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## ORIGIN DESIGNATION AND PROFITABILITY FOR SMALL WINE GRAPE GROWERS: EVIDENCE FROM A COMPARATIVE STUDY

*Giuseppe Di Vita<sup>1</sup>, Mario D'Amico<sup>2</sup>*

### Summary

*The concept of profitability has been widely debated in the international scientific economic community but there are few studies which contribute to connecting the profitability of micro and small agro-food holdings in PDO or PGI areas with their ability to stay afloat in a competitive market.*

*This study compares the economic results of quality wine grape producers in Sicily providing an analysis of the impact and consequences of raised economic performance in local vine-grower economies. Economic indicators were employed to compare the profitability in two PDO areas, verifying if micro and small size farm quite remain competitive in an increasingly concentrated wine market.*

*Detailed survey data was collected in 2 of the most important Sicilian PDO wine areas, showing the first results of some economic indicators which compare the vine-growing processes in each geographic area and evaluate the profitability of a sample of small grape producers. To evaluate the remuneration of capital and the ability of smallholder to compete in a global market, average farm profitability expressed as farm net value for each homogeneous area was calculated taking into account production costs and total output.*

*Despite several studies demonstrating that PDO certification increases costs and profits our study reveals how DO does not always ensure adequate profitability for micro and small vine growers.*

*The production and sale of unprocessed grapes does not provide any value-added products and local producers do not gain additional remuneration for the intangible components of their PDO grapes. Further analysis has required exploring to what extent these results are caused by increasing costs or by an inefficient market structure.*

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**Key words:** *PDO wines, vine-growing economics, small size farms, Sicilian wine grape production, farm profitability.*

**JEL:** *Q12, Q13*



## THE IMPACT OF DROUGHT ON YIELD POSITION OF THE GROUP OF ENTERPRISES FROM AGRICULTURE SECTOR<sup>1</sup>

*Sonja Đuričin<sup>2</sup>, Duško Bodroža<sup>3</sup>*

### Summary

*Starting from the fact that the amount and distribution of precipitations and the intensity of drought, considering the condition and extant of the use of irrigation systems, result in relatively low and unstable level of crop yields, the starting hypothesis of the research is that the agro meteorological trends in the period 2007-2010 influenced the yield position of the analyzed agricultural sector of Serbia. The aim of the paper is to determine the level of impact of agro meteorological trends on yield position of the group of business entities in the prevailing market conditions. The subject of the research refers to the analysis of the operation of the Serbian agricultural sector under the following activity code 011-cultivation of crops, plants and gardening. As the main source of data, the paper uses the summary financial statements of a group of business entities from agricultural sector under the activity code 011 and agro meteorological data for the period 2007-2010. By using the qualitative and quantitative methods of financial statement analysis and the synthesis of research results, the conclusion has been made that agro meteorological conditions in the observed period of time and under the existing market conditions had a significant impact on the worsening of yield position of the Serbian agricultural sector under survey.*

**Key words:** *drought, agro meteorological conditions, irrigation, agricultural sector, yield position*

**JEL:** *Q12, Q14, M41, G33*

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1 This paper is a part of research project 31005 (*Modern Biotechnological Approach to Solving Problem of Drought in Agriculture of Serbia*) financed by the Ministry of Science and Technological Development of the Republic of Serbia

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## TENDENCIES RELATED TO THE PRODUCTION OF RASPBERRIES IN THE REPUBLIC OF SERBIA

*Nataša Kljajić<sup>1</sup>, Predrag Vuković<sup>2</sup>, Slavica Arsić<sup>3</sup>*

### Summary

*Raspberry for its biological characteristics, economic importance, agro-ecological, technological, organizational and other requirements, the market value of the product, as well as very high interdependence and interdependence between the various phases of reproductive cycle, specific fruit species. He is one of the most important types of berries in the world, and is one of the most profitable crops in the overall crop production. By production volume, Serbia is among the leading producers of raspberries, and its economic significance is very high level of market sells and market competitiveness of the European Union.*

