



## PRESS RELEASE

### **An exquisite selection on fresh produce from Serbia at this year's Fruit Logistica Fair in Berlin**

**BELGRADE, February 2011** - The finest selection of fresh produce from Serbia will be presented to buyers between the 9th and 11th of February at the Fruit Logistica.

Delicious Serbian peaches, nectarines, cherries, plums, *Braeburn* and *Golden Delicious* apples; Famous Serbian peppers, tomatoes, leeks as well as truffles and wild mushrooms of all sorts, await international buyers in Berlin.

The team of companies taking part in Fruit Logistica this year are members of the Fruits of Serbia Association and they are: Lucuc Group, Planten, PIK Juzni Banat, Agrar Comerc, Igda Impex, Agroprom Com, Atos Vinum, Sagal, Fruit Land Association, Coolfood, ZZ Prima borovnica and Natura coop. The Fruits of Serbia Association was assisted in organizing this exhibition by the United States Agency for International Development (USAID) in Serbia.

The export of Serbian fresh produce has experienced considerable growth in the last couple of years. The quick adoption of the latest harvesting and post harvest techniques, rapid implementation of GlobalGAP, ISO and Organic certification and the introduction of new varieties suitable for the fresh market has ensured that Serbia establishes itself as one of the most trusted exporters in South Eastern Europe.

Get connected with representatives of twelve leading fresh produce exporting companies and view their exquisite selection of delicacies, every day from 09:00 to 18:00 in Hall 1.1. D 06.

Present at the stand will also be the representatives of the Fruits of Serbia Association. For all enquiries you may contact a representative directly at the stand or by Telephone: +381 (11) 2606 158 and by E-Mail: **hladnjacesrbije@yahoo.com**.

X X X

***The Fruits of Serbia Association gathers nurseries, research institutes, producers, processors and other relevant entities. It was established in 2008 and was the first such association in Serbia. Its members recognized common concerns and interests in the field of production, processing and export of fruits and vegetables. The activities of the Association aim to bring Serbia to the position of regional leader in fruit and vegetable production.***