
POTENTIAL OF ORGANIC PRODUCTION FROM THE PERSPECTIVE OF YOUTH IN SERBIA

Marija Bajagić¹, Nemanja Stošić², Vera Rašković³, Vojin Cvijanović⁴, Vojin Đukić⁵

*Corresponding author E-mail: bajagicmarija@yahoo.com

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ABSTRACT

Organic agriculture in Serbia is represented by only 0.4% of total agricultural production, which places Serbia at the back of list of European countries and countries in the region. Such production should be part of a rural development strategy. The aim of this work was to establish what would be the motivation of young people to start organic production, on which the perspective of this production depends. A survey conducted on 100 young people, students of the Unit for Agricultural and Business Studies and Tourism was used as a method of work. The results of the survey were summarized, presented as a percentage and described. The results of the survey indicate that 70% of respondents would like to engage in organic plant production, primarily due to the production of high quality food and environmental protection. However, the main shortcomings are insufficient information, insufficient financial support, difficult plant protection and insufficiently organized purchase of products. Most young people would choose to engage in fruit growing (53%).

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- 1 Marija Bajagić, Ph.D, Assistant Professor, University Bijeljina, Faculty of Agriculture, Pavlovića put bb, 76300 Bijeljina, Republic Srpska, Bosnia and Herzegovina, Phone: +381638858185, E-mail: bajagicmarija@yahoo.com, ORCID ID (<https://orcid.org/0000-0001-9537-8302>)
- 2 Nemanja Stošić, Ph.D, Lecturer, Academy of applied studies Šabac, Unit for Agricultural and Business Studies and Tourism, Vojvode Putnika no. 56, 15000 Šabac, Serbia, Phone: +38115344580, E-mail: nemanjastosic87@gmail.com, ORCID ID (<https://orcid.org/0000-0002-7892-9106>)
- 3 Vera Rašković, Ph.D, Full Professor, Academy of applied studies Šabac, Unit for Agricultural and Business Studies and Tourism, Vojvode Putnika no. 56, 15000 Šabac, Serbia, Phone: +38115344580, E-mail: vera.raskovic75@gmail.com, ORCID ID (<https://orcid.org/0000-0002-2565-5623>)
- 4 Vojin Cvijanović, Doctoral student, Institute for Science Application in Agriculture, Bulevar despota Stefana no. 68b, 11000 Belgrade, Serbia, Phone: +381637277981, E-mail: cvija91@yahoo.com, ORCID ID (<https://orcid.org/0000-0002-1347-952X>)
- 5 Vojin Đukić, Ph.D, Senior Eesearch Associate, Institute of Field and Vegetable Crops Novi Sad, Maksima Gorkog no. 30, 21101 Novi Sad, Serbia, Phone: +381214898100, E-mail: vojin.djukic@nsseme.com, ORCID ID (<https://orcid.org/0000-0002-6615-805X>)

Introduction

The development of agriculture has long relied on intensive conventional production with the aim of economic, quantitative growth of agricultural production and environmental degradation. In order to reduce environmental degradation and provide health-safe food, agricultural production is undergoing certain transformations today. One of the key facts for agriculture is that it has a special ecological role due to its direct impact on ecosystems, food safety and the state of rural areas (Brzezina et al., 2017). Also, Jespersen et al. (2017) cite the need to increase the role of agriculture as a sector, as it provides not only market goods but also public goods such as the environment, biodiversity and rural sustainability.

This indicates the need to find new models of agriculture, which according to Łuczka et al. (2021) is based on economic efficiency and sustainable agriculture. The model of sustainable agriculture is based on the integration of economic, social and environmental goals. UNEP (2010) defines the principle of sustainable development, which implies the use of environmental resources in quantities that do not exceed the ability of ecosystems to renew them. The functioning of sustainable development is influenced by various alternative agricultural systems that promote low-input agriculture, integrated crop management, precision agriculture and organic farming. (Gębska et al., 2020).

According to Reganold and Wachter (2016), organic agriculture (biological or organic) is based on the integration of traditional agricultural production methods with modern technological processes in agriculture, but without the use of synthetic mineral fertilizers and pesticides. It is clearly defined by law, with a series of measures that must be respected. Research by Lernoud and Willer (2017) shows that today there are 283 certification bodies in 179 countries around the world where organic production takes place. Organic production in Serbia is becoming more and more popular and economically important, thanks to the potentials that are primarily reflected in the fragmented property and land that is not contaminated with harmful substances.

