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# AgriGREEN

SUSTAINABLE AGRICULTURE  
FOR GREENER FUTURE

**Panel discussion 2 - Challenges of organic food production**

[www.agrigreen.ef.uns.ac.rs](http://www.agrigreen.ef.uns.ac.rs)



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<b>Work package</b>	WP4 Research and panel discussions for policy recommendations
<b>Deliverable</b>	<b>D4.2 Panel discussions has been realised</b>
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<b>Abstract</b>	The "Panel discussions (3) has been realised" is a deliverable within WP4 entitled "Research and panel discussions for policy recommendations". This report shows realization of the second of the three-panel discussion which is done in cooperation with academics from the University of Osijek and representatives of MAFWM.
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## **VERSIONING AND CONTRIBUTION HISTORY**

<b>Version</b>	<b>Date</b>	<b>Description</b>	<b>Responsible members</b>
1.0	6/6/2023	Draft	Bojan Matkovski, Danilo Đokić, Žana Jurjević
1.1	1/7/2023	Final	Bojan Matkovski, Danilo Đokić, Žana Jurjević



## **DISCLAIMER**

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## Content

LIST OF ACRONYMS.....	- 3 -
INTRODUCTION.....	- 4 -
DESCRIPTION OF PANEL DISCUSSION .....	- 5 -
REALISATION OF PANEL DISCUSSION .....	- 6 -
RAISING AWARENESS ABOUT PANEL DISCUSSION.....	- 10 -
EVALUATION OF THE PANEL DISCUSSION.....	- 11 -
ANNEXES.....	- 12 -



## **LIST OF ACRONYMS**

WP	Work package
AgriGREEN	Jean Monnet Centre of Excellence: Sustainable Agriculture for Greener Future
JMCE	Jean Monnet Centre of Excellence
UNS	University of Novi Sad
MAFWM	Ministry of Agriculture, Forestry, and Water Management of Serbia



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## INTRODUCTION

The main objective of the Jean Monnet Centre of Excellence (JMCE): Sustainable Agriculture for Greener Future AgriGREEN project is to disseminate knowledge about the EU and its policies, with an emphasis on EU agricultural policy and Farm to Fork Strategy and a high focus on the concept of agricultural sustainability. The main idea is to reach out to students from the Faculty of Economics (UNS), as it typically does not deal with EU issues. To achieve openness to policymakers and the general public, panel discussions in cooperation with the MAFWM are planned.

As part of its activities, the AgriGREEN project envisages the realization of panel discussions to foster dialogue about crucial elements of F2F strategies and new CAP reforms between policymakers in Serbia and experts from UNS in cooperation with European universities. The main idea is to create recommendations for decision-makers in the context of agricultural policy and new Strategy. It is planned that a one-panel discussion is organized each year of the project. Besides academic experts, in each event, representatives of the Ministry of Agriculture, Forestry, and Water Management of the Republic of Serbia (MAFWM) will be involved, as well as experts from European universities and agri-business companies. The second panel discussion was realized in the project's second year and focused on the organic production. As a result of this discussion, a list of recommendations is given to policymakers. It is crucial due to the need to create a new Strategy for Serbian agriculture (the actual Strategy ends in 2024).

The structure of the report is as follows: Chapter 2 explains panel discussion idea and structure; Chapter 3 explains the realization; Chapter 4 and 5 explains raising awareness and evaluation process, while Annexes shows all proofs that all activities are realized.



## DESCRIPTION OF PANEL DISCUSSION

One of the aims of the WP 4: Creating recommendations for decision-makers in the context of agricultural policy and new strategy. This WP aims to foster dialogue between Experts from UNS and other experts from European universities, as well as the representatives of Ministry of Agriculture, Forestry, and Water Management of the Republic of Serbia (MAFWM) in order to create recommendation for policymakers. In focus of the second panel discussion is organic production. It is realised in cooperation with expert from University of Osijek (Croatia), representative of MAFWM and business representatives: Nenad Novaković from Organic Control Systems (Serbia) and Ana Marušić Lisac from Biotehnicon Entrepreneurial Center (Croatia).

