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PRESS RELEASE

USAID HELPS DEVELOP FIRST DATABASE OF ORGANIC PRODUCTION IN SERBIA

BELGRADE – On March 25, 2019, the National Association for Organic Production “*Serbia Organica*”, presented new database on organic production in Serbia. This modern, tailor-made database was developed with support from USAID’s Competitive Economy Project and will inform stakeholders in the organic production sector about organic growers` location and production capacities. In addition, the database will enable suppliers and organic food processors to enhance production efficiency and meet demands of international buyers.

At the press conference, representatives of “*Serbia Organica*” presented functionalities of the platform. “Database of organic production is a comprehensive and unique tool, providing users with all relevant data on organic producers, processors, assortment, quantities and standards. Its most important feature is that any user can find necessary information for their business in one location, whether it is data on raw material, possibility of cooperation, or a trade opportunity. Since March 2019 approximately 100 operators have been registered in the database”, said Ivana Simić, General Secretary of “*Serbia Organica*” and encouraged others to follow the suit in the coming months.

“USAID supported the development of this platform since there is a need for better visibility of organic production and stronger connection between key industry players. Looking long term, developed business networks would increase in production volumes and improve competitiveness of Serbian products in foreign markets,” stated Aleksandar Pavlović, Chief of Party of USAID’s Competitive Economy Project.

“Organic products, though making up approximately one percent of the world’s food market, are becoming increasingly popular. This database with access to a wide range of data on organic producers, their products and capacities, is of great importance as it will provide us with useful information for further development of the organic sector in Serbia, which is one of the priorities of Ministry of Agriculture, Forestry and Water Economy”, said Branislav Raketić, Head of Group for Food Quality and Labeling, Ministry of Agriculture.

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Since 2001 USAID has invested more than \$811 million to stimulate economic growth, strengthen the justice system and promote good governance in Serbia.

For more information, visit <http://serbia.usaid.gov>