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# trafooon

*Traditional Food Network to improve the transfer of knowledge for innovation*

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# Marketing channels of raspberry in Republic of Serbia

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- Introduction
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- Conclusion

# Introduction

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- Agriculture importance for GDP, employment and export
- Agriculture is a sector that exports more than it imports
- Exports of fruit from the Republic of Serbia is increasing
- Raspberries are successful case
- Marketing channels of raspberries

# Methods & Data

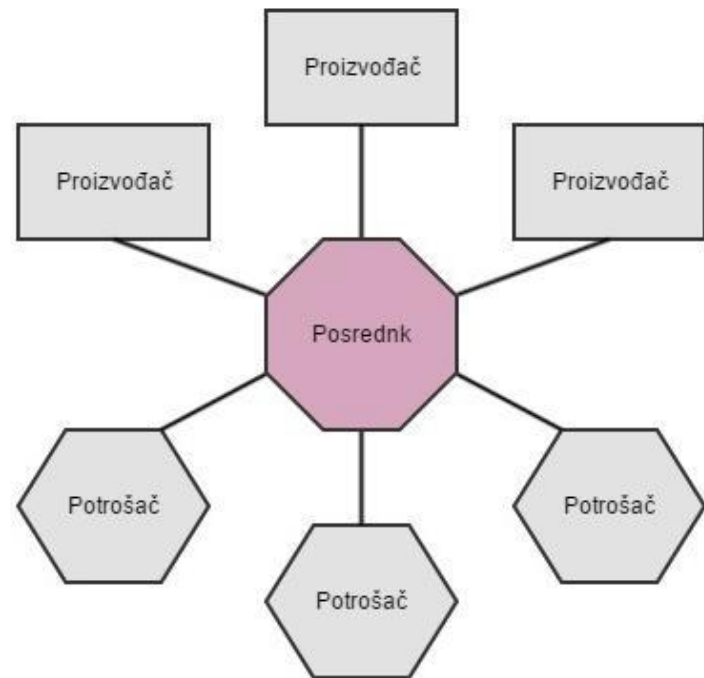
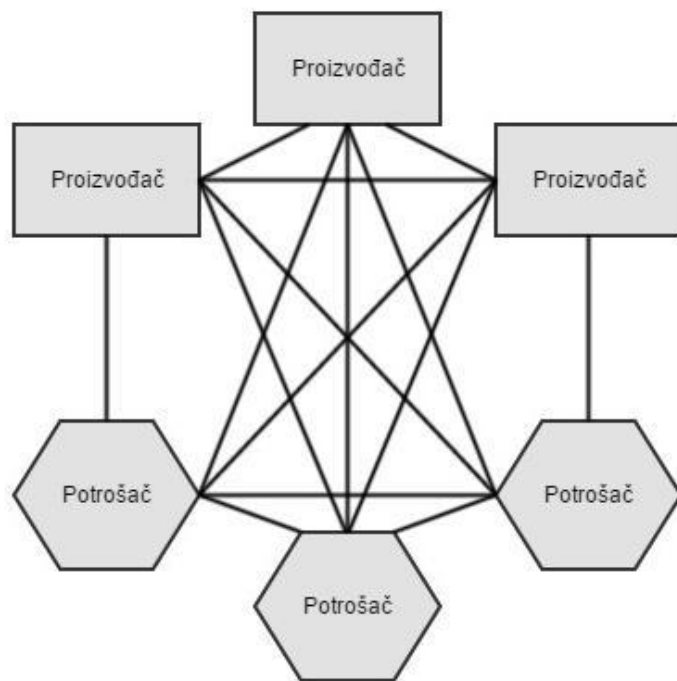
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- The importance of middleman
- Vertical marketing channels analyses



# Methods & Data

- Producer / **Middleman** / Consumer
- Number of transactions 15:6 - **Transactions cost**