Organic Control System is the first domestic control organization for organic production. It was founded in June 2003 and in the same year hired an expert from an eminent control house from Germany to train its employees and train them to perform control and certification tasks in accordance with EU and USDA/NOP standard. From the very beginning, the Organic Control System has been controlling and certifying in accordance with domestic legislation with the main goal of promoting and expanding organic production in Serbia as well as achieving and maintaining the trust of domestic producers and consumers in organic products.

Biotechnicon Enterprise Center d.o.o. was established in 1997 in Split with the primary objective of serving as a hub for supporting small and medium-sized enterprises in the food production and agriculture sectors. Over the past twenty-five years of uninterrupted operation, the company has effectively collaborated with numerous content clients across the Republic of Croatia and neighbouring regions. Presently, organization offers comprehensive and top-tier business assistance to clients, aiding them in their progress and assisting them in establishing competitive market positions for future success.



## REALISATION OF PANEL DISCUSSION

The focus of the second panel discussion is the organic production. The panel discussion was realized in cooperation with David Kranjac (University of Osijek), Dragan Milić (Special Advisor of MAFWM), Nenad Novaković from Organic Control Systems and Ana Marušić Lisac from Biotehnicon Entrepreneurial Center. The basic idea is for an expert from an EU university to share experiences related to organic production in relatively new member state as Croatia, while the role of the MAFWM representative is to point out the problems of Serbian agriculture and the challenges that such a radical strategy can have for Serbian agriculture. Also, business representatives share their experiences about organic production in Serbia and Croatia. The panel discussion was organized as part of the Scientific Conference of the Faculty of Economics called Strategic Management and Decision Support Systems in Strategic Management (<https://sm.ef.uns.ac.rs/index.php/proceedings/sm2024>) in Subotica on May 17, 2024.

**Picture 1.** Website of Scientific Conference of the Faculty of Economics



David Kranjac from University of Osijek was the keynote speaker, while Stanislav Zekić was the moderator of the panel discussion. Panellists were Dragan Milić from Faculty of



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Agriculture (UNS and MAFWM), Nenad Novaković from Organic Control Systems and Ana Marušić Lisac from Biotechnicon Entrepreneurial Center (Picture 2).

**Picture 2.** Agenda for panel discussion



The poster features a top banner with a collage of fresh organic food items (spinach, quinoa, green peas, apples, and broccoli) and the title "CHALLENGES OF ORGANIC FOOD PRODUCTION" in large white letters on a dark background, with "Panel discussion" written below it. The main content area is divided into two columns. The left column includes the AgriGREEN logo, the moderator's details (Stanislav Zekić, PhD, Full professor, University of Novi Sad, Faculty of Economics in Subotica), the date and time (17 May 2024, 15:00 – 16:30), the location (Regionalni inovacioni startap centar Subotica), and logos for RISC, the Faculty of Economics in Subotica, and SM 2024. The right column is titled "PANELISTS:" and lists four participants with their photos and affiliations: Dragan Milić, PhD, Full professor (University of Novi Sad, Faculty of Agriculture); Nenad Novaković (Organic Control System); Ana Marušić Lisac (Biotechnicon Entrepreneurial Center); and David Kranjac, PhD, Assistant professor (Faculty of Agrobiotechnical Sciences, Osijek).