*Accordingly, the paper presents the production season in the Republic of Serbia for the period 2000-2010 its average, minimum and maximum of values in production, changes in rates and coefficients of variation.*

**Key words:** *raspberry, production, economic importance.*

**JEL:** *Q13, Q11*

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## MEASURING THE COMMUNICATION EFFECTS OF SALES PROMOTION IN A FOOD COMPANY

*Ines Mesaroš<sup>1</sup>, Nenad Đokić<sup>2</sup>, Mirjana Penić<sup>3</sup>*

### Abstract

*Consumer targeted sales promotion activities, especially discounts and complimentary products, are frequently pursued in food industry. Their fundamental goal is to boost sales over a given period, with short-term effects. However, studying literature dealing with effects of sales promotion, one will find controversies not only concerning expected economic effects of sales promotion, but also regarding unexpected economic impact of sales promotion on brand image, which is the communication goal of promotion itself. If some of the brand damage effects suggested in one part of literature were accepted as possible, this would result in adverse effect of sales promotion in comparison to other marketing communication tools. All of the above warns of the need to very carefully plan sales promotion activities undertaken by a food company, which requires the possibility of measuring communication effects of sales promotion. This article presents a method of measuring communication effects of sales promotion using the metric conjoint analysis technique on the example of a dairy product.*

**Key words:** sales promotion, metric conjoint analysis, food company.

**JEL:** M31

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## THE CHALLENGES OF RURAL AREAS IN SERBIA PROMISING TOURIST ACTIVITIES

*Svetislav Milenković*<sup>1</sup>, *Svetlana Utvić*<sup>2</sup>

### Summary

*Challenges of rural areas in Serbia are complex categories, so the work set itself a goal to show how these challenges can help its people interested, which are still developing tourism within the region. In order to prove all, work have to use qualitative and quantitative social science methodology with emphasis on induction, conversion multiplier, surveys in the statistical models. With such methodology, work, has distinct hypotheses:*

- *If the rural areas of each country carries a multi-purpose economic dependence, then the rural areas of Serbia must accept tourism as a positive economic challenge, and*
- *Tourism in rural areas, if there is a guaranteed capacity of tolerance, must provide rural area to be feedback of its successful economic development.*

*Work, emphasizing challenges of rural areas in tourist activity, has to give results compatible with evidence of field research and indicate directions of tourism development in Serbia rural areas.*

**Key words:** *rural, space, challenge, tourism, development*

**JEL:** *Q01, Q13, Q26*

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## THE INDEXING APPROACH IN MEASURING OF SUSTAINABLE SOCIETY<sup>1</sup>

*Radojica Sarić<sup>2</sup>, Marko Jeločnik<sup>3</sup>, Vesna Popović<sup>4</sup>*

### Summary

*Sustainable society is a society that has ability to maintain a balance between economic, social and ecological processes, or states, over the time period, in order to meet, as current as well as future needs of the population. This is a complex and multidisciplinary concept, which requires establishment of appropriate indexes for measuring of a society sustainability level. Sustainable Society Index (SSI) is considered as one of the most recognized indexes for measuring the sustainability level of a society. In the paper is presented the model of Sustainable Society Index by defining its basic characteristics and trends, parallelly with quantitative-comparative analysis of the SSI value at the global level as well as at the level of the Republic of Serbia and neighbouring countries.*

**Key words:** *sustainability, Sustainable Society Index, quantitative-comparative analysis, Serbia*

**JEL:** *Q01*

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## CROSS DOCKING IMPLEMENTATION IN DISTRIBUTION OF FOOD PRODUCTS

*Dragan Vasiljevic<sup>1</sup>, Miroslav Stepanovic<sup>2</sup>, Oliver Manojlovic<sup>3</sup>*

