

## PRESS RELEASE

### **Serbian Oblachinska Cherry is a Big Opportunity for Sales Increase and Promotion of Local Quality Products**

**BELGRADE, June 17, 2020** – Desing company, with the support of USAID Competitive Economy Project, organized the kickoff event to launch the Center for the Development of Innovative Products Made of Oblachinska Cherry. The Center's main activities are focused on the development and promotion of high-quality and healthy products made of this fruit and the promotion of Serbian brand "Oblachinska Cherry" in domestic and international markets which will add value to the products, and consequently lead to increased sales and exports.

"Although there was no concerted effort to work on creating the "OBLACHINSKA" brand, it is recognized globally, but only with industrial processors. The goal is to present Oblachinska in a clear manner to end consumers, so that those buying a product made from this variety of sour cherry would know that they get something special and exceptional", said Miodrag Tomić, director and owner of Desing.

"Oblachinska represents about 85% in the total sour cherry production in Serbia. The high content of dry matter, favorable ratio of sugars and acids, relatively easy pitting, good fruit firmness and extremely high-quality aromatic taste make it a variety of exceptional quality. Polyphenolic compounds are the most important biologically active compounds of Oblachinska. They are characterized by exceptional antioxidant, anti-inflammatory and antitumor activity, and a large number of scientific publications attest to that", explained Dr. Mile Veljović, President of the Food Technology Council of Serbia.

"Placing the focus on Serbian autochthonous fruit varieties is a great opportunity for domestic agriculture and the food industry. In addition to clear economic benefits through higher level processing and marketing of Oblachinska cherry products, this activity will also help Serbia to better position itself as a brand in the world market. Authenticity, tradition and quality are values that find place among both local and foreign consumers, "said Aleksandar Pavlović, Director of USAID Competitive Economy Project.

In the coming period, the Center for the Development of Innovative Oblachinska Cherry Products will focus on attracting producers from the agri-food sector in order to jointly promote the products and enter new markets. It will be followed by free-of-charge trainings on food technology and safety, innovation, marketing and promotion, access to markets and sales strategies. More information about the trainings and future activities can be found here: <http://www.desingtastecenter.org/>

**CONTACT:** For more information about the work of Center for the Development of Innovative Products Made of Oblachinska Cherry, please contact Marija Tomić, at 064 640 3205 or [marija.tomic@desing.rs](mailto:marija.tomic@desing.rs). For more information about the event, please contact Snežana Tučev at 062

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