovao, obrađujući raznolik spektar problema i rešenja koji se nude kroz transformaciju prehrambenih sistema u Srbiji.

Dijalozi su započeli svoj put u Novom Sadu s fokusom na biodiverzitet. Učesnici ovog dijaloga su raspravljali o važnosti agroekoloških mera i očuvanja zemljišta, istovremeno ukazujući na štetne efekte pesticida. Premeštanjem u Rumu, diskusija se fokusirala na zdravu ishranu i održivu proizvodnju hrane, istražujući kako integracija modernih i tradicionalnih metoda i podsticanje međunarodne saradnje mogu unaprediti kvalitet hrane. U Nišu, akcenat je bio na izazovima vezanim za vodu pod temom "Voda je Život, Voda je Hrana", obrađujući kvalitet vode, gubitak i otpad hrane i važnost racionalne upotrebe vode.





**DOMAĆE VESTI I DOGAĐAJI / NEWS FROM SERBIA**

U Topoli, poznatoj po svojim prostranim poljoprivrednim površinama, dijalog se fokusirao na male poljoprivrednike, pri čemu je ministarka poljoprivrede, šumarstva i vodoprivrede, Jelena Tanasković, istakla vitalnu ulogu ovih proizvođača u ostvarivanju održivosti i inovacija u poljoprivredi. Dijalog održan u Novom Pazaru na temu održive stočarske proizvodnje podstakao je diskusije o naprednim rešenjima u stočarstvu, kvalitetu mleka i merama podrške za organsku poljoprivredu. U Mionici je predstavljen koncept biodistrikata, promovišući održive lokalne sisteme hrane integracijom različitih zainteresovanih strana.

Povratak u Novi Sad doneo je temu o urbanoj poljoprivredi kojoj je posvećena posebna pažnja, istražujući kako lokalna proizvodnja hrane može biti integrisana u urbanističko planiranje kako bi podržala održivi urbani razvoj. Na kraju, u Ivanjici, dijalog se fokusirao na inovacije, održivost i promociju lokalnih proizvoda, ističući prilagođavanje poljoprivrednih praksi klimatskim promenama i sinergiju između poljoprivrede i turizma. Dijalozi su naglasili važnost održivih praksi, nužnost edukacije i potencijal lokalnih tržišta za podsticanje regionalnog razvoja i zaštite životne sredine. Kroz ove diskusije, Srbija je zakoračila na put ka otpornijim i održivijim prehrambenim sistemima.

S druge strane, ovaj put otkrio je nekoliko ključnih izazova i neophodnih koraka koje moramo da preduzmemo. Obrazovanje i osvešćenost su od suštinskog značaja. Poljoprivrednici, potrošači i donosioci odluka moraju biti informisani i uključeni u održive prakse. Unapređenje ruralne infrastrukture, od sistema za navodnjavanje do poboljšanja životnih uslova u ruralnim područjima, ključno je za otpornost. Ujednačavanje politika između ministarstava i lokalnih samouprava osigurava jedinstven pristup, bez problema, integrišući poljoprivredne, ekološke i zdravstvene politike.

Otpornost na klimatske promene je neophodna. S obzirom na jačanje uticaja klimatskih promena, Srbija mora dati prioritet merama adaptacije i mitigacije. Usevi otporni na sušu, tehnologije za uštedu vode i prakse prilagođene klimatskim promenama su ključne za obezbeđivanje budućnosti poljoprivrede. Postizanje ravnoteže između tradicije i inovacija takođe je ključno. Bogata kulturna baština Srbije mora koegzistirati s modernim dostignućima, osiguravajući da napredak bude ukorenjen u tradiciji.

Ovi dijalozi su postavili temelje za otporne, pravedne i održive prehrambene sisteme. Podsticanjem saradnje, prihvatanjem inovacija i suočavanjem s izazovima, Srbija je na putu da obezbedi prehrambenu sigurnost za svoje građane, dok istovremeno čuva životnu sredinu za buduće generacije. Ovi zajednički naponi predstavljaju više od koraka ka održivosti; oni su uzor za budućnost u kojoj poljoprivreda cveta u skladu s prirodom i društvom, ali i samo jedan od koraka na ovom dugom putu.

## Transforming Serbia's food system: insights from a year of dialogues

*Over the past year, Serbia Organica has led a transformative initiative through a series of eight dialogues aimed at revolutionizing the nation's food system. Supported by the UN FAO, the Ministry of Agriculture, Forestry, and Water Management, and local self-governments, these dialogues engaged more than 500 participants and over 40 panelists from diverse sectors.*

The goal was to promote sustainable agricultural systems and address critical issues identified in the Food System Transformation National Pathways.

The dialogues covered a wide array of topics crucial for fostering a sustainable food system. From advancing nature-positive production methods and regenerative agriculture to promoting products with protected geographical

origin, fine foods, and organics, each discussion brimmed with innovative solutions. Emphasizing short food supply chains and local markets underscored the potential for regional specialization and value-added products, marking these dialogues as pivotal steps toward a resilient and thriving agricultural future. But these were just the beginning; each dialogue was meticulously tailored to the unique needs and specifics of its region, addressing a diverse range of issues and solutions essential for transforming Serbia's food system.

The dialogues embarked on a nationwide journey, commencing in Novi Sad with a focus on biodiversity. Stakeholders deliberated on the importance of agroecological measures and soil conservation, while tackling the adverse effects of pesticides. Shifting to Ruma, discussions centered on healthy diets and sustainable food production, exploring how integrating modern and traditional methods and fostering international cooperation could elevate food quality. In Nis, the spotlight turned to water-related challenges under the theme "Water is Life, Water is Food," addressing water quality, food loss and waste, and the imperative of prudent water use.

In Topola, renowned for its expansive agricultural lands, the dialogue centered on small-scale farmers, with Minister of Agriculture, Forestry, and Water Management, Ms. Jelena Tanasković, stressing the vital role of these producers in driving sustainability and innovation in agriculture. Novi Pazar's dialogue on sustainable animal husbandry spurred discussions on holistic livestock production solutions, milk quality, and support measures for organic farming. Mionica introduced the concept of biodistricts,



**DOMAĆE VESTI I DOGAĐAJI / NEWS FROM SERBIA**

promoting sustainable local food systems by integrating various stakeholders.

Returning to Novi Sad, urban agriculture took center stage, exploring how local food production could integrate into city planning to support sustainable urban development. Finally, in Ivanjica, discussions focused on innovations, sustainability, and local product promotion, highlighting adaptation of agricultural practices to climate change and the synergy between agriculture and tourism. These dialogues collectively underscored the importance of sustainable practices, the imperative for educational initiatives, and the potential of local markets to drive regional development and environmental conservation. Through these discussions, Serbia charts a course toward a more resilient and sustainable food system.

This journey toward a sustainable food system has unveiled several critical challenges and essential steps forward. Education and awareness are paramount. Farmers, consumers, and policymakers must be informed and engaged in sustainable practices. Upgrading rural infrastructure, from irrigation systems to enhancing living conditions in rural areas, is crucial for resilience. Policy alignment

across ministries and local governments ensures a unified approach, seamlessly integrating agricultural, environmental, and health policies.

Climate resilience is non-negotiable. As climate change impacts intensify, Serbia must prioritize adaptive measures. Drought-resistant crops, water-saving technologies, and climate-smart practices are pivotal for future-proofing agriculture. Striking a balance between tradition and innovation remains key. Serbia's rich culinary heritage must coexist with modern advancements, ensuring progress is rooted in tradition.