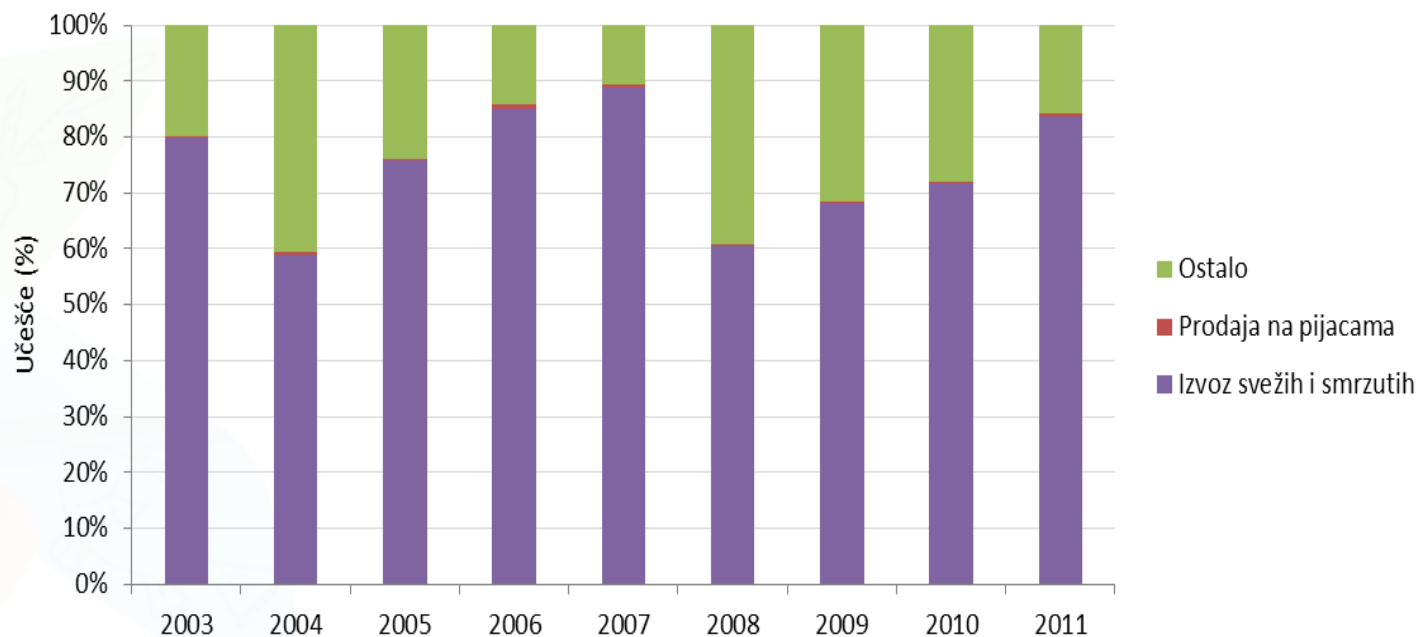


# Methods & Data

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- Republic Institute for Statistics
- Data on agricultural products' exports and imports from the Ministry of Agriculture and Environmental Protection (2003-2011)
- Interviews with producers and traders
- The collected data are processed and analyzed
  - Excel
- SWOT analysis

# Results & Discussion

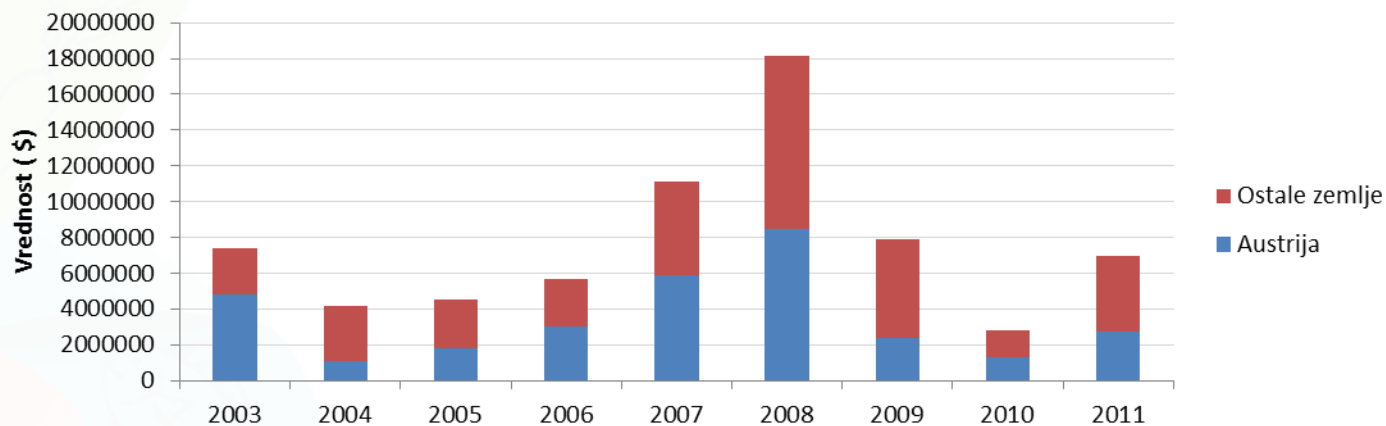


## Channels

- Export of fresh and frozen 60 % - 88 %
- A green market 00 % - 1 %
- Other channels 13 % - 40%