So far, small and fragmented production of organic food has been developed in Serbia. Curčić and Ceranić (2011) state that this type of production has significant opportunities for growth, but very important weaknesses and limitations have been noticed. Serbia has great potential for organic production, which is reflected in favorable climatic conditions, fertile and still slightly polluted land and other natural resources, as well as the proximity of a large and ever-growing organic food market in the EU (Cvijanović et al., 2013, Lakićević et al., 2021; Simić et al., 2021). Berenji et al. (2013) conclude that in developed EU countries, the market for organic products grows by an average of 10% annually, while this increase is not accompanied by growth in production, which provides a chance for Serbian products. Lazic et al. (2008) suggest that based on the specifics of the agroecosystem on which organic ecological agriculture is performed, it is necessary to define the principles of good agricultural practice, ie the way of work and production for each produced system separately. During the last five years, the certified area has increased significantly and it is very difficult to collect reliable data

on the income of the sector because in Serbia there are still no official records of data on organic production (Stefanović et al., 2010). According to the records of the Ministry for Agriculture, Forestry and Water Management in 2018, the number of registered producers of organic products who have a certificate was 500, of which 253 producers are individual producers. Berenji et al. (2013) believe that one of the main reasons hindering the development of the organic sector in addition to the shortcomings of modern technologies is the low level of knowledge in the organic production sector and the lack of systematic cooperation and connection between the private sector and science. Organic production, although based on traditional production, differs from food production 100 years ago, since pesticides were not used at the time. On the other hand, air quality is different today, as is soil and water quality (Dubrovsky et al., 2010; Pavlović et al., 2021). Without innovative solutions applicable in our production practice, further development and raising the competitiveness of the Serbian organic sector is impossible (Cvijanović et al., 2020).

The concept of organic agricultural production represents a development opportunity for the Republic of Serbia. Namely, Serbia is a country in which agriculture is the dominant economic activity and a country that has the opportunities and resources to develop a competitive sector of organic production. In this regard, one of Serbia's chances is to place a significant amount of organic products on the market. In recent years, interest in this type of production in Serbia has grown significantly. However, in addition to the growing interest, there are still obstacles that prevent the development of this form of agriculture. Accordingly, the development of organic agriculture in Serbia depends on: increasing the area under organic products, increasing exports, interest, education and information on organic production, reducing migration to larger urban areas, preserving the environment and more..

The aim of the research

In spite of the fact that in the last few years there has been an increase in the number of young people engaged in organic farming, Serbia is still lagging behind the countries in the EU. According to the records of the Association of Young Farmers, only 5% belong to young people in total agricultural production. The data on the number of young producers who are focused on organic production is unknown. The main problem for the development of organic production is the acquisition of new knowledge and the application of innovations as well as the poor age structure of the population in rural areas. The development of organic production should be focused on animating young people and creating infrastructure in rural areas, learning about natural resources, economic viability and legal regulations.

Material and method of work

The main goal of this research is to describe and analyze the motives of young people to start organic production. In addition, the research analyzed the pace of development, production and the area of organic production.

This paper is based on the method of data collected through surveys. The survey was conducted indirectly, by filling out a questionnaire in September 2021. 100 young people, students of the the Unit for Agricultural and Business Studies and Tourism, Academy of applied studies Šabac, were selected on the basis of a completely random sample.

The survey consists of 10 questions with offered answers (*Table 1*). Interpretations of data collected by the survey are presented descriptively, tabularly and Figure ically.

