



РЕПУБЛИКА СРБИЈА
АУТОНОМНА ПОКРАЈИНА ВОЈВОДИНА
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INDICATORS OF RURAL DEVELOPMENT – CASE STUDY OF UŽICE

SUMMARY: The rural development of the territory of Zlatibor district, based on the agrarian economic foundations of sustainable development, becomes imperative for the overall economic development of the city Užice, as well as the district. The formulation of the paper corresponds to current problems in the field of rural development. In accordance with the defined topic, the goal of this work is to show the achieved level of development of the rural area. The paper presents the problems of the agricultural sector of the local community and provides guidelines and opportunities for further long-term development of agriculture and the rural area of Užice, which contribute to the development of the local economy and society as a whole. Economic, ecological, socio-demographic, developmental and other indicators within the framework of sustainable development of rural areas. The importance of competent institutions and organizations at the level of the city of Užice in solving important problems and creating favorable conditions for the development of agriculture and rural development is emphasized. Rural areas represent a large part of the territory of the Zlatibor district, so the development of this area is a very important segment of the overall development plan of the city of Užice. The rural area of Užice has significant natural resources for agricultural and rural development. However, rural areas cannot be developed without a strategic plan and assistance from the Republic of Serbia. The support of the state and competent institutions, the local self-government itself, is of fundamental importance in creating a more favorable socio-economic environment for rural development.

KEY WORDS: rural area, agriculture, rural development, Zlatibor district

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INTRODUCTION

There are difficulties with determining the term “rural”. Historically, the term “rural” denoted something located “outside the city walls.” From an economic point of view, we can say that it is a “rural” territory that is used to produce, above all, food. On the other hand, the sociological aspect says that the “rural” environment characterized by a strong backwardness in relation to technological and cultural development, is more noticeable in the urban environment. In the past, various criteria were used to analyze the rural world, such as: demographic criteria, height and structure of income of residents, spatial criteria and criteria of basic activity of residents in a particular territory. We can say that rural areas are defined as the part of the community that is least affected by urbanization. Rural development should include a set of all relevant economic sectors as well as all activities in the rural area. Rural development is beyond agrarian development in terms of its scope and complexity because it implies not only the development of agriculture but also the non-agricultural sector. The importance of non-agricultural activities such as: crafts, tourism, health, trade forestry, fishing, environmental protection, culture, industry and others, is very large in rural areas. The town of Užice in rural areas is dominated by the agricultural sector and tourism. Rural areas cannot be developed without the strategic plan and assistance of the State. The support of the State and the competent institutions is fundamental in creating a more favorable socio-economic environment for the rural development of the territory of the city of Užice. The development of rural areas can contribute to the revival of villages and help in the positive developments of youth employment programs. Rural development, based on the agrarian economic foundations of sustainable development, becomes an imperative of overall economic development. The formulation of this paper corresponds to current problems in the field of rural development of the territory of the city of Užice. In accordance with the defined topic, the subject of the graduate thesis covers all relevant indicators: economic, ecological, sociodemographic, cultural and others within the framework of sustainable development of rural areas Užice.

The development of rural areas can contribute to the revival of villages.

- Maintain population in rural areas.
- Equalize the quality of life in rural and urban areas.

- Provide opportunities for the return of the population from urban areas to rural areas.
- Increase the competitiveness of production and thus create a higher income of agricultural producers

Agricultural sector and rural development of the city of Užice

According to the 2012 census, the town of Užice had 78,040 inhabitants, of which 18,293 had a population in rural areas. (Analytical Service of local self-government units).

