



“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

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Reasons behind PDO certification



The municipality of Arilje covers over 348m² 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

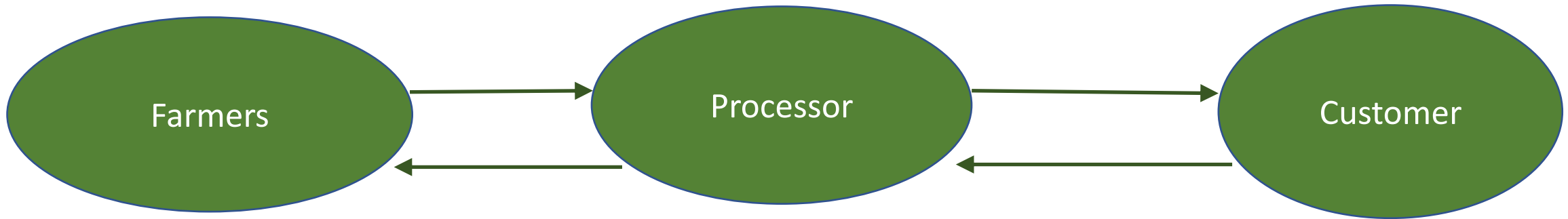


QUALITY AND SAFETY

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.)



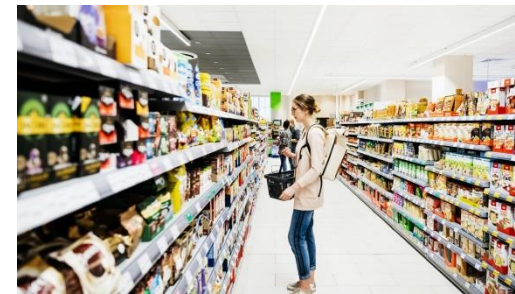
Value chain/ benefits and synergies



- 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! 😊

