



Opportunities for suppliers of fruits and vegetables from the Western Balkans to European wholesale markets

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Добро вече.

Захваљујем се организаторима на позиву, али и свима вама који сте овде да погледате моју презентацију.

Пошто мој српски још увек није довољан, дозволићете ми да наставим на енглеском



Objective of this presentation

- Wholesale Markets: Key Players in the European Fresh Produce Supply Chain
- Western Balkans products in the European Wholesale Markets
- Challenges and Opportunities for Western Balkan F&V Suppliers



World Union of Wholesale Markets

WUWM is the largest global network of wholesale markets and actors in fresh food products.



wuwm.org

Wholesale market represent one of the most crucial links in the food supply chain

- meat
- fish
- fruit & vegetables
- dairy
- flowers



- open-air markets
- modern distribution
- retailers
- the HORECA segment
- out-of-home catering
- school canteens

Equilibrium price

They are guarantors of freshness and quality



The fresh food wholesale markets in Europe



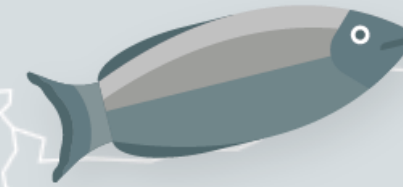
200M
consumers/day



150k
jobs



25M tons
fresh produce
(40% of the fruit &
vegetable supply)



1M tons
per year
(10% of fish &
fish products
supply)



1M tons
per year
(2% of meat &
meat products
supply)



The roles of wholesale markets in Europe



Enhance local production



Reduce environmental impacts



Social benefits



Economic benefits

The WUWM's European Group :

- 110 wholesale markets representing 22 different EU countries.
- 25.000 retail markets (including open-air/street and covered markets)



Conclusions of
Surveys and field studies in
WUWM European Members
to indicate
challenges and opportunities
for Western Balkan Fruit and
Vegetable Suppliers



Main products from Western Balkan inside European Wholesale Markets



France : Rungis Wholesale Market

Black trumpet mushrooms from **Bosnia and Herzegovina and Croatia** are delivered through the Muscherum wholesaler, constituting 2% of their total tonnage.



Greece: Athens Wholesale Market

Periodically imports berries, tomatoes
Meat from **Serbia** used to be considered as very high quality some years ago.



Romania

Cabbages / peaches / nectarines / apricots from the **Western Balkans** are popular to Wholesale markets, but not in regular basis



Turkey: Istanbul

They have imported 173 tons of persimmon from **North Macedonia** in 2023.

The Serbian Success Story in European Wholesale Markets



The Plum



**Problems spotted to
Fruit & Vegetables from West Balkan
during the Survey to European Wholesale Markets.**

Transportation esp. of red fruits and berries to wholesale markets of Northern Europe is **challenging** due to the fragility of the products and the lengthy transfer process from western Balkans.



