

Gefördert durch:



Bundesministerium für
Ernährung, Landwirtschaft
und Verbraucherschutz

aufgrund eines Beschlusses
des Deutschen Bundestages



Croatia on its way towards the European Union

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Potential und Prospects of the EU Fresh Fruit Business

Fresh Fruit Market Croatia

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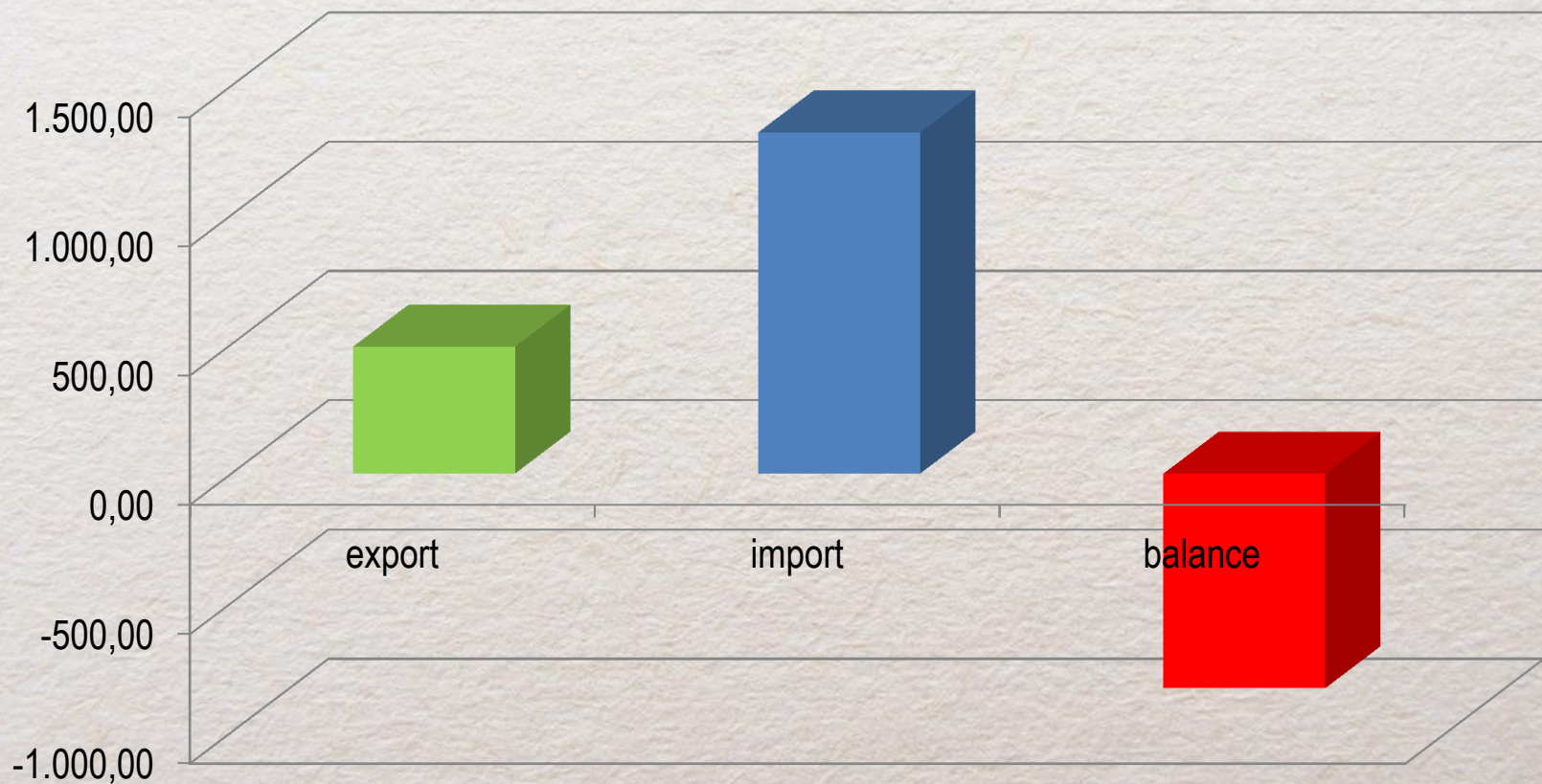
Ready for EU?



Fragaria

Croatia and EU – Trade balance of Agriculture & Food processing industry

2011 (in mil €)



Disadvantages

- small and defragmented production
- unorganized producers
- insufficient post harvesting facilities
- insufficient processing capacities
- insufficient supporting industry
- high VAT rate

Advantages

- close to potential markets
- climate advantages
- tourism
- new source of fresh fruit for EU consumers

What we should do

- grouping and strengthen producers through Producers group and Producers organisation (according EU Directive 1234/2007)
- investment through PG and PO in all level of production
 - primary production
 - post-harvesting
 - processing
- equalise VAT rate in agriculture with EU level

Achieving goals

- agriculture and RD budget available:
 - 373 mill EUR for direct payments
 - 352 mill EUR for rural development
- few companies are in process organizing producers in PG
- they already have export line to EU markets

Main problems

- Commission implementing regulation (EU) No 302/2012, Article 47, paragraph 4 – „*The total expenditure for the Union contribution towards aid as referred to in Article 103a of Regulation (EC) No 1234/2007 shall not exceed EUR 10 000 000 per calendar year on the basis of the notifications referred to in Article 38(4)*”