Table 1; Comparative overview of the number of inhabitants, data from the census

	1953	1961	1971	1981	1991	2002	2011
Number of inhabitants in rural areas	34268	32995	28916	25348	22358	20494	18293
Change in the number of inhabitants in the rural area	-	-1273	-4079	-3568	-2990	-1864	-2201

Source : Analytical Service of local self-government units

Most of the rural population, apart from agriculture, has few other sources of income. In rural areas, the development of agriculture has limited opportunities, and therefore the possibility of an alternative way of employment is sought. This is particularly important to the development of other economic (non-agricultural) activities on agricultural farms, as well as the development of various types of activities and services that are not closely related to agriculture. In general, there is considerable potential in rural tourism, which has only been partially exploited. By supporting additional employment opportunities, negative trends in depopulation and abandonment of villages can be stopped in some environments.

Diversification of farm activities is essential for employment and sustainable development of rural areas, and can contribute to a better balancing of regional development in economic and social terms. In Užice villages, the development of rural tourism began in 2003 thanks to the efforts of

the Tourist Organization of Užice. Through various activities, rural households are motivated to participate in the tourism industry in order to become part of the tourist offer in our city (free categorization, education of the local population and promotion at tourism fairs throughout the country and beyond). Destinations with developed rural tourism that have been recognized so far are Mokra Gora, Zlakusa, Potpeć, Ravni, Jelova Gora and Ribaševina. Hunting associations are organized in hunting grounds, while anglers use the potential of the Đetinja River and other fishing areas. On the territory of the city, protected natural areas have predispositions for the development of ecological tourism: Tara National Park, Nature Monument Potpećka cave, Nature Park Mokra Gora, Canyons Đetinje and Rzava and untouched area of natural balance Jelova Gora. In order to promote these areas, it is necessary to provide educational and recreational programs, develop special forms of accommodation capacities (eco-camps, ethno-villages, rural tourism), as well as develop special programs related to the environment and catering services. The most important events in the rural area on the territory of the city of Užice are the Art Colony of Ceramics "Zlakusa", the native days of Mokra Gora, the Assembly of original creativity "Zlakusa in Song and Dance", The Days of Blueberries - Jelova Gora, the International Film Festival "Kustendorf" and others. The most famous pottery center in Serbia is located in the Užice area, in the village of Zlakusa near Užice. 18 families keep the secret of this trade. Traditional products of rural areas are: mountain honey from this area that is of high quality and healing Prosciutto from this area, known for its good quality famous brandies: plum brandy, prepečenica, klekovača, dunjevača, kruškovača, nanovača, mead, drenovača that are produced in rural areas of the city of Užice cured meat products from this region, unrepeatably aromatic and taste medicinal herbs from mountain meadows, as an ingredient of top-quality tea mixtures such as thyme, yarrow, iva grass ("from the dead recovered alive"), St. John's wort, zdravc, lincura, rosopas, vranilovka... milk from the mountainous regions from which the highest quality and tastiest dairy products are made. Cheese and cream are a kind of delicacy among dairy products.

According to the latest data from 2012, the total area of available agricultural land was about fifty thousand hectares. In the structure of agricultural areas, the largest share is achieved by meadows and pastures, followed by arable land and gardens and orchards. In addition to the fact that agricultural land occupies a significant area, a small area of land is of

higher quality fertility (I and II creditrating class) distributed mostly along the river valleys of Đetinja and Lužnica, with exceptional, and on the other hand underutilized agroecological potentials for intensive fruit production. Favorable agroecological conditions and decades-long tradition have conditioned fruit production to be the leader in agricultural production, within which, due to commercial viability, continuous market demand, organized purchase by cold storages, the emphasis is placed on the production of raspberries and, a few years ago, on the production of blueberries and strawberries. The growing trend with significant economic benefits in the territory of the city of Užice is also achieved by greenhouse production, which is dominated by vegetable growing and flower production. The obsolescence of mechanization, insufficient application of standards in production, small herd size, poor equipment of livestock facilities, representation of traditional methods of raising livestock, lead to the conclusion that in the city area, livestock production does not have a competitive status in the domestic market.

