



Structure of presentation

- Serbia basic facts
- History of prunes production
- Current production situation
- Export trends
- About association

Serbia basic facts

- South – East Europe (latitudes 41°-47° N;longitudes 18°-23° E)
- Temperate continental climate
(Jan. 0°C/June 23°C)
- 88.361 km²
- Perticipation 660-800 mm
- Population 7.2 million



Brief history of prunes production in Serbia

- Bronze Age
 - Prunes pits found in excavations in stilt houses on today territory of Bosnia (from *Prunus spinosa*)
- 17th century
 - First written data from Evliya Çelebi travelogue
- 18th century
 - Fast spreading of orchards due to prohibition of alcohols consumption by Ottoman Empire

19th century Serbian prunes golden age

- 1881 - 1900
 - Massive use of household smokehouses
 - Average export of 26000t in Europe and the USA
- 1867
 - Export of 41.296 t (value of 64000 ducats)



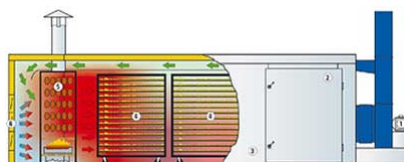
20th century

- Between 2 world wars
 - Introduction of discontinued convective drying equipment (by Glavinic, Halvekin and Stojkovic)
 - More equal quality
 - 1923 Serbian export record – 66.390 t
 - In 1929 Požegača variety affected



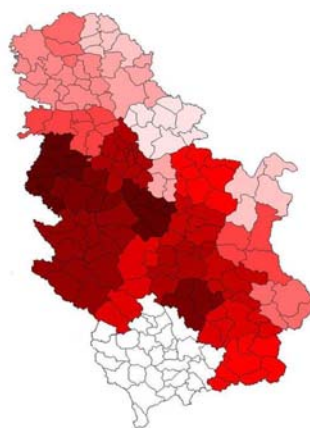
Modern time

- Second half of 20th century
 - 1956 – Introduction of Stanley variety from USA
 - 1958 - Beginning of the first industrial production by the domestic construction of tunnel type driers.
 - Export to USSR
 - Pitted prunes
 - Decrease of export
 - Plum pox virus affected Pozegaca variety



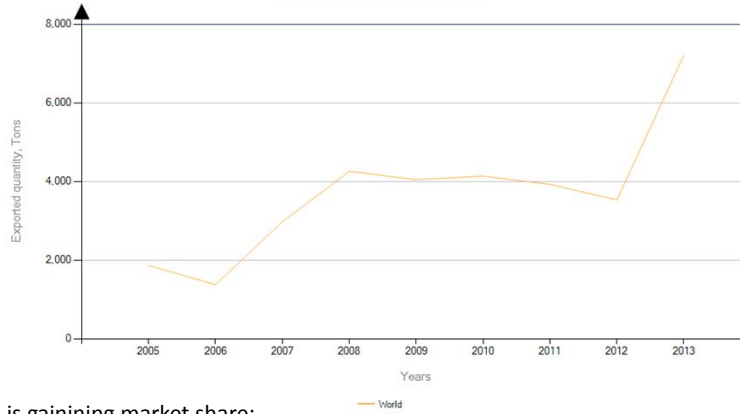
Current production

- Stanley variety
- Only 4% of plums is dried
- Total orchards 78000 ha
 - only 3200 ha used for prunes
- Production (estimation 2014)
 - 8700 t
 - Domestic market: 1200 t
 - Export: 7500 t



Export trend

List of importing markets for a product exported by Serbia
Product: 081320 Prunes, dried

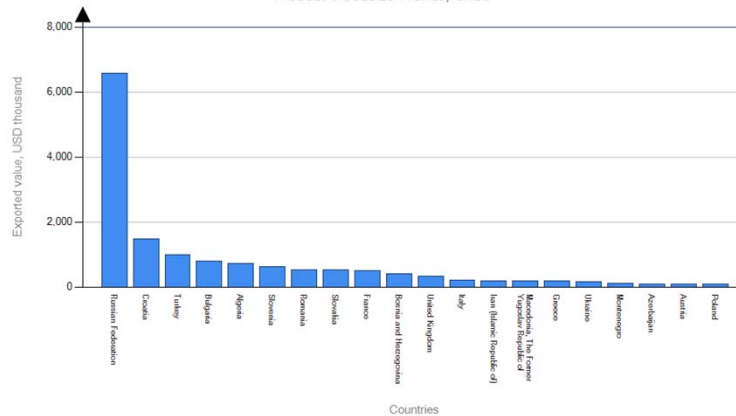


Serbia is gaining market share:

- World annual growth in quantity between 2009-2013 is **6%** - Serbian is **10%**
- World annual growth in value between 2012-2013 is **20%** - Serbian is **141%**

Current export structure

List of importing markets for a product exported by Serbia in 2013
Product : 081320 Prunes, dried



National association of Serbian prunes producers

- Association of 10 prunes producers
- Represents around 70% of all Serbian exports
- Members (in alphabetical order)
 - Agrana
 - Agranela
 - Agricultural cooperative Pecka (president Zivojin Plavsic)
 - Agrofrost
 - Jovanovic Voce
 - Lipkom
 - Podgorina Frucht
 - Promo Pen
 - Tehno Bozici (vice president Ruza Bozic)
 - Vocar
- Logistic support of Regional Chamber of Commerce and Industry Valjevo



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