

Agriculture advisory service Požarevac in the function of the improvement of agriculture production in Braničevo district

Abstract

The advisory service in the Republic of Serbia is specific, has a long tradition, has undergone significant organizational changes, and today's agrarian structure is characterized by a large number of agricultural holdings with a relatively small number of agricultural advisers. The agricultural advisory service is important for the improvement of agricultural production, because the quality of the advisory work determines the speed of progress in agriculture, and in that sense it is important to perceive the factors influencing its functioning and the attitudes of the employees' advisers. A survey disputed in PSS Požarevac was mirrored in the interview of five advisers working on the improvement of agricultural production in the Braničevo district, within the framework of the advisory service. The advisers expressed their views on the characteristics of the organization and the advisory work they deal with, the cooperation with agricultural producers, highlighted the difficulties they face in their efforts to achieve better functioning of the service and provided suggestions for improving advisory and cooperation with farmers, all with the aim improving the quality of agricultural production.

Key words: agricultural advisory, agricultural advisor, agricultural producer, advanced agriculture

Introduction

Agriculture is valid for the oldest human activity, which has evolved over time and has evolved from traditional to modern economic activity. Knowledge transfer to farmers was carried out through a variety of ways dating back to the nineteenth century, which is considered to be the beginning of the first organized farming systems in agriculture. The notion of advising means education, upbringing, directing agricultural producers, providing knowledge that will be understandable for the improvement of applied production techniques. What is common in all interpretations of counseling is that there are two sides: experts providing knowledge and advising and farmers to whom this knowledge is addressed. It follows that the basic aim of the counseling is to educate farmers in order to help them master new information, develop new abilities and adopt new production techniques, thus improving the quality of agricultural production they are dealing with. In order to achieve this goal, it is necessary for cooperation between two actors, an agricultural advisor and an agricultural producer to be at a certain level. The results of the research announced in this paper aim to present the organizational and characteristics of the advisory work of the Agriculture Advisory Service Požarevac, in order to understand how to function and contribute to the advisory work of improving agricultural production.

Previous research

Agricultural Counseling is a very important activity for the development of agriculture and villages. Broadly speaking, advisory national organizations include agricultural faculties and schools, scientific institutes, farmers' associations, transport and processing organizations, non-

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governmental sector, etc. In developed countries, these and other organizations are linked and integrated into a unique advisory system that more or less harmoniously and effectively works. However, the central and most important role in this system has specialized advisory organizations whose basic and only task is to work on the improvement and development of agricultural production (Petrović, 2007). The basic and most important role of counseling is to expand and introduce knowledge, information and technology in agriculture and the countryside. In order for this role to be successful, it is necessary to establish an adequate organization of the agricultural advisory service and provide necessary factors (program, financial, human resources, technical and technological, organizational and other), on which its functioning depends. In addition, it is very important that the organization of counseling and, in particular, the practice of advisory work correspond to the real needs of agriculture, peasantry and villages, as well as changes that occur in the agrarian, rural and general social reality of each particular society. Therefore, counseling is not static, but a dynamic phenomenon, therefore, the alignment of relations between advisers and agrarian and rural reality is a continuous process and one of the most complex tasks that is difficult to achieve. Harmonizing advising with changes in agriculture, village and society in general, is characteristic for developed countries with a long and rich tradition of advisory activities (Petrović and Jankovic, 2002).

Some authors (Rivera and Qamar, 2003) state the following views on the role of the state in agricultural advisory services:

1. The focus of public funding must be directed at the poor part of the agricultural population,
2. Advice should be seen as a system of knowledge transfer and information to farmers in the broader sense, as part of the concept of rural development,
3. The state should define the advisory policy within the wider development system, it must be created in cooperation with all existing actors in the field of agricultural production and develop a system of coordination of the mentioned actors,
4. Adopting long-term plans in accordance with the characteristics and needs of all levels - international, national, regional and local,
5. Development of skills, knowledge and experience of agricultural experts in order to adequately respond to the needs of farmers,
6. The role of the private sector in rural and agrarian development is significant, but complete privatization is not recommended,
7. Necessity of development of the National Strategy for advisory and rural development.