Economic development of the territory of the city of Užice. The city of Užice is the economic center of the Zlatibor region with a healthy, competitive, export-oriented economy, thanks to the business activity performed by 834 companies, 3,224 entrepreneurs, with almost 25 million dinars surplus. The total amount of realized investments in the territory of the city of Užice in 2020 amounted to 3,625,999,000 dinars, of which 42.53% were recorded by investments in the manufacturing industry (Analytical Service of local self-government units). Economic activity takes place in 11 sectors, but the greatest impact on economic developments have companies from the manufacturing industry (non-ferrous metal processing, agro-industry, textile industry, products of the arms industry), construction and trade. The number of companies per 1,000 inhabitants in the city of Užice in 2020 was above the average of Zlatibor Region (10.1), slightly below the average level of the Republic (12.23), but also far lower compared to the cities of Valjevo (15) and Čačak (16). The net effect of the establishment of new companies in 2020 in the city of Užice (3.3) was slightly above the level of Zlatibor Region (3.1) and the average of all municipalities (3.0), larger than the cities of Čačak (1.9) and Valjevo (1.8), but both comparable cities have a far higher number of active registered companies (1,249 Valjevo and 1,715 Čačak). When it comes to the number of entrepreneurs per 1,000 inhabitants, there is an evident growth at an average annual rate of 3.90%. The number of entrepreneurial businesses per 1,000 inhabitants in 2020

was above the average of the Republic (39), and in the level of the average of zlatibor area, but also lower compared to other comparable cities (Valjevo-50; Čačak-48). In the same year, the net effect of the establishment of new entrepreneurs in the city of Užice (1.1) is significantly below the average value at the level of the Republic (1.76), below the level of Zlatibor Area (1.46), the city of Valjevo (1.4), but also slightly higher than the average value of this indicator at the level of the city of Cacak (1). There is also a continuous trend of growth in the number of employees, in the amount of 3.5%, compared to the first and last observed year. Unemployment shows a continuous downward trend with the exception of 2020, in which unemployment rose by 7.35%, which can be associated with pandemic conditions and the shutdown of economic entities due to the financial crisis. If we compare the first and last observed year, the positive fact is a decrease in unemployment by as much as 27%. In the total number of unemployed according to data for 2020, 55.40% were women.

An additional positive fact is that this parameter in 2020 has lower values compared to Valjevo (58.2%) and Čačak (61.1%), but slightly higher than the average rs (54.46%). In the qualification structure of unemployed persons, the highest participation is held by persons with III and IV level of expertise (57% in 2020), in second place are persons with a high level of qualifications 22.8%, while persons without and with a low level of qualifications participate with 20.2%. Considering that the share of the lowest qualifying group in total unemployment is lower than the average of the Rs (34.24%), than the average of Zlatibor Region (28.93%) as well as the average of the cities of Čačak (21.8%) and Valjevo (34.3%), a very good qualification structure of the unemployed population can be noted. Youth up to 29 years of age account for 21.4% of total unemployment in 2020. According to data from the APR, 4269 active business entities operate in the city of Užice, namely: 5 large, 17 medium, 126 small, 1887 micro and 2234 unclassified. The average realized earnings excluding taxes and contributions in 2016 amounted to 46,082 dinars, reaching the amount of 56,794 dinars in 2020. In all observed years, the city of Užice has higher average salaries compared to the average Zlatibor area and the average of the Region of Sumadija and Western Serbia. In 2020, the average salary in the city of Užice is higher than the value registered by the city of Valjevo (53,546) and the city of Čačak (51,415). (Analytical Service of local self-government units)

