

Serbia is becoming a major raspberry and cherry producer

Serbia is growing as a fruit producer region. Many Italian operators have built relationships with the nursery and sorting machine sector in particular.

"Serbia's main product is plums destined to the drying industry, of which it grows 550,000 tons every year. They are followed by apples with 370 thousand tons and cherries with 25,000 tons (which will become 100,000 when new orchards will become productive). Volumes of strawberries and blueberries are also increasing. Vojvodina is the leading fruit and vegetable producer in Serbia," explains Macfrut President Renzo Piraccini.

Raspberries are a major resource for Serbia, the leading global producer.

Together with Director Luigi Bianchi, Piraccini went to Serbia to present Macfrut 2018. The event was organised in collaboration with the Federation of Serbian Consortia and Sermac.

Fruit cultivation is expanding in Vojvodina, especially when it comes to apples, cherries and soft fruit. Thousands of hectares have been planted over the past few years and most of the produce is shipped to Russia. Serbian producers are interested in Macfrut because they are interested in Italian nurseries and technologies as well as in new outlets.

"Numerous visitors from Serbia and other Balkan countries such as Macedonia and Croatia are expected the the next edition of Macfrut."

This last "mission" is the end of the long tour to present Macfruit in four continents. North America: Miami (Banana Congress) and New Orleans (Fiera PMA). South America: Peru, Chile and Colombia (Partner Country for the 2018 edition). Africa: Zambia, Ethiopia, Uganda and Tanzania. Asia: China, Uzbekistan, Kazakhstan and Hong Kong. Middle East: Dubai (Wop). Europe: Spain (Fruit Attraction), Germany (Fruitlogistica), Bulgaria, Serbia and Croatia.

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