

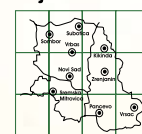
**ORGANSKA  
POLJOPRIVREDA**

**DOBRA ZA PRIRODU  
DOBRA ZA TEBE!**



**gtz**

Zelena  
Mreža  
Vojvodine

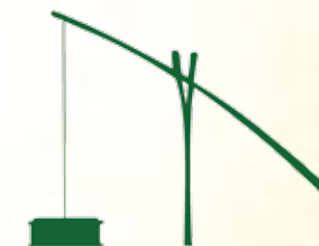


Green  
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Град Нови Сад  
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# **PIJACA „MOJ SALAŠ“** **FARMERS' MARKET "MY FARM"**



ZELENA MREŽA VOJVODINE

**MOJ SALAŠ**





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Autori tekstova/Authors: *Prof. Dr Branka Lazić i Olivera Radovanović*

Glavni urednik/Chief Editor: *Olivera Radovanović*

Tehnički urednik i priprema /Technical Editor and Layout: *Duško Medić*

Prevod na engleski/Translation: *Nebojša Pajić*

Lektura/Proofreading: *Ljubica Kostić*

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# **PIJACA „MOJ SALAŠ“**

## **FARMERS` MARKET “MY FARM”**

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Novi Sad, 2010.



## PIJACA „MOJ SALAŠ“

Priča o nastanku prve pijace organskih proizvoda u Srbiji

Krajem marta, 2003. godine, u Zelenu mrežu Vojvodine su došli u goste dva Njujorčanina - Stiv Dejvis (Steve Davies) i Fil Majrik (Phill Myrick) iz organizacije „Projekat za javne prostore“ *Project for Public Spaces* (www.pps.org), koja se od 1975. godine bavi revitalizacijom javnih prostora u Sjedinjenim američkim državama. Ta dva Njujorčanina došla su u Novi Sad, sa toplom preporukom našeg prijatelja Bila Mudija (Bill Moody), tadašnjeg programskog direktora za ovaj kraj Evrope iz Fonda braće Rokfeler (Rockefeller Brothers Fund). Tokom sat i po, koliko je trajala njihova poseta, Stiv i Fil su nas ubedili kako je metod uređenja javnih prostora idealan podsticaj da ljudi javno kažu kakvim sadržajem žele da ispune otvorene prostore svog grada. Rezultat te njihove posete bilo je rađanje ideje da u jednom od javnih prostora Novog Sada, pokušamo da organizujemo sasvim drugačiju pijacu od do tada viđenih. Naš mali tim sastavljen od profesorke dr Branke Lazić, Duška Medića, Ana Marie Vujošević i Olivera

Radovanović dao se u posao. Pala je odluka da buduća pijaca okupi tradicionalne proizvođače, mahom sa salaša iz Vojvodine, one koji imaju male posede a veliku želju da poljoprivreda kojom se bave bude u sazvučju sa prirodom i ljudima, odnosno one koji su želeli da postanu proizvođači sertifikovanih organskih proizvoda. Decembra 2003. godine, održali smo dvodnevnu obuku na Čeneju, gde se okupila naša ciljna grupa. Došli su paori iz Čeneja, Kisača, Nadalja, Temerina i Kovilja. Govorili smo im o dobroj poljoprivrednoj praksi, o organskoj poljoprivrednoj proizvodnji, zatim kako da se povрати tradicionalan izgled salašima, o prednostima upotrebe obnovljivih izvora energije i

moogućnostima plasmana njihovih proizvoda. Tokom proleća 2004. godine, u više navrata smo održali sastanke sa našim paorima. Tada je postalo jasno da smo okupili mrežu proizvođača spremnih da uče i da rade po novim praksama koje su se razvile u Evropskoj Uniji i drugim razvijenim zemljama sveta. Olivera i Ana Maria su, zahvaljujući prijateljima iz Njujorka, otišle na obuku za kreiranje

specijalnih pijaca, takozvanih *Farmers' Markets*, i na iskustvu čuvene *Pijace organskih proizvoda na Union Skveru* u Njujorku naučile su da farmeri sa sertifikovanim organskim proizvodima mogu da dobro prodaju svoju robu, po cenama koje su znatno više nego što košta ista hrana iz kon-

vencionalne proizvodnje. Tamo su videle da čuvena glumica Džulija Roberts voli da kupuje svoje namirnice na pijaci lociranoj na sred trga, u strogom centru Njujorka, a da kupovina i na najurbanijem mestu na svetu, može da ima starinski šmek, gde čovek može da proćaska sa farmerom kod kojeg kupuje.

Maja 2004. Stiv i Fil su ponovo došli u Novi Sad i tada smo organizovali veliku radionicu *Revitalizacija javnog prostora – Placemaking* u klubu TREMA. Radionica je okupila više od

šezdeset ljudi. Bilo je tu predstavnika gradskih javnih preduzeća, predstavnika iz Pokrajinskog sekretarijata za poljoprivredu, profesora sa Novosadskog univerziteta, predstavnika drugih nevladinih organizacija i, ono što je najvažnije, bila je tu i grupa od petnaestak paora iz cele Vojvodine. Zajednički zaključak na radionici je bio da Novom Sadu treba jedna posebna Pijaca sa poljoprivrednim proizvodima koje neće prodavati nakupci, sa proizvodima koje potrošači kupuju sa poverenjem, sa proizvodima koji imaju tradicionalan ukus i dobar kvalitet i koji su lokalno uzgajani. Već juna te godine Novi Sad je dobio Pijacu „Moj salaš“ nazvanu prema programu Zelene mreže Vojvodine pod istim nazivom, koji je u sebi obuhvatio dugoročno planiranu edukaciju poljoprivrednih proizvođača o organskoj proizvodnji, način distribucije takvih proizvoda i promišljen marketinški pristup. Ispunjenje takvog programa zahtevalo je dug i strpljiv rad i mnogo učenja. Učili su naši paori, učili smo





i mi. Učila je i naša najbolja učiteljica, profesorica Branka Lazić. Budno je pratila sve novine u organskoj proizvodnji i pratila evropsko zakonodavstvo u toj oblasti. Mora se istaći njena uloga, zatim uloga ljudi iz Ministarstva poljoprivrede, šumarstva i vodoprivrede kao i Nemačke organizacije za tehničku pomoć, GTZ na donošenju pravnog okvira koji je omogućio širenje organske poljoprivrede u Srbiji.