INDICATORS OF AGRICULTURAL DEVELOPMENT OF THE CITY OF UŽICE

Agricultural land occupies about 55% of the city's territory. It is mostly located in the area of alluvial plains of Đetinja and Lužnica valley and has great agroecological potentials for the production of quality fruit, meat and milk. The territory of the city is characterized by a small representation of fertile land of the 1st and 2nd creditrating classes - 1.03%. Fertile and relatively deep soils are located in narrow river valleys and in complexes on urbanized parts of the area, and are therefore threatened by the spontaneous expansion of settlements. Due to many years of irrational use of land, these negative processes are increasingly pronounced, and today degraded soils and disturbances of ecological balance appear on a large area. The land is classified from the 1st to the 5th grade of creditworthiness, while the southern part of the territory of the city belongs to the grassy-forest mountainous area. The structure of land use, in relation to land classes and cultures, also indicates a large participation of fields and orchards of the 6th, 7th and 8th classes of land. Such a structure of agricultural land is suitable for the development of animal husbandry (especially dairy - meat cattle breeding and sheep breeding) and fruit growing as agricultural branches. According to the 2012 census, there are 6,466 farms on the territory of the city of Užice with a total area of agricultural land of 45,981 ha, and the area of agricultural land used is 20,288 ha. In the structure of agricultural areas, the largest share of 35% is made by pastures with an area of 11,654 ha, followed by fields with a share of 29% with an area of 9,773 ha, meadows 28% with an area of 9,232 ha and orchards 8% with an area of 2,623 ha. In the structure of the pedological cover stand out: brown skeletal land - 35%, holm oaks on serpentine - 30%, brown ore land - 28%; skeletal soil (on limestone, shale, etc.) and parapodzola - 4%. Irrigation systems are used by a total of 1,227 farms on a total area of about 456 ha (Analytical Service of local self-government units, Agricultural advisory and professional service Užice). What characterizes the agriculture of the Užice region are: cultivation of fruits (raspberry plums and apples) and vegetables, greenhouses on the slopes of the hill, development of beekeeping, production of local specialties - kajmak, cheese and other dairy products, pork prosciutto and bacon, beef prosciutto and sausage, as well as hot brandy with protected geographical origin. The most developed activity in the agro-industry is the processing of fruits by freezing, medicinal

herbs and forest fruits, and there are also capacities for the production of juices, fruit syrups, jams, marmalades, compotes and vegetable products. Livestock farming is currently on the rise.

According to the 2012 Census of Agriculture, plums predominate from 3,130 ha of area under fruit species with 62.42%, raspberries 18.0%, apples 9.5% and pears 3.3%. Raspberry is the most commercially profitable fruit species grown in the zlatibor district. Due to the microclimate and soil configuration, the average raspberry planting has an area of 0.1-0.2 ha. The town of Užice in Zlatibor administrative district leads in poultry farming, and in terms of percentage of pig and sheep breeding, it is in second place. (Analytical Service of local self-government units, Agricultural advisory and professional service Užice)

PERENNIAL PLANTINGS

The long-standing commitment of the population in this area to fruit production, due to specific climatic conditions, has conditioned fruit production as a leader. The high demand for fruit products, especially raspberries, has led to a steady increase in surfaces under this fruit species, which, in addition to plum, is slowly becoming a leader in fruit production. A good part of fruit production has found its way in foreign countries, and hence the emphasis on the constant increase in fruit plantings. On the territory of the city of Užice under the fruit plantings there is a total of 3,133 ha of fruit. Of these, apple fruit (apple, pear) is 399 ha, stone (peach, apricot, cherry, plum) 1,989 ha, strawberry (raspberry, blackberry, strawberry) 566 ha, core (walnut, hazelnut) 99 ha, strawberry 12 ha and other fruits 68 ha. According to the 2012 census, there is no vineyard production on the territory of the city of Užice. (Analytical Service of local self-government units, Agricultural advisory and professional service Užice) The most common type of stone fruit is plum. It is mainly grown in all rural areas. The predominant varieties are Čačanska rodna and Stenlej, and of the autochthonous varieties Trnovača, which occupies about 20% of the total area. They are the basis for the production of high-quality brandies for which our region is widely known. The most economically important product of agriculture Užice is raspberry and its cultivation is handled by the largest part of the population. The most common varieties are Vilamet – 60%, Miker – 20%, remontant varieties – 10%, Tjulamin – 5% and other varieties 5%. Due to