Table 1. Appearance of the survey used in the research

1. Do you know anyone who is involved in organic production?	1. Yes 2. No
2. Are you informed with the basic differences between conventional and organic production?	1. Yes 2. No
3. Would you consider starting organic production?	1. Yes 2. No
4. What do you consider the risks of starting organic production? (you can choose one or more answers offered, or add another answer)	1. Inadequate location 2. Insufficient information 3. Insufficient financial support 4. Unorganized redemption 5. Lower yields 6. Difficult protection 7. Large labor force participation 8. Specify additional risk:
5. If you decided to engage in organic production, in which area would it be? (circle one or more answers)	1. Field crops 2. Fruit growing 3. Vegetables crops 4. Fodder plants 5. Medicinal and spicy herbs 6. Livestock 7. Livestock-dairy 8. Beekeeping 9. Fisheries 10. Combined organic farm with combined plant and livestock production
6. How you would certify the product?	1. Independently 2. As part of a group certificate
7. Do you think that subsidies for organic production, which are 4 times higher than subsidies for conventional production, are a sufficient motive to start organic production?	1. Yes 2. No
8. If you think that additional motives are needed to start organic production, state which ones.	1. I do not think that additional motives are needed. 2. Additional motives are:
9. If you think that organic production has advantages over conventional production, state what those advantages are.	1. I think there are no advantages. 2. The advantages are (add):
10. I think that Serbia has the potential for the development of organic agriculture and to be a significant exporter.	1. Yes 2. No

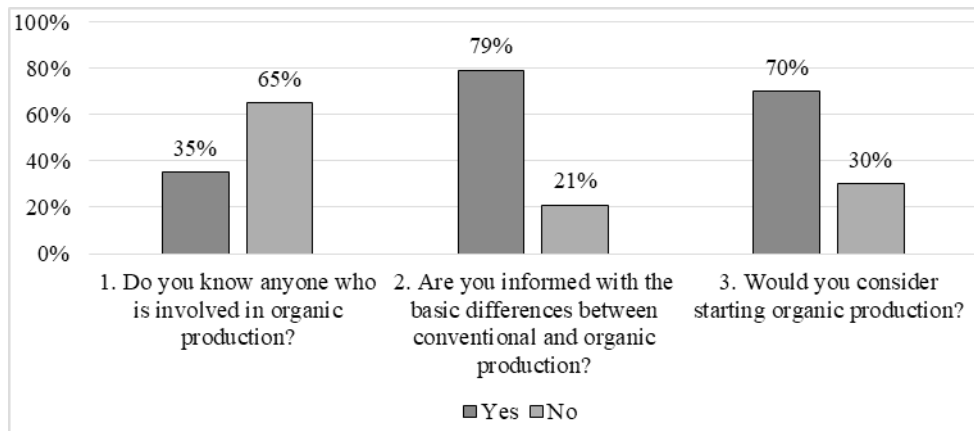
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Results and discussion

The results of the survey, conducted by the authors of the paper, show that 35% of students know individual producers engaged in organic production, while almost twice as many (65%) do not know anyone (*Figure 1; Question 1*). This can be explained by the fact that the production of organic food is still insufficiently developed in our country. The same chart shows a positive increase in the level of education, awareness and information of students (79%) about organic production and its products, compared to the number of respondents who answered negatively (21%), (*Figure 1; Question 2*). On *Question 3* (Would you consider organic production?), 70% of respondents have a positive opinion, while 30% of respondents are not interested (*Figure 1*). The belief of the respondents that they see their future in the production of organic products, relies on the fact of preserving the environment and the characteristic way of life and tradition of small farms, which was confirmed by Jonathan (2009).

Serbia abounds in favorable biological and climatic conditions for the development of organic production. However, there are a number of reasons that manufacturers encounter when switching or engaging in this production.

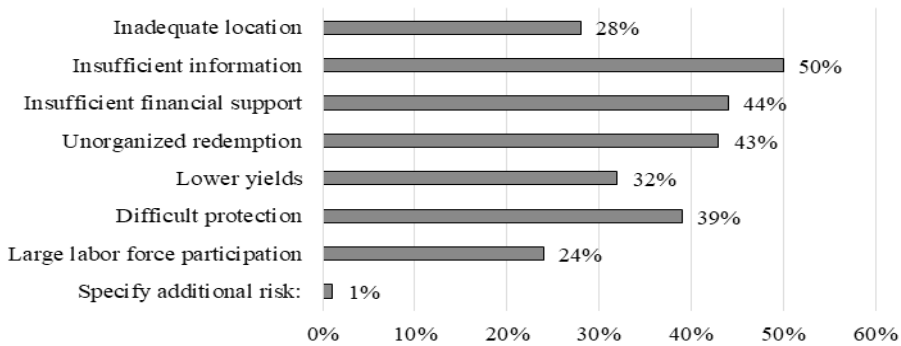
Figure 1. Results of the survey questionnaire (*question 1, 2 and 3*)