Existing scientific organizations and educational institutions in the Republic of Serbia have relatively good quality of personnel, who have developed numerous results recognizable and recognized in the world (new varieties, breeds, scientific papers, technological solutions, etc.). Creation and transfer of knowledge works with certain difficulties of material nature, the quality of equipment and technical conditions for research lag behind the European average. However, in an effort to clarify the direction of future reforms of the agricultural sector as part of the external and internal challenges that it faces and define measures and activities for the renewal and activation of the development potentials of rural areas, the Ministry of Agriculture, Forestry and Water Economy has developed a strategic document for improvement agricul-

ture and rural development of the Republic of Serbia¹.

A brief overview of the Agricultural advisory service in the Republic of Serbia

Transfer of knowledge and skills is the first manifestation of the advisory service in Serbia, which was institutionalized in the mid-nineteenth century, which was mirrored through the establishment of the State Economy in Topčider and Ergela in Ljubičevo (1851), the Livestock Institute in Dobričevo (1852) and the school for cultivation of soil in Topčider (1853-1859), which gave Serbia the first two hundred educated agronomists. As a product of the institutions that were established, the agricultural education in the High School in Belgrade started to be introduced, state nurseries were formed and fruit and vine cultivation was cultivated, exhibitions of foreign breeds of cattle were organized and the establishment of district agricultural stations was started. The first agricultural stations, which were established in 1952, had the function of the Reon Plant for Plant Protection. Then, in 1956, under the auspices of the Association of Agricultural Cooperatives, the Srebrenica agricultural associations established four agricultural fields: fruit growing, fruit growing and viticulture, plant protection and cattle breeding. Nearly a decade later, the Srečko Agricultural Stations have been renamed into agricultural stations aimed at transferring knowledge from faculties and institutes to personnel employed in cooperatives and agricultural organizations, but also to farmers (Janković and Petrović, 2010). The period of integration of agricultural stations into large agroindustrial combines begins in 1972 with the aim to strengthen agricultural labor organizations. Agroindustrial combines were composed of a large number of highly skilled personnel with experience, laboratories with equipment and facilities where they could carry out research, they became strong research and development units and completely take over the activity of development, application and expansion of modern production technology (Petrović, 1985). However, the attempt to modernize agricultural production on individual farms has not yielded the desired results, and the reason for this is the abolition of agricultural services and cooperatives. Although the Law on Agricultural Service ("Official Gazette of RS", No. 61/91) was adopted in the 1990s, the status of agricultural stations remained undefined until 2009-2010. During the translation of agricultural stations in D.O.O. with majority state ownership. In this way, the stations are translated from social ownership to the state, and as their founder, the ministry responsible for agriculture appears. The intention of the state was to protect these institutions from the process of poor privatization, layoffs and the destruction of laboratories systems that are of great importance for the improvement of agriculture. In addition to the translation of agricultural advisory and expert services to LLC, in 2010, the Law on the performance of expert and advisory services in the field of agriculture ("Official Gazette of RS" No. 30/10 of 07.05.2010) was adopted, according to which the services were organized for carrying out professional and advisory work. Today, the Agricultural Advisory and Expert Service of Serbia consists of the Agricultural Advisory Service of the AP Vojvodina and the Agricultural Advisory Service of Central Serbia, and advisory services can also be provided by veterinary stations, private companies and advisers, as well as individual non-governmental organizations. There are 35 advisory services in the territory of Serbia, of which AAS Central Serbia consists of 23 services with a total of 180 advisers² and AAS AP Vojvodina has 12 offices and one Vrsac Enology Station, with a total of 84 advisers³.