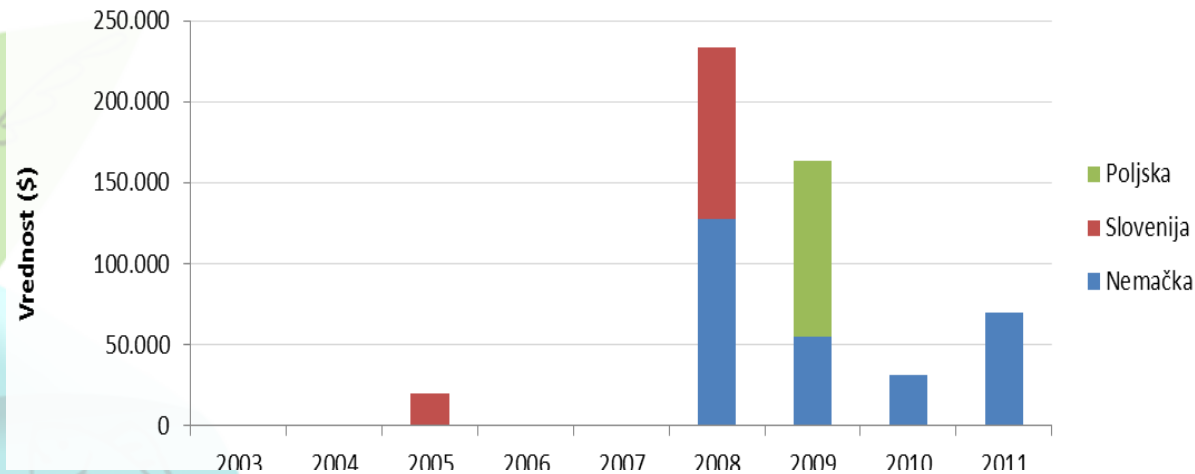
# Results & Discussion



## Export of fresh raspberries

- The export value and quantity change over the years
- Austria is main trading partner - 88 %