Nije bilo lako ni jednostavno formirati a zatim održati ovu Pijacu tokom sedam godina. Pijaca je 2004. godine počela da radi gotovo bez ijednog sertifikovanog organskog proizvođača. Na Pijaci su te 2004. godine gostovala dva organska proizvođača iz okoline Subotice okupljena oko organizacije Terra's. Ostali proizvođači na Pijaci bili su oni koji su ili započeli proizvodnju prema sistemu koji propisuje organska poljoprivreda (tada još nije bilo regulisano zakonodavstvo u toj oblasti) ili su se držali tradicionalne poljoprivredne proizvodnje. Novosadski potrošači su od početka

**Potrebno je posebno istaći da je 2007. godine program „Moja salaš“ iznedrio i prodavnicu „Moj salaš“, koja prodaje proizvode naših proizvođača tokom cele godine. Vlasnik prodavnice je mlada preduzetnica Milica Popović sa kojom je Zelena mreža Vojvodine napravila dogovor o saradnji po kojem prodavnica plasira robu proizvođača okupljenih oko programa „Moj salaš“. Obaveza prodavnice je da u poslovanju sledi principe fer trgovine, da roba koja se nudi u prodavnici bude lokalna i da težište bude na promovisanju proizvoda iz organske proizvodnje.**

imali miljenike među proizvođačima među kojima se ističe porodica Vožar. Od 2005. godine na Pijaci je stalan učesnik Josip Mamužić - sertifikovan organski proizvođač sa, možda najdužim stažom u organskoj proizvodnji. Na Pijaci se u periodu od 2006. do 2009. godine pojavilo još nekoliko sertifikovanih organskih proizvođača. Od januara do maja 2008. godine svi proizvođači sa Pijace „Moj salaš“ prošli su kroz još jednu obuku finansiranu od strane Ministarstva za poljoprivredu, a uobičajeni godišnji sastanci sa proizvođačima Pijace, postali su

tradicionalno mesto razmatranja problema koje je trebalo prevazići i mesto gde se planira proizvodnja za narednu godinu.

Pijaca je od prvog dana postala i mesto gde se organizuju promocije sela iz Vojvodine, mesto gde se igra i peva, jedu starinski kolači iz multinacionalnih kuhinja i gde se gleda kako se veze, tka ili vrca med. Uvek je bilo veselo kada dolaze školska deca, koja vole da probaju ponude sa Pijace i da se upoznaju sa novim vrstama i sortama povrća. Na Pijaci se pojavljuju i poznate ličnosti iz sveta medicine, kulture, sporta i zabave sa željom da ličnim primerom ukažu

na važnost korišćenja organskih proizvoda u ljudskoj ishrani. Pijaca je jedno vreme imala i svoje glasilo, a često smo kupcima štampali recepte, naročito za spravljanje jela od novih vrsta povrća.

Ova 2010. godina je prva godina u kojoj većina proizvođača na Pijaci pripada poljoprivrednicima sa sertifikovanim organskim proizvodima. Od ove godine, stalni učesnici Pijace su sedam sertifikovanih organskih proizvođača, a dva voćara su gostovala sa svojim sertifikovanim organskim jabukama i malinama. Naravno, na Pijaci su ostali i tradicionalni povrtari, voćari i ratari, kao i proizvođači iz multifunkcionalne poljoprivrede. Međutim, zahvaljujući brojnim (za naše uslove) proizvođačima iz organske poljoprivrede, Pijaca „Moj salaš“ je u ovom momentu najveće distributivno mesto organskih proizvoda u Srbiji.

Kampanja koju je Zelena mreža Vojvodine usmerila ka potrošačima, uz pomoć GTZ i Uprave za privredu Grada Novog Sada, pod sloganom „**Organska poljoprivreda. Dobra**

**za tebe, dobra za prirodu!“** dala je izvanredne rezultate. Naši proizvođači su zadovoljni povećanjem prodaje svojih proizvoda a potrošači mogućnošću da u Novom Sadu mogu da kupe proizvode koji dobro utiču na njihovo zdravlje i zdravlje njihove dece. I da se vratimo na početak priče vezan za Njujork. Zadovoljni smo što danas Pijaca „Moj salaš“ nimalo ne zaostaje za čuvenom Pijacom na Junion Skveru. A svojom kvalitetnom ponudom ne zaostaje ni za pijacama takve vrste širom Evropske Unije. ■



## FARMERS' MARKET "MY FARM"

The story of how the first market that sold organic products in Serbia came to life.

At the end of March, 2003, two New Yorkers came to visit the Green Network of Vojvodina – Steve Davies and Phil Myrick from the Project for Public Spaces organisation ([www.pps.org](http://www.pps.org)) which had been working on revitalisation of public spaces in the USA since 1975. These two men arrived in Novi Sad, having been warmly recommended by our friend Bill Moody, who was at the time the programme director of the Rockefeller Brothers Fund for this part of Europe. During an hour and a half of their visit, Steve and Phil convinced us that the placemaking method is inspiring for the people who wanted to express their wishes about the contents of the public spaces in their own towns and cities. The result of their visit was the birth of the idea which involved organising a green, farmers' market that had not been organised up until then. Our small team consisting of Professor Branka Lazić, Duško Medić, Ana Marija Vujošević and Olivera

Radovanović rolled up their sleeves and started digging. The decision was made that the future market should gather traditional producers, mainly from Vojvodian farms, those who have small estates and a big desire to harmonise their agriculture with the nature and the people, i.e. people who wanted to become producers of certified organic products. In December 2003, we had a two-day education seminar in Čenej, which gathered our target group. Farmers from Čenej, Kisač, Nadalj, Temerin and Kovilj arrived. We talked to them about good agricultural practice, about organic agricultural production. We also told them that the traditional look and design of farms should be brought back, and we talked about the advantages of renewable energy sources and the possibilities of how to place their products. During the spring of 2004, we had many meetings with our

farmers. It was clear then that we had gathered a network of producers ready to learn and work following the rules of new practices which were created in the European Union and other developed countries in the world. Again, thanks to our friends, Olivera and Ana Maria went to New York to learn how Farmers' Markets are created, and based on the experiences of the *Market of Organic Products* at the Union Square in New York, they learned that farmers with certified organic products can sell their goods at prices that are significantly higher than the same food from conventional

production. There they saw that Julia Roberts loves buying her groceries at the market in the middle of the famous New York square. They also noticed that buying food in the most urban place in the world can have an old-fashioned air about it, where

a man can speak with the farmer who produced the vegetables.

In May, 2004, Steve and Phil returned to Novi Sad and we organised a big workshop named *Revitalisation of Public Spaces – Placemaking*. The workshop gathered more than sixty people. There were representatives of the city utilities, representatives from the Provincial Secretariat for Agriculture, Novi Sad University professors, representatives from other NGOs, me-

dia and what was most important, a group of fifteen farmers from all over Vojvodina. A joint conclusion at the workshop was that Novi Sad needed a special market with agricultural products which would not be sold by people who had nothing to do with growing the goods; a market where consumers buy believing they are organic, with products that have a old fashioned taste and good qualities, and come locally.

Already in June of that year, Novi Sad had its *Farmers' Market "My Farm"* called after the Green Network Of Vojvodina

It is important to point out that My Farm programme "gave birth" to the Grocery "My Farm" which sells our farmers' products all year long. The owner of the shop is a young entrepreneur Milica Popović. The Green Network of Vojvodina made an agreement on cooperation with her, according to which the shop places the goods of the producers from the My Farm programme. The grocery is obliged to follow the principles of fair trade, that the goods on offer in the grocery are produced locally and that it should work on promoting organic products.





programme of the same name, which encircled a planned long-term education of farmers about the organic production, the way how such products are to be distributed and a planned marketing approach. Realising such a programme required a long and patient work and a lot of learning. Our farmers learned, and so did we. Our best teacher, Prof. Branka Lazić learned, too. She had her careful eye on all the novelties in organic production and followed the European legislature in that field. Her role must be duly noted, just as we must show gratitude to the people from the Ministry of Agriculture, Forestry and Water-management and a German organisation for technical assistance, GTZ in the process of making the legal framework which enabled wide-spreading of organic agriculture in Serbia.