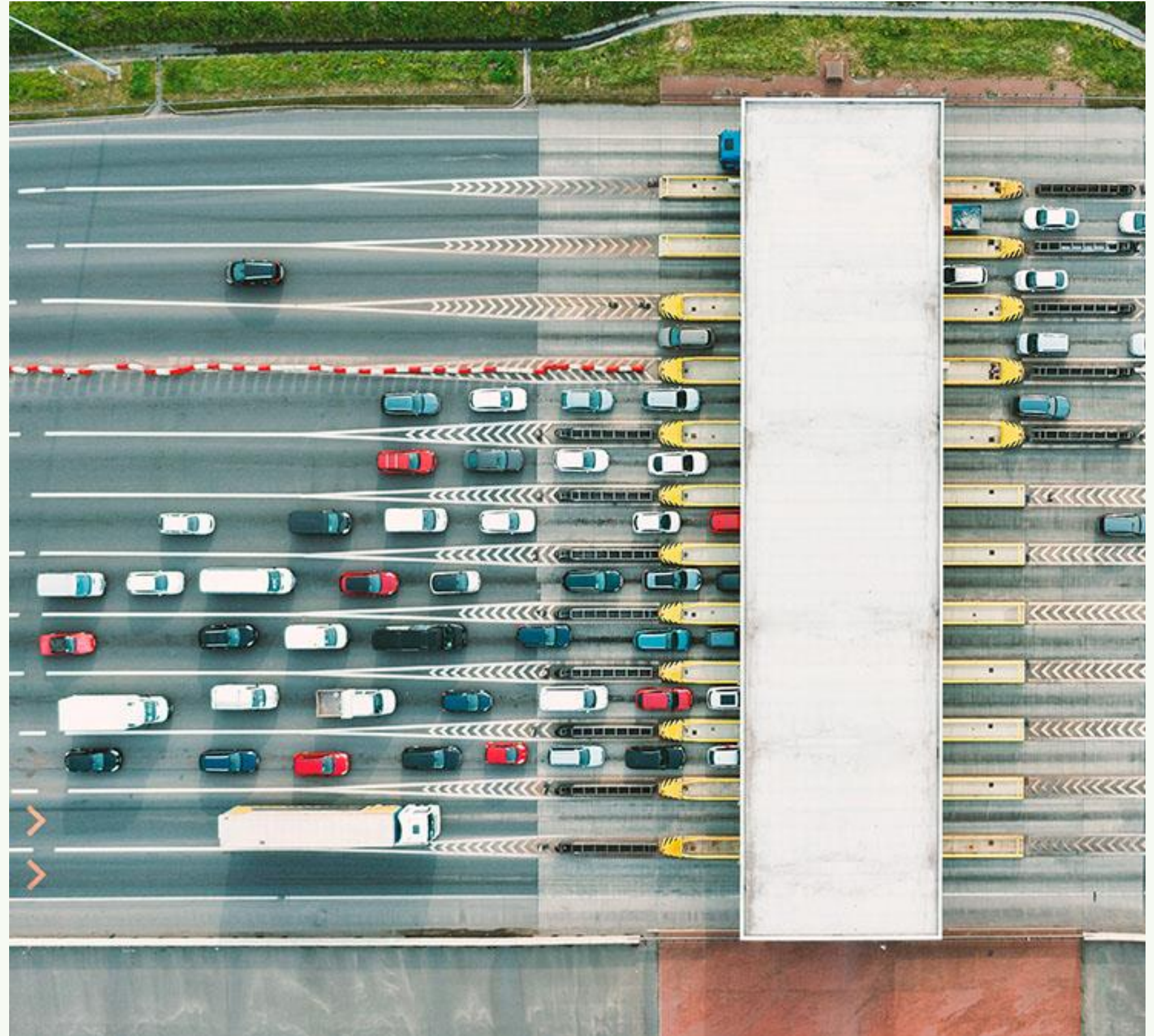


Lack of standardization **leads to unequal qualities of lots.**
Wholesalers and Supermarkets
require the most homogenized
product possible.



The combination of Low standardization and transportation faults usually results in products that come to the target market **very close to ripening quality**. So they have to be distributed very fast.

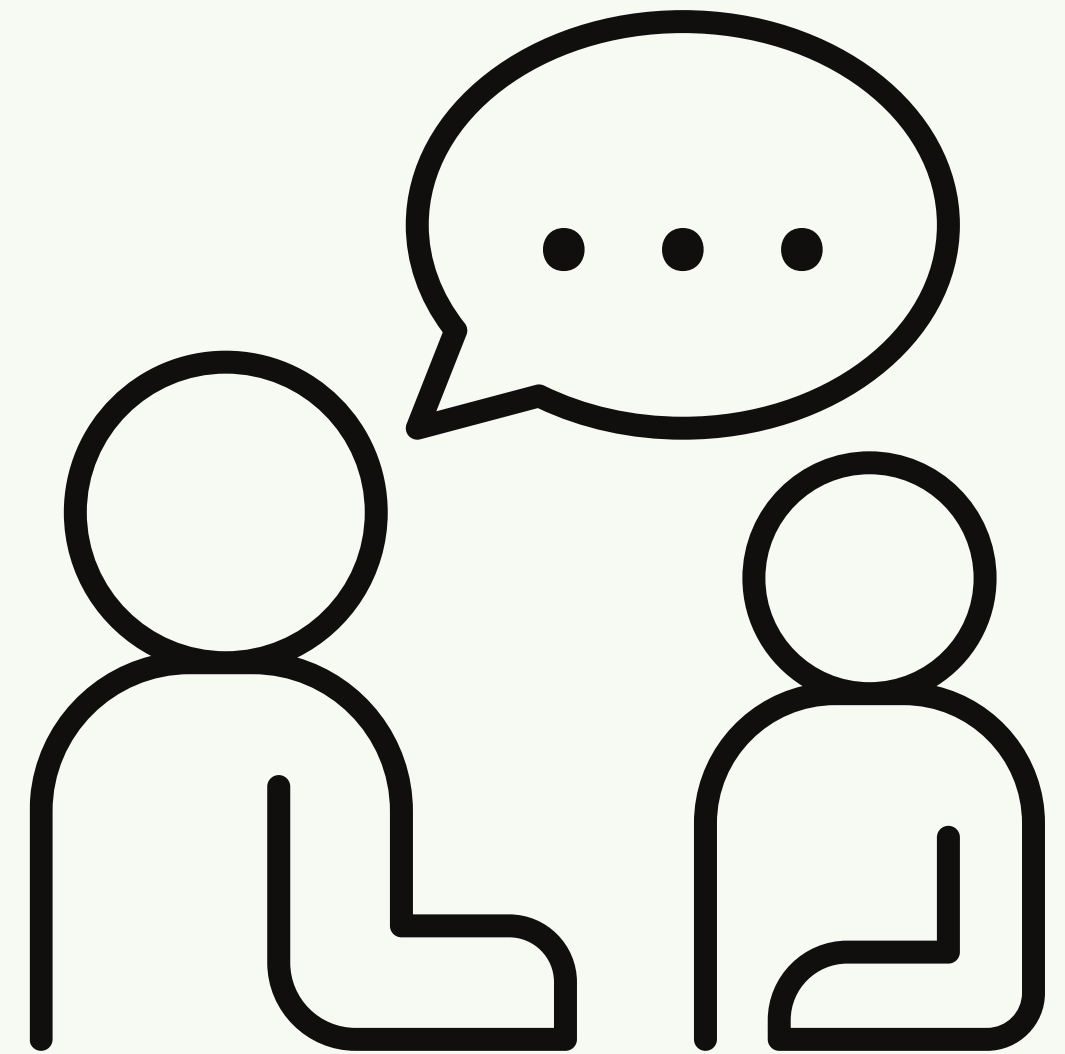
Tolls, licensing and
bureaucracy are creating
extra delays in the cross-
border transportations



Awareness and acceptance

Wholesalers from most European
wholesale markets
are **unfamiliar with the variety of
production** from Western Balkans.

They express a desire to learn more
about the production in these
countries.



Competition From Other Countries from EU

Mediterranean EU countries
have similar production at the
same seasons, but better
know how and less red tape
implications



Competition From Other Countries from Non-EU


Other non- EU countries
have already taken
advantage of privileged
access (Morocco/Algeria)
or state funding (Turkey)



Suggestions

- **Standardization**
- Focused marketing **Strategy**
- Improvement of **transportation** means and cold chain storage
- Acquisition of **know how** in production, parceling and market penetration





Хвала на
стрпљењу

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