

## Promotion of fruit from Zlatibor County on international fair in Berlin

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Fruit producers and processors presented their offer on international fruit and vegetable fair-Fruit logistic held from 8-12<sup>th</sup> February in Berlin.

Nine exhibitors from Zlatibor County take part on that manifestation and Regional Development Agency within the Private Sector Development Programme supported the promotion of domestic apple, plum and raspberry through fair representation of Association of fruit producers "Polimlje" Brodarevo-Prijepolje, Association of berry fruit producers "Zlatni breg" from Nova Varos and company for production of dried plum "Agrotex" from Arilje. Arilje municipality within the project "Arilje raspberry" supported fair presentation of raspberry producers and processors and other berry fruits from the territory of Arilje, Pozega and Ivanjica municipalities-cold storages Moravica, Drenovac and Berry from Arilje, cold storage Flora from Ivanjica and Frigo paun from Pozega and blackberry producer Ljubisa Milijanovic from Arilje.

Berlin fair is one of the most famous fair of fresh and dried fruit and vegetables that each year visit about 60000 visitors from the whole world, over 2500 exhibitors from about 80 countries promotes their fruits and vegetables. Fruit logistic is one of the most important fair thus for Zlatibor County producers and the producers from Serbia, because Germany and other Western European countries show a large interest for domestic fruit especially for raspberries. Our aim is to extend the markets for domestic apple and plum from Eastern Europe on EU countries.

During the first day of fair many visitors showed interest for the fruits from Zlatibor County thus large diversification of fruits offer and good quality and taste of fresh and dried plum, apple, raspberry, apricot, blackberries and other fruits offer from Zlatibor County.