It has not been easy to form, nor has it been easy to keep this Market during the seven years. The Market started working in 2004 almost without a single

certified organic producer. Two organic producers from a village near Subotica were guests at the Farmers' Market, and they were gathered around Terra's organisation. The rest of the producers at the Farmers' Market were those who had either initiated the production according to the system proscribed by organic agriculture (at the time our legislature had not regulated this field) or those who were stuck to the traditional agricultural production. Novi Sad consumers had their favourites from the beginning, family Vozar especially. Since 2005 Josip Mamužić has been a constant participant at the Market. He is a certified organic producer who has been in the organic world the longest time, probably. In the period from 2006 to 2009, more certified organic producers appeared. From January to May 2008, all of the producers from *My Farm Market* went through another education seminar financed by the Ministry for Agriculture, and the usual annual meetings with the Farmers' Market pro-

ducers became a traditional place where problems that needed to be overcome were discussed, and where plans for the following year were made.

From the day one, the Market became a place where villages from Vojvodina were promoted, a place where people sang and danced; where cakes were made the way our grandmothers used to make them, and where food came from multinational cuisines; where people could see how embroidery is done, or how cloths are woven, or how honey is extracted from honeycomb. It has always been cheerful when schoolchildren who love to taste the Farmers' Market produce and to get to know the new species and varieties of vegetables. Locally famous people from the fields of medicine, culture, sport and entertainment joined the market, setting



examples of how important organic products are in peoples' diet. The Market had its own newsletter, and we often printed recipes for customers, especially on how to prepare meals with the new sorts of vegetables.

This 2010 is the first year when most producers at the Farmers' Market

have certified organic products. This year, our regular participants are seven certified organic producers and two fruit growers had their guest appearance with their certified organic apples and raspberries. Of course, the Market is still a home to traditional farmers, just as it is home to the producers from the multifunctional agriculture. However, thanks to numerous (for our conditions) producers from organic agriculture, My Farm Market is at this moment the greatest distributive centre of organic produce in Serbia.

The campaign that the Green Network of Vojvodina had directed towards consumers with the assistance from GTZ and the Department for Economy of the City of Novi Sad called "**Organic agriculture. Good for you, good for nature!**" had excellent results. Our

producers are happy with the increased sales of their products and the consumers are happy with the chance given to buy products that are beneficial to their health and the health of their children. And, to return to the beginning of the story connected to New York - We are happy because today *Farmers' Market "My Farm"* is on a par with the famous Union Square Market, and that it does not lag behind similar green markets in the EU with its offer of quality products. ■





## ORGANSKA POLJOPRIVREDA

Organska poljoprivreda je kontrolisan, sertifikovan celovit sistem proizvodnje hrane koji objedinjuje ekološke principe i poljoprivrednu praksu. Poštujući zakonitosti prirode ona racionalno koristi prirodne resurse a svojim agrobiotehničkim merama čuva biodiverzitet, posebno genetičke resurse, životnu sredinu i zdravlje ljudi. Osnovni cilj organske poljoprivrede je da u okviru celovitog pristupa proizvodi kvalitetnu hranu: tipičnu za vrstu, sortu i rasu, zdravstveno bezbednu hranu, neophodnu za uravnoteženu ishranu ljudi. Organski proizvedena hrana i namirnice su bez ostataka sintetičkih pesticida, teških metala, aditiva, antibiotika i hormona. To je hrana sa smanjenim sadržajem nitrata i nitrita, bez mikrobiološke kontaminacije i bez genetski modifikovanih organizama. U organskoj proizvodnji se zahteva primena dobrih higijenskih i sanitarnih mera jer su „bolesti prljavih ruku“ često opasnije i sa tragičnijim posledicama od nekih hemijskih kontaminacija.

Kontrola organske hrane „od njive do trpeze“ i sistem sertifikacije proizvodnje garancija su potrošaču da je ta hrana sigurna za ishranu. Aspekt uticaja or-

ganske poljoprivrede na čuvanje životne sredine ima posebno važnu ulogu. Zato slogan „**Organska poljoprivreda. Dobra za tebe, dobra za prirodu!**“ označava uzajamno delovanje i neraskidivu vezu čoveka i prirode, svojstvenu organskoj poljoprivredi. Pri tome, u organskoj proizvodnji posebno dolaze do izražaja odnosi poštenog pristupa poslu, dobronamernost, prijateljstvo između organskih proizvođača ali i njihovo razumevanje prirodnih zakonitosti. Proizvođači organski uzgajane hrane, po pravilu, su izuzetni ljudi - često su donatori hrane i učesnici mnogih humanitarnih aktivnosti. Takvi su i naši proizvođači na Pijaci „Moj salaš.“ ■

## ORGANIC AGRICULTURE

Organic agriculture is a controlled, certified and rounded up system of food production which involves environmental principles and agricultural practice. By obeying the laws of nature, it rationally utilises natural resources and by using the agri-biotechnological measures it preserves the biodiversity, especially genetic resources, the environment and people's health. The basic goal of the organic agriculture is to produce quality food using the holistic approach. This food is typical of the variety and species; food that meets the health safety standards necessary for the balanced diet. Food and provisions that have been organically produced have no residues of synthetic pesticides, heavy metals, additives, antibiotics and hormones. It is food with a reduced level of nitrates and nitrites, without the microbiological contamination and without geneti-

cally modified organisms. Organic production requires the application of good hygienic and sanitary measures because the diseases caused by dirty hands are more often than not dangerous and leave more tragic consequences than certain chemical contaminations.

The control of organic food 'from the field to your dining room' and the system of certifying the production guarantee the consumers that the food is safe to consume. The aspect of the influences of organic agriculture on the preservation of the environment plays an especially important role. That is why the slogan "**Organic agriculture – Good for You, Good for Nature!**" marks the interaction and the unbreakable bond between man and nature, so typical of organic agriculture. Having said that, organic production emphasises honest relations to work, good intentions, camaraderie among the organic producers, but also their understanding of the laws of nature. Producers of organic food are, as a rule, extraordinary people – they often donate food and participate in many humanitarian activities. Such are our producers at My Farm Farmers' Market. ■



## POLJOPRIVREDNICI SA CERTIFIKOVANOM ORGANSKOM HRANOM – PIJACA „MOJ SALAŠ“

## PRODUCERS WITH CERTIFIED ORGANIC FOOD – FARMERS' MARKET “MY FARM”

## „Bio-farma“ porodice Vozar, Kisač

Porodica Vozar je u proizvodnji prepoznatljiva po brojnosti vrsta, sorti i varijeteta organskog povrća, posebno onih koji su najznačajniji u ishrani ljudi. Uvek raspolazu velikim izborom vrsta i varijeteta salata - od onih uobičajenih, kao što su lisnate i glavičaste salate i specifične salate visoke nutritivne vrednosti bogate bojenim materijama (smeđe, crvene i ljubičaste), do različitih sorti eskariol salate i lisnatog radiča, posebno glavičastih sorti ljubičaste boje. Paleta povrća uključuje sve kupusnjače od kojih je posebno značajna brokola, zatim tikvice, lukovi, blitva, spanać, što ukazuje na primenu intenzivnog povrtarskog plodoreda (smena vrsta u toku godine), koji je ujedno i osnova organske poljoprivrede.