the microclimate and soil configuration, the average raspberry planting is from 0.10ha to 0.20ha. The quantities produced represent the raw material for local cold storages that are engaged in the purchase and storage of raspberries, but do not have processing capacities. (Analytical Service of local self-government units, Agricultural advisory and professional service Užice). In the production of apple fruits, the leading apple variety is Ajdared. In addition to this variety, Grennie Smith and Melrose are also planted on significantly smaller areas. On the gardens there is a considerable number of old, indigenous varieties such as Kožara and Budimka, intended for local consumption and for industrial processing into juices and other products. The average yield in extensive plantings is 5-15 t/ha, and in intensive ones 20-30 t/ha. In recent years, there has been a noticeable growth of plantings under blueberry, which has about 10 ha of area. In most fruit species, the achieved yields and quality cannot be assessed as good. To especially applies to those fruit species that are most grown in this area, and raspberry as the dominant species has yielded satisfactory yields in those plantings where there has not been drying of whole or parts of plantings. In the coming period, bearing in mind the experience of previous years, we can conclude that our area is exposed to the influence of extreme climatic conditions, both arid and moist. Therefore, it is important when establishing some fruit production to study all the conditions well and pay attention to the choice of soil, the impact of low and high temperatures, the possibilities of irrigation or drainage, shading, etc.

LIVESTOCK FUND

Due to the negative changes in agriculture and animal husbandry that have occurred in the past period (declining purchasing power, decreasing domestic and loss of foreign markets, etc.), family farms have remained relatively underdeveloped, market-insufficiently directed, with traditional technologies, so that today they have more social than economic importance. Modern commodity manufacturers appear in small numbers and their development is quite slow. According to the 2012 census, the livestock of the city of Užice currently consists of 8,229 cattle, 38,881 sheep, 1,078 goats, 12,729 pigs 147,379 hens and 7,780 hives. On the territory of the city, extensive livestock breeding with a small number of heads prevails. Only a small number, about 19 farms, have between 20 and 30 heads

of dairy cows, and of the total number of cows about 2,000 are wrapped heads. On the territory of the city, five breeding organizations keep records of wrapped heads, i.e. cow. Due to the great interest of agricultural producers for sheep breeding, we have included in the Program a measure of procurement of new sheep wrapped sheep, namely the Shady breed, Winterberg and Il de France. (Analytical Service of local self-government units, Agricultural advisory and professional service Užice).

The purchase of milk in the užice area is carried out by six dairies. Directly related to animal husbandry is the production of arable agricultural crops where it is mainly produced as much as is necessary to complete the production cycles in livestock breeding. The area under fodder plants is represented on a total area of 1,629 ha. Of these is: A mixture of grasses 642 ha; Corn 415 ha; Clover 202 ha; Alfalfa 357 ha; other plant species 13 ha. (Analytical Service of local self-government units) As for the breed structure of cattle, the most represented is Simmental cattle with an emphasis on milk production, and in second place is meat production. Among sheep, the most represented is the domestic shade breed with an emphasis on the production of meat and wool, and in the case of pig production, it is mainly about meat for fattening. Honey production is also represented in our area, which is of excellent quality because it is produced in the natural environment of the mountainous area, which is preserved from industrial pollution. Meadow, forest and acacia honey is mostly produced, which is increasingly mixed with dried fruits and nuts and brought to the market in smaller packages (for hotel and tourist needs). In addition to the above, on the territory of the Tara National Park and the Mokra Gora Protected Nature Park, there are also plant species that are not present in other areas, which is the basis for the protection of the geographical origin of honey from these areas. We do not have a certified organic producer, and in the process of conversion we have several manufacturers.