¹ Strategy for Agriculture and Rural Development of the Republic of Serbia for the period 2014-2024. ("Official Gazette of the Republic of Serbia", No. 85/2014)

² <https://www.psss.rs/psss.html> taken on February 4, 2018

³ <http://www.polj.savetodavstvo.vojvodina.gov.rs/~svetodavstvo/sadrzajb/savetodavci> taken on February 4, 2018

Agricultural Advisory Service Požarevac

The Agricultural Advisory Service Požarevac has a tradition of over sixty years. Since its inception, it has undergone significant organizational transformations, from the Kalemarg and the Plant Protection Centers, which have been integrated into the Agricultural Station, the Agriculture Institute, to the present form of the organization, a limited liability company. Since the establishment of the first organizational forms, it has been significant for agricultural producers in Branicevo district, educated farmers about care and breeding measures to protect their herbal crops in a natural way, pest control and disinfection of storage areas in agriculture, work on introduction of new varieties, monitoring parameters quality at purchase sites (humidity, white and black primates and others), selection and breeding measures in livestock breeding, expert and health control of crops of agricultural plants and fruit and vine plantations, and control of the health status of products for export and issuing phytosanitary beliefs. She actively cooperated with the agricultural cooperatives and state-owned companies that existed at the time. From the above, the breadth of the coverage of the activities on which the service worked and the significance of the existence of such a service for agricultural producers and agricultural production in general, is evident.

Data sources/Methodology

The literature of foreign authors, mainly of Serbian origin, and legal and sub-legal acts of relevance to Agricultural Advisory Service of Serbia was used for understanding the state and the importance of agricultural counseling. The existing knowledge was the theoretical basis for the design and planning of the research. A qualitative research was conducted, in which the method of a deeper interview was applied. Five counselors from AAS Požarevac were interviewed. These are people of different age, work experience and educational profiles (two advisors specialize in fruit and wine growing, and one advisor in the field of agriculture, animal husbandry and plant protection). Such a sample was taken in order to obtain more diverse and precise data from agricultural advisers who expressed their opinion on the characteristics of the organization and the advisory work they deal with, the cooperation with agricultural producers, the difficulties they face in their efforts to achieve better functioning of the service and provided suggestions for improving advisory and cooperation with farmers. The data obtained by an individual interview with the above-mentioned advisers are summarized and summarized in this paper. The survey was carried out in July 2016 at AAS Požarevac, the sample is small, and there is room for further research.

Results and discussion

Characteristics of the organization and personnel structure

Agricultural Advisory Service Požarevac is organized as a limited liability company within the competence of the Ministry of Agriculture, Forestry and Water Economy. According to the 2010 law, the work carried out by agricultural advisers is divided into advisory and professional. Advice are the tasks that provide agricultural producers with advice and information of importance for life and work in the countryside, which are done by agricultural advisers; Expert activities in agriculture refer to the reporting and forecasting tasks, determining quality and soil fertility analysis, expert reviews in the production of seeds and planting material, laboratory analysis and testing of plants, plant products and prescribed facilities in order to determine the presence of harmful organisms, selection measures in livestock breeding and other jobs from all fields of agriculture. AAS Požarevac is organized in five sectors: field of agriculture, plant protection, animal husbandry, laboratory, fruit growing and viticulture. Each sector includes a scope of activities under its jurisdiction, carried out by experts employed in the service, trained

to provide knowledge and information in those areas.

The number of advisers in PSS Požarevac is ten, while the total number of employees in service is sixteen. The age structure of these agricultural advisors is diverse, has no dominant age group, has the staff of all generational groups, from experienced senior advisors who, before completing their working career, to young advisers who are ready to accept new knowledge and experience after completing their studies, to provide their contribution to advisory work. When it comes to the full structure of counselors employed in the service, there is a noticeable dominance of female counselors (out of ten advisors, how many are employed in the service, seven are female, while the other three are male counselors), which is not typical of most advisory services which operate in the Republic of Serbia. The advocacy of advisors to the sectors in service is the following, the plant protection experts, four of whom, in most cases, are followed by cattle breeding and fruit and vine growing sectors with two advisors, and the fields of plantation and technology in production with one advisor.

