

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Date: 5/13/2011

GAIN Report Number: RB1110

Serbia

Post: Belgrade

Export Accomplishments

Report Categories:

Export Accomplishments - Other

Approved By:

Hoa Huynh

Prepared By:

Tatjana Maslac

Report Highlights:

In assistance of FAS/Belgrade the first ever shipment of the U.S. popcorn enters the Serbian market.

General Information:

First Ever Shipment of the U.S. Popcorn Enters the Serbian Market

The intervention of our regional Foreign Agricultural Service attaché and local staff led to the Government of Serbia changing its rules to allow the first ever shipment of popcorn originating from the State of Indiana into the Serbian market. Having learned in mid-April from “Marbo Product”, a Serbian snack company owned by “PepsiCo”, that its shipment of 40,000 MT popcorn was blocked at the Serbian border due to its mycotoxin level being higher than Serbia’s maximum allowable threshold, FAS/Belgrade informed the Serbian authorities that its regulations were not in line with international and EU standards. The new Ministers of Agriculture and Health quickly accepted FAS/Belgrade’s argument. As a result, the rule was changed and published in the “Official Gazette” on April 27, 2011. The whole process of changing the rules took only one week, which is a record for Serbia’s normally sluggish bureaucracy. “PepsiCo” launched this new product in the Serbian market in the first week of May 2011. The beneficiary of this action is the U.S. popcorn exporter “Ramsey” company based in Indiana.



Tatjana Maslac, Ag Specialist with new PepsiCo/Marbo Product
U.S. popcorn