MACHINERY, EQUIPMENT AND FACILITIES

The equipment of agricultural producers with mechanization is quite poor, i.e. it is a mechanization that is 10 years old and more. With such mechanization, some great results cannot be achieved and new trends in production can be followed. On the farms of the City of Užice there is the following agricultural machinery: Single-axle tractors: 1.433; over 10 ye-

ars of age: 1,302; Tractors with two axles: 2,503; older than 10 years 2,389; Harvesters: 186; over 10 years old: 183 Corn picker: 36; Ploughs: 1,792; Plates: 188; Harrows: 1,213; Sowing machines: 21 Rotofresis : 802; Mineral fertilizer shredders: 138; Manure shredder: 110; Seeders : 367; Sprinklers : 1,062; Trailers : 2,024; Mowers : 2,136 pieces. (Analytical Service of local self-government units) The equipment of facilities for the placement of livestock is very uneven and depends on the degree of specialization and the size of the herd. A small number of farms over the last decade have made significant investments in improving standards, building and expanding existing capacities. These facilities are technically well equipped and meet the requirements stipulated by animal welfare standards. Nevertheless, manure management and storage remains one of the key problems faced by most large, but also part of small producers.

The equipment of agricultural holdings with facilities for the storage of raw materials and the finalization of agricultural products is low. Existing "economic buildings" and auxiliary facilities on the farm are mainly used. Facilities for the accommodation of animals on farms: - 4,372 facilities for cattle with a capacity of 26,117 seats, - 3,206 facilities for pig breeding with a capacity of 22,238 seats - 2,703 facilities for laying hens with a capacity of 115,443 seats - 2,346 facilities for the accommodation of other livestock with a capacity of 57,242 seats. Facilities for storage of raw materials and final agricultural products: - Corn baskets: 657 facilities with a capacity of 10,859 m³ - Barns: buildings 437 capacity 17,980 m³ - Silos: 102 buildings with a capacity of 3,719 m³ - Dryer: 1,240 facilities with a capacity of 26,439 m³ - Silage facilities: 217 buildings with a capacity of 15,240 m³ - Cold storage: 21 buildings with a capacity of 1,609 m³

EMPLOYMENT STATISTICS OF THE AREA

According to the latest data from 2012, household members and full-time employees on farms, according to gender and legal status, there are a total of 17,012, of which 7,848 are women and 9,164 are men. A total of 16,960 people are employed on family farms. Of these, 7,833 are women and 9,127 are men. There are a total of 52 employees in the holdings of legal entities, of which 15 are women and 37 are men. Members of the holding and permanent employees of the family farm by gender: A total of 6,415 are holders of the holding, of which 1,120 are women and 5,295 are men.

There are 10,540 family members and relatives who carry out agricultural activity on the farm, of which 6,713 are women and 3,827 are men. There are 5 full-time employees in farms and they are men. Annual labor units engaged in agriculture:

There are a total of 5,472 annual labor units in agriculture, of which 2,361 (352 are women). There are only 2,838 family members and relatives who have carried out agricultural activity on the farm, of which 1,932 are women. There are 43 full-time employees, of which 14 are women. As for the seasonal workforce and the workforce under contract there were 230 workers. Members of the holding and permanent employees of the holding according to the intervals of the annual working unit: There are 5,243 annual working units, and 17,012 persons realize them. Managers (managers) on farms: There are a total of 6,466 managers, or 1,078 women and 5,388 men. In terms of training level, 3,506 persons have only agricultural experience gained through practice, 20 have courses in the field of agriculture, 48 have agricultural high school, 2,458 have a second ary high school, 65 have an agricultural higher school or college and other higher school or college have 369. Those who attended courses on agriculture in 2012 were 131. Holdings towards other profitable activities in connection with the holding: There are a total of 1,564 of them, of which 111 are engaged in meat processing, milk processing 756, fruit and vegetable processing 825, processing of other agricultural products 135, woodworking 53, activities in forestry 61, tourism 27, folk crafts 310, work on the basis of contracts in the field of agriculture 21 farms.

