



SERBIA



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Strengths - raw materials grown ecologically with personal control, products of original recipes, quality in the first place

My guiding thought is to create a blend of modern and traditional products. I make a combination of healthy and delicious. My mission is to create healthy and delicious products. Healthy food, healthy life.

How did Mara's Pantry come about? I first heard about chokeberry a couple of years ago, when I started consuming it on the doctor's advice for immune recovery. It was hard for me to eat it fresh because it is harsh, so I blended it into my mix of fruit detox salads with ginger and honey. I quickly came up with the idea of how great it would be for something healthy to be tasty, so I used my experience as a technology engineer to create products. We planted berries on the family farm in Ruski Krstur and started production. Thus was born the idea of Mara's Pantry... I rounded out the process – from the field to the jar. From the field, where I grow chokeberry and other berries with a lot of love and attention, the fruits end up in jars of delicious sweets – jams, fruit spreads and juices.

Tasty corner d.o.o. I founded in December 2018 to market products.

When you prepare something, the essential spice is love. I like to say: "Don't pick green apples because they will be sweet and beautiful later". This job requires time, dedication and patience. Be informed and follow modern trends because that is the only way you can succeed.



MARIJA ĐURIĆ

MARA'S PANTRY & TASTY CORNER d.o.o.

Maršala Tita 87, Ruski Krstur (Serbia)

www.facebook.com/marinspaiz

www.marinspaiz.rs



As a family, we are dealing with agriculture for several years, and we always focus on direct sales primarily to customers in the local community. I am a registered agricultural producer of strawberries. In addition to this berries fruit, on the family farm, together with my husband Nikola, we grow seasonal vegetables - potatoes, cabbage, onions, tomatoes, etc.

I had several attempts at my work. I first started growing raspberries. However, this proved to be the wrong choice. Problematic sales and low prices forced me to give up the raspberries, so I reoriented myself and planted strawberries on the land where the raspberries were. This production gives satisfactory results for now. At the very beginning, I set high standards and always try to maintain them despite the problems I face. Besides, strawberry is one of the most delicious morsels – at the time of ripening, it is a regular and welcome fruit on almost every table. We pay great attention to small local customers, who can praise our products first hand. Besides, freshness, sweetness and fragrance are significant for customers, and they get quite lost by selling fruit in markets and shops. Those who buy once regularly return to buy our strawberries...

We are committed to direct sales, and in that, we are greatly helped by social networks through which we promote our products and inform customers. Besides, in 2020, we started selling from the estate, at the stand from home. At our stand, we sell our agricultural commodities, but also the products of other local farmers. Thus, fresh agricultural products come from our shelves to the kitchens and homes in our local community. Our stall is gradually developing into a small shop of agricultural commodities - fresh fruits and vegetables and processed products such as marmalades, jams, juices, pickles and the like.

DRAGANA ANTONOVIĆ

PG ANTONOVIĆ

PG ANTONOVIĆ IS ENGAGED IN THE PRODUCTION AND SALE OF FRUITS AND VEGETABLES

Novi Bečej, Serbia

facebook.com/groups/225590969015860



Health food shop

In 2018, my husband and I bought an old orchard that we landscaped and rejuvenated. This process of renewal continues, so that every planting season we renew old trees and plant new fruits. We opted for a 'mixed orchard' in which we grow several plant species that grow together and that make the orchard a stable and fruitful ecosystem. We try to take care of the orchard while applying the principles of sustainability, respecting the environment and people, so any fruit and plant species are welcome in our orchard if it is useful for the orchard. It is important that the orchard as such be healthy, stable and diverse, and thus fertile while preserving biodiversity and balance with nature. We grow cherries, apricots, pears, blackberries, and the most common are apple trees. Our activity is primarily focused on growing and directly selling fresh fruit through a health food store owned by my husband. In this way, we have combined production and sales through the family business, and we always supply the local market with fresh and healthy fruits, while supporting and promoting a short supply chain and direct contact between producers and consumers.



NEVENA POPOV

MD BIOTIKA and PG NEVENA POPOV

Novi Bečej, Serbia

facebook.com/mdbiotika



Women's Market is rich and diverse, contains several product categories: flour and flour products, eggs, meat and meat products, honey and bee products, organic products, vegetables and seedlings, dairy products, fruit and vegetable products, homemade winter fruits and vegetables - ajvar, turšija, pickles, homemade jam and compote, homemade juices, liqueurs and wines, spices and herbs, fruits and seedlings, dried fruits, and the like (all in a total of 15 product categories).

The working principle is simple, and in addition to online shopping, delivery to customers in the Kolubara district and the capital is also possible. 22 female farmers from the territory of Valjevo, Ub, Lajkovac, Mionica, Ljig and Osečina sell their products in this way.

The online store Women's Market (<https://zenskapijaca.rs/>) is owned by the Association of Women Farmers of Kolubara District, and its launch was supported by the Women's Association of Kolubara region. By buying on this platform, small female producers from the territory of the Kolubara district are directly supported.



WOMEN'S MARKET - KOLUBARA DISTRICT (ASSOCIATION OF WOMEN FARMERS OF THE KOLUBARA DISTRICT)

Kolubara district, Serbia

facebook.com/zenska.pijaca

instagram.com/zenska.pijaca

www.zenskapijaca.rs

