

# MARKETING STANDARDS FOR FRUIT & VEGETABLES

Achivement in 2023 and Work plan in 2024/25



Ministry of Agriculture,  
Forestry and Water  
Management






Sector for Agrarian Policy

*Group for Fruit and  
Vegetables production and  
trade*

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## BEFORE 2023

-  Law of Organization of the Agricultural Products Market (Official Gazette Republic of Serbia, No.67/2021) enacted in June, 2021.
-  The law defines the CMO of all sectors of agricultural production: arable crops, livestock, fruit & vegetable production, wine production, etc.
-  This Law lays down specific provisions concerning F&V sector as:
  - 1. Marketing standards** (definition, register, inspection control) – 3 rulebooks
  - 2. Producer organization** (establish PO and developing PO through operational program) – 1 strategic document + 1 rulebook
  - 3. School scheme for fruit, vegetables**, milk and milk production  
- 1 strategic document + 1 rulebook
-  This Law provides the **basis for creating three Rulebooks** regarding the marketing standards for F&V which will be in accordance with EU regulations.
-  We have support in the drafting CMO legislation through the Twining IPA project, which started on May , 2022 and will be finished at the end of this year.

# ACHIVEMENT IN 2023

## 1 - Rulebook on marketing standards for fresh fruit and vegetables

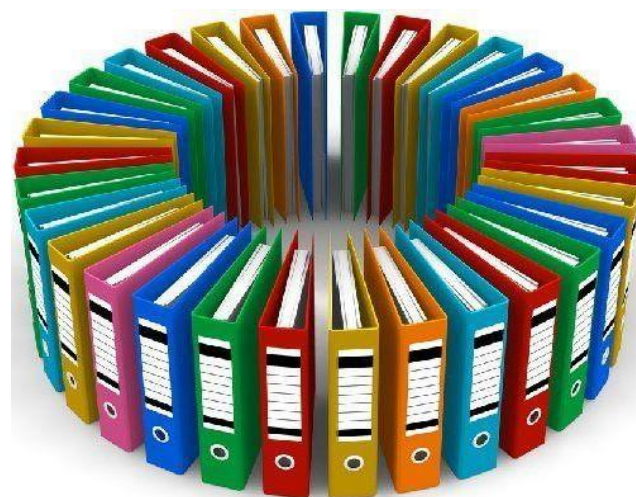
- 🍎 Draft version was prepared with EU experts from Twinning project.
- 🍎 Relevant EU regulations are: EC - 1308/2013, EC 543-2011; EC-1333/2011 and EC- 428/2018.
- 🍎 The plan is to adopt the rulebook in **2024**. Establish a working group with relevant state services and representatives of business entities and refine the draft version into the final version.
- 🍎 **Rulebook defines:**
  - the minimum requirements of general and 11 specific standards;
  - quality parameters and ranking in classes;
  - declaration and labeling of fresh fruits and vegetables;
  - exceptions where standards are not apply;
  - presentation and labeling of F&V mixtures.



# ACHIVEMENT IN 2023

## 2 - Rulebook on the Register of fruit and vegetable traders

- 🍎 Draft version was prepared with EU experts from Twinning project.
- 🍎 Relevant EU regulations are: EC - 1308/2013 and EC 543-2011.
- 🍎 The plan is to adopt the rulebook in **2024**. Establish a working group with relevant state services and representatives of business entities and refine the draft version into the final version.
- 🍎 **Rulebook defines:**
  - conditions for registration in the Register;
  - content of the Register;
  - procedure of control traders;
  - conditions for registration Approved traders.



# ACHIVEMENT IN 2023

## 3 - Rulebook on control of compliance of F&V with marketing standards

- 🍎 Draft version was prepared with EU experts from Twinning project.
- 🍎 Relevant EU regulations are: EC - 1308/2013 and EC 543-2011.
- 🍎 The plan is to adopt the rulebook in **2025**. Establish a working group with relevant state services and representatives of business entities and refine the draft version into the final version.
- 🍎 **Rulebook defines:**
  - procedure on control of compliance of F&V with marketing standards;
  - competences of the inspection service - agricultural and phytosanitary;
  - competence of authorized Control body;
  - competence and supervision of Coordination Body;
  - content and issuing Certificate of Conformity.



## WORK PLAN FOR 2024/2025

- 🍎 Adopted Rulebook on marketing standards for fresh fruit and vegetables - 2024;
- 🍎 Adopted Rulebook on the Register of fruit and vegetable traders – 2024;
- 🍎 Announce a public call to establish and develop the software for the Register of Fruit and Vegetable Traders – 2024;
- 🍎 Adopted Rulebook on quality checks control of fresh F&V with marketing standards – 2025;
- 🍎 The establishment of the Register of fresh Fruit and Vegetable Traders - 2025;
- 🍎 Education and training inspectors and control body for quality control of marketing standards – 2024/2025;
- 🍎 Education and training producers and traders for marketing standards and quality control – 2024/2025;
- 🍎 Information campaign on benefits which will have producers/traders with implementing marketing standard for F&V;
- 🍎 Strengthening of administrative capacities of the MAFWM.

*Ministry of Agriculture, Forestry  
and Water Management  
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**Thank you**