STRUCTURE OF AGRICULTURAL HOLDINGS

According to the 2012 Census of Agriculture, there are 6,466 farms in the territory of Užice. The share of households in the total number of households is 24%. According to the size of holdings that have less than 1 ha 1,626, from 1 to 2 ha 1,458 farms, from 2 to 5 ha 2,162 farms, from 5 to 10 ha 964 holdings, from 10 to 20 ha 195 holdings, from 20 to 30 ha 18 farms, from 30 to 50 ha 11 farms, from 50 to 100 ha 3 farms and 29 farms that do not have land. Based on the results of the 2012 Census of Agriculture, the structure of agricultural holdings according to the number of livestock conditional heads is as follows: with fewer than 4 conditional heads – 5,564 Livestock units; from 5 to 9 Livestock units – 698 family farming; from

10-14 Livestock units - 120 family farming; from 15-19 Livestock units -37 family farming; from 20-49 Livestock units -38 family farming; from 50 to 99 Livestock units - 7 family farming; from 100 to 499 Livestock units - 2 family farming. (Analytical Service of local self-government units, Agricultural advisory and professional service Užice)

PRODUCTION OF AGRICULTURAL PRODUCTS

The main problems of the city of Užice, which affect the mass production of agricultural products, are fragmentation of parcels and insufficient education of producers, because they do not apply in sufficient scope agro-technical measures. Outdated machinery also poses a problem that leads to lower yields by poorly cultivated land. Due to the configuration of the terrain on the territory of the city, as far as plant production is concerned, the most common are corn, wheat, barley, alfalfa and potatoes. Other plant species are also represented, but they are on smaller areas and for their own needs. The average yield of corn per ha is 4t; wheat yield is about 3.5 t; the average yield of barley per ha is 3 t; the average yield of alfalfa per ha is 10 t and the average yield of potatoes is about 13 t. Fruit growing is represented in the following crops: plum plantings give an average yield of 10-12 t/ha raspberries on average gives an average yield of about 6-7 t/ha, and the average yield of apple fruit in extensive plantings is 5 -15 t/ha and in intensive 20-30 t/ha. Of the livestock breeding, the most common are cattle breeding, sheep breeding and beekeeping. Cattle breeding is represented in mountainous areas. On the territory of the city of Užice, 5,155 dairy cows are registered with an average daily milk content of 10 to 12 liters per day, or about 61,860 liters of milk per day. (Analytical Service of local self-government units, Agricultural advisory and professional service Užice).

Beekeeping is represented and is in further development due to good space for grazing bees. For organic production there are excellent conditions, but for now this type of production is not represented. There are soils that have never been treated with agrochemical agents before.

Užice is extremely rich in medicinal plants and forest fruits (forest strawberries, blackberries, raspberries, blueberries, mushrooms, etc.) that are collected and processed sporadically and mostly disorganized, without sufficient training and control. Of the processing capacities in the field of agricultural production, the most common is the processing of brandy and

milk, while in other segments of agriculture it is almost nonexistent and is mainly reduced to the needs of individual farms.

AGRICULTURAL COOPERATIVES AND FARMERS ASSOCIATIONS

There are 5 registered cooperative organizations on the territory of the city, and associations 22. These organizations are engaged in various activities, some of which are: growing rainbow trout, honey production, development of rural tourism, raspberry production, etc. The main problems of these organizations are the difficulties of gathering as many members as possible who produce traditional and domestic products, joint market access, as well as financial difficulties.

TRANSFER OF KNOWLEDGE AND INFORMATION

Agricultural advisory and professional service "Užice" conducts education of agricultural producers in the territory of the city of Užice by organizing lectures, workshops, winter schools and other forms of education from various agricultural areas. Its role is also to enhance the cooperation of agricultural holdings with institutions important for successful agriculture. Information is carried out through public information about current events in agriculture and rural areas (regional TV, shows and appearances of agricultural and other professionals) and through organized meetings with locals. In addition, the city organizes the departure of farmers to agricultural fairs, and it is established to go to the Novi Sad Agricultural Fair.

