Global trends in the frozen and processed fruit and vegetables sector and impact on the Western Balkans food industry in 2023 and 2024

Remer Lane





Global Trends in Agriculture and Food

North America

- Climate impacts on production
- Sustainability and Environmental
- Clean Labels
- Health Claims
- Reduction in ultra processed foods
- Reduced sugars
- Changes to Organic Program

Europe

- European Green Deal Sustainable and Inclusive Agriculture Growth
- Sustainability Certifications coming
- EU Ag Policy Impacts
- Organic is now mainstream
- EU Expected to face difficult farmer transition period
- Crops of interest: Nuts, Preserved Fruits & Veg, Juices are decreasing

South America

- More interest from North to South Trade
- Continued Inflationary pressures
- Functional Foods
- Sustainability more focus on supplying Northern Hemisphere



Africa

- Health & Wellness Nutrition
- Plant Based Alternatives
- Convenience
- Local and Traditional Ingredients
- Sustainability Focused on EU requirements
- Climate Issues on farming

Asia / India

- Plant based diets
- Fusion Foods
- Health & Wellness
- Functional Foods
- Fermented Foods
- Sustainability and Ethical Sourcing has limited interest except in Japan.

Middle East

- Food Security
- Water
- Continued push for domestic production vertical, water, heat management, tech
- Climate Impacts
- Nutrition sugar reduction

Climate Change – consumers are becoming more aware of sustainability and the impact the production of a product has on the environment...however, if there are climate crisis's that seem overwhelming, consumers will turn to food security with little consideration to sustainability issues as they did during Covid

My Supply Chain

- Near-Shoring Supply Chains and Globally Diversified
- 12 Month Supply Options if not all fresh then semi-processed
- Logistics
- Vertical Integration
- Labor Issues and Worker Support
- Input Supply Verification Process with Supply Partners
- On-sight visits every 3-months
- Farmer Support GAP, Training, Inputs, Standards
- Direct Financial Support, When Necessary, with Advances
- Own Farms When Necessary
- Climate, Sustainability, Water, Waste-Water, Environment

Serbia Export Highlight vs Global Trends **Preserved Products**

5-Year CAGR Quantities

HTS #	Product	Serbia Export Growth	Serbia Top Export Market	World Import Growth	Top Import Market	Top Import Growth Market
2001	Pickles	17%	Germany 90%	3%	USA 14%	China 51%
2002	Tomatoes	30%	Croatia 206%	3%	Germany 4%	Turkiye 131%
2003	Mushrooms	25%	Italy 17%	4%	USA 5%	Hong Kong 52%
2009	Fruit Juices	1%	Austria 4%	0%	USA 0%	Turkiye 39%
2005	Preserved Vegetables	6%	BiH 23%	2%	USA 8%	Kyrgyzstan 97%
2007	Jams / Purees	4%	Germany 2%	3%	USA 12%	Finland 62%

Serbia Export Highlight vs Global Trends Vegetables

5-Year CAGR Quantities

HTS #	Product	Serbia Export Growth	Serbia Top Export Market	World Import Growth	Top Import Market	Top Import Growth Market
071080	Frozen Pepper & Mushrooms	-16%	Italy 13%	0%	USA 2%	Guatemala 85%
071040	Frozen Sweet Corn	8%	Turkiye ?	3%	Japan -1%	Turkiye 125%
071021	Frozen Peas	-9%	Turkiye 268%	-1%	USA 4%	Turkiye 93%
071290	Dried Vegetables	7%	Germany 6%	2%	USA -2%	Israel 164%
071239	Dried Mushrooms	10%	Italy 6%	-14%	Thai -16%	USA 17%
070959	Fresh Mushrooms	9%	Italy 16%	-2%	Italy -18%	Sweden 46%
070960	Fresh Peppers	10%	Croatia -9%	3%	USA 3%	Austria 12%
070951	Fresh Mushrooms	76%	Macedonia 116%	2%	USA 10%	Ireland 120%
0707	Cucumbers	6%	Germany 16%	1%	USA 4%	Ukraine 29%

Serbia Export Highlight vs Global Trends Fruits

5-Year CAGR Quantities

HTS #	Product	Serbia Export Growth	Serbia Top Export Market	World Import Growth	Top Import Market	Top Import Growth Market ^{**}
081120	Frozen Rasp/Black	-12%*	Germany -13%	-1%	Germany -4%	Lithuania 20%
081190	Frozen Cherries	5%	Germany 0%	5%	USA 5%	China 31%
081110	Frozen Straw	13%	Germany 8%	5%	USA 17%	China 31%
0808	Fresh Apples	-2%	Russia -7%	0%	Germany -3%	India 13%
081320	Dried Prunes	18%	Netherlands 95%	0%	China 31%	China 31%

* Serbian Export Growth based on 5-Year Data 2019-2023 Estimated

**Top growth Market selected based on ready access for Serbia

Serbian Frozen Raspberries

- Primary European Competition: Poland & Ukraine
- Current Market Offers: 24 / 01 / 2024
 - Serbia 2.30 Euro 2.50 Euro / Kg (up from a low of 2.10 Euro / Kg in Dec) for Rolend Quality
 - Poland Avg. 2.30 Euro / Kg
 - Ukraine: 2.20 Euro 2.40 Euro / Kg
- Low Fall prices from Poland and Ukraine depleted inventories.
- While Serbia has raised prices due to reduced inventories in Poland and Ukraine, there are no new buyers accepting the current pricing. Current exports are contractual deliveries.
- International Buyers are still paying attention to the financial issues facing the Serbian industry and the lack of solutions.
- Even if there is a continued moratorium on bank payments, there will be no working capital available for the 2024 season for operations or to purchase new season harvest.
- Serbia is expected to continue to lose market share unless the payment scheme for farmers is revised to a market system without government intervention.
- From 2019-2023, Serbian exports of IQF Raspberry are projected to have a -12% CAGR. Down from a 5-year high of 114,000 MT to approximately 68,000-70,000 MT.

Source: Market Interviews, ITC Trade Map, Media Reports

Serbia Export Highlight vs Global Trends Fruits

5-Year CAGR Quantities

HTS #	Product	Serbia Export Growth	Serbia Top Export Market	World Import Growth	Top Import Market	Top Import Growth Market
080940	Fresh Plums	11%	Russia -18%	3%	China 13%	Saudi 24%
080930	Fresh Peaches	-11%	Russia -26%	-4%	Germany -8%	Russia 19%
080929	Fresh Cherries (Sweet)	0%	Russia -11%	10%	China 20%	Poland 40%
080921	Fresh Cherries (Sour)	-9%	Russia 1%	-8%	Russia 22%	Portugal 332%
080910	Fresh Apricots	20%	Romania 10%	-5%	Germany -6%	Spain 18%
081040	Fresh Blueberries	61%	Russia 28%	14%	USA 9%	Netherlands 29%
081010	Fresh Strawberries	-12%	Russia -13%	4%	USA 12%	Romania 22%
081020	Fresh Raspberries	-21%	Austria -20%	20%	USA 39%	Saudi 29%
080221	Hazelnuts	308%	Italy 308%	18%	China 20%	Austria 110%

THANK YOU!