The agricultural advisers of the analyzed services have a high level of education, all of them with a university degree, but there is also one advisor who is in the course of doctoral studies. In addition to the education they have acquired at the faculty, which represents a good basis for further improvement, advisers are trained through trainings and lectures organized by the Institute for the Application of Science in Agriculture, but independently apply for education organized by scientific organizations, in order to get acquainted with current knowledge and techniques. The advisors cooperate in the work depending on their field of expertise with the Faculty of Agriculture, Faculty of Veterinary Medicine, Zemun Polje Institute, Institute for Fruit and Vineyards, Agricultural Inspection, Local Self-Government etc.

Methods of advisory work and cooperation with farmers

AAS Požarevac belongs to the Braničevo district, which includes eight municipalities, with 160,000 ha of arable land and 12,500 agricultural farms, out of which 240 have the status of a selected agricultural holding. Cooperation with selected farms is important because they represent an example of good agricultural practice and are an example for agricultural producers in order to understand the importance and the benefits of applying new knowledge to agricultural farms. Agricultural consultants in the service cooperate on average with 20-25 selected agricultural producers, while the number of other farms is significantly higher.⁴

In co-operation they apply methods of individual, group and mass work, however, individual methods of advisory work (visit to the farm, the arrival of farmers in service and telephone) are mostly represented, because, according to the advisers⁵, the best result is achieved, the farmer feels respected and better adopts advices, the advisor at that moment focuses only on his problems and needs related to the performance of agricultural production. The visit to farms, as a method of individual work, takes place once a quarter, which is important for monitoring the progress of work and providing recommendations for improvement. In addition to individual, there are many methods of group advisory work, agricultural advisors hold lectures in villages throughout the year, and during the winter period, winter school is organized in the premises of the service, thematically oriented for each area of agricultural production, for a period of five days, daily attendance of about 120 people. In addition to this method of group work, it is very important to realize the Field Day on the experimental goods of the service, where new varieties are shown to the visitors, techniques used for breeding them, and the results of such a method of agricultural production, in order to ensure the farmers in the well-being of the

⁴ Stojanović Aleksandar - Director of PSS Požarevac and advisor for fruit and wine growing;

⁵ Vujčić Nenad - advisor for animal husbandry;

presented production method and they considered adopting it on their agricultural holdings, in accordance with productive and financial possibilities. Days of fields organized by AAS Požarevac visit a large number of agricultural producers, but also experts in the field of agriculture, which speaks about the quality and importance of such a manifestation. Methods of mass work are used to a lesser degree compared to the first two methods of advisory work; however, the advising of advisors in TV and radio shows is more frequent because they have good cooperation with local TV stations interested in agricultural innovations and want to share them with a large number of agricultural producers, as well as issuing monthly newsletters, in which advisers provide information and knowledge to their farmers according to their needs, is a productive way of transferring knowledge. According to advisers⁶, the methods used in advisory work provide results, but it is necessary to observe the period from twenty to thirty years ago in order to see the positive effects; from cattle breeding, the breed of Bush cattle was launched and Simental Race was introduced, hybrid varieties of maize and varietal wheat were introduced, which are characterized by high performance and high fertility.

Agricultural advisers have expressed their views on cooperation with agricultural producers, they are rated as good, but they are not satisfied with the current situation and believe that they need to be repaired. According to their words, the agricultural producers are not in a favorable financial situation, which is the main reason for the reduction of interest in advisory services, they also point out the lack of awareness of farmers about the usefulness of the advisory service and the established way of production, taking into account the age structure of agricultural producers about people who are engaged in agricultural production over thirty years, have a lot of knowledge and are not particularly willing to accept new methods and knowledge. In addition, as the fruit grows advises⁷, a significant reason for the slow progress of fruit and wine growing is obsolete mechanization. However, there are a large number of agricultural producers interested in agricultural news and opportunities for their use on their own farm. Beside individual agricultural producers, AAS Požarevac realizes quality cooperation with farmers' associations in Braničevo district, monitors their work, provides help and recommendations.