These dialogues have laid the groundwork for a resilient, equitable, and sustainable food system. By fostering collaboration, embracing innovation, and confronting challenges head-on, Serbia paves the way to nourish its people while safeguarding the environment for future generations. These collective efforts signify more than mere steps toward a sustainable food system; they embody a blueprint for a future where agriculture thrives in harmony with nature and society, but are also only a step on this long never ending journey.





**NAJAVA DOGAĐAJA / UPCOMING EVENTS**

# Drugi svetski kongres organskih distrikata

U prvom prvom ekoregionu/distriktu osnovanom početkom 2018. u Idanha-a-Nova, u Portugalu, će se od 29. jula do 2. avgusta 2024. godine održati 2. Svetski kongres organskih/bio oblasti pod sloganom „Jedno zdravlje, jedna planeta (One Health, one Planet) u organizaciji Globalnog saveza organskih oblasti (GAOD), Međunarodne mreže eko regiona (INNER), IFOAM - Azija, i Azijske lokalne samouprave za organsku poljoprivredu (ALGOA).

**Tokom kongresa će se predstaviti mnogi bio/organski/eko distrikti/regioni/oblasti iz celoga sveta, a Serbia Organika će na poziv organizatora predstaviti put izgradnje biodistrikta u Srbiji i svoj prvi biodistrikt - Biodistrikt Kolubaru.**



## 2<sup>nd</sup> Organic Districts World Congress

*One Health, One Planet*

**Idanha-a-Nova - Portugal  
from July 29 to August 2, 2024**



## Second Organic Districts World Congress

*In the first eco region in Portugal, Idanha-a-Nova, established at the beginning of 2018, the 2nd World Congress of Organic/Bio Areas will be held from July 29 to August 2, 2024, under the slogan "One Health, One Planet". in the organization of the Global Alliance for Organic District*

*(GAOD), the International Network of Eco Regions (IN.N.E.R.), IFOAM - Asia, and the Asian Local Governments for Organic Agriculture (ALGOA).*

**During the congress, many bio/organic/eco districts/regions/areas from all over the world will be presented, and Serbia Organika, at the invitation of the organizers, will present the path of building a biodistrict in Serbia and its first biodistrict - the Kolubara Biodistrict.**



# SERBIA ORGANICA NAJAVLJUJE OBUKE IZ ORGANSKOG VOĆARSTVA

*Da li ste zaljubljenik u održivu poljoprivredu i želite li da unapredite svoje veštine u organskom voćarstvu? Serbia Organica vas poziva da se pridružite našoj sveobuhvatnoj radionici na kojoj ćete dobiti znanja i praktične primere iz proizvodnje jagodastog i koštičavog voća. Radionica će biti krajem septembra – početkom oktobra.*

Srbija Organica će, u saradnji sa stručnjakom iz ovog sektora, održati specijalizovani program obuke prilagođen poljoprivrednicima i entuzijastima zainteresovanim za organski uzgoj voća. Bez obzira da li počinjete ili želite da usavršite svoje tehnike, ova radionica će vam svakako koristiti da steknete nova i produbite postojeće znanja i veštine.

Ne propustite ovu priliku da unapredite svoje veštine u organskom voćarstvu.

Za više informacija i detalje o registraciji, redovno proveravajte sajt [Serbia Organika](#) i naše društvene mreže.

## Serbia Organica's training in organic fruit growing

Are you passionate about sustainable agriculture and eager to enhance your skills in organic fruit growing? Serbia Organica invites you to join our comprehensive training workshop designed to empower growers with knowledge and practices on production of berries and stone fruits. The workshop will be held late September- beginning of October.

Serbia Organica, in collaboration with industry expert, will hold a specialized training program tailored for farmers and enthusiasts keen on organic fruit cultivation.

Whether you're starting out or seeking to refine your techniques, this workshop promises valuable insights and hands-on learning.

Don't miss out on this opportunity to advance your skills in organic fruit growing. Whether you're a beginner or experienced farmer, Serbia Organica's training workshop promises to equip you with practical tools and insights for success.

For more information and registration details, please check regularly Serbia Organica and our social media.



# Podrška organskoj proizvodnji kroz oči direktora IFOAM Organic Europe



*1. maj 2024. --- Krovna organizacija koja predstavlja EU sektor organske hrane i poljoprivrede pred kreatorima politike i koja se zalaže za transformaciju ovih sektora, IFOAM Organics Europe, ističe potrebu za regulatornim promjenama uoči parlamentarnih izbora u EU.*

„Trenutni akcioni plan za organsku proizvodnju u EU (2021) postavlja ispravne prioritete — želi da podstakne potražnju i obezbedi poverenje u organsku proizvodnju i istovremeno stimuliše proizvodnju“, tvrdi Cuoco.

„Naš manifest uoči izbora za EU odražava ovaj pristup. Nemoguće je stimulisati potražnju kod potrošača ukoliko se proizvođačima ne osigura pravedna nadoknada za proizvode, posebno zbog njihovog pozitivnog uticaja na životnu sredinu i duštvo.“

Cuoco dalje poziva na povećanje poreza na sintetičke pesticide i đubriva: „posebno one za koje se zna da imaju štetne efekte na ljude i životnu sredinu“.

Govoreći o merama koje kreatori politike treba da preduzmu kako bi osigurali konkurentnost organske proizvodnje, Cuoco ukazuje na nekoliko mera koje se mogu preduzeti kako bi takvi proizvodi bili privlačniji evropskim potrošačima.

„Da bi se stimulisala potražnja potrošača za organskim proizvodima, ključno je da oni donose odluke u skladu sa informacijama kojima raspolažu. Ovo počinje razvijanjem politike koja pokazuje pravu cenu hrane i uključuje je u cene hrane, na primer, putem oporezivanja“, tvrdi on.

Štaviše, politike EU treba da zaštite potrošače od eko manipulacije. Efikasno zakonodavstvo za suzbijanje eko manipulacije treba da daje prioritet metodološkim naprecima, odvrćanjem poljoprivredne politike od daljeg intenziviranja.“

Komentarišući Direktivu EU o zelenim tvrdnjama (eng. Green Claims Directive – GCD), Dimitri Vergne iz Evropske organizacije potrošača rekao nam je da će se novim zakonom odobrenim početkom ove godine osloboditi „obmanjujućih“ tvrdnji o proizvodima i drugim prehrambenim proizvodima koji se prodaju u EU, kao što je „ugljenično neutralno“, „neto nula“ i „klimatsko pozitivno“.

Cuoco tvrdi da je: „Metodologija uticaja na životnu sredinu proizvoda koja se koristi u Direktivi o zelenim tvrdnjama previše pojednostavljena da bi se procenio uticaj poljoprivredno-prehrambenih proizvoda na životnu sredinu. I same javne institucije mogu povećati potrošnju organskih proizvoda putem održivih javnih nabavki.“

On iznosi argument da bi zakonodavstvo EU trebalo da sadrži obavezu klauzulu kojom se utvrđuju minimalne kvote za organske proizvode u javnim institucijama kao što su škole, vrtići i bolnice.

„Za uspešnu implementaciju, politike održivih javnih nabavki moraju biti podržane nacionalnim i regionalnim ciljevima za organske, nacionalne šeme sertifikacije na nivou država članica u različitim sektorima, kao i sprovođenjem programa edukacije i mentorstva.“

Još jedan razlog oklevanja nekih potrošača iz EU da kupuju organsku hranu su više cene. Cuoco smatra da i organski proizvodi trebaju biti pristupačni potrošačima.

Stvarna cena hrane predstavlja zbir direktnih i indirektnih troškovi proizvodnje.

