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Press Release

Serbia Presents World's Best New Fruit Juice at Biofach

BELGRADE - February 2009 – Visitors to Serbia's National Pavilion at this year's Biofach Fair will have the unique opportunity to try for the first time **The Best New Fruit Juice in the World**.

Made by Serbia's Foodland, *Terra Organica Wild Strawberry Nectar* is the only fruit juice on the market made from famously fragrant and notoriously hard to get wild strawberries. *Terra Organica Wild Strawberry Nectar* won one of the most prestigious awards in the world of fruit juices and beverages - 2008 World Juice Innovation Award for the Best New Juice, given annually by Food News magazine.

This will be the sixth time that Serbian organic producers will present their products to international buyers at BIOFACH Fair in Nuremberg at Hall 4, Booth No. 520. Between the 19th and the 22nd of February and under the slogan **Organic Serbia**, seven companies will take part in Serbia's National Pavilion exhibition: Lion Foods, Sirogojno, Zadrugar, Suncokret, Mondy Serbia, Foodland and BMD.

Serbia's Biofach presentation will feature a range of outstanding organic products including wild mushrooms, berries and fruit; organic juices and preserves; pomegranate juice and vinegar; and sunflower and pumpkin butters and oils.

Already a major supplier of fruit products to European markets, Serbia is now gaining recognition for certified organics with over one million hectares of organic production. Organic growers and processors are expanding production, introducing new varieties, and implementing quality control procedures such as HACCP, GlobalGAP, and ISO.

Serbia's exhibit at BioFach is sponsored by the Serbia Ministry of Agriculture Forestry and Water Management, and supported by Serbia Investment and Export Promotion Agency (SIEPA), the German Gesellschaft für Technische Zusammenarbeit (GTZ) and the USAID Agribusiness Project.

USAID's Agribusiness Project works with Serbian agricultural producers at all stages of the production cycle "from field to fork" to increase the value of Serbian agricultural products sales and agricultural employment.

For all additional information, please visit our website www.serbianfruit.com
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