Financing of AAS Požarevac

The financing of the advisory service is from the budget of the Republic of Serbia, which precisely specifies the allocated funds, as well as the scope of their consumption and distribution to the salaries of employees in the service, the costs of electricity and maintenance of the space, maintenance of the fleet, etc. However, irregular payments and insufficient volume of the above mentioned funds impede the normal functioning of the advisory service, and additional funding is provided to the AAS Požarevac, through the performance of professional tasks (aprobation, health checks, selection measures in livestock etc.). One of the interviewed advisers⁸ gave one an opinion on the introduction of a charge for that advice or service, in order to further finance the service, but also in his opinion to better accept and apply the advice given by agricultural producers. Other consultants do not share such an opinion; they agree that farmers are not in such a favorable financial situation to pay for the given advice and that in the case of introduction of this measure, a number of interested farmers for cooperation with the advisory service will drop significantly. In addition, it is important to point out that in the case of introducing billing for given advice and services, there will be complications, because it raises the question of what to charge, to whom and to what amount.

⁶ Stojanović Aleksandar - Director of PSS Požarevac and advisor for fruit and wine growing;

⁷ Zafirović Stojanović Milena - advisor for fruit growing and viticulture;

⁸ Vlajković Jorgovanka - advisor for crop farming;

Projects on the improvement of agricultural production

AAS Požarevac is working on concrete projects for the development of the Braničevo district, of which the service has no economic benefits, but there is a general good, a higher goal that is achieved through the creation and implementation of this project. The projects on which the service worked here:

1. Creation of a book of instructions on the establishment of associations and maintenance of education in marginal areas;
2. A field book of individual agricultural producers;
3. Application of good agricultural practice in the use of manure on family farms;
4. Ambrose mapping in the municipality of Požarevac;
5. Raising the level of knowledge of the winter school organization for young agricultural producers;

The project that was actual in the period when this research was carried out is a project entitled "Land management in raising the vineyard on the example of the Mlevski vinogradarski region", which was realized in cooperation with the Institute of Field and Vegetable Crops in Novi Sad, and financed by the Ministry Agriculture, Forestry and Water Economy of the Republic of Serbia. The project involves soil sampling and its analysis, and the results of this analysis are used to obtain data for the preparation of the Manuals and the Wine Production Study with a geographical indication. The study is a document that establishes rules for the use of a geographical indication and defines a voluntary standard, i.e. procedures for producers who want to place their characteristic products on the market. The benefit realized by the realization of this project is multiple, the service reserves the right to share the results, the Manual and the Study with other agricultural producers, which will enable them to produce products with protected geographical origin, better placement and higher product prices, as well as the possibility of gaining greater trust foreign buyers and brand building. By implementing projects AAS Požarevac works on improving the quality of life and agricultural production in rural areas. In order to proceed with the improvement of the development of the Braničevo district and the agricultural production in it, the Sustainable Development Strategies for each area in the mentioned district were developed.

Discussion

Agricultural Advisory Service Požarevac is organized in 5 sectors, which implies a range of services that it can provide to agricultural producers in accordance with their needs and the agricultural production they are dealing with. The existence of a laboratory for carrying out analyzes within a service is important because it can perform certain research and analysis in its own capacities. Otherwise, due to the lack of a laboratory within the service, it would depend on other laboratories carrying out laboratory research, as it would have to send samples to be analyzed. In this way, the service independently performs research and assigns revenue from services rendered.