Cuoco ističe da cena zagađenja podzemnih voda za hektar konvencionalnog krompira iznosi 1.298 evra, dok za hektar organskog krompira iznosi 0,40 evra. „Troškove ovog zagađenja trenutno plaća javnost za takse sanitacije vode.“

## Organska poljoprivreda u EU danas

U godišnjem izveštaju Istraživačkog instituta za organsku poljoprivredu za 2022. zabeleženo je smanjenje potražnje na organskom tržištu.

Razgovarajući o tome šta se krije iza ovih brojeva, Cuoco komentariše: „Od 2015. do 2020. potražnja za organskim proizvodima se udvostručila, a ovaj rast se nastavio i čak dostigao vrhunac tokom pandemije COVID-19.“

„Međutim, pandemija je izazvala prekide u lancu snabdevanja koji su se nastavili. Kada je Rusija izvršila invaziju na Ukrajinu u februaru 2022, cene sintetičkih đubriva i pesticida su dostigle maksimum, što je dovelo do daljih izazova u lancu snabdevanja i povećanih troškova poljoprivrednih praksi koje zavise sintetičkih đubriva i pesticida.“

On tvrdi da su tokom ovog perioda potrošači iskusili ne samo povećanje cena hrane već i inflaciju, što je značajno uticalo na njihove potrošačke navike.

Cuoco zaključuje: „Dok se tržište organskih proizvoda donekle smanjilo 2022., uglavnom ostaje kao što je bilo pre vrhunca 2020. godine. Trendovi od 2019. do 2023. čak ukazuju na to da organsko tržište raste kao što se očekivalo, odražavajući održivo interesovanje i potencijal za buduću ekspanziju u ovom sektoru.“

(Nutrion insight)



# IFOAM Organics Europe director discusses organic production support

*01 May 2024 --- The umbrella organization representing the EU's organic food and farming sector before policymakers and advocating for the transformation of these sectors, IFOAM Organics Europe, highlights the need for regulatory changes ahead of the EU parliamentary elections.*

"The current action plan for organic production in the EU (2021) sets the right priorities — it wants to both boost demand and ensure trust in organic and stimulate production at the same time," argues Cuoco.

"Our manifesto ahead of the EU elections echoes this approach. It is impossible to stimulate consumer demand without ensuring those who produce our food receive fair pay — specifically, farmers who provide higher environmental and social benefits should be remunerated accordingly." Cuoco further calls for taxes on synthetic pesticides and fertilizers to be raised, "especially those that are known to have adverse effects on humans and the environment."

Discussing the measures policymakers should take to ensure the competitiveness of the organics industry, Cuoco points to several measures the institutions can stand behind to make such products more appealing to the European consumer.

"To stimulate consumers' demand for organic products, it is crucial that they make informed choices. This starts by developing policies that show the true price of food and include these in food prices, for example, through taxation," he asserts.

"Moreover, EU policies should protect consumers from greenwashing. Effective legislation to curb greenwashing should prioritize methodological advancements, steering agricultural policies away from further intensification."

Commenting on the EU's green claims directive, the European Consumer Organisation's Dimitri Vergne told us that the new legislation approved at the start of this year would get rid of "misleading" claims on produce and other food items sold in the EU, such as "carbon-neutral," "zero emission" and "climate positive."

Cuoco asserts that: "The Product Environmental Footprint methodology used in the green claims directive is too simplistic to assess agri-food products' environmental impact. Public institutions themselves can also increase consumption of organic products via Sustainable Public Procurement."

He makes the argument that EU legislation should include a mandatory clause setting minimum quotas for

organic products in public institutions such as schools, kindergartens, and hospitals.

"For successful implementation, Sustainable Public Procurement policies must be supported by national and regional targets for organic, national certification schemes at the member state level across various sectors, and the implementation of education and mentoring programs."

Another reason for some EU consumers' reluctance to purchase organic food is the comparably higher prices. Cuoco argues that organically-grown produce should not be less affordable.

"First and foremost, IFOAM Organics Europe proposes to consider the true cost of food — positive and negative externalities (the indirect costs of food production) — resulting from our agri-food system," he comments.

He points out that the cost of groundwater pollution for a hectare of conventional potatoes amounts to €1,298 (US\$1,385), while it amounts to €0,40 (US\$0,43) for a hectare of organic potatoes. "The cost of this pollution is currently borne by the public who pay for water sanitation through taxes."

Some EU consumers' reluctance to purchase organic food is the comparably higher prices. "If food were to reflect the prices of 'externalities' like this, the price of conventionally produced food would go up while that of organic food would remain largely the same. However, for this strategy to succeed, higher prices for synthetic inputs must be accompanied by competitively priced alternatives, such as biocontrol products, to prevent cost pressures on farmers," he explains.

Effective implementation of this approach requires supportive policies and clear communication to underline its rationale, according to Cuoco. He contends that this taxation model would favor organic products downstream, benefiting consumers and stimulating demand for organic foods.

"In both scenarios, negative externalities are recognized, and higher prices are placed on unsustainably produced goods while the price for organically produced foods remains the same."

## *EU organic farming today*

The annual report from the Research Institute of Organic Agriculture noted a contraction in the organic market in 2022.

Discussing what is behind these numbers, Cuoco comments: "From 2015 to 2020, demand for organic products doubled, and this growth continued and even peaked during the COVID-19 pandemic."

"However, the pandemic caused supply chain disruptions which lingered. When Russia invaded Ukraine in February 2022, prices in synthetic fertilizers and pesticides peaked, leading to further challenges to the supply chain and increased costs for farming methods depending on synthetic fertilizers and pesticides."

He argues that during this period, consumers experienced not only increased food prices but also inflation, which significantly impacted their spending patterns.

Cuoco concludes: "While the organic market moderately contracted in 2022, it generally remains as it was be-



## VESTI IZ SVETA / WORLD NEWS

fore the 2020 peak. Trends from 2019 to 2023 even indicate that the organic market is growing as anticipated, reflecting sustained interest and potential for future expansion in this sector.

(Nutirion insight)

## Dan organskih proizvoda u EU

*Dan organskih proizvoda u EU koji organizuje međunarodno udruženje IFOAM Organics Europe, će se održati po četvrti put 23. septembra 2024. Događaj su zvanično pokrenuli 2021. godine Evropski parlament, Komisija i Savet Evropske unije koji su potpisali Zajedničku deklaraciju proslavljanja sprovođenja EU organskog akcionog plana.*

Ovaj dan predstavlja priliku da se, između ostalog, procene trendovi u potražnji potrošača, nastavi sa podizanjem svesti o organskom u lancu snabdevanja i konačno definišu novi ciljevi za budućnost organske proizvodnje u Evropi. Na ovom događaju se naročito promovišu potrebe za boljom vidljivošću organskih farmara i pružanjem im podrške.

Svi mogu da učestvuju i pošalju svoje poruke o organskoj proizvodnji. Ukoliko želite da podelite svoje poruke posetite stranicu Dan organskih proizvoda u EU i prijavite se. Dan organskih proizvoda u EU obeležava i ceremonija dodele nagrada European Organic Awards 2024 u Evropskoj komisiji u Briselu, tokom koje će biti proglašeni pobednici ovogodišnjeg izdanja u 7 kategorija, a 8 nagrada: Najbolji organski poljoprivrednik - ženski i muški, najbolji organski grad, najbolji organski region, najbolji organski biodistrikt, najbolji organsko SME, najbolji prodavac organske hrane, najbolji organski restoran.

Za više informacija o Danu organskih proizvoda EU posetite sajt IFOAM-a ovde.

(IFOAM)



## EU Organic Day

*EU Organic Day is coming up - Get ready to be visible on 23 September 2024 On 23 September 2024 Europe will celebrate its 4th EU Organic Day. Day Officially launched in 2021 by the European Parliament, the Commission, and the Council of the European Union, who signed a Joint Declaration to celebrate the observance as part of the EU Organic Action Plan.*

This day represents the occasion to, among others, assess trends in consumer demands, continue raising awareness of organic in the supply chain and finally, define new targets for the future of organic in Europe, while highlighting the need for visibility for organic farmers and encouraging everyone to support them.