Source: Authors

To question number 4 (*Figure 2*) „What do you consider the risks of starting organic production“, respondents answered that the greatest risk is insufficient information (50%), which implies that education of all participants in organic agriculture is needed, from agricultural advisors, through farmers and consumers. Risks, such as insufficient financial support (44%) and unorganized redemption (43%) can be attributed to the action of market and political-legal factors. The results are correlated with the research of Ilić-Kosanović et al. (2019), who state that 42.7% of respondents from two villages in the municipality of Kraljevo believe that financial inputs are a significant factor in organic production.

Figure 2. Results of the survey questionnaire (*question 4*)

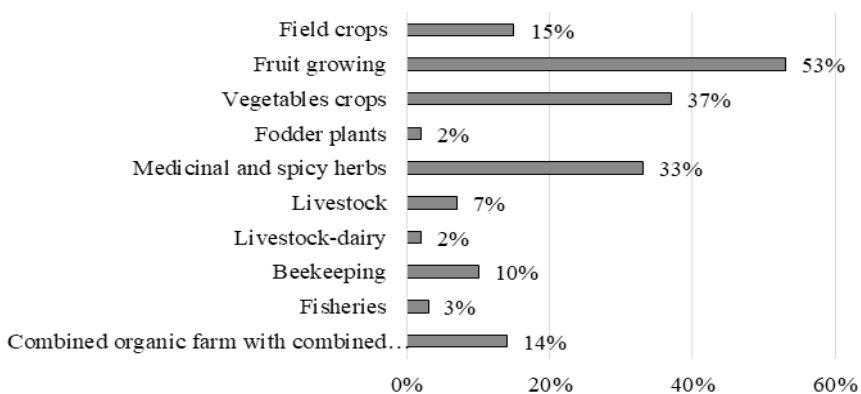


Source: Authors

According to further risk analysis, 39% of respondents believe that crop protection is a common problem. Considering that the means of protection in organic production are strictly controlled, and that there are few of them on our market, it leads to lower yields, which 32% of respondents confirm. Inadequate locations, as a risk, were mentioned by 28% of respondents, while 24% of respondents believe that it is difficult to provide a large number of manpower in production. For additional risk (1%) are global climate change, such as drought, which is increasingly negatively affecting agricultural production.

The largest number of respondents (53%) would opt for organic fruit production (*Figure 3; Question 5*). This can be attributed to the large production and export of raspberries as a fruit in the Sabac district. Furthermore, 37% of respondents are interested in vegetables, 33% in medicinal and spice plants, 15% in farming and 10% in beekeeping. A small percentage of respondents would be engaged in animal husbandry (7%), fishing (3%), forage production (2%) and dairy (2%). Combined organic farming, with combined plant and livestock production, would be chosen by 14% of respondents.

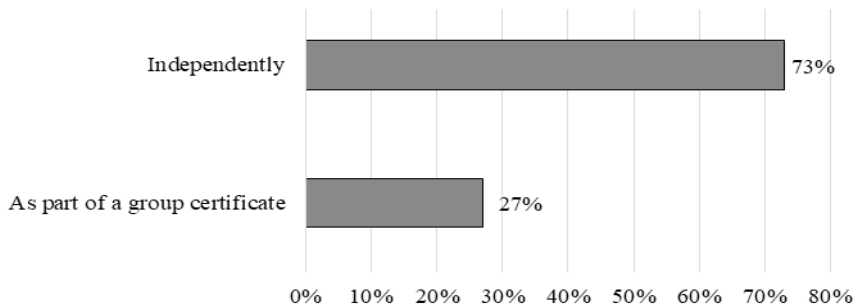
Figure 3. Results of the survey questionnaire (*question 5*)



Source: Authors

The main difference between organic production and other production methods is in the certification process that is legally prescribed. Obtaining a certificate provides the opportunity to place products on the market at higher prices compared to conventionally produced goods. The results of the survey on the choice of obtaining a certificate show that 73% of respondents would opt for independent certification, while 27% would access group certification (*Figure 4; Question 6*).