### Summary

*The research domain of this paper is food distribution improvement using the logistic concept of cross docking. The study purpose is to explore, analyse and demonstrate effects of cross docking implementing in business trading company and the factors influencing to implementation effectiveness, as well. The methodology used in the study includes the actual logistics and supply chain management literature review and the real-world study with the concept implementation. The main achieved results are that under defined circumstances cross docking can be suitable tool for food distribution improvement and valuable for the company's competitiveness increasing. The validity of the cross docking implementation is reflected in multiple (direct and indirect) benefits not only for the company, but also for the whole supply chain.*

**Key words:** *distribution strategy, cross docking performance factors, trading chain, case study, process improvement.*

**JEL:** *D39, L81, M19, Q13, R41.*

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## POTENTIALS AND LIMITATIONS FOR THE DEVELOPMENT OF RURAL TOURISM IN VOJVODINA

*Tatjana Bošković<sup>1</sup>, Radovan Tomić<sup>2</sup>, Danilo Tomić<sup>3</sup>*

### Summary

*The natural attractiveness of rural areas in Vojvodina is a good basis for a rural tourism development. However, the available natural resource base is not sufficient to ensure the rapid and successful development of tourism in rural areas in Vojvodina. In this process all available resources need to be activated. The human and financial resources for rural tourism development in the region of Vojvodina are the subject of this research. The aim of this research is to determine the condition of existing resources and propose measures for their improvement.*

**Key words:** *Rural tourism, resources, potentials, limitations, Vojvodina*

**JEL:** *R51, R23*

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## MARKETING CONCEPT IN TERMS OF AGRICULTURAL ENTERPRISES DEVELOPMENT IN TRANSITIONAL COUNTRIES<sup>1</sup>

*Drago Cvijanović<sup>2</sup>, Saša Trandafilović<sup>3</sup>, Nedžad Imamović<sup>4</sup>*

### Summary

*A subject of the research in this paper are agricultural enterprises in transitional countries, their business orientation, as well as restructuring processes, aiming to adjust to new market and economic trends. The goal of the research is to analyse business changes in agricultural enterprises during the transitional period, as well as recognizing current characteristics and role of agricultural enterprises in agrarian reproduction process.*

*Privatization of public combines and food industry has disturbed previously set connections in value chain of agro-food products, while facing the economy globalization and harsh competition in the process of trade liberalization has led to new concepts and postulates in these enterprises' functioning. The agricultural enterprises should develop new concept of management and marketing, in order to develop a profitable business strategy and to provide growth of production and sale, based on new market and economic circumstances.*

**Key words:** *agricultural enterprise, restructuring processes, marketing orientation.*

**JEL:** *Q13, Q10*

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1 The paper represents a part of the research at the project III 46006 – Sustainable agriculture and rural development in terms of the Republic of Serbia strategic goals' realization within the Danube region.

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## THE INFLUENCE OF AGRICULTURAL HOLDINGS ON THE NATURAL ENVIRONMENT

*Adam Kagan*<sup>1</sup>

### Summary

*Agriculture is the production field, which depends on the condition of the natural environment because it uses the natural processes of growth and reproduction of living organisms. The agriculture itself also affects the environment. The effects of this interaction, both positive and negative, are additionally shaped by the social, political, economic, technical and technological surroundings. The factors determining the agriculture's impact on a macro scale on the environment may, however, be brought down and subordinated to the main constituents, namely: the size of human population, demand for agricultural raw materials, the applied production technology (classical IPAT equation) and agro-climatic conditions. Based on the available forecasts and materials the potential directions and effects of constituents of the equation were analysed at the global level. However, establishing the environmental performance of a given agricultural holding and agriculture at the local level requires a different methodological approach. The article presents the method for measuring an agricultural holding's individual impact on the environment in the form of one indicator synthetic measure.*

**Key words:** *natural environment, agricultural holding, synthetic ratio, diagnostics features, IPAT equation*

**JEL:** *Q15, Q24, Q56, Q57, Q58.*

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## DEVELOPMENT OF FRUIT PRODUCTION AND PROCESSING IN THE REPUBLIC OF SERBIA

