



# “PDO Ariljska malina” - basis for sustainability of the region and value chain players

Association “Ariljska malina”  
Organization for PDO management

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# Outline

- Introduction
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- Value chain/ benefits and synergies
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# Reasons behind PDO certification



The municipality of Arilje covers over 348m<sup>2</sup> of land and has around 20 000 citizens. The **production of raspberries** has been the **main agricultural activity in this area since 1957**. The **raspberry fruit is the most important product** in the agricultural economy in this area and it is **grown on approximately 1500 hectares with around 15 000 tones of fruit harvest annually**. Given the fact that this geographical area is mountainous with continental climate, it makes the most suitable land for raspberry production.



The geographical indication can be considered as a passport for raspberry fruit coming from the fields of Arilje. PDO offers a complete insight into the whole process of production from field to the final customer. **The quality and the safety of the raspberry fruit is the priority** for companies and members of the Association and we strive for preventing any kind of fraud or reexport from other regions or countries. Members of the association have a **long-term business cooperation with about 150 agricultural producers** who follow the PDO specifications and by doing so invest in the health and safety of all of us.



# Why we decided to protect and certify geographical origin?

In addition to Serbia, there are other raspberry producing countries thus creating competition in the global market. This **is one of the main reasons** why we decided to protect and differentiate the raspberries that are grown in our region and make them recognizable as **‘Ariljska malina PDO’** in the Serbian and global market.

The main motive of all members was **to add value to our products** that need to be recognized in the global market.

The project of protection and certification of the PDO **is a joint effort of primary producers and processors** with the support of the Ministry of Agriculture of the Republic of Serbia and great support from the FAO/EBRD project **Strengthening Quality Standards in the Agrifood Sector”**



# Members of association PDO “Ariljska malina”



**Drenovac**

Producer of frozen and freeze dried fruits

- This is **the core group** that have started the process



Producer of frozen fruits

- After reaching good results, **others are willing to join** and contribute to the promotion and sustainability



Juice producer



Producer of juice and fruit compote

- Different stakeholders are interested in contributing to regional, national and international promotion (EU registration)



Farmers / primary producers

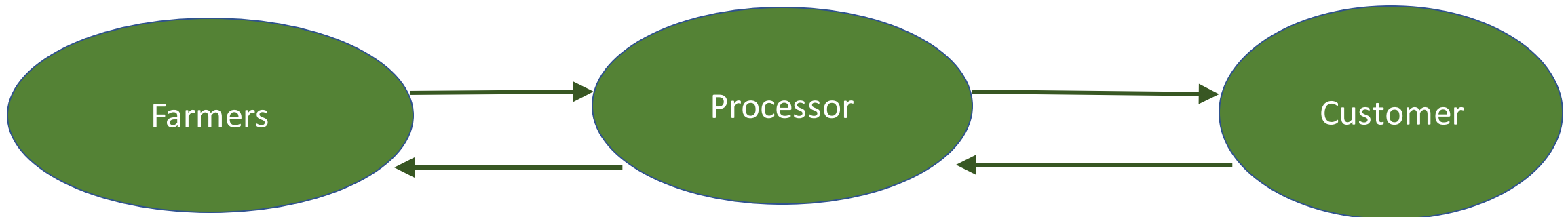


# QUALITY AND SAFETY

Members of association have **high standards for production, processing** and selling of the products. Processors **work with producers** of raspberries to **increase quality and ensure resource protection** (introducing other voluntary standards, initiating organic production, etc.)



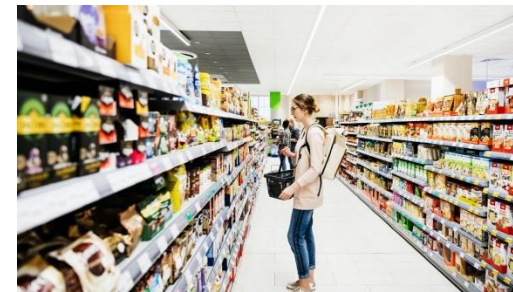
# Value chain/ benefits and synergies



- Farmers establish long term contracts with processors with less fluctuating prices
- Ensuring constant improvement of producers' livelihood with increased and secure income-constant flow of income



- Long-term coopération with buyers
- Secured sale and connection to customers
- Reduced competition risk through prevention of mixing with less quality raspberries from other regions



- Buying quality and safe products
- Traceability from farmer to customer
- Known origin of products with constant quality
- Direct influence on sustainability of local producers and rural areas

# Sustainability benefits

## Producers

- Certification costs covered by the processors
- Processors (Drenovac, Nectar and other cooling chambers involved ) **helped stabilize the production process and ensure market outlets**, especially in insecure years.
- Supported to ensure **sustainability of production and resources by introducing other voluntary standards** (GlobalGAP, organic, etc.; these standards are not compulsory for the PDO Arilje raspberry, but some producers choose to have them)
- In 2020 no major losses or drop in price

## Processors

- Developing new final products with added value – **made of PDO Arilje raspberry** (juices – cold pressed and no added sugar juices, ice cream, chocolate with lyophilized raspberries –**not only selling frozen raspberries in bulk, enabling promotion of the PDO Arilje raspberry and its qualities**
- Some products increased sales over 30% when compared to the similar product in the domestic market (raspberries juice)
- During Covid 19 crisis, Arilje raspberries did not have any losses, and reached good price

## Customers

- In Serbia **higher visibility of GI products thanks to final products and labelling of Arilje raspberries at retailer store**
- Increased interest for “home made” products, and direct linkages with producers (Association of GI products)

# Labeled as product from Arilje/Serbia

## - as certified PDO product -

- Producers give special attention to the declaration of raspberry fruits with the **protected designation of origin certificate**.
- Every single declaration is followed by holographic stamp of 'Republic of Serbia' issued by The Institute for Manufacturing Banknotes and Coins in Belgrade.
- In 2020 raspberries exported **for the first time under the certified PDO** label to France, where **final product is labeled as “made of Arilje raspberry PDO”**



# Conclusions

## – what was crucial to our success so far –



### Grass-root organisation

- association for GI management **is crucial** for the continuous development of GI and its sustainability, as well as the sustainability of the region

### External facilitation

- is important **for overcoming local issues and establishing neutral platform for discussing sensitive topics** among value chain players (producers, processors, etc.)

### Strengthening capacities of the Association

- and its structures is a **ongoing process and needs time**, resources and external support of different actors (project, public institutions, etc.)

### Valorisation of the GI benefits

- **is crucial** for reaching wider interest and getting more people aboard.

### Synergies between value chain actors

- are to be slowly developed and nurtured in order to become strong and can add to the overall results

### Becoming member of peer networks

- provide safety and resource net for obtaining information and sharing experiences on important development topics (Association of GI products in Serbia)

### International recognition is our ultimate goal

- especially for product as Arilje raspberry – it has been already very well known within business buyers – now it is time to be recognised as product from Serbia / Arilje



Thank you! 😊