Na tezgama porodične farme Vozar uvek je prisutna i neka nova vrsta povrća ili začinsko-lekovitog bilja iz programa “Bio-bašta zimi”. Porodica Vozar je pokazala spremnost da stalno uči, neposredno ali i preko brojnih eksperimentalnih parcela. To znanje prenose studentima, drugim proizvođačima kao i brojnim kupcima koji dolaze na njihovo imanje u želji da vide i čuju Vozarovo iskustvo i njihovo znanje iz organske proizvodnje. Takođe, Vozarovi vrlo često govore svojim kupcima o načinu korišćenja povrća u ishrani.

Povrće porodice Vozar prepoznatljivo je ne samo na Pijaci „Moj salaš“ nego i u Prodavnici „Moj salaš“, kao i na tezgama novosadskih pijaca i policama nekih supermarketa.

Njihove tezge su pravi primer marketinga organske hrane: povrće je sortirano i pakovano prema zahtevu vrste, a veoma atraktivno je aranžirano. ■



## The Vozar Family “Bio-Farm”, Kisač

The Vozar family are well-known for their varieties of species of organic vegetables, especially the ones that are most important in the human diet. They always have many sorts and varieties of lettuce – from the ordinary ones, such as the leaf lettuce and head lettuce but also the lettuce of high nutritional value rich in naturally coloured matter (brown, red and purple), to different varieties of escariol lettuces and leafy radicchio, especially head varieties, purple in colour. Their selection of vegetables includes all varieties of brassica, broccoli being especially important, then zucchini, onion, Swiss chard, spinach and the fact that so many vegetables are grown in one year points to the fact that the intensive vegetable growers' rotation rule is followed, which is at the same time the basis of organic agriculture.

The Vozar family's market stands always have a new species of vegetables or spices or medicinal herbs from their “Winter Bio-garden” programme. The Vozars have shown readiness to continuously learn, indirectly but also on their numerous experimental lots of land. They convey this knowledge to students, other growers and to their numerous customers who come to their property wishing to hear the Vozars' experience and their knowledge of organic production. Also, the Vozars very often advise their buyers on how to prepare their vegetables.

Their vegetables stand out, not only at *My Farm Market*, but also in the *My Farm Grocery*, and on the stands of Novi Sad green markets and selected supermarkets. Theirs are exemplary stands on how to market organic food: the vegetables are divided and packaged according to the requirements of the species and are very attractively arranged. ■





Salaš porodice Mamužić smešten je na severu Bačke, na lakom, peskovitom zemljištu. Ovo gazdinstvo odlikuje ratarska, povrtarska i voćarska sertifikovana organska kao i tradicionalna poljoprivredna proizvodnja. Uz to, porodica Mamužić je čuvena po preradi industrijske (začinske) paprike i žitarica.

Njihova polja presecaju eko-koridori sa cvetnim vrstama a sve bioagrotehničke mere koje se primenjuju ostvaruju, uz kvalitetnu i bezbednu raznovrsnu hranu, i očuvanje prirodne raznolikosti i povoljne uslove za rast biljaka.

Na salašu Mamužić uvek su prisutna i eksperimentalna polja, ispitivanje novih metoda i sorti u organskoj proizvodnji. Salaš često posećuje veliki broj stručnjaka

i poljoprivrednika zainteresovanih za organsku proizvodnju, pa se na njihovom imanju održava edukacija za brojne posetioce.

Porodica Mamužić

je jedna od najstarijih i najboljih sertifikovanih organskih proizvođača, koja je poznata i po gajenju starih populacija crnog i belog luka, zatim organskog semena povrća i odlične začinske paprike, mrkve i krompira. Uz prodaju na Pijaci „Moj salaš“ i prodavnici „Moj salaš“, Mamužići se nalaze i na novosadskim, subotičkim i beogradskim pijacama. Svoje proizvode plasiraju „na kućnom pragu“, na salašu, u okviru manifestacije salaša „Bio dani“ a poručene proizvode raznose i direktno kupcima na kućnu adresu.

#### The Mamužić Family Farm, Ljutovo

The Mamužić family farm is at the very north of Bačka, their soil being light and sandy. This farm has specialised in farming, vegetable growing and fruit growing certified organic and traditional agricultural production. Besides, the Mamužić family are famous for processing industrial (spice) red pepper and wheat. Their fields are

intersected with eco-corridors with floral species and all of the bio-agritechnical measures that are applied and they realise the preservation of biodiversity and favourable conditions for the growth of plants just as they realise quality and safe selection of food.

Experimental fields can always be seen at Mamužićs' farm where they test new methods and species in organic production. The farm is often visited by numerous professionals interested in organic production, and it is a place where many visitors are educated.

The Mamužić family are ones of the oldest organic producers and the ones with best certificates. They are also famous for growing old varieties of onion and garlic; and organic seed of vegetables and excellent spice pepper, carrot and potatoes. Besides their appearances at *My Farm Market* and *Grocery "My Farm"*, the Mamužićs can be seen at Novi Sad, Subotica and Belgrade green markets. They also place their products on their threshold, at the farm within their event called "Bio Days" and they also deliver orders of their goods to home addresses. ■



Bogato aranžirana tezga Svetlane Stojanović na Pijaci „Moj salaš“ puna je raznovrsnih organski proizvedenog, svežeg ali i prerađenog povrća i voća, po tradicionalnim receptima. Organska proizvodnja na njivi i u plastenicima omogućuje njenoj porodici duži period plasmana povrća i prerađevina. Proizvodnja ove porodice odlikuje se kvalitetnom proizvodnjom paradajza, paprike, krastavaca ali i kupusnjača, pre svega kelerabe i kineskog kupusa, kao i pasulja. Na organski način proizveden beli i žuti kukuruz prerađen u brašno po tradicionalnoj tehnologiji, dopunjuje lepezu organskih proizvoda. Danas Stojanovići, na ovaj način proizvode i organsko seme pasulja a svoje imanje nastoje da razviju i pretvore u ekofarmu sa živinarstvom, da bi imali zaokružen ciklus proizvodnje. Energična Svetlana Stojanović

stalno uči novine u proizvodnji, iako ima mnogo obaveza i kao supruga i majka troje dece. Ističe se kao preduzetnica i lider u porodici, žena koja voli i razume ekološke principe organske poljoprivrede i zahteve potrošača. Pravo je zadovoljstvo razgovarati s njom, prema njenim instrukcijama birati a zatim i kupiti proizvode sa ovog imanja.

