



Prunes production in Serbia 2016

National Association of Serbian
Prunes Producers

State of orchard

- Stanley variety mostly (around 80%)
- In 2015 only 4% of total area was harvested for drying
- In 2016 the area increased to 6% but the production of prunes was on the similar level due to lower productivity
- Total orchards 78000 ha
 - In 2015 around 3200 ha was used for prunes production
 - In 2015 around 4000 ha was used for prunes production
- Production (estimation 2016)
 - 8500 t
 - Previous stock 1200 tonnes
 - Total 9700 t

5-year forecast

- Forecast is difficult to make but it can be estimated that until 2021 Serbia will produce between 11 and 13 thousand tonnes
- It is estimated by the investments into drying and processing facilities which has happened in this year and new announcement are made for the following years
- In the end total production will depend on the marketability of Serbian prunes

2016 crop

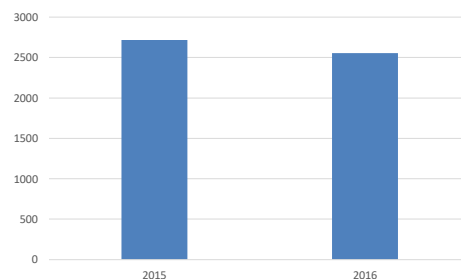
- In 2016 weather conditions were similar to 2015
- However, brix level was lower comparing to 2015.
- In 2015 season ratio between fresh plums and dried prunes there was 3.2-3.5 while in 2016 ration was 3.7-3.9
- However as more prunes was processed the total production is on the same level
- The share of smaller sizes is higher comparing to 2015
 - 50/60 - 30%
 - 60/70 - 25%
 - 40-50 – 10%
 - 30-40% - 10%

Marketing

- Serbian association promoted consumption of prunes to several local and national media in 2016 on the small scale.
 - 2 newspaper texts
 - 2 TV shows of the regional coverage
- However the newspaper advertisements are not sufficient for the significant increase of consumption. Additional budget is needed for the appearance on the major media channels.
- For 2017/2018 Serbian association is planning to launch internet and social media campaign for the increase of the consumption

Exports

- Data for the exported quantity of the new season are not still available.
- In the first 8 months of 2016 the export was 6% lower comparing to the same period in 2015



Quality

- New varieties of plums are introduced in the previous years by the Fruit Growing Institute but those varieties are not accepted by the producers on the larger scale.
- There are no significant improvements in production technology
- Farmers consider as not profitable harvesting in 2 batches so the trees are harvested at once giving different brix levels from the same orchards
- The best results are achieved by hand picked plums but it is done on the very small areas as it is not economically sustainable
- Due to resistance to plum pox virus Stanly variety is still mostly used in Serbia. As it has more pit remains comparing to d'Agen the best results are achieved by the use of hand picking machines

National association of Serbian prunes producers

- Association of 11 prunes producers
- Represents around 70% of all Serbian exports
- Members (in alphabetical order)
 - Agranela
 - Agricultural cooperative Pecka
 - Agrofrost
 - Delta Agrar
 - Jovanovic Voce
 - Lipkom
 - Monicom
 - Podgorina Voce
 - Promo Pen
 - Tehno Bozici (president Ruza Bozic)
- Logistic support of Regional Chamber of Commerce and Industry Valjevo

