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Foodland Receives 2008 World Juice Innovation Award for Best New Juice

On Wednesday, October 15, at the Barcelona World Juice Summit, a Serbian food processing company, Foodland, received the 2008 World Juice Innovation Award for 'Best New Juice Product'.

The 'World Juice Innovation' award is one of the most prestigious awards in the world of fruit juices and beverages. The award is given by Food News magazine, a leading food industry publication.

This is the second time that a Serbian company has won the World Juice Award for the Best New Juice Product. In 2004, another USAID-supported juice producer, Fresh& Co from Subotica won the award for their 100% 'Not-from-Concentrate' raspberry juice.

USAID's Agribusiness Project nominated Foodland for the competition which led to the Award for its 'Terra Organica' organic, wild strawberry nectar. USAID's project also helped the company to develop marketing plans for the product, as well as promotional materials and the presentation for the competition. The Agribusiness Project has also helped the company over the longer term by providing it with market analysis trainings, foreign trade show support and a feasibility study for the extension of their productive capacity.

At a press conference held together with SIEPA that took place today in Belgrade, Ms. Marilyn Schmidt, USAID's Deputy Mission Director in Serbia noted, *"The fact that Foodland is the second company from Serbia to win this award clearly demonstrates that Serbia not only has great fruit, but that Serbian companies are also exceptionally innovative and entrepreneurial. These companies have demonstrated that they can take great natural resources and turn them into products that are recognized as being the best in the world."*

USAID's Agribusiness Project focuses on improving agricultural productivity, expanding value-added agricultural processing, opening new markets for export, and building the capacity of producer organizations and service providers supporting Serbia's agribusiness sector. The USAID Agribusiness Project is a five-year program to promote economic growth in six agricultural sectors: berries; dairy products; herbs, spices and mushrooms; livestock; tree fruit; and vegetables.