Everyone can send the message on organic production on that day. If you want to share your messages, Visit the EU organic day page for inspiration and sign up. EU Organic Day also marks the awards ceremony of the European Organic Awards 2024 at the European Commission in Brussels, during which the winners of this year's edition will be announced. To this end, the EU organic awards scheme comprises 7 categories and 8 prizes: Best organic farmer (female and male), Best organic city, Best organic region, Best organic bio-district, Best organic food processing SME, Best organic food retailer, Best organic restaurant/food service.

For more information on EU Organic Day please check IFOAM-a website.

(IFOAM)





# Organics Europe Youth Event Organska Evropa za mlade

8-9. jul 2024. u Bariju (Italija)

*Dugo očekivano drugo izdanje Organics Europe Youth Event-a održaće se u Bariju, Italija, od 8. do 9. jula 2024. u organizaciji IFOAM Organics Europe i domaćina CIHEAM Bari. Događaj služi kao platforma za mlade pojedince uključene u organsku poljoprivredu da se okupe, razmene ideje i diskutuju o mogućnostima i preprekama u proizvodnji hrane i njejoj ulozi u očuvanju održivih sistema ishrane.*

OEYE (Organic Europe Youth Event) 2024 će poželeti dobrodošlicu učesnicima iz različitih profesionalnih oblasti kao što su poljoprivreda, maloprodaja, sertifikacija i kontrola, prerada, istraživanje, zastupanje i politika. Događaj će im pružiti priliku da razmene perspektive i generišu inovativne ideje za oblikovanje budućnosti prema održivom poljoprivrednom sistemu.

Nakon uspeha prvog Organics Europe Youth Event-a 2022. godine, ovogodišnje izdanje dostiglo je svoj maksimalni kapacitet.

Dodatne informacije dostupne na [www.organicseurope.bio](http://www.organicseurope.bio). Pročitajte izbore za EU 2024. – manifest organskog pokreta.

(Bio Eco Actual, Međunarodne organske novine)

# Organics Europe Youth Event 2024

8-9 July in Bari (Italy)

*The highly anticipated second edition of the Organics Europe Youth Event will take place in Bari, Italy, on 8-9 July 2024. Organised by IFOAM Organics Europe and hosted by CIHEAM BARI, the event serves as a platform for young individuals passionate about organic agriculture to convene, exchange ideas, and delve into discussions on the opportunities and obstacles within food production and its role in fostering sustainable food systems.*

OEYE 2024 will welcome attendees from various backgrounds such as farming, retail, certification and control, processing, research, advocacy, and politics. The event will provide an opportunity for them to exchange perspectives and generate innovative ideas to shape the future toward a sustainable agricultural system.

Following the success of the first Organics Europe Youth Event in 2022, this year's edition has reached its maximum capacity.

Further information available at [www.organicseurope.bio](http://www.organicseurope.bio). Read the 2024 EU elections – Organic movement's manifesto.

(Bio Eco Actual, International Organic Newspaper)





# Početak projekta *OrganicAdviceNetwork* označava početak prve evropske mreže organskih savetnika

*U aprilu ove godine je otpočeo projekat OrganicAdviceNetwork, koji finansira Evropska komisija i Švajcarski državni sekretarijat za obrazovanje, istraživanje i inovacije, i koji je okupio 18 partnera iz raznih evropskih zemalja u Briselu, u kancelariji koordinatora projekta - IFOAM Organics Europe, i otpočeo prve korake.*

Tokom prvog dana uvodnog sastanka, Natalia Brzezina, službenik za politiku u Evropskoj komisiji, DG AGRI, i Céline Choquer, projektni službenik u Izvršnoj agenciji za istraživanje, srdačno je pozdravila partnere konzorcijuma. One su istakle posvećenost Evropske unije podršci istraživanju i inovacijama, i naglasile su važnu ulogu projekta OrganicAdviceNetwork u postizanju ciljeva EU kroz ojačane organske savetodavne usluge.

Tokom sastanka, akcenat je stavljen na identifikaciju efikasnih alata za razmenu znanja, načina da se dopune rupe u znanju među savetnicima i na razvoj strategija za regrutovanje savetnika za projektne aktivnosti. Učesnici su razgovarali o tome kako najbolje komunicirati i distribuirati rezultate projekta akterima sistema poljoprivrednog znanja i inovacija (AKIS), kako unutar tako i izvan organske zajednice. Takođe su razgovarali o tome kako stvoriti sinergiju sa drugim EU projektima, inicijativama i kreatorima politike.

IFOAM Organics Europe je predstavio predstojeće korake za uspostavljanje i aktiviranje panevropske mreže savetnika i savetodavnih službi za organski sektor. Projekat će organizovati ukupno 30 poseta u pet geografskih zona, 20 poseta u sektoru ratarstva i uzgoju preživara i 10 poseta u sektoru povrća, voća i sektoru vinogradarstva. Dalja animacija mreže je predviđena kroz kontinuiranu razmenu znanja. To uključuje i obuku iz socijalnih veština i onlajn obuke iz različitih poljoprivrednih tema, sa ciljem da obuče novi i iskusni organski savetnici. Posebna pažnja će biti posvećena savetnicima u konvencionalnoj proizvodnji i mladim diplomcima voljnim da se obuču u savetovanju u organskoj proizvodnji.

Projekat će takođe identifikovati i promovisati uspešne poslovne modele za strukturiranje i finansiranje organskih savetodavnih usluga kroz „Konkurs za organski Savet“ (Organic Advice Contest).

Istraživački instituti za organsku poljoprivredu FiBL Švajcarska i FiBL Nemačka su partneri u ovom projektu, i

učestvuju sa ostalim partnerima u razvoju onlajn kurseva obuke za mlade i iskusne savetnike širom Evrope.

Onlajn kursevi obuke o principima organske poljoprivrede biće razvijeni kao „Masivni Otvoreni onlajn kursevi“ (Massive Open Online Course MOOC). Takozvano „samoučenje onlajn“ trebalo bi da podstaknu savetnike da prodube svoje znanje o specifičnim poljoprivrednim temama.

Pored onlajn kurseva, tim FiBL Švajcarske vodi tematsku mrežu o proizvodnji voća i pruža projektu tehnički doprinos u vezi sa pitanjima organske proizvodnje voća.

Dok su savetodavne službe iz 14 evropskih zemalja već uključene u projekat, OrganicAdviceNetwork poziva nove i iskusne organske savetnike da se pridruže aktivnostima projekta (stručne posete, obuka o socijalnim veštinama, onlajn kursevi i druge aktivnosti razmene znanja). Ako ste zainteresovani, kontaktirajte odgovorne članove FiBL tima.

(FiBL i IFOAM Organics Europe)

## *OrganicAdviceNetwork* project kick-off marks the beginning of the first European network of organic advisors

*In April 2024, the OrganicAdviceNetwork project, funded by the European Commission and the Swiss State Secretariat for Education, Research and Innovation, brought together 18 partners from various European countries in Brussels at the IFOAM Organics Europe office, for a three-day event to plan the first steps of this Europe-wide initiative.*

On the first day of the kick-off meeting, Natalia Brzezina, Policy Officer at the European Commission, Directorate-General Agriculture and Rural Development (DG AGRI), and Céline Choquer, Project Officer at the Research Executive Agency (REA), warmly welcomed the consortium partners. They highlighted the European Union's commitment to supporting research and innovation and stressed the important role of the OrganicAdviceNetwork project in reaching the EU targets through strengthened organic advisory services.

