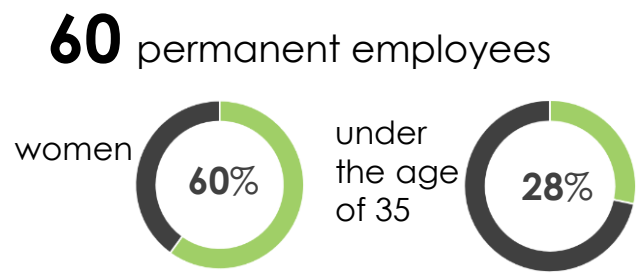


Processed Fruits & Berries Serbia



Sustainability Impact at Origin

26% increase in farmers under the age of 35 since 2018



414 smallholder farmers



35 seasonal employees



1390 hectares of organic certified land



Going Beyond Organic

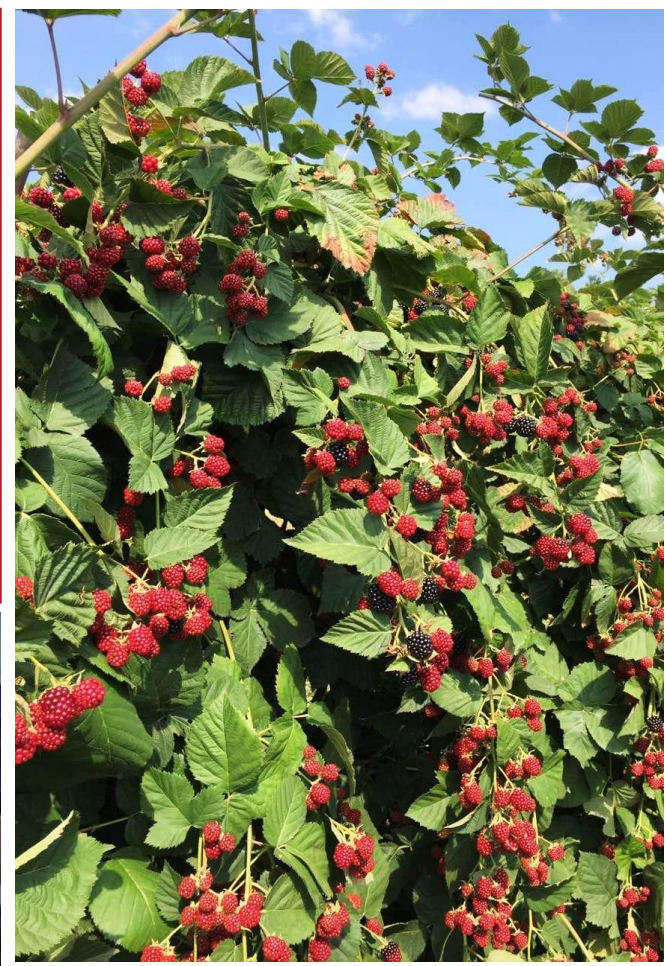


- Creating resilient, equitable, and environmentally-secure food systems
- Driving sustainable and market driven development at source
- Measurable social and environmental impact for farmers, workers, and communities worldwide
- Contributing to the UN Sustainable Development Goals



Our impact on farmers and beyond

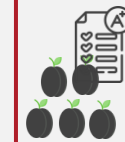
In 1996, Tradin Organic joined forces with Midi Organic, a local family business specialized in the processing of a variety of fruits and berries in Serbia. By offering technical assistance and financial support, the partnership has developed into a fruitful sourcing project that benefits many farmers and employees. The farms and orchards are located near the slopes of the Kopaonik mountain and the hills of Southern Serbia, offering a perfect terrain and climate to grow organic berries, cherries, plums, quince, apples, and pears. The four processing facilities located near the sourcing area offer stable prices to the farmers and secure jobs for 60 permanent and around 35 seasonal employees in the predominantly agricultural region.



All figures are from 2020

Full Traceability and High Quality: From Farm to Factory to Customer

In 2019, Tradin Organic has been involved in the construction of an additional processing facility producing single strength aseptic purees and puree concentrate that complement the product portfolio, and which enable customized ingredients for the European and US market. Strategically located at the heart of the sourcing regions, the 4 facilities of Midi Organic can process the produce within hours of harvest, which preserves the aroma, taste, and nutrients. To ensure high-quality ingredients, the locally-stationed agronomists visit each farmer before the harvest season and take samples to assess the quality and organic integrity of the produce.



Production of IQF fruits, dried prunes, purees and puree concentrates.

In the processing facility, the fruits are sorted and graded, washed, processed, packed and finally checked with a metal detector before being prepared for export.

Social and Environmental Impact

Technical assistance



We provide technical assistance to optimize efficiency and quality of our factories' operations. Together with our locally-stationed agronomists, interested farmers are integrated in our certification program, and receive inputs and training on good organic practices to ensure organic integrity and increase farm productivity.

Certification



Our fruits and berries not only comply with international organic regulations but are also KRAV certified and SMETA audited. This guarantees organic fruits which are produced with minimal impact on the environment, protected biodiversity, and fair working conditions on both the farms and in the processing facilities.



Preserving Traditions



In Serbia, the cultivation of soft fruits has a long tradition. Our fruits and berries are grown by small-scale farmers who, together with their families, have managed their farms and orchards organically for generations. We offer those farmers a stable source of income in addition to an organic premium.