#### The Stojanović Family Farm, Kikinda

The richly arranged stand of Svetlana Stojanović at *My Farm Market* is bursting with various organically grown fresh vegetables and processed vegetables and fruit, prepared after traditional recipes. Due to organic production both on the arable land and in plastic hothouses, her family can have benefits of a longer time for the placement of their vegetables and preserves. This family produce quality tomatoes, paprika, cucumbers but also brassica, above all kohlrabi,

Chinese cabbage and beans. White and yellow maize grown organically and ground to flour following the traditional technology rules fill up the spectrum of their organic produce. Today the Stojanović family produce organic beans seed and they are trying to develop their estate and turn it into an eco-farm where poultry is to be grown, so that they could complete the circle of production. Energetic Svetlana Stojanović is in constant search of novelties in the production although many chores wait for her both as a wife and a mother of three. She is very enterprising and is a leader in her family. She is a woman who loves and understands the environmental principle of organic agriculture. It is true pleasure talking to her, and then to follow her instructions on how to select and buy produce from their land. ■





Bio-bašta porodice Čikoš nalazi se u Totovom selu u okolini Subotice i prostire se na 20 hektara zemlje od koje se na 4,3 hektara gaji raznoliko, sertifikovano organski proizvedeno povrće. Preko trideset vrsta povrća gaji se na plodnom černozeu poštujući sve ekološke principe i bioagrotehničke mere organske poljoprivrede. Arpad Čikoš je mlad poljoprivredni proizvođač, oženjen (ima dva sina), koji je 2004. godine ušao u organsku proizvodnju povrća. Arpad Čikoš stalno usavršava svoje znanje za primarnu proizvodnju povrća i tradicionalnu proizvodnju sokova od cvekle, mrkve i kiselog kupusa. Njegova bio-bašta je u razvoju ali sa veoma dobrim marketinškim pristupom.

„Bio-bašta Čikoš“ odlikuje se kvalitetnom proizvodnjom mrkve, peršuna, krompira, crnog luka, cvekle, kukuruza šećerca, svih kupusnjača, boranije, graška, krastavca i različitih sorti paprike i paradajza. Takođe, uzgaja čičoku, specifičnu biljku, koja je kod nas malo

rasprostranjena vrsta povrća a veoma je pogodna u ishrani dijabetičara. Širenje ove bio-bašte tako omogućuje i dalje širenje broja vrsti i varijeteta u organskoj proizvodnji povrća.

Arpad Čokoš gaji odnos pun ljubavi i poštovanja prema poljoprivredi i životnoj sredini što je, inače, jedna od karakteristika za organske proizvođače.

#### Čikoš Family “Bio Garden”, Totovo Selo

This Bio Garden is in Totovo Selo in the vicinity of Subotica and it is spread on the 20 hectares of land. 4.3 hectares are used to grow diverse, certified organically grown vegetables. Over thirty species of vegetables are grown on fertile chernozem, and all the environmental principles and bio-agritechnical measures of organic agriculture have been followed. Arpad Čikoš is a young farmer, he is married (has two sons), who bravely entered the field of the organic production of vegetables. Arpad Čikoš constantly improves his knowledge

of primary vegetable production and traditional production of beet-root, carrot and sauerkraut juices. His bio garden is still being developed but he has a very good marketing approach.

*The Čikoš Bio-Garden* has excelled in producing quality carrots, parsley, potatoes, onion, beet-root, sweet corn, all varieties of brassica, green beans, peas, cucumbers and different varieties of paprika and tomatoes. Also, he grows topinambur, a rather particular plant, very rare in this area, yet very good in the diabetics' diet. Spreading of this bio-garden thus enables further spreading of the numbers of species and sorts in the organic vegetable production. Arpad Čikoš's attitude towards agriculture and the environment is one filled with love and respect, which is another feature typical of organic growers. ■



Porodica Farago, poznata od ranije po dobroj tradicionalnoj poljoprivredi, za organsku poljoprivrednu proizvodnju raznolikog začinskog i lekovitog bilja opredelila se još 2005. godine. Njihova njiva oko salaša prekrivena je raznobojnim cvetovima i odiše mirisom raznovrsnih divljih i gajenih vrsta lekovitog i aromatičnog bilja. Proizvodnja bilja porodice Farago specifična je po tome jer sem organske kontrole i sertifikacije, podleže kontroli i odeljenja Zavoda za zaštitu prirode Srbije, koji vrši nadzor i odobrava gajenje divljih vrsta bilja u Srbiji. Pored brojnih začinsko-lekovitih vrsta kao što su: beli slez, neven, matičnjak, bosiljak, estragon, hajdučka trava, kopriva, origano, majčina dušica, vranilova trava, miloduh, timijan, sitnolisna lipa, rabarbara i zova, oni proizvode seme i ulje iz uljane tikve, zatim mungo i azuki pasulj, lan, kukuruz i ječam. U bogatom i slikovitom svetu organske poljoprivrede rasle su tri ćerke Farago kojima se ove 2010. godine pridružio i brat. Porodica Farago, pored visokog kvaliteta svojih

proizvoda, ponudom svojih proizvoda, tihim a specifičnim odnosom sa kupcima, daje pravu životnu sliku organskih proizvođača.

#### The Farago Family Farm, Orom

The Farago family, which have for a long time been famous for their practice in traditional agriculture, decided to delve in the organic agricultural production of various spice plants and medicinal herbs in 2005. The land around their farm is covered with colourful flowers and the air around it is rich with the scents of various wild and cultivated types of medicinal and aromatic plants. The Farago family's production of herbs is particular because, besides the organic control and certification, they also have to meet the requirements of the control by the Institute for the Protection of Nature, Republic of Serbia, which supervises and approves growing wild species in Serbia. Apart

from their numerous herbal varieties such as common marshmallow, marigold, balm, basil, estragon, yarrow, nettle, oregano, wild thyme, thyme, linden, rhubarb and elder, they also produce seeds and oil from squash, mango and azuki beans, lax, maize and barley. Three Farago daughters grew up in the rich and picturesque world of organic agriculture, and this year they were joined by their brother. The Farago family give us a true lifelike picture of organic producers, besides offering us a high quality of their products, the abundance of their products, and a silent, yet specific relationship with their customers. ■





Ova bio-farma nalazi se u selu Tarašu u okolini Zrenjanina, na peskovitom zemljištu pored reke Tise. Gordana Šokšić i njena porodica započeli su 2009. godine da se bave organskom proizvodnjom, pre svega povrtarskih vrsta. Danas se ova bio-farma razvija nudeći kvalitetnu mrkvu, paradajz, crni i beli luk, tikvice, cveklu, krompir i šljive. Uz to, na tradicionalni način proizvodi kiseli kupus, sok od paradajza i pekmez od šljiva. I pored relativno kratkog perioda organske proizvodnje, bio-farma Gordane Šokšić ima potencijal daljeg razvoja, imajući u vidu povoljne agroekološke uslove, veliki entuzijazam i sve šire znanje iz povrtarstva i organske poljoprivrede.



### Šokšić Bio-Farm, Taraš

This bio-farm is in the village of Taraš near Zrenjanin, on sandy soil, next to the Tisa River. In 2009, Gordana Šokšić and her family started their organic production, vegetables for the most part. Today, this bio-farm is growing and they offer us quality carrot, tomatoes, onion and garlic, zucchini, beetroot, potatoes and plums. Apart from this, they produce sauerkraut the traditional way, as well as tomato juice and plum jam. Even though this family have been in the organic production for a relatively short period of time, they have the potential to develop further, having in mind favourable agri-ecological conditions, immense enthusiasm and their ever growing knowledge in vegetable growing and organic agriculture. ■



Porodični voćnjak Vladimira Slavnića (1,86 h) orijentisan je na organsku proizvodnju svežeg voća, pre svega, visokokvalitetnih sorti krušaka i šljiva (sorta Čačanska leptotica). Voćnjak se posebno ističe dobrim odabirom sorti krušaka od ranih – Junsko zlato, Meretinijeva rana, do kasne Santa Marija i Viljamovke. Istovremeno je počeo da proizvodi, koristeći tradicionalne recepte, ukusne džemove, pekmeze, kompote i odlične rakije od krušaka i šljiva.