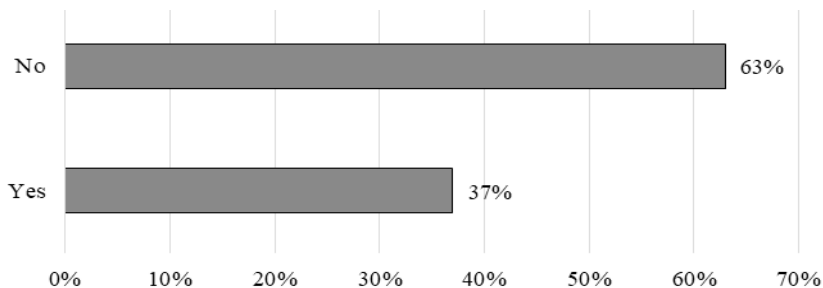
Figure 4. Results of the survey questionnaire (*question 6*)



Source: Authors

Rozman et al. (2013) states that in order to encourage organic production, the focus should be on technology development and financing. There are various types of subsidies from the budget of the Republic of Serbia, and the possibility of financing can be through IPARD - Instrument for Pre-Accession Assistance for Rural Development (IPARD I and IPARD II). Vehapi & Dolićanin (2016) explain that organic food, products and their consumption, is a new product, and that attention should be focused on understanding the different motives and attitudes of producers and consumers. When it comes exclusively to the motive of subsidies for the start of organic production, the results of the survey show that in 37% of respondents this motive would be sufficient, while 63% of respondents answered negatively (*Figure 5; Question 7*).

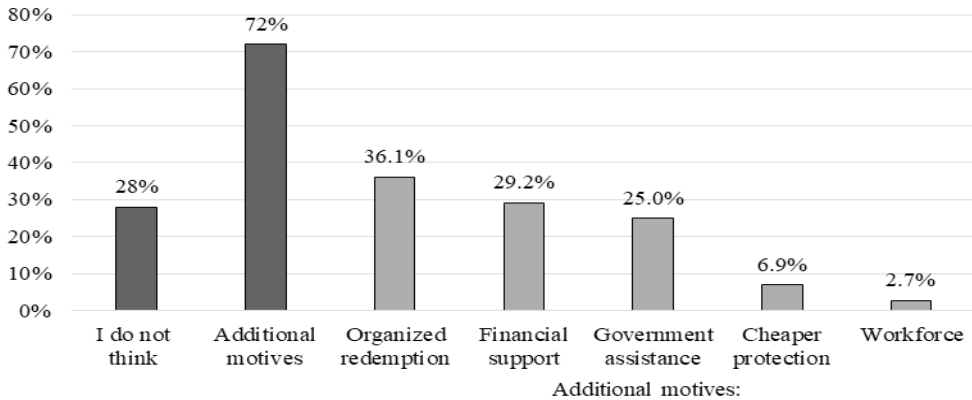
Figure 5. Results of the survey questionnaire (*question 7*)



Source: Authors

Continuing with the previous question, 28% of respondents believe that no additional motives are needed to start organic production, while 72% of respondents attribute additional motives (*Figure 6; Question 8*). Of the additional motives, organized redemption was mentioned as the most important with 36.1% of respondents, followed by financial (29.2%) and other state aid (25%). Less important, but not negligible motives are cheaper protection (6.9%) and labor (2.7% of respondents).

Figure 6. Results of the survey questionnaire (*question 8*)

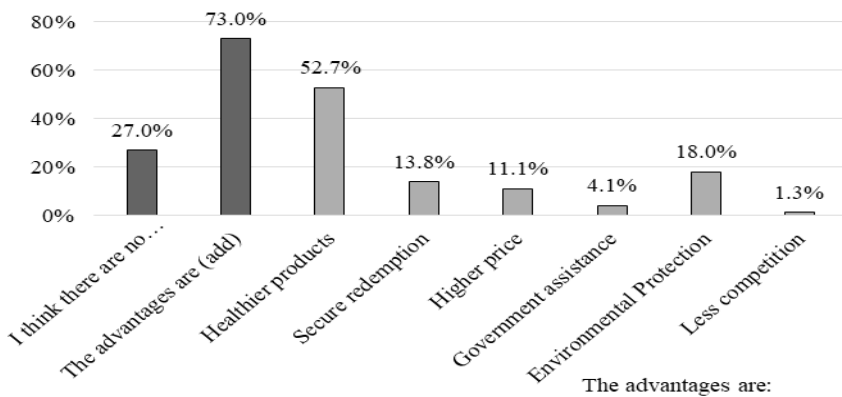


Source: Authors

The advantage of organic production compared to conventional production is present in 73% answers of respondents, while 27% of respondents think that there is no advantage (*Figure 7; Question 9*).