- no approval of proposal for a budget on support for rural development by the European Agricultural Fund for Rural Development (EAFRD)

Solving the problem

- exclusion from EC treatment referred to EU regulation No 302/2012, Article 47, paragraph 4;
- ways and means advances for supporting planned investment according the Recognition plan

Fragaria and EU

- gathering more than 200 producers
- managing more than
 - 20.000 tons of fresh apples
 - 8.000 tons of different kind of vegetables
 - 2.000 tons of Satsuma tangerines
 - 1.000 tons of different kind of soft fruits
- post harvesting facilities

Certificates and expertise

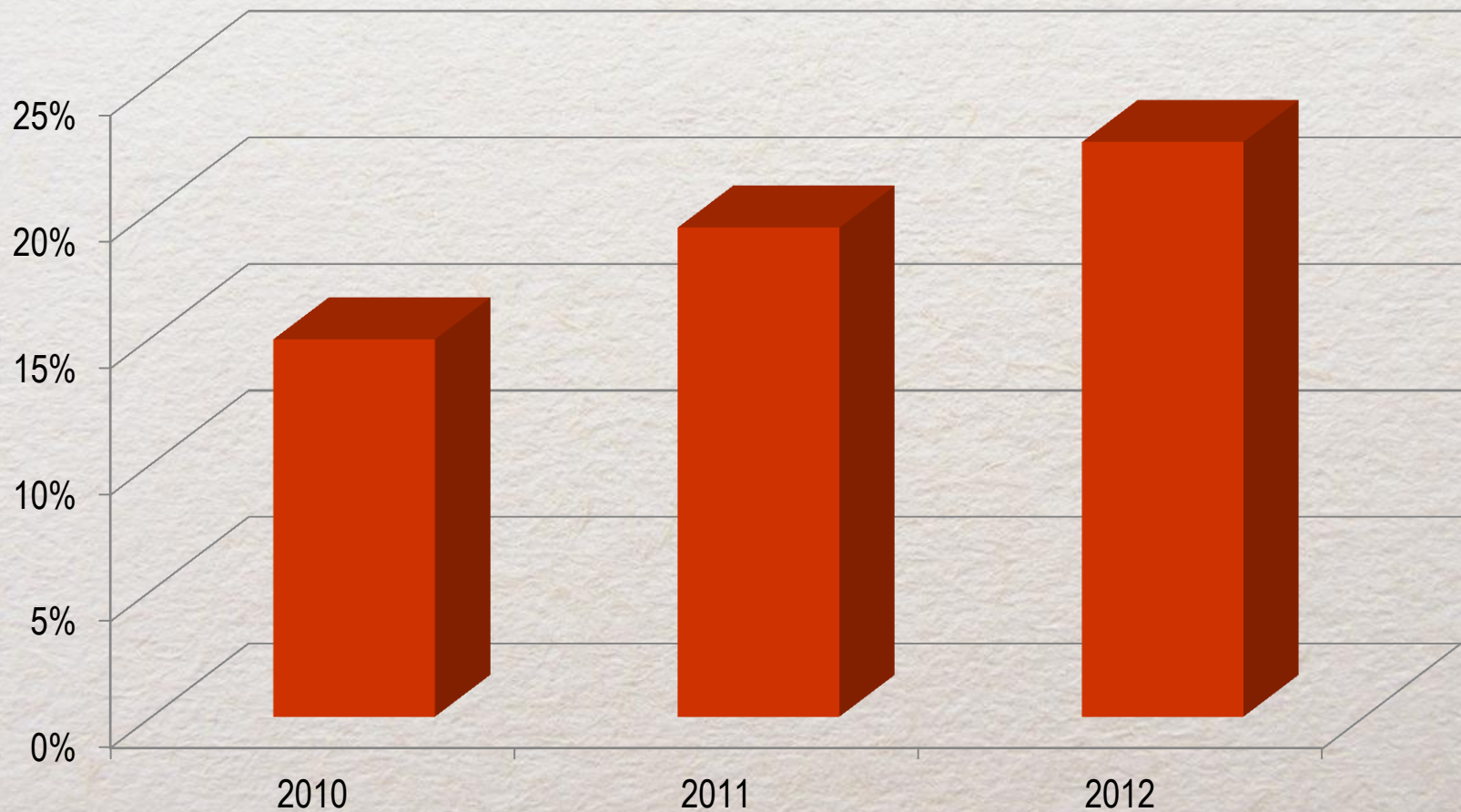
- Respecting the processes of good and responsible agricultural practice was our imperative from the very beginning;
- Fragaria is the first company in Croatia that implemented GLOBALG.A.P. into our fruit production. At this moment we are in process of doing the same for vegetables production;
- Our packaging and sorting facilities are equipped with state of the art technologies. All operations are controlled by standards of ISO 22000. We use only the most up to date methods in processing our products.

GLOBALG.A.P.
The Global Partnership for Good Agricultural Practice



Fragaria

Export revenue of Fragaria in total turnovers



Targeted products

- Satsuma tangerines
- some varieties of apples
- plums and peaches
- soft fruits for fresh market
- organic produce



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Thank you for your attention

Fragaria