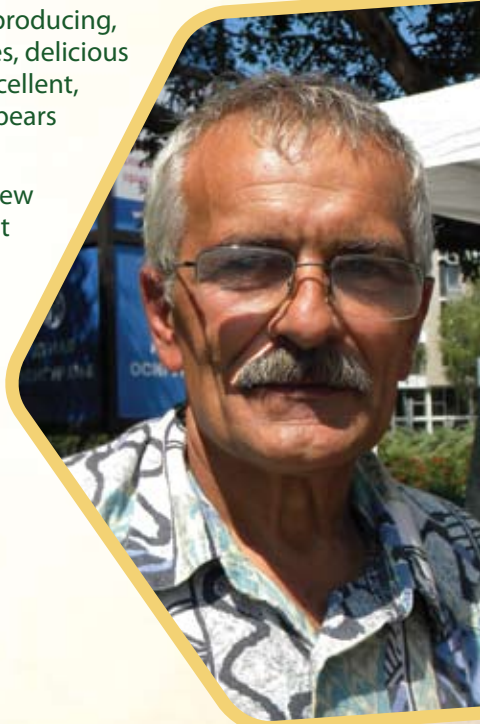
Ovaj porodični voćnjak je nov u organskoj poljoprivredi. Sertifikaciju je započeo 2009. a 2010. godine je, sa svojim voćem i proizvodima od voća, dobio zapaženo mesto na Pijaci „Moj salaš“.

### Slavnić Farm, Srbobran

Vladimir Slavnić's family orchard (1.86 hectares) offers organically produced fresh fruit, es-

pecially high quality varieties of pears and plums. The orchard is filled with well-selected varieties of pears from early ones like June Gold, Meretini's early to late ones like Santa Maria and Viljamovka. At the same time, he started producing, using traditional recipes, delicious jams, preserves and excellent, rakija brandy made of pears and plums.

This family orchard is new in organic agriculture. It started with its certification in 2009 and in 2010, together with its fruit and fruit products it won a noted position at My Farm Market. ■





# MULTIFUNKCIONALNA POLJOPRIVREDA MULTIFUNCTIONAL AGRICULTURE

**M**ultifunkcionalna poljoprivredna proizvodnja odlikuje se kvalitetnom proizvodnjom hrane i drugih nepoljoprivrednih proizvoda i usluga. Takva kombinacija proizvodnje i usluga, u okviru porodičnih gazdinstava na selu i obodima gradova, ponude čini raznolikijim i bogatijim i omogućuje ostvarenje dodatne zarade. Kvalitetna multifunkcionalna poljoprivreda realna je osnova za razvoj ruralnog, odnosno agro turizma. Ove vrste turizma baziraju se na tradicionalnoj hrani i autentičnom ambijentu, a turistima najčešće nude i rekreaciju, zatim edukaciju i nepoljoprivredne proizvode nastale iz starih zanata. Ovakva proizvodnja i ponuda ima veliki uticaj na kvalitetan ruralni razvoj i dugoročno utiče na smanjenje siromaštva kao i na smanjenje odliva mladih ljudi sa sela. Na Pijaci „Moj salaš“ multifunkcionalni poljoprivredni proizvođači čine skladnu

zajednicu sa proizvođačima organske hrane i pokazuju potrošačima i druge mogućnosti poljoprivrede i ruralne sredine.

## MULTIFUNCTIONAL AGRICULTURE

**M**ultifunctional agriculture production excels in quality production of food and other non-agricultural services and products. Due to such a combination of production and services, within the family estates in the village and outskirts of cities, the offers are more versatile and richer and it is possible for the farmers to earn additional money. Quality multifunctional agriculture is a realistic foundation for the development of rural, i.e. agri-tourism. This type of tourism is based on traditional food and authentic atmosphere, and in addition to this they offer tourists recreation, education and non-agri-

cultural products such as old crafts products. Similar production and offer has a great influence on the quality rural development and on the long run it has an influence on the reduction of poverty and the drain of young people from villages. At My Farm Market, multifunctional farmers make up a harmonious community with organic food producers, and they show the customers other possibilities that agriculture and rural environment have to offer. ■



Porodica Letić, Čenej

**P**orodica Letić bavi se tradicionalnom poljoprivrednom proizvodnjom povrća na njivi i u plastenicima. U zimskim mesecima uzgajaju spanać a od proleća do jeseni: rotkvice, krastavac, grašak, papriku, salatu, paradajz, plavi patlidžan, kukuruz šećerac i futoški kupus. Nada i Dejan Letić proizvode i aromatično lekovito bilje. Dodatno, Nada kuva sok od paradajza, pravi kompote i pekmeze po narudžbini, a čuvena je po štrudli sa makom i orasima.

## The Letić Family, Čenej

**T**his family grow their crops both out in the field and in plastic hothouses. In the winter months they grow spinach and from spring to autumn, they grow radishes, cucumbers, peas, paprika, lettuce, tomato, aubergine, sweet corn and cabbage. Nada and Dejan Letić also produce aromatic medicinal herbs. In addition to this, Nada makes tomato juice, preserves, and jams if she gets orders, and she is famous for her poppy seed strudel and walnut strudel. ■



## MULTIFUNCTIONAL FARMERS' AT "MY FARM" MARKET

Porodica Markov, Čenejski salaši

**T**radicionalna poljoprivredna proizvodnja na salašu porodice Markov obavlja se na 6,5 hektara zemlje, gde uzgajaju kukuruz, soju, detelinu i krmno bilje. Markovi imaju stado koza i živinu, tako da proizvode kozije mleko i sir, a za prodaju imaju sveža, salašarska kokošija jaja. Ovaj salaš, samo 2 km udaljen od Novog Sada nema ni struju niti izgrađen put.

## The Markov Family, Čenej Farms

**T**raditional farming at Markov family farm is done on 6.5 hectares of land, where they grow maize, soy beans, alfalfa and feed crops. The Markovs have a herd of goats and chickens, so that they produce goat's milk and cheese, and they also sell fresh eggs. Even Markovs' farm is just 2 km away from Novi Sad there is no electricity on the farm from the national grid. ■







Salaš Prodanov, Čenejski salaši

**P**orodica Prodanov na tradicionalan način proizvodi povrće na njivi i u plastenicima. Posebno se odlikuju kvalitetnom proizvodnjom paprike.