During the meeting, emphasis was placed on identifying effective knowledge exchange tools, addressing key



knowledge gaps among advisors, and developing strategies to recruit advisors for the project activities. Participants discussed how to best communicate and disseminate the project outcomes to actors of the Agricultural Knowledge and Innovation Systems (AKIS), both within and beyond the organic community. They also discussed how to create synergies with other EU projects, initiatives and policymakers.

Furthermore, project coordinator IFOAM Organics Europe, representing the European organic sector, outlined the upcoming steps to establish and energize a pan-European network of advisors and advisory services for organic in Europe. The project will organize 30 cross-visits across five geographical zones: 20 cross-visits for arable and ruminant sectors and 10 for the vegetable, fruit and viticulture sectors.

Further animation of the network is foreseen through continuous knowledge exchange activities. These include soft skills training and online training modules covering diverse agricultural topics to support new and experienced organic advisors.

Special attention will be given to conventional advisors and young graduates willing to acquire skills in organic advice. The project will also identify and promote successful business models for structuring and financing organic advisory services through an "Organic Advice Contest".

FiBL Switzerland and FiBL Germany are partners in this project. As work package leaders, they are jointly responsible for developing online training courses for young and experienced advisors across Europe.

Online training courses on the principles of organic agriculture will be developed as a "Massive Open Online Course" (MOOC). So-called "online self-learning pathways" should encourage advisors to deepen their knowledge of specific agricultural topics. In addition to the online courses, the FiBL Switzerland team leads the thematic network on fruit production and provides the project with technical input regarding organic fruit production issues.

While advisory services from 14 European countries are already involved in the project, the OrganicAdviceNetwork welcomes new and experienced organic advisors to join the project activities (cross-visits, soft-skills training, online courses and other knowledge exchange activities). If interested, please contact the responsible FiBL team members.

(FiBL i IFOAM Organics Europe)



## Može li humus spasiti budućnost? Regenerativna poljoprivreda i njene prednosti

*Kada se ovih dana govori o poljoprivredi, regenerativni pristup je nešto što se posebno često pojavljuje. O čemu se radi u tom pokretu? I da li je regenerativna poljoprivreda prava prilika za revoluciju u poslovanju sa hranom? Benedikt Bösel i Julijus Palm, dva pionira regenerativne ekonomije, objašnjavaju.*

Pre svega, termin regenerativna poljoprivreda – poznat i kao agroekologija – je sam po sebi razumljiv. To znači obnavljanje nečega što je prvobitno bilo. Regenerativni pristup se fokusira na obnavljanje tla i čitavog ekosistema koji je toliko važan za klimatske promene. Tačnije, ovaj tip poljoprivrede ima za cilj stvaranje humusa – koji se do sada smanjio na jedan ili dva procenta svog prvobitnog nivoa u Evropi, a ipak je neophodan za vezivanje CO<sub>2</sub>.

Organski farmer Benedikt Bösel-om, sa svojom farmom Gut und Bösel u Brandenburg, nudi model poslovanja kada je u pitanju regenerativna poljoprivreda. Bio je jedan od prvih farmera u Nemačkoj koji je svoju farmu – koja sada pokriva 3.000 hektara – pretvorio u regenerativnu poljoprivredu i šumarstvo. U proleće 2018, dve godine nakon što je preuzeo farmu od svojih roditelja, naišao je na direktan okidač za promenu svog pristupa. „Prolećna suša je bila tako ekstremna. U poljima je sve bilo žuto i smeđe. Nema buba u vazduhu, iako je proleće zapravo najvažnija faza rasta. To je jasno dalo do znanja da moram da ulažem ne samo u opremu i inovacije, već i u tlo i ekosistem“, kaže on.

Tada je ovaj agro-ekonomista još uvek u suštini bio vuk samotnjak. Kada je zasadio drveće u svom obradivom zemljištu i dodao još biljaka i životinja, ljudi su se pitali šta bi u svemu tome trebalo da bude tako inovativno. Ali danas je koncept pokazao svoju vrednost. Dvesta grla stoke pase na poljima tokom cele godine, đubreći zemljište, održivo ga obnavljajući i podstičući biodiverzitet. Bosel kombinuje agrošumarstvo sa ratarstvom i stočarstvom kako bi svake godine imao veći prinos na istoj zemlji. Polja su razbijena drvoredima i okružena trakama poljskog cveća. Naizmenična smena kultura i međuredni usevi takođe igraju važnu ulogu u regenerativnoj poljoprivredi, tako da tlo ostaje pokriveno tokom cele godine i nutritivna vrednost ostaje u ravnoteži što je više moguće.

Do sada je regenerativna poljoprivreda postala obećavajući pristup za vraćanje ravnoteže između prirode



i poljoprivrede. I to je upravo ono što je povezano sa organskim konceptom, koji tretira zaštitu resursa i životne sredine kao suštinski. Biodiverzitet, zaštita zemljišta i voda su principi za organski, održiv način poslovanja. Ali još jedan važan faktor je saniranje štete koja je već učinjena prirodi. Pokret regenerativne poljoprivrede skreće još više pažnje na taj aspekt.

Među pristalicama Böselovog rada je i prehrambena kompanija followfood. I jedni i drugi žele da pokažu da je regenerativna poljoprivreda rastući potencijal. U 2019. godini followfood je osnovao fond za spasavanje zemljišta koji podržava poljoprivrednike koji žele da ulažu u regenerativnu poljoprivredu. „Mi kanališemo jedan procenat našeg prihoda i ulažemo ga u poljoprivredne operacije koje ne razmišljaju samo o organskom i žele da rade i regenerativno“, objašnjava Julius Palm, zamenik generalnog direktora kompanije followfood. To je 2023. godine omogućilo da se na tržište plasiraju prvi proizvodi iz regenerativnih sistema.

Za razliku od organske poljoprivrede, regenerativna poljoprivreda ne zabranjuje hemijske, sintetičke pesticide i hemijska đubriva. Dakle, to je pristup koji je generalno moguć i za konvencionalne farme. Ipak, regenerativne metode mogu biti podsticaj za konvencionalne farme da rade održivije, a u najboljem slučaju, čak ih mogu dovesti do prelaska na organske metode sa regenerativnim ciljevima.

Bösel takođe vidi ovo kao priliku za organski sektor da bolje postavi principe organske poljoprivrede u prvi plan. „Regenerativni pristup nudi drugačiji, dodatni put ka održivoj poljoprivredi. Možemo da probudimo više entuzijazma ljudi za prirodne, organske načine rada, i tako proširimo njihovu svest i tržište. Mislim da se manje radi o terminologiji koju koristimo nego o suočavanju sa osnovnim izazovom i pronalaženju zajedničkog osnova između organskih i regenerativnih pristupa i pronalaženju načina na koji možemo da uradimo najviše sa najboljim mogućim oblastima potencijala“, objašnjava Bozel. Palm dodaje: „Za mene je organski minimalni standard. Ali često organski pristupi i dalje razmišljaju u smislu istih starih struktura – na kraju krajeva, još uvek nismo bili u mogućnosti da sprečimo dovoljno erozije tla, zadržimo vodu na poljima i poboljšamo plodnost tla. Tu pomaže regenerativna poljoprivreda, pokušavajući da imitira prirodne ekosisteme koliko god je to moguće.“

Rasprostranjenost teme pokazuje da postoji velika potreba da se bolje razume veza između zemljišta i celokupnog sistema poljoprivrede i prehrambene industrije.

Sve je u tome da se šteta po životnu sredinu učini vidljivom. Globalni prehrambeni sistem je odgovoran za nešto više od trećine svih gasova staklene bašte, a samim tim i jedan od najvećih pokretača klimatskih promena. I ovde je regenerativna poljoprivreda značajna poluga za transformaciju, kao dopuna organskoj poljoprivredi.