The advantages mentioned by the respondents in the first place were healthier and safer product (52.7% of respondents), safe purchase (13.8%), higher product price (11.1%) and environmental protection (18.0%). Somewhat less advantages are government assistance (4.1%) and less competition in the market (1.3%).

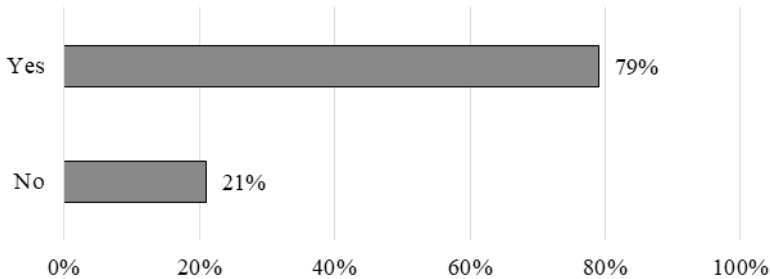
Figure 7. Results of the survey questionnaire (*question 9*)



Source: Authors

In the case of the question 10 (Do I think that Serbia has the potential to develop organic agriculture and be a significant exporter?), which is also the last question of the survey, 79% of respondents think it has potential, while 21% of respondents think it is impossible (Figure 8; Question 10).

Figure 8. Results of the survey questionnaire (question 10)



Source: Authors

One of the main shortcomings is the insufficiently developed awareness of the importance of organic production. In order to overcome this obstacle or problem, consumers need to be constantly informed about the benefits they receive from organic products. For example, the higher prices they pay for organic products in the long run, are not so high, since consuming unsafe food endangers health and thus allocates high financial resources for treatment. Among the disadvantages there are listed the distrust in organic products and the unrecognizability of organic products labels by consumers.

Also, another form of overcoming this obstacle and limitation is the form of acquiring a culture of consuming organic food, which is very low in Serbia, as well as educating the younger population to come to terms with the fact that organic food is a source of human health and environmental protection. This indicates the need to be initiated an action on development of awareness of an importance of the health-safe food for the younger population by educational institutions.

Analysis of the pace of development, production and areas of organic production

In the last ten years, the number of producers involved in organic production has been constantly growing (Table 2.). The reason for the larger number of subcontractors is the method of group certification approach, which has proven to be successful in our country because in most cases it is a production intended for export. However, during 2019, the number of subcontractors decreased, and the number of producers who have a direct contract with authorized control organizations increased, which is not a negligible figure.

Table 2. Organic producers in the Republic of Serbia in the 2010-2019 period

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Number of certificate holders	137	323	237	258	291	334	390	434	500	534
Number of subcontractors	/	/	836	970	1.575	1.955	2.404	5.719	6.206	5.727
Total	137	323	1.073	1.228	1.866	2.289	2.794	6.153	6.706	6.261

Source: <http://www.minpolj.gov.rs/>

Total areas under organic production for the period 2010-2019 also had a trend of exponential growth. The total area under organic production in 2019 was 21,265 ha, which is 17.73% more than in the multi-year period 2010-2019 (total area 119,904 ha) (Table 3.). According to the data, it should be noted that the areas used for collecting organic wild plant species from natural habitats are not included, given that in Serbia there is still no official methodology based on which relevant data on the total area can be obtained (Simić, 2021).

