

CHEESE CLUSTER SOUTH JUG

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- The Cluster of Cheeses “JUG” was founded with a clear vision of integrated and sustainable development of dairy sector in the south region of Serbia.
- The City of Niš, municipalities of Pirot and Prokuplje and Regional Development Association supported this project. The funds for this project were granted from the EU within the program “Regional social-economic development program – RDEPR 2“. The Cluster of Cheeses “JUG” consists of 17 legal entities operating on the territory of Toplica, Nišava and Pirot Districts.
- The aim of this association is to establish regional network, increase competitiveness and employment, thus improving economical position of the milk and cheese producers. The cluster supports its members in developing their activities, competitiveness, innovative capacities and increase of profit. The diaries members got certificates for HACCP and ISO 22000 quality standards with a support of the cluster and also built organization capacities and preserved jobs at the diaries during the economic crises. Dairy products from the South of Serbia, promoted through the cluster, meet all required national and European standards and are competitive on the market.
- The Cluster of Cheeses “JUG” represents the south region of Serbia as a principal producer of dairy products, especially cheeses. A short term goal is to take its position on the market and become recognizable in the south of Serbia and if the production increases, the export on foreign markets can be expected.