



**Fruits & Berries**  
Serbia



# PROCESSED FRUITS & BERRIES

## SERBIA

### Sustainability Impact at Source



### Our impact on farmer's livelihood and beyond

In 1996, Tradin Organic joined forces with Midi Organic, a local family business specialized in processing a variety of fruits and berries in Serbia. By offering **technical assistance and financial support**, the partnership has blossomed into a **fruitful sourcing project** that benefits many farmers and employees.

The farms and orchards are located near the slopes of the Kopaonik mountain and the hills of Southern Serbia, offering a perfect terrain and climate to grow **organic berries, cherries, plums, quince, apples, and pears**. The four processing facilities located offer **stable prices to the farmers and secure jobs**.

Recently, Tradin Organic, Midi Organic, and other partners launched an exciting technical assistance project aimed at helping Serbian **small-scale berry farmers adopt climate-resilient farming systems!**



### Going Beyond Organic

- Creating resilient, equitable, and environmentally-secure food system
- Driving sustainable and market driven development at source
- Measurable social and environmental impact for farmers, workers, and communities worldwide.
- Contributing to the UN Sustainable Development Goals

545

hectares of organic certified land



1,940<sup>MT</sup> raw

material processed per year

352

smallholder farmers



9% female smallholder farmers  
50% under the age of 35

80

permanent employees

43

female employees in management positions

26%

increase in farmers under the age of 35 since 2018



# Full traceability and High-Quality

From Farm to Factory to Customer



Tradin Organic has been involved in the construction of an additional processing facility producing single strength aseptic purees and puree concentrate that complement the product portfolio, and which enable customized ingredients for the European and US market. Strategically located at the heart of the sourcing regions, the **4 facilities of Midi Organic can process the produce within hours of harvest, which preserves the aroma, taste, and nutrients.** To ensure high-quality ingredients, the locally-stationed agronomists visit each farmer before the harvest season and take samples to assess the quality and organic integrity of the produce.



## Social and Environmental Impact

### Biodiversity & local capacity

- We provide technical assistance to optimize efficiency and quality of our factories' operations. Together with our locally-stationed agronomists, interested farmers are integrated in our certification program, and receive inputs and training on good organic practices to ensure organic integrity and increase farm productivity.

### Certifications

- Our fruits and berries not only comply with international organic regulations but are also KRAV certified and SMETA audited. This guarantees organic fruits which are produced with minimal impact on the environment, protected biodiversity, and fair working conditions on both the farms and in the processing facilities.



### Climate smart agriculture

- In 2022-2023, Tradin Organic and Midi Organic, with support from SECO and IFOAM, implemented a project where 90 organic farmers adopted climate-resilient farming systems, to increase yield and quality, improve competitiveness in international markets, reduce crop failures, and ensure a stable supply base for Midi.

Learn more  
about it here:

