



The Fruits & Berries Program was a project initiated by the Danish government in close cooperation with and support from the Serbian government.

Through its Neighbourhood Programme, **the Danish Ministry of Foreign Affairs committed DKK 40 million** (EUR 5.4 million) to development of the fruits and berries sector in South Serbia over a six-year period from Nov'10 to Nov'16.

The Serbian government through the **Ministry of Agriculture and Environmental Protection provided a total of EUR 3.3 million**. In addition, **local governments in the districts covered by the program contributed with EUR 0.3 million**.

F&B Program based in Niš, Serbia has had as its aim the development of high quality and competitive fruit and berry products for export and home market. The Fruits and Berries Program (F&B) supported improvement of productivity and quality with a focus on education and training of extension service providers and producers, investments in the fruit and berries sector through its grant program, capacity building among producers and market initiatives, and improvement of post-harvest management, research and control.

The program was implemented with two major components:

1. Capacity building
2. Grant Scheme

The combination of the investments made as a result of the grants and the efforts of technical assistance has enabled the F&B Program not only to reach but **greatly exceed the target for the main objective of the program, i.e. employment creation measured in terms of net additional full-time equivalent jobs created or maintained**.

Total Danish donations to Serbia amount to more than EUR 17 million through The Neighbourhood Programme in the past 10 years.

Key Achievements (by Sept'16)

- The number of **jobs created 820**. More than 2/3 are **women**.
- **12 414 participants** have attended training sessions.
- **881 days of training** delivered
- **A total of 28 beneficiaries** have been supported by the F&B Program to implement and approved for certification of quality standards, **while 13 beneficiaries** have renewed their standards certificates with support from the program.
- A total of **854 beneficiaries** have received grants from the program.
- **Annual export revenues** of beneficiaries have increased by **EUR 5.6 million**.
- Farmers receiving grants have **increased their annual production by 5,207t** and their annual revenues by **EUR 1.3 million**.
- Cold store operators and processors having received grants have **increased their annual volume of products** handled by 22,416t and increased their annual revenues by **EUR 5.6 million**.

More information: [Embassy of Denmark](#)