*Mirjana Lukač Bulatović, Zoran Rajić, Jelena Đoković<sup>1</sup>*

### Summary

*Although Serbia is characterized by favourable natural conditions for growing most of the continental fruit species, the full potential of their exploitation has not been reached yet. The main indicators of this underutilisation are values of main parameters of fruit production during longer periods of time. Due to its mostly extensive feature, the fruit production in Serbia has been ground to a halt for a considerable period of time, and has even shown the signs of reduction. In the period from 1981 to 2011, orchard areas in Serbia covered 252,364 ha on average, with the annual reduction rate of -0.40%.*

*During the analysed period (2001-2010), the highest production volume of processed fruit products (semi-processed and finished products) was recorded in fruit juices (155,012 t) and frozen fruits (24,602 t). Fruit juices and frozen fruits account for 93% of the total processed fruit products in Serbia. The processed fruit production during the analysed period increased at the average annual rate of change of 14.82%.*

**Key words:** *orchard areas, fruit production, semi-processed fruit products, finished fruit products*

**JEL:** *Q15, L66*

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**SUSTAINABLE AGRICULTURE AS A BASIS FOR SUSTAINABLE ENVIRONMENTAL DEVELOPMENT OF RURAL MUNICIPALITY VRBAS***Milutin Mrkša<sup>1</sup>, Tamara Gajić<sup>2</sup>***Sumarry**

*Agriculture is the main occupation of the rural population and as such forms the basis of development and progress, not only in rural areas, but also the community as a whole. Like any business, and agriculture has a number of negative environmental impacts, especially on agricultural land which is also the basis of existence and condition of the agricultural population. This paper will be presented to the basic conditions of life and professions in rural parts of the municipality of Vrbas and their relationship and impact on the environment. It will be proposed specific measures to reduce the impact of agriculture on the environment and sustainable improvement in the same context of sustainable development. It also will provide guidelines for development and improvement of settlements in order to improve the environment which would improve the living conditions of indigenous peoples.*

**Key words:** *sustainable agriculture, environment, sustainable rural development.*

**JEL:** *Q56*

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## INSURANCE IN AGRICULTURE

*Milan Počuča<sup>1</sup>, Zdravko Petrović<sup>2</sup>, Dragan Mrkšić<sup>3</sup>*

### Summary

*Damage in agricultural production can be crucial for the economy of a state, especially in countries where agricultural production prevails in the gross national income, as it is the case with Serbia. However, it is equally important that our agricultural producers manage incomes and expenditures in an efficient manner and optimize profit per surface unit, which is the basis of their business. Insurance plays an important part in the protection of the income statement of every agricultural producer as insurance costs are at the level of 1.5% to 2% on average of the production value, i.e. they are very low and saving on insurance could lead to the loss of the total yield and consequently total profit. However, agricultural insurance in Serbia is not developed enough. The state's attempt to boost insurance development amounts to insurance subsidies, which, in the period of the implementation of this regulation, i.e. since 2006, has raised awareness of the need of such a type of protection of agricultural producers.*

**Key words:** *agriculture, insurance, subsidies*

**JEL:** *K13, Q14*

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4 Samuelson, P. A., Nordhaus, V. D. (2009): *Ekonomija*, Mate, Belgrade, pg. 209.

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**DANUBE TOURIST SHIPS AS AN OPPORTUNITY FOR EXPORT OF  
AGRICULTURAL AND FOOD PRODUCTS**

*Dragan Tešanović<sup>1</sup>, Nikola Vuksanović<sup>2</sup>, Bojana Kalenjuk<sup>3</sup>,  
Milorad Vukić<sup>4</sup>, Snježana Gagić<sup>5</sup>*

