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## MEDIA ADVISORY

**FOR IMMEDIATE RELEASE**

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### **SERBIAN MILK PROCESSORS TO SIGN AGREEMENT WITH EUROPEAN DAIRY ASSOCIATION TO BOOST MILK PROCESSING IN SERBIA**

**BELGRADE** – The newly established Serbian National Milk Processors Association (SEDA) will sign a Memorandum of Cooperation with the European Dairy Association (EDA) on Wednesday at Hotel Moscow in Belgrade. The memorandum will encourage the development of milk processing in Serbia and provide a framework for cooperation between the two associations. The media is invited to attend.

By joining EDA, SEDA members will participate in EU-led dairy forums and interact with milk producers facing similar challenges. Serbian milk producers will meet with EU dairy executives, scientists and marketing experts, join EDA working groups, and learn about global issues facing milk producers.

SEDA was established in November 2011. Its eight members are the Sabac Dairy, Megle, Kuc Dairy, Ekomlek Dairy, Nis Dairy, Lazar Dairy, Muza Dairy and Leskovac Dairy. Its goals are to foster better representation and lobbying efforts nationally and internationally, improve the business environment, and increase productivity and product quality to enhance the competitiveness of Serbian dairy products.

SEDA was established with assistance from the USAID Agribusiness Project, which has been supporting Serbia's dairy sector since 2008. The project has helped dairies implement international food safety and quality standards, introduce new technologies, and assist marketing and exports.

**WHO:** Dusan Petrovic, Minister of Agriculture, Trade, Forestry and Water Management; Susan K. Fritz, Mission Director at the U.S. Agency for International Development; Zoran Matic, President of the Serbian National Milk Processors Association; Zoran Micovic, Director of the Veterinary Department in the Ministry of Agriculture; and Joop Kleibeuker, Secretary General of the European Dairy Association (EDA)

**WHAT:** Signing of a Memorandum of Cooperation by SEDA President Zoran Matic and the EDA Secretary General Joop Kleibeuker.

**WHEN:** 11 a.m. Wednesday, January 25

**WHERE:** Big Hall in the Hotel Moscow, Belgrade

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