„U svakom slučaju naš cilj mora biti da sagledamo celinu. Nije dovoljno da se nekako nadoknadi emisija ugljen-dioksida – drugim rečima, kompanija sebe naziva klimatski neutralnom, iako i dalje šteti biodiverzitetu. Jer jedino pouzdano osiguranje za budućnost je zdravo tlo i netaknut ekosistem“, navodi Bösel.

(Biofach)



*Benedikt Bösel, vlasnik regenerativne farme*

## Can humus rescue the future? Regenerative agriculture offers openings for the organic sector

*When the talk turns to agriculture these days, a regenerative approach is something that comes up especially often. What's that movement all about? And is regenerative agriculture a real opportunity to revolutionise the food business? Benedikt Bösel and Julius Palm, two pioneers of the regenerative economy, explain.*

First of all, the term regenerative agriculture – also known as agroecology – is self-explanatory. It means restoring something that was there originally. A regenerative approach focuses on renaturing the soil and the entire ecosystem that's so important to climate change. More precisely, this kind of agriculture aims to build up humus – which by now has shrunk to one or two percent of its original level in Europe, yet is essential for binding CO<sub>2</sub>.

Organic farmer Benedikt Bösel, with his Gut und Bösel farm in Brandenburg, offers a model business when it comes to regenerative farming. He was one of the first farmers in Germany to convert his farm – which now covers 3,000 hectares – to regenerative agriculture and forestry. In the spring of 2018, two years after he took over the farm from his parents, he encountered a straightforward trigger for changing his approach. “The spring drought



was so extreme. Everything in the fields was yellow and brown. No bugs in the air, even though spring is actually the most important growing phase. That made it clear I needed to invest not just in equipment and innovation, but in the soil and the ecosystem,” he says.

Back then, this agrarian economist was still essentially a lone wolf. When he planted trees in his cropland and added more plants and animals to boot, people wondered what was supposed to be so innovative about all that. But today the concept has shown its worth. Two hundred head of cattle graze in the fields all year round, fertilising the soil, regenerating it sustainably, and encouraging biodiversity. Bösel combines agroforestry with arable farming and animal husbandry to reap multiple harvests from the same ground each year. Fields are broken up with rows of trees and surrounded by strips of wildflowers. Successive fruit crops and intercropping also play an important role in regenerative agriculture, so the ground stays covered all year round and the soil’s nutrient content stays as balanced as possible.

By now, regenerative agriculture has become a promising approach for getting nature and farming back into harmony. And that’s exactly where it ties in with the organic concept, which treats protecting resources and the environment as essential. Biodiversity, protecting the soil, and protecting water are principles for an organic, sustainable way of doing business. But another important factor is to remedy the damage that has already been done to nature. The regenerative agriculture movement is drawing even more attention to that aspect.

Among the supporters for Bösel’s work is the food company followfood. Both want to show that regenerative agriculture is scalable. In 2019 followfood founded a soil rescue fund that supports farmers who want to invest for regenerative agriculture. “We channel off one percent of our revenue and invest it in agriculture operations that think beyond just going organic and want to operate regeneratively as well,” explains Julius Palm, followfood’s Vice-Managing Director. In 2023 that made it possible to put the first products from regenerative systems onto the market.

Unlike organic farming, regenerative farming doesn’t forbid chemical, synthetic pesticides and chemical fertilisers. So it’s an approach that’s also generally possible for conventional farms. Yet regenerative methods can be an incentive for conventional farms to operate more sustainably, and in the best case, can even lead them to convert to organic methods with regenerative goals.

Bösel also sees this as an opportunity for the organic sector to do a better job of foregrounding the principles of organic farming. “The regenerative approach offers a different, additional pathway into sustainable farming. We can rouse more people’s enthusiasm for natural, organic ways of working, and thus expand their awareness and the market as well. I think it’s less about what terminology we use than about facing up to the underlying challenge and finding the common ground between organic and regenerative approaches, and working out how we can do the most with the best possible areas of potential,” Bösel explains. Palm adds, “For me, organic is the minimum standard. But often organic approaches still think in terms of the same old structures – after all, we haven’t been able yet to prevent enough soil erosion, retain water in fields, and build the soil’s fertility. That’s where regenerative agriculture helps, by trying to imitate natural ecosystems as far as it can.”

The prevalence of the topic shows that there’s a great need to better understand the connection between soil and the entire system of agriculture and the food industry.

It’s all about making environmental damage visible. The global food system is responsible for something more than a third of all greenhouse gases, and thus one of the biggest engines driving climate change.<sup>2</sup> And here regenerative agriculture is a significant lever for transformation, as a complement to organic farming.

“In any case our goal has to be to look at the whole. It’s not enough to compensate somehow for carbon dioxide emissions – in other words, if a company calls itself climate-neutral but is still harming biodiversity. Because the only reliable insurance for the future is healthy soil and an intact ecosystem,” states Bösel.

(Biofach)





# Globalna organska površina raste više nego ikada ranije

*Globalna površina organske poljoprivrede porasla je za preko 20 miliona hektara u 2022. godini, dostigavši 96 miliona hektara. Značajno je porastao i broj organskih proizvođača, koji je premašio 4,5 miliona. Prodaja organske hrane dostigla je blizu 135 milijardi evra u 2022.*

Dvadeset peto izdanje godišnjaka „Svet organske poljoprivrede“, koje zajednički izdaju FiBL i IFOAM – Organics International, pokazuje da je rast površine i broja farmi u 2022. daleko premašio rast prethodnih godina, posebno zbog povećanja u Australiji i Indiji. Podaci su dobijeni za 188 zemalja.

Godišnje istraživanje o globalnoj organskoj poljoprivredi podržavaju Švajcarski državni sekretarijat za ekonomske poslove (SECO), Fond za održivost Coop Švajcarska i NürnbergMesse, organizator sajma BIOFACH.

Do kraja 2022. godine, 96,4 miliona hektara je bilo pod organskim upravljanjem, što predstavlja povećanje od 26,6 odsto ili 20,3 miliona hektara u poređenju sa 2021. Australija je pokazala ogroman rast (+17,3 miliona hektara) i ostaje zemlja sa najvećom površinom organske poljoprivrede sa 53 miliona hektara, a zatim sledi Indija (4,7 miliona hektara), gde je površina takođe značajno povećana.

Površine organske poljoprivrede su se povećale na svim kontinentima. Više od polovine organske površine nalazi se u Okeaniji (53,2 miliona hektara), a slede je Evropa sa 18,5 miliona hektara i Latinska Amerika sa 9,5 miliona hektara.

U 2022. organski se upravljalo sa 2,0 odsto svetskog poljoprivrednog zemljišta. Međutim, mnoge zemlje imaju mnogo veći udeo: Lihtenštajn je bio na vrhu sa 43,0 procenata, a slede ga Austrija (27,5 %) i Estonija (23,4 %). U 22 zemlje se organska poljoprivreda odvija na 10 ili više procenata ukupnog poljoprivrednog zemljišta.

U 2022. bilo je 4,5 miliona organskih proizvođača, što je povećanje od skoro 26 posto, prvenstveno zbog značajnog povećanja u Indiji. Indija je takođe ostala zemlja sa najviše organskih proizvođača u 2022. (2,5 miliona proizvođača).

