



Geographical Indication Product Database - Step 1-

Ariljeski Malina – Raspberries from Arilje

SOURCE :

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DESCRIPTION :

1. NAME OF PRODUCT : Ariljeski malina (Raspberries from Arilje)

2. COUNTRY AND REGION IN THE COUNTRY: Serbia

3. TYPE OF PRODUCT : (including the possible substitutes and imitations of the product)

Arilje is the main area in Serbia for the production Raspberries (malina). If you say Arilje, everybody think “malina”. However the raspberries produced in Arilje are not local varieties: willamet (USA) and meeker (western Europe).

It also not a very old history. Arilje is a mountainous municipality, mainly dedicated 50 years ago to cattle breeding and fruits production (apple/plumbs). The intensive and commercial production of raspberries started in the early seventies but the municipality is now highly specialized in this production. More than agriculture, raspberry is a culture and a social phenomenon in Arilje (see below). If Arilje was a country it would be the fifth bigger producers of raspberries in the world.

4. DESCRIPTION OF THE PRODUCT AND ITS AREA (including its specific characteristics, conditions of production, main differences with the substitutes) :

Arilje is located in the valley of the river Moravica. As a matter of fact, raspberries are now produced in the whole valley of moravica meaning also in the neighbour municipalities of Ivanica and Pozega. This valley constitutes a coherent unit (same soil, same climate).

It is the first production area in Serbia, the two others being Valjevo and Kopaonik. Moravica valley remains the oldest, the biggest and the most famous.

5. LINK WITH THE GEOGRAPHICAL AREA (tradition, know how, reputation, soil, climate, etc.):

Further study is needed in order to determine the link with the geographical area. Is the success of this production linked to specific physical conditions or to the entrepreneurship of the inhabitants?

6. PRODUCTION SYSTEM / SUPPLY CHAIN (some data about the number of producers, processors, market structure) :


The annual production is about 20 to 25 000 tonnes meaning an annual income for the municipality of about 25 million euros (total production in Serbia was 92 000 tonnes in 2005). The municipality has 28 000 inhabitants and about 4500 persons are registered as raspberries producers. Meaning everybody, this is certainly one of the particularities of Arilje. Also the medical doctors, lawyers, shopkeepers are producing. The average surface is small (0.2 to 0.3 ha) and only 10% of the producers are considered to be professionals, making the essential of their income with raspberries.

This is possible due to the establishment of 60 small and medium cooling plants which are collecting the production and selling to specialized export companies located in Belgrade and Vojvodina. The export is controlled by a powerful association of cooling plants. Out of the 60 small and medium companies of Arilje only 3 are members of this association, the other being sub contractors.

95% of the production is exported, frozen, to western Europe. A very small part is processed locally (juice) and the remaining is sold in the Serbian greenmarkets and to the fruit juice company NEXT (Vojvodina)

7. MARKET AND REPUTATION (size, price premium, attractiveness, growth) :

Further study is needed to determine if Arilje is recognised as a GI by the European importers. One of the main concerns of the municipality and some professional producers is that the reputation of the product starts to suffer from the non professional methods of production and particularly the misuse of pesticides and fertilizers by the small

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producers. Competition is increasing and they consider that the image of the product needs to be improved in order to keep the market share of Arilje.

8. APPLICANT / HOLDER (IF ANY) :

Some young producers have created an association, ARI NOVA, providing technical support to the members. They are now considering entering in a registration process and are supported by the municipality. They know that a registration as a PDO is hardly possible and are therefore considering a PGI. The main objective of this registration process is neither the protection of the name nor the promotion of the product. By defining a strict code of rules they hope to change and to improve the practices of the producers, particularly regarding the use of pesticides and fertilizers. They also would like to diversify the production (export of fresh raspberries and local processing). Finally they believe that a PGI would give them a better position in front of the association of cooling plants.

However ARI NOVA is not representing the majority of the producers and local conflicts are to be expected.

RELEVANCE : Why is this case important for research in general and for SINER-GI in particular ?

Raspberry from Arilje is a success story in Serbia. Its registration as a PGI could have a strong impact in Serbia and encourage the registration of other products.

CATEGORY :

☐ Origin Product

☒ GI product

☐ Recognized GI