



# *Kalem Voće Miladinović*

Belgrade, 2020



# About Us

For more than half a century, our company's HQ has been located in **Lazarevac**, a village near the town of **Kruševac**. Nestled in central Serbia, in the midst of a region famous for its wine and fruit production, we built and perfected our work. We managed to stand the test of time, not only thanks to the quality of our products, but primarily because of the quality of our relations – beginning with our employees, spanning through our co-operators and all the way to the customers themselves.





## *Building Quality*

In that light, we implement modern standards to preserve the satisfaction of our employees and maintain professionalism when dealing with distributors. In return, our employees give effective efforts in ensuring our products reach the market as products of the highest possible quality, while our thought-out selection of co-operators and distributors makes equal and fair treatment from both sides a certain reality. As a result of synchronizing these two pillars of business, the customer always receives a just treatment.

The process above is the foundation of all our affairs. A course by which we sail, it led to our expansion and today, we can relish in the fact that we have many working locations all across our home country, as well as concluding many foreign orders every season!





# History

In the former Republic of Yugoslavia, during the 1950s, our family started dealing in vine grafting. The newly-formed republic set a lot of economic challenges, but also provided numerous chances for betterment on its huge market. One of the main goals of that business venture was survival and gaining a profit. These roots of ours represent something which we hold on to with pride. The fighting spirit which leached out from them remains a characteristic that is present in our business actions to this very day.

Over the years, as our product list grew from vines to fruit, so did our company's goals and aspirations. However, our beliefs, fairness, norms of conduct and securement of quality stood the test of time and remained at the disposal of future generations of our family, as a beacon for further development and growth. Although we were officially registered as a company in 2006, we have been tailoring our work and profession for much longer than that. The fact we exist and thrive for so long is in a way enough to witness everything listed above. But, only for thing is for certain – if you make an order with us, you will definitely see for yourself!







# Core Values



## Quality

When we say quality, we mean not only the quality of our products, but the quality of every single segment of its production, keeping and transport.



## Responsibility

By being in this line of work, we sense an obligation and responsibility towards customers and business allies, the society as a whole, nature and tradition.



## Nurture

By nurture, we think about nurturing relationships with all who are affected by our business, as well as taking excellent care of all our trees.



## Timeliness

We try to keep up with all global trends in terms of production and transport equipment, while our offers are regularly updated with the newest fruit variations available on the market.





# Our Business

Today, our nursery garden spans across more than a few tens of hectares. We are capable of producing a yield of a million trees annually. All of our trees are certified and we possess all the necessary documentation for their upbringing and marketing. We have our own parent plants, which we import from the Netherlands. On each and every plant, control tests are concluded by the Agricultural Expert Service. Furthermore, in order to detect and prevent all known diseases, a laboratory analysis is always done prior to concluding a sale. Only when all activities of control are finished successfully, our plants are ready to reach the market.

By now, we have produced millions of plants and they can be found in many countries of various continents, such as Europe, Asia and Africa. We have concluded sales in Russia, Kazakhstan, Ukraine, Moldavia, Turkmenistan, Azerbaijan, Romania, Bulgaria, Libya and many others.

Our standard practice dictates that when ordering large quantities, it is best to think ahead and make an order which has a due date somewhere in the next season. This way, the customer always receives full quality products and exactly that which they asked for! Also, by doing so, they can watch the order's progress first-hand and get assurances, if needed.

In our product list, there are various types of fruit, such as apples, pears, plums, cherries, melons, hazelnuts, grafted hazelnuts, walnuts and grafted walnuts.

**A more detailed offer can be seen in the following document.**







# The Benefits Of Buying Our Products

By buying our products, you get trees and fruits of proven and highest quality. That quality is guaranteed by our process of production, as well as all necessary checks, tests and controls.

## ✓ A long-term source of income (up to 25 years)

The plants you get from us can be used for their fruit for up to 25 years! If you are a fruit vendor, you can rest assured that you will have a steady income each season, by selling fruit our trees provide!

## ✓ Social benefit

One, maybe not such an obvious example of a benefit, is the social benefit which fruit growing and selling entails. The need for fresh and healthy fruit is always present and spans across every corner of the world. By being a chain in the path of our product reaching final consumers, you can take pride in knowing you help solve some of the main social problems in the world – hunger and health!

## ✓ Health

Fruit makes an important and unavoidable part of a healthy diet! Whether you will use it for yourself or intend to sell it, our plants will bear you fruit full of vitamins and other needed nutrients.






KALEM VOĆE MILADINOVIĆ

# Contact Us

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