**Summary**

*The Danube is the most important European river that forms part of the trans-European navigation system Rheine – Main - Danube, which facilitates an intensive development of various forms of tourism. Currently we are experiencing the intense development of nautical tourism. Number of cruise ships and tourists is constantly increasing. The highest level of consumption while cruising is achieved on the ship itself. Countries that have not adapted well and developed the infrastructure needed for providing the material goods for the ships needs experience reduced tourist revenues. They mostly come from souvenirs and visits to cultural and historic resources. Supplies of fuel, water, food, drinks and other necessities are obtained in countries that have recognized the demand and quickly adapted its offer. Of all countries along the Danube, ours is the only one where no procuring is taking place. The purpose of this paper is to study the structure, market forms and quantities of vegetables, fruit and other foods and food products, which are yearly spent on ships analysed. This paper will point out the places and countries they are presently purchasing. The study involved six cruise ships of Grand Circle Corporation and the consumption they had during the 2011. The obtained data is systematized and presented in appropriate tables and graphs.*

**Key words:** *tourism, export, groceries of vegetable origin, Danube.*

**JEL:** *L83, Q13, O13*

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## PHYSICAL PERSONS AS TOURIST SERVICE PROVIDERS IN AGRITOURISM

Janko Veselinović<sup>1</sup>

### Summary

*The goal of the paper is to analyse the normative regulation which creates the conditions under which physical persons offer tourist services in agritourism. The results of this work identify the Law on Tourism as a good legal framework for the inclusion of physical persons who are not registered as entrepreneurs in the performance of tourism activities in rural areas. The results also confirm that agritourism is one of the forms of economic activity which does not yield significant economic results in Serbia. The paper can lead to a conclusion that the creation of a normative framework for the inclusion of a widest range of service providers in agritourism opens a host of possibilities for the development of this kind of tourism, but also the parallel development of agriculture, cattle breeding and the overall development of rural areas. New legal frameworks create possibilities for physical persons to engage in providing services of accommodation and lodging, as well as catering homemade food and drink. Lawmakers offer this possibility to the unemployed and employed alike, but also to the retired persons and even older minors – persons over 16 years of age. These legal possibilities should also be followed by certain measures of national, provincial and local institutions. The methods used are those of analysis and comparison.*

**Key words:** *physical persons, agritourism, normative regulation, tourist services*

**JEL:** *M43, O12*

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Prikaz monografije

## **SISTEMI ZA OBRADU RITSKIH ZEMLJIŠTA SA ASPEKTA POTROŠNJE GORIVA, INVESTICIJA PO HEKTARU I ODRŽIVIH EKO SISTEMA**

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Monografijom autori ističu da je izbor sistema za obradu ritskih zemljišta od velike važnosti posmatrano sa agrotehničkog, ekonomskog i ekološkog stanovišta. Od velike važnosti naročito ukoliko se napomene da ritska zemljišta, nakon hodromorfniha zemljišta zauzimaju najveću površinu u AP Vojvodini. Značajno je napomenuti da se biljna proizvodnja na ovim tipovima zemljišta ne razlikuje od tehnike koja primenjuje na černoze i njemu sličnim zemljištima. Neprilagođena agrotehnika u proizvodnji ratarskih kultura može usloviti pogoršanje fizičkih, hemijskih i bioloških osobina zemljišta, što dovodi do smanjenja ili kolebanja prinosa iz godine u godinu. Nepovoljnih posledica ovakvog načina obrade zemljišta je nastanak *plužnog* đona, tj. vodonepropusnog sloja, čime se ubrzava propadanje prolećnih useva, što uslovljava povećanje troškova obrade i veće investiranje u proces proizvodnje. Kroz sedam poglavlja monografije, autori imaju za cilj da prikažu načine za poboljšanje trenutnog načina za obradu ritskih zemljišta, čime se vrši očuvanje eko-sistema, energetskih nivoa ulaganja, kao i poštovanje agrotehničkih zahteva i investicionih ulaganja.