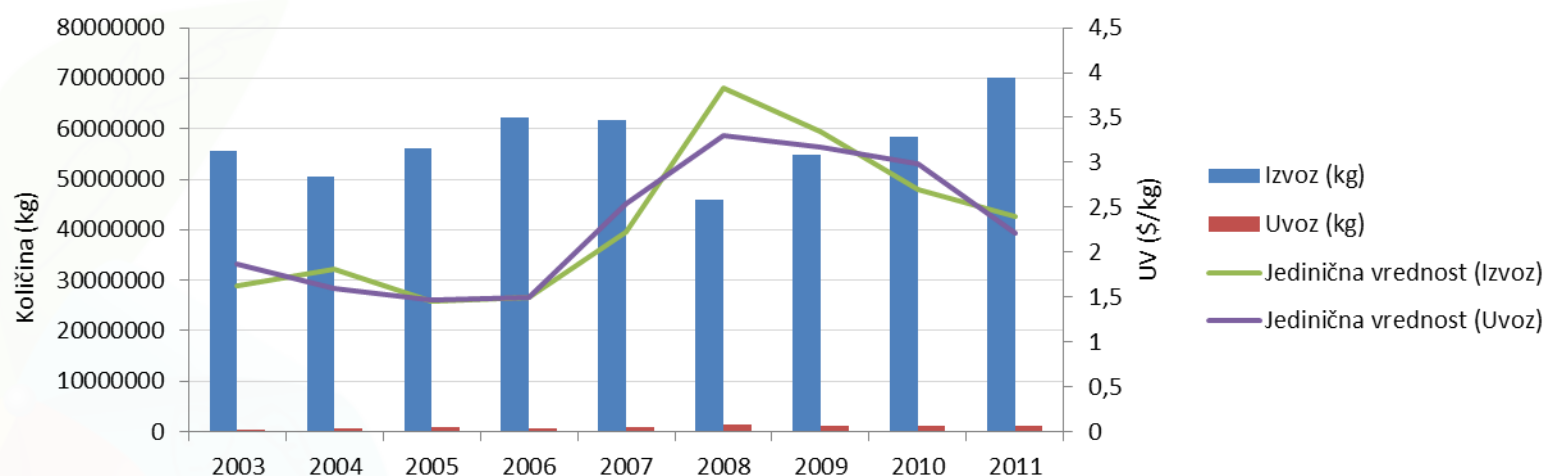
# Results & Discussion



## Import of fresh raspberries

- Germany
- Slovenia
- Poland

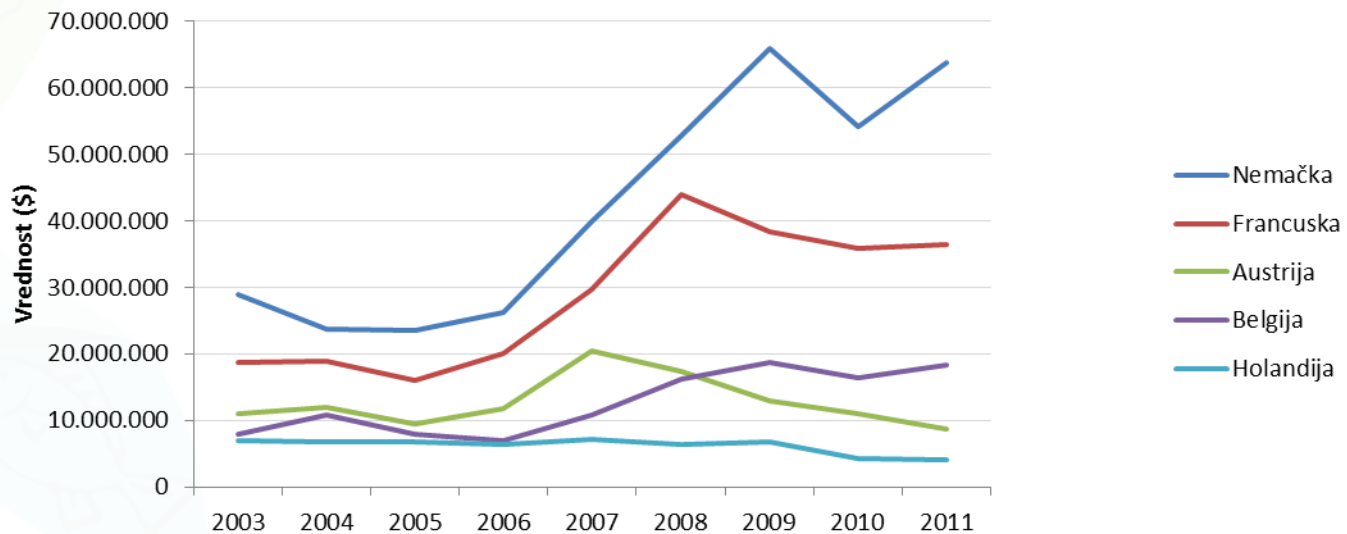
# Results & Discussion



Export and import of frozen raspberries (kg) and its UV (USD/kg)

- Export is increasing
- UV of export and UV of import are very similar – raspberries are quality competitive

# Results & Discussion



Top 5 importing countries of Serbian frozen raspberries

- Germany, France, Austria, Belgium, The Netherlands
- Export to Austria and the Nederland is decreasing

# Results & Discussion

## Strengths

- quality competitiveness of fresh and frozen
- dominant quality competitiveness of frozen
- relatively stable production in the analysed period compared to other types of agricultural production in Serbia

## Opportunities

- large and growing foreign market
- regional and EU integration positive impact on trade

## Weaknesses

- fresh products are perishable and poorly transportable
- the small share of the quantities produced go into further processing
- differences in attitudes of small producers
- negotiation between small producers and middleman

## Threats

- increasing competition from other countries
- coordination problems on the higher administrative levels

# Conclusion

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## Marketing channels

- Importance of the middleman – indirect marketing channels
- Export of frozen raspberries
- Positive trade balance
- Quality competitive product

## But ...

- Different attitudes of member of the marketing channels
- Increase international competition
- Coordination on the administrative levells

## Chances for better functioning of marketing channels

- International market
- Regional and EU integration



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# Thank You!



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