Tržište organskih proizvoda je dostiglo skoro 135 milijardi evra u 2022. Sjedinjene Države i dalje su vodeće svetsko tržište sa 56,6 milijardi evra, a slede ih Nemačka (15,3 milijarde evra) i nova na trećem mestu je Kina (12,4 milijarde evra). Dok je nekoliko zemalja u Evropi doživelo pad, maloprodaja u Kanadi (+9,7 %) i Sjedinjenim Državama (+4,4 %) je porasla. Na organsku hranu najviše su trošili Švajcarci (u proseku 437 evra po osobi), a Danska je i dalje imala najveći udeo na organskom tržištu sa 12 % od ukupnog tržišta hrane.

Sada 75 zemalja ima zakone o organskoj poljoprivredi, a evidentan je i napredak u različitim aktivnostima kojima

je cilj podrška organskoj poljoprivredi. Mnoge zemlje su pokrenule akcione planove ili druge mere politike za promovisanje organske poljoprivrede.

„Veoma smo zadovoljni što, zahvaljujući velikom zalaganju brojnih pristalica iz celog sveta, možemo da proslavimo 25. godišnjicu godišnjaka“, kaže Helga Viler iz Istraživačkog instituta za organsku poljoprivredu FiBL, koja je odgovorna za ovu publikaciju zajedno sa kolegama već 25 godina.

(FiBL)

## Global organic area grows more than ever before

*The global organic farming area increased by over 20 million hectares in 2022, reaching 96 million hectares. The number of organic producers also saw a significant rise, surpassing 4.5 million. The sales of organic food reached nearly 135 billion euros in 2022.*

The 25th edition of the yearbook "The World of Organic Agriculture", jointly published by FiBL and IFOAM – Organics International, shows that the growth in area and number of farms in 2022 far exceeded that of previous years, particularly due to increases in Australia and India. Data were provided by 188 countries.

The annual survey on global organic agriculture is supported by the Swiss State Secretariat for Economic Affairs (SECO), the Sustainability Fund of Coop Switzerland, and NürnbergMesse, the organiser of the BIOFACH trade fair.

By the end of 2022, 96.4 million hectares were under organic management, representing an increase of 26.6 percent or 20.3 million hectares compared to 2021. Australia showed tremendous growth (+17.3 million hectares) and remains the country with the largest area of organic agriculture at 53 million hectares, followed by India, the new number two (4.7 million hectares), where the area also increased significantly.

The organic farming area increased on all continents. Over half of the organic area is in Oceania (53.2 million hectares), followed by Europe with 18.5 million hectares and Latin America with 9.5 million hectares. 22 countries manage ten percent or more of their agricultural land organically.

In 2022, 2.0 percent of the world's agricultural land was managed organically. However, many countries have much higher shares: Liechtenstein was at the top with 43.0 percent, followed by Austria (27.5 percent) and Estonia (23.4 percent). In 22 countries, 10 percent or more of the total agricultural land was managed organically.

In 2022, 4.5 million organic producers were reported, an increase of almost 26 percent, primarily due to a significant increase in India. India also remained the country with the most organic producers in 2022 (2.5 million producers).



In 2022, the organic market reached nearly 135 billion euros. The United States continued to be the world's leading market with 59.6 billion euros, followed by Germany (15.3 billion euros) and the new number 3: China (12.4 billion euros). While several countries in Europe experienced a decline, retail sales in Canada (+9.7 percent) and the United States (+4.4 percent) increased. The Swiss spent the most on organic food (an average of 437 euros per person), and Denmark continued to have the highest share of the organic market at 12 percent of the total food market.

The momentum of the organic sector is also evident in various activities to support organic agriculture. Many coun-

tries have launched action plans or other policy measures to promote organic farming. This positive trend is reflected in the increase in fully implemented national regulations for organic agriculture, which rose to a total of 75 in 2023.

"We are very pleased that, thanks to the great commitment of numerous supporters from all over the world, we can celebrate the 25th anniversary of the yearbook," says Helga Willer from the Research Institute of Organic Agriculture FiBL, who has been responsible for the publication along with colleagues for 25 years.

(FiBL)

# Organic Agriculture Worldwide 2022

## Organic Farmland



### Farmland in million (M) hectares Top 3 countries

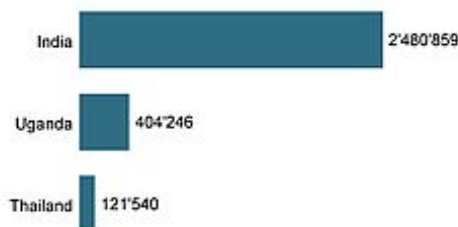


## Organic Producers

The number of organic producers is increasing



### Number of producers Top 3 countries

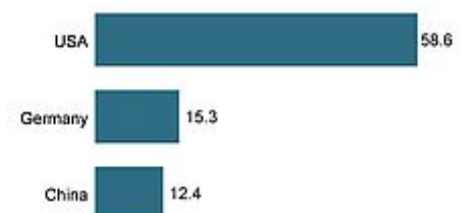


## Organic Market

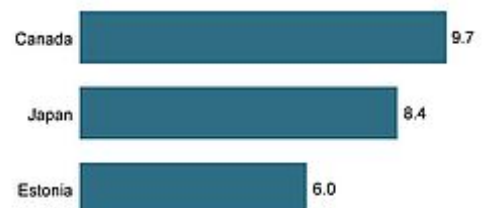
The global market is growing and consumer demand is increasing



### Market in billion euros Top 3 countries



### Market growth in percent Top 3 countries 2021/2022





# Srbija je ušla na evropsku mapu agroekologije

*Studija "Mapiranje agroekologije u Srbiji" autora prof dr Srđana Šeremešića i Ivane Simić ima za cilj da mapira i identifikuje najvažnije inicijative u Srbiji koje su značajno doprinele razvoju i promociji agroekologije, a plod je saradnje sa Asocijacijom Agroekologija Evropa iz Brisela (Agroecology Europe).*

Iz sažetka studije: "Za potrebe ovog istraživanja, različiti literaturni izvori i šest ključnih informanata dali su informacije o 15 različitih inicijativa koje su procenjene kako bi se predstavila raznolikost agroekoloških pristupa u Srbiji. Ovaj izveštaj je takođe uključio istorijski kontekst razvoja agroekologije, kao i odnos agroekologije sa drugim održivim poljoprivrednim sistemima, kako bi se razjasnio i razumeo njen kontekst i dimenzije. Pristup projekta H2020 Agroecology for Europe (AE4EU) korišćen je za kategorizaciju svih aktivnosti u pet glavnih grupa (Obrazovanje i obuka, Živa laboratorija, Pokreti, Praksa i Nauka).

Koncept agroekologije postoji dugo u Srbiji, ali se polako razvijao i dobijao nove dimenzije i razmere. Ova studija je pokazala da se agroekologija u Srbiji na početku uglavnom smatrala naučnom disciplinom i alternativom konvencionalnoj poljoprivredi i često je upoređivana sa sličnim održivim poljoprivrednim sistemima. Sa širenjem zabrinutosti za životnu sredinu i bezbednošću hrane, agroekologija je dobila praktičnu dimenziju i postala holistički ekološki sistem za male samoodržive poljoprivredne proizvođače, uglavnom vezan za ratarsku proizvodnju. Iako je agroekologija uspela da razvije sve stubove, postoji neravnomerna distribucija između pojedinačnih kategorija unutar stubova, a posebno kod društveno-ekonomskih kategorija. U poslednje vreme agroekologija dobija sve veću pažnju i inicijative predstavljene u ovom mapiranju mogu poslužiti kao dobar primer koji može inspirisati druge da koriste njihov model za transformaciju poljoprivrede.