CONCLUSION

Rural areas represent a large part of the territory of Serbia, as well as a significant part of the territory of the city of Užice, and therefore the development of these areas is an important segment of the overall national development strategy. This paper presents the existing problems of the agrarian sector in the Republic in general, as well as the problems of this local self-government. Guidelines are given as well as opportunities for integral long-term development of agriculture and rural areas of the territory

of the city of Užice. Relevant indicators of rural development economically, ecologically, sociodemographically, culturally and others, which are significant for future development, were taken into account. The importance of the competent institutions towards harmonization of Serbia's agrarian policy with the EU and organizations at the local level in solving important problems and creating favorable conditions for the development of agriculture and development of rural areas is emphasized.

Harmonization of Serbia's agrarian policy with the CAP is very important, primarily because it will provide a safer environment for agricultural production and more intensive development of the agrarian sector of the Republic of Serbia, as well as the city of Užice. Agricultural and rural development policy of the Republic of Serbia includes a series of measures and activities undertaken by the competent authorities in order to provide quality and healthy food, strengthen the competitiveness of agricultural products on the market, raise the level of living standards of farmers, provide support to rural development and environmental protection from the negative impacts of agricultural production. The policy of agricultural development and rural development of the city of Užice should be based on the following objectives:

- Sustainable development of market-oriented and competitive agriculture
- Encouraging association and cooperation
- Encouraging intensive agricultural production
- Educating farmers about good manufacturing practice
- Encouraging production and placement of traditional products of the Užice region
- Informing and educating agricultural producers to ensure agricultural production against natural disasters
- Development of rural infrastructure

The program of measures for the development of agriculture and rural development of the city of Užice should be directed towards:

- modernization of production and strengthening of production competitiveness;
- increase the productivity of the farm,
- reducing production costs;

- Achieving national and EU standards in the field of: protecting the environment,
- animal and plant health,
- animal welfare,
- safety at work;
- increase product quality,
- hygiene and food safety;
- introducing new technologies and innovations, and opening up new market opportunities;
- preserving the production of traditional products;
- connecting the agricultural and tourism sectors;
- promotion of non-agricultural activities in rural areas;
- obtaining products of greater added value in order to increase income and improve sustainable living conditions for the rural population.

Agriculture and rural development should be one of the main goals of development of Užice.

SUMMARY

POKAZATELJI RURALNOG RAZVOJA TERITORIJE GRADA UŽICA

Ruralni razvoj teritorije Zlatiborskog okruga, zasnovan na agrarnim ekonomskim temeljima održivog razvoja, postaje imperativ za ukupan ekonomski razvoj grada Užica, kao i okruga. Formulacija rada odgovara aktuelnim problemima na polju ruralnog razvoja. U skladu sa definisanom temom, cilj ovog rada je prikazivanje postignutog nivoa razvoja ruralnog područja. Rad predstavlja probleme poljoprivrednog sektora lokalne zajednice i pruža smernice i mogućnosti za dalji dugoročni razvoj poljoprivrede i ruralnog područja Užica, koji doprinose razvoju lokalne privrede i društva u celini. Ekonomski, ekološki, socijalno-demografski, razvojni i drugi pokazatelji u okviru održivog razvoja ruralnih oblasti. Naglašen je značaj nadležnih institucija i organizacija na nivou grada Užica u rešava-

nju važnih problema i stvaranju povoljnih uslova za razvoj poljoprivrede i ruralnog razvoja. Seoska područja predstavljaju veliki deo teritorije Zlatiborskog okruga, tako da je razvoj ovog kraja veoma važan segment ukupnog razvojnog plana grada Užica. Ruralno područje Užica ima značajne prirodne resurse za poljoprivredni i ruralni razvoj. Međutim, ruralna područja ne mogu da se razvijaju bez strateškog plana i pomoći Republike Srbije. Podrška države i nadležnih institucija, same lokalne samouprave, od fundamentalnog je značaja u stvaranju povoljnije društveno-ekonomske sredine za ruralni razvoj.

KLJUČNE REČI: ruralno područje, poljoprivreda, ruralni razvoj, Zlatiborski okrug

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