#### Prodanov Farm, Čenej Farms

**P**rodanov family traditionally grows vegetables out in the field and plastic hothouses. They are specialised in growing quality paprika. ■



#### ŠOSO Milan Petrović, Novi Sad

**Š**kola za osnovno i srednje obrazovanje „Milan Petrović“ (za decu sa specijalnim potrebama) na Pijaci „Moj salaš“ izlaže poljoprivredne proizvode iz Radnog centra škole na Čeneju, koji je otvoren 2005. godine. Pored povrća, u tom Centru se proizvodi cveće i aromatično bilje.

#### School for elementary and secondary education “Milan Petrović”

**A**t My Farm Market, this school for the children with special needs, exhibits agricultural products from the working centre in Čenej, which was opened in 2005. Apart from vegetables, this centre produces flowers and aromatic herbs. ■



Sanja Kun, Novi Sad

**S**anja Kun ima registrovano poljoprivredno gazdinstvo i zanatsku radnju za proizvodnju domaćeg sapuna i kozmetike. Sanja Kun svoje sapune, penušave kupke, masti, kreme i balzam za usne pravi sa aromatičnim biljem koje proizvodi u svojoj bašti.

#### Sanja Kun, Novi Sad

**S**anja Kun has a registered farm and crafts-shop that produces home-made soaps and cosmetics. Sanja Kun makes her soaps, bubble baths, ointments, creams and lip balms using the aromatic herbs that she grows in her garden. ■



#### Porodica Marinković, Kovilj

**B**ašta u okviru domaćinstva porodice Marinković, poznata je po proizvodnji povrća, cveća i aromatičnog bilja na otvorenom i u plastenicima.

#### The Marinković Family, Kovilj

**T**he garden within the Marinković family estate is famous for the production of vegetables, flowers and aromatic herbs both in the open air and in plastic hothouses. ■





## Multifunkcionalni poljoprivrednici Pijace

## Porodica Jevtić, Bačko Gradište

**P**oljoprivredno gazdinstvo Jevtić bavi se tradicionalnom poljoprivrednom proizvodnjom na 17 hektara zemlje. Od ratarskih kultura, Jevtići proizvode speltu, raž, beli kukuruz i soju, a od povrtarskih bundevu. Uz to, bave se preradom žitarica, tako što proizvode razne vrste brašna, griz, pahuljice, testenine i sami peku hleb od spelte.

## The Jevtić Family, Backo Gradiste

**T**his family grow spelta, rye, white corn, soy beans, and squash. In addition to this, they process wheat cultures, and produce flour, semolina, flakes, pasta and they make their own bread made of spelta. ■

## Zadruga „Ekoadut“,

**P**ovrtarska zadruga „Ekoadut“ proizvodi (na 0,5 hektara plastenika i 4 hektara njive) papriku, paradajz, zelenu salatu, luk, spanać i krastavce. Grejanjem plastenika, povrće proizvode i tokom zime.

## “Ekoadut” Co-op, Temerin

**T**his vegetable farming Co-op produces paprika, tomatoes, lettuce, onion, spinach and cucumbers on their 0.5 hectares of plastic hot-houses and 4 hectares of arable land. By heating the hothouses they produce vegetables in the winter, too. ■

## Porodica Erceg, Kucura

**P**oljoprivredno gazdinstvo Erceg uzgaja koze i prerađuje mleko na tradicionalni način. Porodica Erceg proizvodi više vrsta kozijeg sira, prave jogurt i imaju sveže kozije mleko.

## The Erceg Family, Kucura

**T**he family breeds goats and processes milk in the traditional way. The Erceg family produces a variety of goat's cheese; they make yoghurt and sell fresh goat's milk. ■

## Porodica Miljević, Stari Ledinci

**P**oljoprivredno gazdinstvo Dragana Miljevića predstavlja tradicionalnu farmu sa vinogradom u kome se uzgajaju vinske sorte grožđa: traminac i crni burgundac, te se od toga proizvode vino i rakija. Miljevići drže i stado koza, tako da proizvode izuzetno kvalitetne vrste kozijeg sira a u ponudi im je i sveže kozije mleko, jogurt i surutka. Od skora, Miljevićevo gazdinstvo nudi smeštajne kapacitete za turiste.

## The Miljević Family, Ledinci

**D**ragan Miljević's farm is a traditional one with a vineyard where they grow wine grapes varieties: Traminer and red Burgundy, and make wine and rakija brandy. The Miljević's also have a herd of goats, and make exceptionally high quality goat's cheese. In addition they offer goat's milk, yoghurt and whey. Recently this farm has on offer facilities for tourists who wish to stay overnight. ■



**Spasenka Karaman,  
Sremska Kamenica**

**S**pasenka Karaman proizvodi hranu od divljeg i na organski način uzgajanog povrća. Poznata je po proizvodnji klica i makrobiotičkih kolača od meda, uljarica, žitarica, kestena i borovnice.

**Spasenka Karaman,  
Sremska Kamenica**

**S**pasenka produces food made of wild and organically grown vegetables. She is famous for her production of sprouts and macrobiotic cookies made of honey, plants with oil content, wheat, chestnut and blueberry. ■



**Porodica Radić, Šimanovci**

**P**orodica Radić bavi se pčelarstvom, te više od 20 godina proizvodi med i medenjake. Na Pijaci "Moj salaš" zapaženi su po medenjacima koje izlažu u autentičnom seoskom kredencu.

**The Radić Family, Šimanovci**

**T**his family runs a beekeeping business, and produces honey cookies. At the *My Farm Market*, they exhibit their cookies in an authentic piece of rural furniture. ■



**Udruženje žena  
„Vredne ruke“, Botoš**

**V**redne žene sela Botoš u Banatu, mese kolače i kuvaju na tradicionalan način. Vredno sakupljaju etnološke predmete i neguju tradicionalan vez. Na Pijaci „Moj salaš“ čuvane su po spravljanju gibančica sa sirom.

**Women Association  
“Hard-working  
Hands“, Botos**

**D**iligent women from the village of Botoš in Banat, make and bake cakes and cook the traditional way.

They work hard on finding artefacts for their ethno collection and they have kept the art of embroidery. At the *My Farm Market* they are famous for their making a variety of cheese pirogi. ■



**PROIZVOĐAČI KOJI NEGUJU U URBANOJ  
SREDINI TRADICIONALNE VEŠTINE – PIJACA „MOJ  
SALAŠ“**

**PRODUCERS WHO ARE ENGAGED WITH  
TRADITIONAL SKILLS IN URBAN AREAS  
– FARMERS' MARKET MY FARM**

**Porodica Vorgić, Novi Sad**

**P**orodica Vorgić iz Novog Sada su proizvođači meda, propolisa, polena i matične mleči. Vorgići se bave i proizvodnjom mešavina meda sa lekovitim biljem a proizvode i kozmetiku na bazi meda. Trenutno se proizvodnjom meda u ovoj porodici bavi tri generacije.

**The Vorgić Family, Novi Sad**

**T**his family produce honey, propolis, pollen, and royal jelly. The Vorgić family also produce honey mixed with medicinal herbs and cosmetics based on honey. Currently, three generations are involved in honey production in this family. ■





**Porodica Škrivanj, Novi Sad**

**P**orodica Škrivanj proizvodi med i razne proizvode od meda (propolis i polen) više od 20 godina.

**The Škrivanj Family, Novi Sad**

**T**his family has been producing honey and various products made of honey (propolis and pollen) for more than 20 years. ■

**Marina Ileš, Novi Sad**

**M**arina Ileš, u okviru svoje samostalne zanatske radnje za izradu kolača „Lincer“, na tradicionalan način proizvodi medenjake, peciva od posebnih, integralnih vrsta brašna kao i starinske liciderske kolače.