Table 3. Organic production areas in the Republic of Serbia in the 2010-2019 period

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Organic production areas (ha)	5.855	6.335	6.340	8.228	9.548	15.298	14.358	13.423	19.254	21.265
Total cultivated area (ha)	2.784	3.007	5.364	5.355	7.999	13.398	12.929	11.875	13.723	15.915
Meadows and pastures	3.071	3.327	976	2.873	1.549	1.900	1.429	1.548	5.531	5.350

Source: <http://www.minpolj.gov.rs/>

According to the index level of the total organic plant production in 2019, the most represented was the category of fruit production with 5,324 ha or 33.45% (Table 4.). This is followed by the production of cereals with 4,788 ha, or 30.08%, while the production of vegetables has been declining since 2018 (199 ha), and in 2019 it amounted to only 184 ha.

Table 4. Structure of organic plant production in the Republic of Serbia (2012-2019)

Production type (ha)	2012	2013	2014	2015	2016	2017	2018	2019	%
Cereals	2.522	2.273	2.829	4.252	4.607	3.662	3.614	4.788	30,08
Industrial plants	541	673	1.228	2.674	2.918	2.291	1.962	2.226	13,99
Fodder plants	663	107	1.204	1.440	1.349	1.211	1.336	1.797	11,29
Vegetables	114	1.484	154	171	184	230	199	184	1,16
Fruits and vines	1.416	595	2.208	2.895	3.531	4.056	5.883	5.324	33,45

Production type (ha)	2012	2013	2014	2015	2016	2017	2018	2019	%
Medicinal and aromatic herbs	28	133	61	71	113	115	193	261	1,64
Other	80	90	316	1.895	227	312	536	1.332	8,37
Total cultivated area	5.364	5.355	7.999	13.398	12.929	11.874	13.723	15.915	100,00
Meadows / pastures	976	2.873	1.549	1.900	1.429	1.548	5.531	5.349	

Source: <http://www.minpolj.gov.rs/>

Regulations for organic livestock production are much more demanding than for the plant production. They refer to special methods of maintenance of facilities for keeping animals, procurement of animals from other farms and feeding and treatment of animals, as well as clearly defined conditions for processing, storage and transport in order to place on the market. The highest increase in the number of farmed animals belongs to poultry (17,880), beekeeping societies (9,969), sheep (6,099) and cattle (3,556), (Table 5.). The sharp increase in poultry farming, by 165% and the number of beekeepers, by 225% compared to 2018, is explained by group certification, which is increasingly represented in organic livestock production.

Table 5. Organic livestock production in the Republic of Serbia (2012-2019)

Animal species	2012	2013	2014	2015	2016	2017	2018	2019
Sheep	2.837	4.031	3.153	4.848	4.378	4.665	5.138	6.099
Pigs	206	175	76	232	283	87	284	315
Cattle	1.428	2.176	2.726	2.746	2.895	3.094	3.594	3.556
Goats	211	946	1.154	1.686	1.406	2.048	1.486	536
Poultry	2.034	1.390	1.140	1.380	3.158	5.415	6.735	17.880
Horses	66	210	173	218	165	177	114	88
Society of Beekeepers	961	1.940	894	2.504	2.878	2.307	3.061	9.969

Source: <http://www.minpolj.gov.rs/>

Conclusion

The opportunity for the development of organic production in Serbia is extremely great. Production is based on the rational use of renewable resources and environmental protection, which is the basis for ensuring long-term stability and quality of agricultural production and products. Serbia is rich in areas that are still unpolluted, which can provide young respondents with a faster certificate for organic plant or livestock production. In addition, producers who opt for this type of production must be prepared for larger financial investments. On the other hand, organically produced food brings great profits to producers because organically produced products are 20 to 40% more expensive than conventionally produced products, depending on the degree of processing.

In general, the survey shows that the younger population is familiar with the benefits and importance of organic production. Based on the conducted research, it can be concluded that health is the most important motive for young people to produce organic food. They are additionally acquainted with the risks, as well as the motives for a comprehensive start of dealing with this type of production, which is reflected in insufficient information, financial support, plant protection and market security.

Like most research that has limitations, mainly due to the small sample, additional and extensive research. This research could include a larger number of young people from one or more counties, due to the generation of data both to address certain challenges and to accelerate efforts to achieve the sustainable development goal defined by 2030. Also, the conclusions of the research can be useful to creators and holders of economic policy, who create and implement strategies for sustainable rural development and environmental protection, because the benefits of organic production are multiple and long-term.

Conflict of interests

The authors declare no conflict of interest.

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