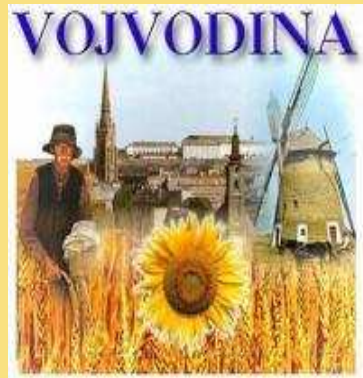


# SWOT ANALYSIS OF FOOD INDUSTRY IN REGION OF VOJVODINA

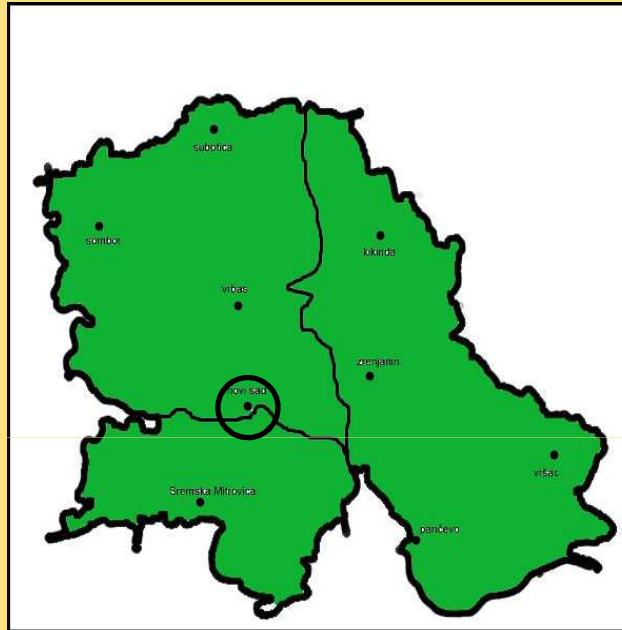


**REINFORCEMENT OF FEED TO FOOD RESEARCH  
CENTER AT INSTITUTE FOR FOOD TECHNOLOGY OF  
THE UNIVERSITY OF NOVI SAD, Serbia**

**“FEED – TO –FOOD”**

# REGION OF VOJVODINA

Vojvodina makes almost a quarter of the Serbian territory or 21,506 square kilometers. Novi Sad is the administrative, economic and cultural seat of the province.



# ECONOMY

The economy in Vojvodina is based on the abundant wealth of fertile arable land which covers 84% of its area. About:

- 70% of the yield are cereals,
- 20% industrial herbs
- 10% other crops.



Part of the produce is exported but most of it is processed by the domestic food industry, stationed mainly in Vojvodina (plants for processing of meat, fruit and vegetables, oil plants, sugar refineries, dairies, etc.).

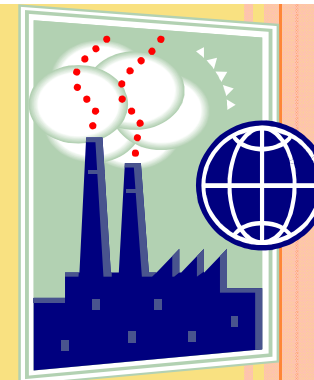




# FOOD INDUSTRY

In Vojvodina there are basic industrial capacities for processing of agricultural products as well as facilities for producing various final products:

- milling capacity amounts to 1.4 million tons of wheat
- 41 thousand tons of pasta
- facilities for industrial processing 240 thousand tons of maize
- factory for processing 160 thousand tons of soybean
- 5 oil mills (where of 3 with refineries) for processing 630 thousand tons of sunflower
- 11 sugar mills for processing 4.2 million tons of sugar beet;
- 68 thousand tons of confectionary products
- 11 industrial slaughter houses for 3.6 million pigs, 420 thousand heads of cattle and 35 million poultry.
  - ✓ 80 thousand tons of meat
  - ✓ 50 thousand tons of sausages and delicatessen
  - ✓ 10 thousand tons of canned food
- dairy plant for processing 370 million liters of milk
- 1.23 million tons of final products of livestock feed