Staff structure of the PSS Požarevac is very good, it is noticeable that there are advisers of all generational groups, which is significant in order to achieve better quality of service and modernization of the service. In this way, advisers are in accordance with their characteristics (years, experience, education, full affiliation, approach, mode of work, etc.) able to overcome more adequate solutions and adapt methods of work to different profiles of agricultural producers in order to achieve the most successful cooperation and better results. Older advisers have knowledge and great experience, they are trained in institutions and organizations in scaled with their field of education, while young people have new knowledge, are innovative and ready to contribute to the advancement of agriculture through advisory work. Characteristic

of the service is the dominance of the female population in the personnel structure, which is an exception compared to other services operating in the Republic of Serbia. The presence of young people and women in PSS Požarevac, in addition to improving the quality of services, also contributes to improving the position of young people and women in the labor market. However, there is a lack of experts in the field of agro-economics, who would deal with the education of farmers in the field of market business and experts in the field of land melioration, which would contribute to improving production capacities and preventing degradation of land quality. By analyzing the experts of the mentioned profiles, the range of activities that the service will stimulate the development of agriculture would complete.

Braničevo district is characterized by the existence of a significant size of arable land and the number of agricultural holdings, whose needs can be answered according to their capacity. The mentioned district includes about 12500 agricultural farms, out of which about 240 are selected households. Cooperation with selected farms is important, because they represent an example of good agricultural practice and are an example to agricultural producers, in order to see the importance and benefits of applying new knowledge in agricultural farms.

According to the counselors, the methods of individual advisory work are the most effective, however, attention should be paid to the methods of group advisory work such as Winter School and Field Days that are organized in the premises and field fields of the service and are very visited. Organizing winter schools adequately use the time of agricultural producers, who during the winter, have more spare time due to a smaller workload, and can dedicate themselves to acquiring new knowledge and choose which lectures to attend in accordance with their interests and needs. In addition to the winter school, the Days of Fields, which are visited by a large number of agricultural producers and experts in the field of agriculture, stand out as a good kind of education, which can be an indicator of the quality and importance of such a manifestation. Methods used in advisory work give results and, in the words of an animal adviser, it is necessary to look at the period from twenty to thirty years old. For each change, time is needed, this is also the case with the introduction of new knowledge and production methods in agricultural farms owned by farmers with long work experience in agriculture and a stable production method. Agricultural advisers adapting methods of advisory work and access to the agricultural producer in order to indicate to them in a more adequate and more understandable manner certain knowledge and techniques that should be adopted in order to improve the production they are dealing with. For this reason, there is a wide range of ways and methods that the counselors can apply in working with farmers of different profiles and thinking.

Due to the irregularity of the arrival of funds, the service has found ways for self-financing, which is another step towards achieving autonomy. However, it is desirable for the state to be more interested in business and advising the advisory service, because it is an important factor in the improvement of agricultural production. As an additional method of financing, the crop advisor enters the introduction of a fee for advice and services provided, which is not taken as a reasonable alternative by other advisors because farmers are not in such a financial position to pay for that advice and service.

The introduction of the collection would lead to a reduction in the number of advisory service users, thereby reducing the level of new knowledge acquisition by agricultural producers, which in any case cannot be good for improving agricultural production at the level of Braničevo district, as well as at the national level. In addition, it is important to point out that in the case of introducing a payment, there may be complications, because it raises the question of what to charge, to whom and to what amount.

The problem of reducing the interest of farmers is not the result of inadequate work of AAS Požarevac, because the experts are experts in the field of agriculture and provide good quality

advisory services (in their words, although it should be taken into account that agricultural advisers were subjective in providing information of this type, their education, work experience and constant education can be indicators of the quality of services and knowledge that are addressed to farmers), but the negative economic trend that has been in the state for decades, the mass eviction of the population from rural areas, the abandonment of agricultural production, the age structure and the unfavorable market position of individual agricultural producers in relation to large private companies in the field of agriculture, lack of adequate agricultural machinery and low purchase prices of agricultural products. Adjusting the Agrarian Policy of the Republic of Serbia can be an answer to the stated difficulties, setting out precisely determined means for incentives and subsidizing agricultural production (incentives for procurement of agricultural machinery, raising agricultural farms, building facilities in agriculture, buying bottlenecks, incentives for establishing organic production, premiums for milk, subsidies for beekeeping, agricultural loans available under favorable conditions and incentives for young farmers in order to maintain the existing rural population and encourage the rest of the young population to engage in agricultural production and improve it), more favorable conditions are created for agricultural production, which should cause greater satisfaction and readiness for agricultural producers for more frequent cooperation with the agricultural advisory service, which will provide them with useful advice and services and thus contribute to improved quality of their agricultural production, but also agriculture of the Republic of Serbia in general.