**Marina Ileš, Novi Sad**

**I**n her workshop „Lincer“, Marina Ileš produces honey cookies and pastry made of special integral sorts of flour the traditional way. ■

**Centar „NITI“, Novi**

**C**entar za očuvanje starih veština i tradicionalnog načina življenja „Niti“, osnovan je 2003. godine. Ovo udruženje proizvodi vezene predmete i narodnu nošnju.

**“NITI” Centre, Novi Sad**

**T**he centre for the preservation of old skills and crafts and the traditional way of living “Niti” was established in 2003. This association produces embroidered items and folk costumes. ■

**SZR „SOFI“, Nov Sad**

**S**amostalna zanatska radnja „SOFI“ proizvodi domaće sapune, šampone i penušave kupke. Mladi bračni par, Draženka i Goran Šoć osnovali su ovu zanatsku radnju 2009. godine.

**“SOFI“, Novi Sad**

**T**his workshop produces home-made soaps, shampoos and bubble baths. A young married couple, Draženka and Goran Šoć established their workshop in 2009. ■

**Porodica Bikar, Sremski Karlovci**

**P**orodica Bikar spada u tradicionalne pčelare koji u ponudi imaju više vrsta meda. Proizvođači su i mednog sirćeta, rakije i vina od meda kao i terapijskih mešavina spravljenih sa medom.

**The Bikar Family, Sremski Karlovci**

**T**he Bikar's are traditional bee-keepers who have good selections of honey. They also produce honey vinegar, rakija brandy and mead as well as therapeutic mixtures with honey in them.

**Kovinka Živanov, Sremski Karlovci**

**K**ovinka Živanov – Seka na tradicionalni način veze ručne radove već 35 godina. Za svoj rad nagrađena je brojnim nagradama i priznanjima.

**Kovinka Živanov, Sremski Karlovci**

**K**ovinka Živanov – Seka has been doing embroidery in the traditional way for 35 years now. She has been awarded numerous awards and acclaims for her work. ■

**SZTUR „GEA“, Sremski Karlovci**

**O**snivači ove zanatske radnje su Katica Biber – Šnur i Zorica Tadić. Zanatska radnja registrovana je za proizvodnju kuglofa i tradicionalan način kuvanja. Kontrolu kvaliteta i ispravnost njihovih proizvoda kontroliše Zavod za javno zdravlje, Beograd.

**“GEA“, Sremski Karlovci**

**T**he founders of this workshop are Katica Biber – Šnur and Zorica Tadić. The workshop is making home-made kugelhopf cakes and traditional meals. The quality control of their products is performed by the Institute for Public Health, Belgrade. ■

**Mira Kovačević, Sremski Karlovci**

**M**ira Kovačević je članica OKUD-a „Brankovo kolo“ iz Sremskih Karlovaca, a u okviru sekcije „Karlovački kuglof“ sa puno ljubavi, proizvodi veliki broj vrsta različitih tradicionalnih kolača - kuglofa.

**Mira Kovačević, Sremski Karlovci**

**M**ira Kovačević is a member of the cultural association “Brankovo Kolo” in Sremski Karlovci, and within the department called “The Karlovci Kugelhopf Cakes” she bakes many versions of this traditional cake. ■





### Marigold, Apatin

Kozmetička laboratorija „Marigold“ proizvodi, od prirodnih sirovina kreme, sapune, tonike i nevenovo ulje. U proizvodnji ne koriste veštačke boje, konzervanse i mineralna ulja.

#### Marigold, Apatin

Marigold, a cosmetics laboratory uses natural raw materials to produce creams, soaps, tonics and marigold oil. They do not use artificial colouring, preservatives and mineral oils in their production. ■



### Dragana Bokan, Beograd

Dragana Bokan sakuplja u prirodi a zatim prerađuje gljive i divlje plodove. Proizvodi marinirane šumske gljive, ajvar, paštetu od gljiva i džem od divljih plodova.

#### Dragana Bokan, Belgrade

Dragana Bokan goes out to the country where she collects mushrooms and wild fruits and then she processes them. She produces marinated forest mushrooms, ayvar (red paprika spread), mushroom pate and forest fruit jam. ■



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## Tim Zelene mreže Vojvodine koji vodi/vodio Pijacu „Moj salaš“ Green Network of Vojvodina team who is/was involved in the managing Farmers' Market

Olivera Radovanović, 2003 do danas/until present

Milica Popović, 2006 do danas/until present



Prof. dr Branka Lazić, 2003 do danas/until present

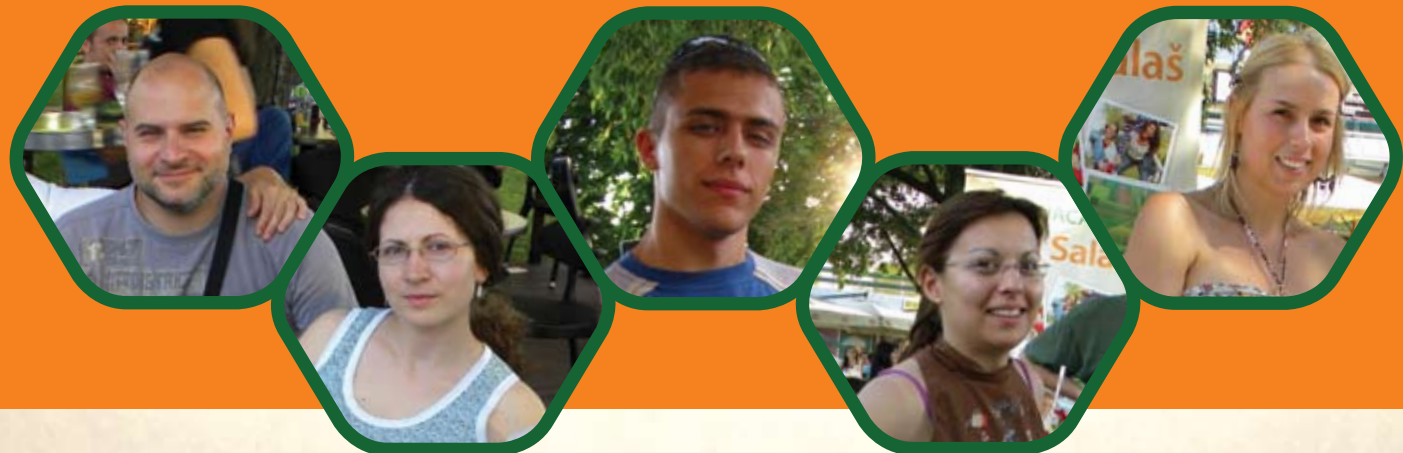
Duško Medić, 2003 do danas/until present

Ana Maria Vujošević, 2003 -2005

Stojan Radovanović, 2003-2006

Miloje Milić, 2007-2008

Lidija Figurovski, 2009 do danas /until present



Jelena Radovanović, 2006

Višnja Mileusnić, 2009

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