U ovoj studiji identifikovani su i ograničavajući faktori bržeg razvoja agroekologije. Pre svega razvoj agroekologije sputan je delimičnim prihvatanjem njenih principa i značenja „šta je to agroekologija“ i kakve koristi ona može doneti. Ovo je posledica nedostatka svesti o ulozi agroekoloških praksi u poljoprivredi, kao i nerazvijenim nacionalnim politikama koje mogu da podrže njeno sprovođenje. Za promovisanje agroekologije bilo bi neophodno proširiti i sprovesti dodatne strukturne promene u poljoprivredi, uglavnom vezane za uspostavljanje novih lanaca vrednosti u prehrambenim sistemima i inkluzivnu

agroekološku tranziciju zasnovanu na kulturi, identitetu i tradiciji."

Cela studija je deo projekta H2020 Agroekologija za Evropu (AE4EU) čiji je cilj bio, između ostalog, mapiranje agroekologije u različitim evropskim zemljama sa zajedničkom metodologijom. Agroekologija, kao holistički koncept, obuhvata različitost tumačenja, namera i stvarnosti u zavisnosti od zemlje i njenog konteksta, istorije, zainteresovanih strana i društveno-političkog okruženja. Da bi se proširila, dokumentovala i analizirala agroekologija i njen razvoj u različitim kontekstima, kritično je i neophodno steći širi uvid i znanje o stanju agroekologije, posebno da bi se podržalo njeno širenje i preuzimanje na nivou politike. Cilj „mapiranja agroekologije“ je da pruži pregled trenutne situacije i realnosti agroekologije u različitim evropskim zemljama.

## Serbia joined the European agroecology map

*The study "Mapping agroecology in Serbia" authored by Prof. Dr. Srđan Seremesic and Ivana Simic, aims to map and identify the most important initiatives in Serbia that have contributed to the development and promotion of agroecology, and is the result of cooperation with Agroecology Europe from Brussels.*

From the executive summary: "For the purpose of this investigation, literature sources and six key informants provided insight on 15 different initiatives that were evaluated and reported in order to present a diversity of agroecological approaches in Serbia. This report also incorporated the historical context of the development of agroecology and the relationship of agroecology with other sustainable agricultural systems to clarify and understand its context and dimensions. The approach of the H2020 project Agroecology for Europe (AE4EU) was used to categorize all activities into five main pillars (Education and Training, Living Lab, Movements, Practice, and Science).

The concept of agroecology in Serbia has existed for a long time, but it has slowly evolved and taken on new dimensions and scales. The study showed that, in the beginning, agroecology in Serbia was mostly considered as a scientific discipline and alternative to conventional agriculture often mixed up with similar sustainable agriculture systems. With the expansion of environmental protection and food safety concerns, agroecology took a practical dimension and became a holistic ecological approach of small-scale self-sustained farming mostly re-



lated to field crop production. Although agroecology succeeded in the development of all pillars— Education and training, Living labs, Movement, Practice, Science—there is an uneven distribution between individual categories within a pillar. At present, science and education are the most prominent pillars of agroecology, while Living labs are still in their stages of development. Recently, agroecology is gaining more attention, and the initiatives presented here can serve as a good example to inspire others for the transformation of agriculture.

The research also identified limiting factors for the development of agroecology in Serbia. The development of agroecology is constrained by the partial acceptance of knowledge about what agroecology is and what benefits it can bring. This is compounded by a lack of awareness of the role of agroecological practices in agriculture, as well as undefined national policies capable of supporting its implementation. To promote agroecology, it would be necessary to expand and implement additional structural changes in agriculture, mainly related to the establishment of new value chains in food systems and an inclusive agroecological transition based on culture, identity and tradition. “

This work is part of the H2020 project Agroecology for Europe (AE4EU) whose aim was, amongst others, to map agroecology in various European countries with a common methodology. Agroecology, as a holistic concept, is embracing a diversity of interpretations, intentions, and realities depending on the country and its context, history, stakeholders, and socio-political environment. In order to scale up, document, and analyse agroecology and its development in different contexts, it is critical and necessary to obtain larger insights and knowledge about the state of agroecology, especially to support its expansion and take-up at the policy level. The aim of “mapping agroecology,” is to provide an overview of the current situation and realities of agroecology in different European countries.

## Jedinstveni sistem indikatora agroekološkog istraživanja - Metodologija i smer- nice za ocenjivače

*Mnogi sistemi indikatora koji procenjuju održivost poljoprivrednih sistema razvijeni su u prošlosti.*

OASIS je, međutim, jedan od prvih analitičkih okvira posebno dizajniranih da proceni gde se farma nalazi na putanji tranzicije ka agroekologiji koji je razvila Asoci-

jacija Agroecology Europe (Agroekologija Evropa, Brisel).

OASIS - Jedinstveni sistem indikatora agroekološkog istraživanja služi za prikupljanje potrebnih podataka u dvoipčasovnom intervjuu na pojedinačnim farmama, što omogućava nacionalne ankete. Odabrani kriterijumi su jednostavni i lako razumljivi. Oni posmatraju poljoprivredne aktivnosti sa stanovišta farmera.

Osim na nekoliko evropskih jezika OASIS je dostupan i na srpskom jeziku, zahvaljujući tome što je Agroekologija Evropa angažovala Serbia Organiku koja je prilagodila i prevela OASIS na srpski jezik.

Obrađeno je pet glavnih dimenzija: Agroekološke poljoprivredne prakse; Ekonomska održivost; Društvenopolitički aspekti; Životna sredina i biodiverzitet i Otpornost.

OASIS se može koristiti za pomoć poljoprivrednicima u proceni njihovog napretka kroz godišnje evaluacije. Takođe može biti koristan okvir za druge zainteresovane strane kao što su donosioci odluka, savetnici, istraživači, studenti i građani. Može se koristiti za mapiranje stanja razvoja agroekoloških praksi u geografskom području i prikupljanje statističkih podataka.

### SISTEM INDIKATORA JE OPISAN U DVE BROŠURE KOJE SLUŽE ZA RAZUMEVANJE PRINCIPA I METODOLOGIJE:

Prva brošura predstavlja sistem indikatora i opisuje njegove principe.

Druga brošura se fokusira na metodologiju sistema indikatora detaljno i vodi evaluatora kako da dodeli vrednost svakom kriterijumu, sprovede procenu i interpretira rezultate.

## OASIS - The original agroecological survey and indicator system

*Many indicator systems that assess the sustainability of agricultural systems have been developed in the past.*

OASIS, however, is one of the first analytical frameworks specifically designed to assess where a farm is on the trajectory of transition towards agroecology.

OASIS allows the necessary data to be collected in a two-and-a-half-hour interview per farm, which makes national surveys possible. The selected criteria are simple and easily understandable. They look at agricultural activities from the farmer's point of view.

OASIS is available in Serbian alongside several European languages, thanks to the work of Serbia Organica engaged by the Agroecology Europe, to adapt and translate OASIS to Serbian.

Five main dimensions are addressed in the framework: Agroecological farming practices; Economic viability



**REČ STRUKE / EXPERT WORD**

ity; Socio-political aspects; Environment and biodiversity; Resilience.

OASIS can be used to help farmers in evaluating their progress through yearly evaluations. It can also be useful for other stakeholders such as decision-makers, advisors, researchers, students, and citizens. It may be used for mapping the state of development of agroecological practices in a geographical area and collecting statistical data.

**OASIS - TWO BROCHURES TO UNDERSTAND ITS PRINCIPLES AND DISCOVER ITS METHODOLOGY!**

The indicator system is described in two brochures:

The first brochure introduces the system of indicators and describes its principles. The second brochure focuses on the methodology of the indicator system in detail and guides the evaluator on how to assign a value to each criterion, conduct the assessment and interpret the results.

Source:

<https://www.agroecology-europe.org/oasis-brochure/>



Izvor/Source: Srđan Šeremešić