Prvim poglavljem pružaju se uvodne informacije o antropogenizaciji zemljišta, tj. promenama koje se dešavaju u zemljištu, pod kojima zemljište gubi prirodan sklop i svojstva. Ove promene obuhvataju delove pedološkog profila, ornični sloj, duboke slojeve zemljišta. Cilj mera je menjanje karakteristika nisko plodnih zemljišta, čime se stvara pogodno stanište za razvoj biljnog pokrivača i ostvarivanja visokih prinosa. U tome pomaže upotreba mineralnih i organskih hraniva, čime se povećava količina humusa u zemljištu, stvara povoljan pH za mikrobiološku aktivnost; upotreba pesticida; mehanizacije; kao i pravilno navodnjavanje. Sve ove mere mogu izazvati i paradokse ukoliko se nepravilno balansiraju među sobom, te mogu naneti i štete u poljoprivrednoj delatnosti. Poseban akcenat stavljen je na iznalaženje pravilnog modela za upravljanjem zemljištem kao prirodnim resursom, tj. potrebama za racionalnim korišćenjem i stvaranjem mogućnosti za njegovu obnovu.

Drugim poglavljem autori su predstavili karakteristike zemljišnog pokrivača Vojvodine, zemljišne površine, koja su razvrstana u osam bonitetnih klasa, od kojih su prve četiri klase EP 2013 (60) 1 (203-204)

bolja zemljišta. Prikazane su fizičko-mehanička svojstva dve najkrupnije sistematske jedinice - automorfne i hidromorfne zemljišta (gde spadaju ritska zemljišta). Hidromorfna zemljišta se odlikuju teškim mehaničkim sastavom, slabom vodopropustljivošću, što usled nakupljanja vode može usloviti smanjenje prinosa, jer smanjuju aeraciju i biološku aktivnost. Na osnovu toga, autori su naveli načine za njihovu popravku, kroz posmatranje ekonomski značajnih tipova hidromorfne zemljišta.

Naredno poglavlje pruža uvid u kultivisanje zemljišta uzimanjem u obzir klimu- vremeske uslove u formiranju zemljišta, uvođenje plodoreda u proizvodnju na hidromorfne zemljištima. U rešavanju problema stvaranja pluznog đona u zemljištu, pristupa se posmatranju veličine zemljišnih čestica u kojima se korenovi mogu nesmetano razvijati i hraniti biljku. Autori navode da proces degradacije zemljišta započinje promenom strukture, a pogoršanje kroz stvaranje pokorice, sabijanje zemljišta, slabu dreniranost, itd. Ističe se potreba da se pravilnom navodnjavanjem, đubrenjem, meliorativnom zahvatima, mikrobiološkom aktivnošću i pravilno odbranom agrotehnikom mogu otkloniti nedostaci ritskih zemljišta.

Četvrtim poglavljem predstavljene su sistemi za obradu zemljišta: meliorativna obrada (krtična drenaža, podrivanje); sistemi redovne obrade kojim se ima u vidu osetljivost hidromorfne zemljišta na na pritisak i gaženje u vlažnom stanju (plitka obrada, osnovna obrada) i kako se njima utiče na strukturu hidromorfne zemljišta; sa aspekta uticaja različitih tipova poljoprivrednih mašina na stanje zemljišta.

Petim poglavljem predstavljene su energetske aspekte obrade zemljišta, kroz ukupno angažovanu energiju, energiju poljoprivrednih mašina i živog rada u zavisnosti od tehnologije proizvodnje. Konstatovano je da se u primarnoj poljoprivrednoj proizvodnji javljaju veliki energetske gubitci, ali da postoji prostor da se prilikom obrade zemljišta mogu ostvariti velike uštede u energiji, u zavisnosti od stanja zemljišta, primenjene tehnologije, mognoske, priključne mašine i eksploatacije agregata. Neophodno je pronaći način kojim bi se smanjio broj radnih operacija u toku proizvodnje uvođenjem novih sistema obrade i smanjenje energije u svakoj operaciji.