# SWOT – PARTICIPANTS INCLUDED IN ANALYZIS

- **Food companies RTD**
  - Oil plant
  - Grain mill and pasta producer
  - Meat industry
  - Feed mill
- **Science partners RTD**
  - Faculty of Technology (2)
  - Faculty of Agriculture (2)
- **Policy makers&experts**
  - ❖ Provincial Secretariat for Agriculture, Forestry and Water Management
  - ❖ Chamber of Commerce



# SWOT

- About 30 internal and external factors determined by Food companies
- About 20 internal and external factors determined by Science partners and policy makers
- Chosen 5 main factors which represent **S**trengths, **O**pportunities, **W**eaknesses and **T**hreats in both groups



# SWOT Food Company RTD

**Strong base in raw materials and some premium products**

**Large number of local, high-yielding varieties and hybrids**

**Consolidated agricultural and food industry tradition**

**Well developed food industry (edible oil, sugar, dairy, brewery, beverage, vegetable, fruit, feed, bakery, milling...)**

**Natural healthy raw materials meeting consumer expectations (Banned GMOs crops production)**

**Strong agricultural region – Vojvodina with good natural resources**

**-Favourable geographic location, arable land, favourable climatic conditions, uncontaminated soil**

**Long term possibilities in food market (tourism, gastronomy, branding...)**

**Opportunity to cooperate with EU as the associated or candidate country**

**Surplus of well educated employees in the market at relatively low cost**

**High level of foreign investments**

**Under-utilised natural and technical resources**

**Small-sized production plants not meeting technical requirements and technology challenges**

**Not enough start ups and growth of companies (in number and in size)**

**Lack of quality assurance system**

**Unsatisfactory export of agro-food products**

**Unsustainable and unplanned utilisation of natural resources**

**Oversized production capacities in some food processing industries**

**Labour force drain – the outflow of highly skilled or qualified young people from a country Unfavourable loans and insufficient funding sources for the construction of new production facilities**

**Limited market and export restrictions**



# SWOT Science partners RTD

## Strong educational system

- Large number of educational institutions at all levels of education

- Faculties- Faculty of Agriculture and Faculty of Technology with long tradition, rich experience and qualitative R&D staff
- High level of scientific knowledge in the agro-food sector

- Research institutes (food technologies, field crops, veterinary....)

- Skilled human resources in the scientific field (food, veterinary science, agriculture, health, biotechnology, packaging and conservation.....)

- Well developed control laboratories

Areas of competence through the whole food chain

Good networking with national and regional governments and other policy makers

Good level of the stakeholders' consultation on food policy and research

Established new policies at the national level stimulating

RTD in the regional agro-food sector. New supporting R&D programmes at European and Regional level

New legal requirements urging increased investments in R&D and Innovation activities

Availability of EU funds designed for R&D investments (science parks, incubators, laboratories)

New networks supporting innovation activities

Poor financial conditions of the universities

Lack of modern laboratories and technology

Poor infrastructure for pilot plants

Low financial incentives for academic researchers providing knowledge based services for industry

Not enough valorisation of knowledge in business

Lack of regional capital goods companies

Most food companies are SMEs (lack of resources for R&D activities)

Research results not applied in practice

Lack of essential cooperation and networking with international research institutions

Advanced international research results not used sufficiently

Access to laboratory equipment limited for the needs of a small number of research teams

Brain drain



# CONCLUSIONS

- ✓ Good connections with Food companies and Research partners as well as Policy makers&experts – easy communication, good atmosphere, good cooperation between each other, etc.
- ✓ Lack of experience in Socio-economic sciences-not our research topic
- ✓ Sometimes it was difficult to clasificate factors (to make difference between internal and external factors)
- ✓ Specificity of region of Vojvodina- so many unused potentials, so many difficulties according to politic and economic situation in past



**Thank you for  
attention**