Conclusion

Recognizing the attitudes of agricultural workers employed in the Agricultural Advisory Services in the organization of the advisory service and the important factors on which its functioning depends, is of great importance for understanding the situation in which there is advisory and agriculture today. The economic moment in which the state is located, financial possibilities of farmers, their insufficient readiness to accept new knowledge and their application, as well as inadequate mechanization are cited as the main reasons behind the exploitation of the full potential of the advisory service and the faster development of agricultural production.

Agricultural production has great potential in the Republic of Serbia, both due to the size of arable land, the quality of the land, as well as due to the climatic conditions that are suitable for its organization and performance. It is very important that PSS is under the auspices of the state, that it finances and provides adequate support. The Agricultural Advisory Service is an intermediary in the transfer of information, knowledge and skills between the creators of agricultural policy measures and farmers to whom these measures are intended. In this way, through the service, the state can influence the direction in which the agricultural advisory, and, consequently, the agriculture of the Republic of Serbia will develop and advance.

The objectives to be achieved through advisory work are: increasing the competitiveness of agricultural production, raising the general level of knowledge and awareness of agricultural producers, training farmers for more successful farming and farm management, assistance in solving problems related to agricultural production, economic and organizational issues in connection with the development of the farm, improving the economic position of farmers, encouraging interest associations and assisting in planning for the advancement of agriculture and rural development.

The activity of AAS Požarevac on projects that are of significance and corresponds to the real needs of farmers in the Braničevo district, contributes significantly to the improvement of agriculture, because in this way farmers find solutions to existing problems, gain new knowledge and get the opportunity to organize agricultural production at a higher level, is the produc-

tion of grapes with protected geographical origin and so on.

During the research whose results are presented in this paper, agricultural producers are not interviewed, which is a recommendation for the direction of future research, in order to understand the views of farmers, and thus, in accordance with the views of agricultural advisors, find adequate ways to improve cooperation between the mentioned actors.

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Prethodno priopćenje

Poljoprivredna savjetodavna služba Požarevac u funkciji unaprjeđenja poljoprivredne proizvodnje u Braničevskom okrugu

Sažetak

Savjetodavstvo u Republici Srbiji je specifično, ima dugu tradiciju, prošlo je kroz značajne organizacijske promjene i današnju agrarnu strukturu karakterizira veliki broj poljoprivrednih gospodarstava uz relativno mali broj poljoprivrednih savjetodavaca. Poljoprivredna savjetodavna služba je značajna za unaprjeđenje poljoprivredne proizvodnje, jer kvalitetu savjetodavnog rada određuje brzinu napretka u poljoprivredi, te je u tom smislu značajno sagledati čimbenike od utjecaja za njezino funkcioniranje i stavove savjetodavaca zaposlenih u istim. Istraživanje provedeno u PSS Požarevac se ogledalo u intervjuiranju pet savjetodavaca koji rade na unaprjeđenju poljoprivredne proizvodnje u Braničevskom okrugu, u sklopu savjetodavne službe. Savjetodavci su iznijeli stavove o karakteristikama organizacije i savjetodavnog posla kojim se bave, o suradnji s poljoprivrednim proizvođačima, istaknuli su poteškoće s kojima se susreću u težnji da ostvare što bolje funkcioniranje službe i pružili prijedloge za unaprjeđenje savjetodavstva i suradnje s poljoprivrednicima, a sve u cilju unaprjeđenja kvalitete poljoprivredne proizvodnje.

Ključne riječi: poljoprivredno savjetodavstvo, poljoprivredni savjetodavac, poljoprivredni proizvođač, unaprjeđenje poljoprivrede