Kroz šesto i sedmo poglavlje prikazan je aspekt investicionog i agroekološkog odabira sistema obrade zemljišta, gde je posebno interesantan investicioni aspekt obrade zemljišta na koji su autori ukazali, jer se i on mora uvažiti kod donošenja odluka o izboru sistema obrade zemljišta imajući u vidu nabavne vrednosti savremene poljoprivredne tehnike.

Monografija predstavlja sistematizovanu analizu trenutnog stanja u oblasti obrade hidromorfne zemljišta, kojima se na pravi način naučnoj i stručnoj javnosti daje motiv za dalja usavršavanja u oblasti sistema za obradu zemljišta.

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Prikaz monografije

## MENADŽMENT U ORGANSKOJ BILJNOJ PROIZVODNJI

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Monografijom “Menadžment u organskoj biljnoj proizvodnji” je na sistematičan način predložen značaj održivog koncepta, gde centralno mesto pripada prirodnim resursima i poljoprivrednoj proizvodnji. Bez racionalnog korišćenja prirodnih resursa nema održivog razvoja poljoprivrede, tako da monografija predstavlja pravi doprinos širenju ekološke organske proizvodnje zasnovane na principima ekologije, ekonomije, zdravlja i ravnopravnosti.

Prvim poglavljem monografije dati su pojmovi ekologije, ekosfere i ekosistema, sa posebnim osvrtom na sistem nastaje poljoprivrednim delovanjem – agroekosistem. Ekosistem kao osnovna jedinica u ekosferi predstavlja skup delovanja biotopa (nežive komponente) i biocenoze (žive komponente), skup koji je dinamičan i koji kao takav nije izolovan od drugih ekosistema, već se sa njima integriše u složene veće sisteme. Agroekosistem predstavlja prelazan položaj između prirodnih i veštačkih urbanih ekosistema, tesno povezan sa razvojem poljoprivrede i zavisna je od delovanja abiotičkih i biotičkih faktora, u kome su elementi (producenti organske materije, potrošači i reducenti) povezani lancem ishrane. Kao zaključak je navedeno da je usled narušavanja prirodne ravnoteže došlo do poremećaja ciklusa kruženja materije, toka energije i raznovrsnosti biodiverziteta. Iako je sukcesija ekosistema u agroekosisteme sa aspekta poljoprivrede opravdana u cilju očuvanja egzistencije ljudi; autori su istakli kao nepobitnu činjenicu da su prirodni resursi ograničeni i da se usled intenzivnog korišćenja mogu nepovratno istrošiti. Shodno tome centralno mesto zauzima koncept održivog razvoja – sinergija ekonomskog razvoja, očuvanja životne sredine i društvenog razvoja. Održivim iskorišćavanjem prirodnih resursa moguće je dugoročnije planiranje u poljoprivrednoj proizvodnji, uz očuvanje resursa i stvaranje profita.

Drugim poglavljem, autori su dali prikaz strukture svih resursa u prirodi, koji na različite načine nalaze svoje mesto u poljoprivrednoj upotrebi. Klasifikacijom resursi se dele na neobnovljive, obnovljive i potencijalno obnovljive resurse. Istaknuto je da je poslednjih godina u svetu povećana upotreba energije iz obnovljivih izvora – solarna energija, energija vetra, geotermalna energija i energija biomase. Energija dobijena iz biomase služi za racionalno

i potpuno korišćenje svih nus proizvoda dobijenih poljoprivrednom proizvodnjom, kao i u drugim granama industrije, čime se sprečava bespovratno gubljenje materije (bioproizvodi, biodizel, biogas, etanol) i čime se omogućava njihova šira upotreba. Prelazak na upotrebu energije iz drugih izvora, proizstiče iz činjenice da je dugogodišnjom intenzivnom upotrebom obnovljivih izvora energije (vode, vazduha, biodiverziteta i zemljišta) i primenom neadekvatnih agrotehničkih mera došlo degradacije, sa posebnim akcentom na resurs zemljišta (erozija zemljišta, zaslanjivanje zemljišta, kontaminacija zemljišta teškim metalima). Kao posledica dolazi do isključivanja poljoprivrednog zemljišta iz poljoprivredne proizvodnje. U poglavlju je istaknuta važnost resursa zemljišta kao preduslova za razvoj ekološke poljoprivrede, gde se sa konvencionalnog načina poljoprivredne proizvodnje prelazi na održivu poljoprivredu, tj. na organsko ratarenje, gde se upotreba sintetičkih neorganskih materija zamenjuje upotrebom materija organskog porekla, čime se sprečava degradacija zemljišta.

