



**USAID**  
OD AMERIČKOG NARODA



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**Press Release**

### **SABAC DAIRY FIRST EXPORTER OF KAJMAK TO USA**

**BELGRADE** – The first regular shipment of dairy products from the Sabac dairy departed today for USA. For a few years now, Serbian cheeses, mostly feta, are being exported to the USA, but today is the first time that a Serbian dairy sends a shipment of famous Serbian curd known as “kajmak” to the States.

Sabac Dairy presented its products to the USA market for the first time in 2009, during the prestigious fine food fair, Fancy Food Show, which is annually held in New York. In 2010, Sabac Dairy sent a trial shipment to the USA and the products were sold out in a record time, resulting in signing a contract for regular shipment to the USA.

For several years, United States Agency for International Development (USAID) is working together with Serbian dairies to help them increase exports to the region and gain access to new foreign markets.

One of the biggest challenges Serbian Dairy industry faces is export to highly demanding EU, Russian and USA markets. Most of dairies do not possess quality standard certificates which are mandatory to export to EU market. The management of the Sabac dairy plans to obtain relevant certificates and licences to export to EU countries by the end of this year.

A large number of small dairy industries with limited conditions for development, insufficient milk reception and cooling units, and lower quality raw materials are the main problems facing the dairy industry in Serbia.

In 2009, USAID in partnership with Veterinary Administration, Ministry of Agriculture, Forestry and Water Management and USDA began work on harmonization of the Serbian veterinary certificates with requirements for importing into the United States. This activity resulted in harmonization of the veterinary certificates between two countries, thus creating conditions for export of Serbian dairy goods to the U.S. market.

USAID supported the presentation of the Sabac Dairy at the Fancy Food Fair in New York, and helped this company in demanding preparations and labeling of the products according to the standards of the importing country.

At today's press conference, Louis Faoro, USAID Agribusiness Project Chief of Party, said that USAID will continue to work together with Serbian dairies in order to place their products on EU and Russian markets. „ We hope that the Sabac Dairy will be a role model and encourage other smaller dairies to start looking for new, larger markets“.

Strategic orientation of the USAID Agribusiness Project is aimed at cooperation with dairies and national and regional institutions as to identify measures to improve the dairy sector in Serbia. The following activities are being carried out: farm management improvement; establishment of the regional centers for education of milk producers; programs for improving the efficiency of the processes in dairies; establishment of the dairy clusters based on the common interests in order to create distinctive authority in dairy industry.

Sabac Dairy has been operating for over 70 years; it joined „Farmakom MB“ in 2004, following privatisation. Prior to privatisation, the dairy produced around 100 tons of milk per day, and now, it amounts to 260 tons of milk daily. The enhancement of the dairy and its production process never ceases, and bearing in mind the incessant investment inflow and capacity increase, it is realistic to assume that the dairy will soon start processing 400 000 liters of milk on a daily basis.

For additional information about **USAID Agribusiness Project**, please visit our Internet presentation at [www.agrobiznis.net](http://www.agrobiznis.net) or contact Ana Martinovic, Communication Adviser on phone number +381 11 243 66 11.

For additional information on **Sabac dairy** visit their web site [www.mlekarasabac.com](http://www.mlekarasabac.com).