**CHALLENGES OF ORGANIC FOOD PRODUCTION**  
*Panel discussion*

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**AgriGREEN**

**MODERATOR:**  
**Stanislav Zekić, PhD, Full professor**  
University of Novi Sad,  
Faculty of Economics  
in Subotica

**17 May 2024**  
**15:00 – 16:30**

**Regionalni inovacioni  
startap centar  
Subotica**

**RISC**  
Regionalni inovacioni startap centar  
za ekonomski razvoj u Subotici

**FACULTY OF  
ECONOMICS  
IN SUBOTICA**  
University  
of Novi Sad

**SM  
2024**

**PANELISTS:**

**Dragan Milić, PhD, Full professor**  
University of Novi Sad,  
Faculty of Agriculture

**Nenad Novaković**  
Organic Control System

**Ana Marušić Lisac**  
Biotechnicon  
Entrepreneurial Center

**David Kranjac, PhD, Assistant professor**  
Faculty of Agrobiotechnical  
Sciences, Osijek

The panel discussion was also attended by other members of the project team, representatives of UNS, as well as third-year students of the Faculty of Economics who were introduced to the issues of Agricultural Policy in the course Agricultural Policy and Sustainable Development. Total participants were 64 ([Annex A-Attendance list](#)).





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At the beginning of the session, David Kranjac gave a presentation as an introduction in order to familiarize the attendees with the issues of organic production and agricultural policy ([Annex B-Presentation](#)).

**Picture 2.** Presentation at panel discussion





After that, there was a discussion that resulted in the creation of a list of recommendations for the creators of Serbia's agricultural policy and conclusions that can be summarized as follows:

*All panelists agree that organic food production in Serbia has excellent potential, primarily due to favourable agri-environmental conditions. However, there are numerous challenges for further development. First of all, the big problem is the need for more local demand for these products, primarily due to the insufficient education of consumers and the higher prices of these products. Legislation in Serbia is rated as good; however, there still needs to be an adequate response from agricultural producers, which is why it is necessary to subsidize the given production. In addition to certain direct payments, encouraging the association of producers and networking with adequate scientific institutions through projects stands out as one of the solutions. Finally, intensive education on the importance of organic production is cited as a critical solution to the problem of inadequate demand for organic food.*



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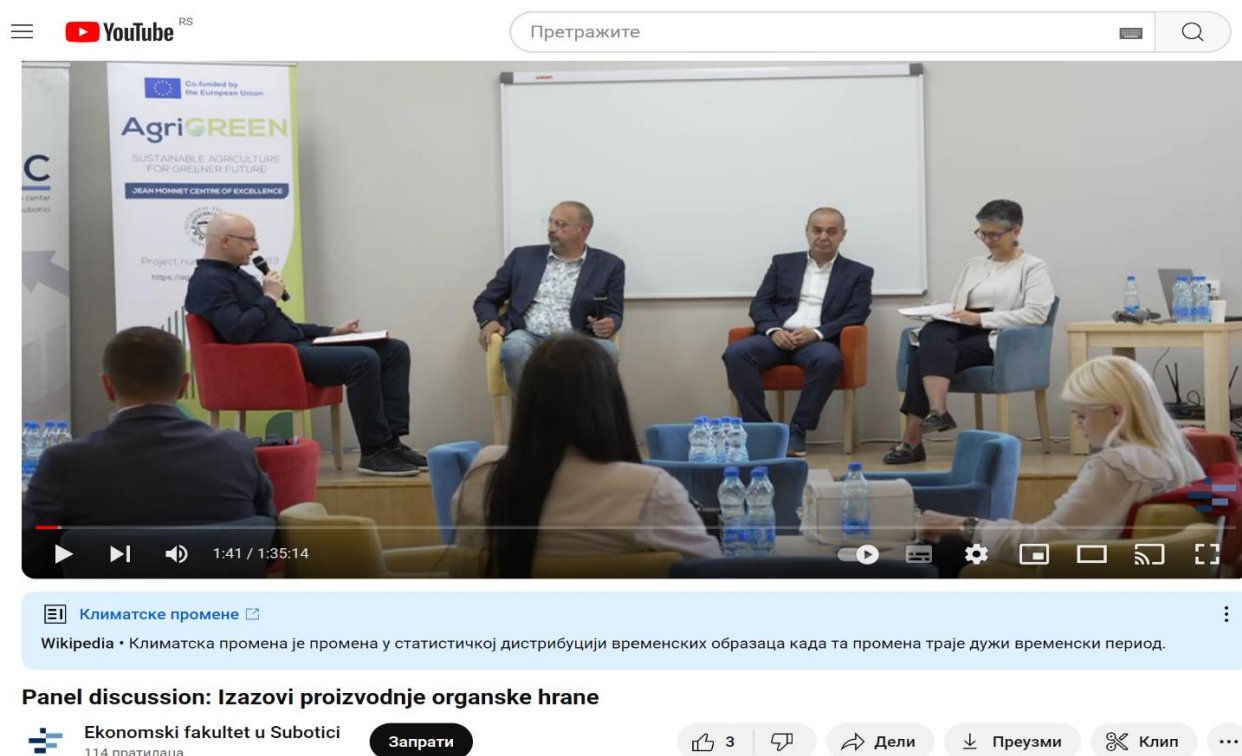
## RAISING AWARENESS ABOUT PANEL DISCUSSION