Trećim poglavljem dati su principi organskog ratarenja, u kome se agroekosistem posmatra kao sistem gde su zastupljene sve tri vrste organizama i ekološki procesi: kruženje materije i protok energije. Prikazane su agrotehničke mere i sistemi gajenja biljaka, gde se centralno mesto daje plodoredu, uz poštovanje plodosmene (vremenskog smenjivanja useva) i poljosmene (prostorne smene useva) zarad povećanja plodnosti zemljišta i proizvodnje dovoljnih količina hrane. Predočava se i značaj upotrebe različitih kategorija organskih đubriva, naročito komposta, zelenišnog đubriva, žetvenih ostataka i biogenih đubriva, uz manju upotrebu mineralnih đubriva. Prikazane su mere zaštite bilja u organskoj proizvodnji, kojima se uz redovne mere nege smanjuje zagađenje zemljišta.

Četvrtim poglavljem data je metodologija gajenja povrtarskih useva primenom organske tehnologije; značaj primene plodoreda, setve/sadnje, mera nege zaštite (upotreba ekopreparata). Poglavljem je dat prikaz karateristika najvažnijih povrtarskih vrsta gajenih primenom principa organske proizvodnje (mrkva, krompir, crni luk, beli luk, grašak, boranija, pasulj, paradajz, paprika, krastavac), kao i uticaj ovakvog načina gajenja na kvalitet dobijenih kultura.

Petim poglavljem predstavljen je značaj semenarstva kao specifičnog segmenta agroindustrijskog kompleksa, u kojoj je krajnji produkt dobijanje kvalitetnog semena, kao osnove biljne poljoprivredne proizvodnje. Prikazane su specifičnosti organskog semenarstva, pravna regulativa i trenutno stanje tržišta semena sa organskom oznakom.

Šestim poglavljem je predstavljen značaj mikroorganizama u organskoj biljnoj proizvodnji, počev od uloge u transformaciji organske materije i obezbeđenju biljaka hranljivim materijama. Takođe je predstavljen značaj mikroorganizama u bioremedijaciji zemljišta, voda, vazduha, tačnije uloga mikroorganizama u metabolisanju toksičnih jedinjenja. Predstavljen je značaj pojedinih grupa mikroorganizama u organskoj proizvodnji, tj. korišćenje biođubriva koji su stimulatori biljnog porasta u procesu biofertilizacije. Prikazane su pozitivne karakteristike mikroorganizama ispoljene u primeni biopesticida i organskim đubrivima.

Poslednjim, sedmim poglavljem dat je uvid u proces sertifikacije prema zakonskom regulativama koje važe u našoj zemlji, uz naglašavanje značaja ovog procesa u proizvodnji

i kasnijoj distribuciji semena sa organskim predznakom. Predstavljeno je trenutno tržište organskim proizvodima, kako u svetu, tako i kod nas, kao i prostornu raširenost ovog vida u Republici Srbiji. Zaključeno je da na teritoriji naše zemlje postoje realni potencijali za povećanje površina pod ovim vidom proizvodnje, što bi u mnogome potpomoglo konkurentnost domaće poljoprivrede.

Kroz prikazana poglavlja, može se zaključiti da monografija objedinjuje sve segmente koji uvode u proces organskog ratarenja, ističe sve prednosti, ali i iznosi sve realne probleme prilikom prelaska na ovakav način proizvodnje i kao takva predstavlja svojevrsan doprinos naučnoj i stručnoj javnosti.

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