Visibility of the course is achieved through:

- Website of the project;
- Website of the Faculty of Economics;
- Social media of AGRO (Instagram and Facebook);
- Social media of Faculty of Economics (Instagram).
- Youtube channel of Faculty of Economics  
(<https://www.youtube.com/watch?v=bsF0QCE6MTs&t=3732s>)

Also, all activities have been intensively promoted via project Instagram account (agro\_efs) as well as Instagram account of the Faculty of Economics (ekonomski\_fakultet\_subotica). Based on number of followers on these social media, activities have been visible approximately to 5.200 people.

Picture 3. Panel discussion on Youtube channel

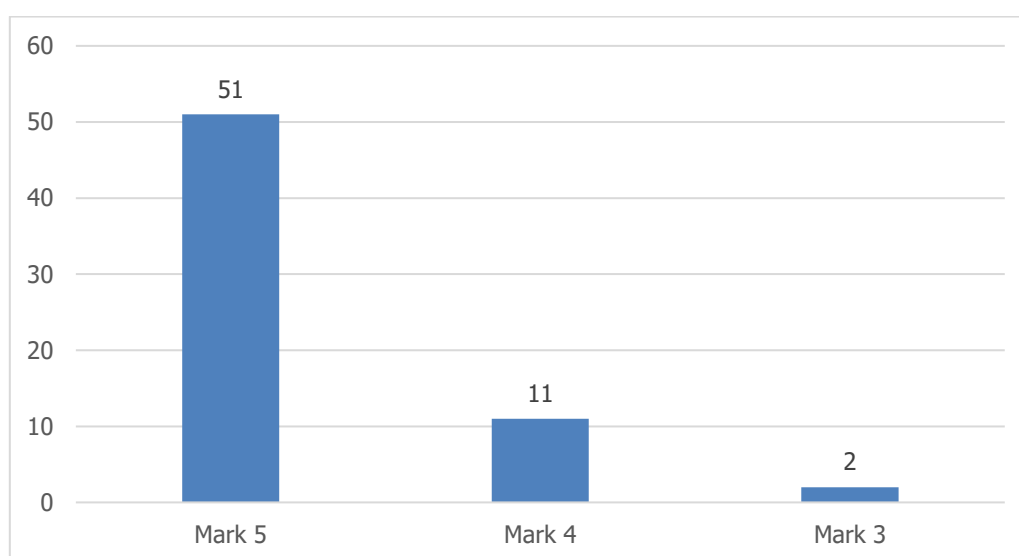




## EVALUATION OF THE PANEL DISCUSSION

Quality of panel discussion have been monitored by the conduction of the survey with participants. After workshop, participants do a questionnaire in the Google form, and most of them give mark 5 for the quality (51 of the 64 answers), while the rest give mark 4 (11 of the 64 answers) and mark 3 (2 of the 64 answers) (Figure 1). Other evaluation information is in the [Annex C](#).

**Figure 1.** Evaluation of the quality of the panel discussion 2





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## **ANNEXES**

**[Annex A – Attendance list](#)**

**[Annex B – Presentations](#)**

**[Annex C – Evaluation](#)**