

Geography a View on Potentials Livestock Overviewed with Aspects of Production Healthy Food: The Case Region Polimlje-Ibar

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Abstract: Organic agriculture is an integral part of agricultural production that seeks to maximize the potential of agricultural household so that satisfy the social and economic needs as well as preserving of natural ecosystems and the environment. This paper presents the geographical potential of livestock overviewed with aspects production healthy food in the agricultural region Polimlje-Ibar; it is the number of agricultural holdings engaged in livestock production in the period 1960-2010 years, the average number animals per agricultural holdings, the average livestock production in 2005. A review of the literature identified the problems faced by prospective health food producers faced: fragmentation of production and supply, undefined and weak foot traffic distribution channels, insufficient knowledge of the conditions for the creation and protection of regional brands, product certification, promotion and marketing activities, distribution, transport, organized sale ... Research shows that Montenegro is perfect assumption that the a series of regional product domestic food position itself as a brand. Under the slogan "Good from Montenegro-Quality for Europe", has are two Montenegrin company with eight of its products, received than side economic Chamber of Montenegro trademark, which serves as a marker of domestic products in Montenegro above average quality. Higher respectfully livestock as a primary activity, can the comparative advantages of the region Polimlje-Ibar. The cycle of economic activities the can best be initiated and instituted if the primarily approaches to investing in the development of animal husbandry, because animal production, as an integral and one of the most important parts of agricultural production and the area with the fastest turnover of capital in agriculture, directly depends on all parameters which affecting on the market, either at the macro or micro level.

Key words: Region Polimlje-Ibar · Livestock · Production · Healthy Food · Development

INTRODUCTION

At the beginning of the twenty-first century, there has been a change in the attitudes of modern man to health and maintaining a healthy lifestyle. Emphasis is placed on the importance of healthy eating in a healthy lifestyle. The importance of healthy eating and the problems related to the health of the population has been recognized and elevated to the level of the state. Creators of and promoters of the concept, which is called "Mass Customization" are carefully examining new needs and demands of consumers have come to an understandable conclusion that the mass production and manufacturing should look for an alternative. One of the

most and of most developed segments of the project is the so-called organic ("health") food who the last five years (even in times of economic crisis) includes steady growth in almost the entire world while [1]. According to Wiler and Kilcher [2] the ecological agriculture deals with 1.4 million producers in 154 countries worldwide. According to Yussef-Menzler *et al.* [3] on the organic agriculture in 2007 was oriented 210,000 European households, who are exploited while 7.8 million ha of agricultural land and 1.9% of its total area. At the same time the European Union (EU-27) organic farming deals with more than 180,000 households, who are processed about 7.2 million ha, which is 4% of its agricultural land.

Montenegro has almost perfect assumption that a number of regional local food products positioned as a brand. To this end, the Chamber of Commerce of Montenegro five years ago launched the project "Good from Montenegro", which is the essence of branding homemade quality. Her goal is to make this message as accessible to business people and companies from home and abroad, where about high quality products and credible companies in Montenegro, can be an incentive and motivation for future business decisions, new partnerships and cooperation. Under the slogan Good from Montenegro-Quality for Europe, so far, 14 companies from 74 Montenegrin its products, obtained from the Chamber of Commerce of Montenegro trademark, which serves as a marker of local products in Montenegro, above-average quality [4].

The right to use the trademark "Good from Montenegro" by the Chamber of Commerce of Montenegro on the territory of the agricultural regions Polimlje-Ibar has 8 products by 2 manufacturers. And this "Garden Company"-Rožaje for products: beef camp salami and bovine ham and Mesopromet "-Bijelo Polje, for products: beef goulash, luncheon meat, Budimska sausage, beef sukhuk, dried beef ham and chicken frankfurter. How to identify opportunities were used, it is necessary in the region Polimlje-Ibar promotes domestic production, provide the necessary qualitative assumptions and develop the marketing aspects of product offerings.

Interest households for domestic food production in the region Polimlje-Ibar is great. However, the problems are all potential producers face more or less the same: the fragmentation of production and supply, undefined and low foot traffic distribution channels, insufficient knowledge of the conditions for the creation and protection of regional brands, product certification, promotion and marketing activities, distribution, transport, trade ... [5, 6]. Although the production of so-called healthy foods everyday written and spoken, Montenegro has a group of rare European countries where organic agriculture is still weak and underdeveloped.

MATERIALS AND METHODS

Two main groups of data sources were used in the study. The first group, including sources of statistical data on the total number of agricultural holdings engaged in Cattle breeding in the time period 1960-2010, available from the Statistical Office of Montenegro [7, 8]. The second group consists of the results of previous

studies: agricultural monographs, journals, proceedings, books, published both in the domestic and in the international literature. The focus of the research is based on the geographical potential of livestock in terms of healthy food on the example of agricultural regions Polimlje-Ibar. Region Polimlje-Ibar is a geographical unit which comprises 20,6% of the total area of Montenegro (13.812 km²), that is, living in the territory, 18,96% of the population compared to the total population of Montenegro in 2003 (673. 094). Territory includes five municipalities: Plav, Andrijevisa, Berane, Bijelo Polje and Rožaje, with an area of 2.842 km², which is by the census of 2003 year, 127.635 people lived or 44,9 in / km² [9-11]. The core of the methodological procedure used in this study consists of the following methods: descriptive, causal, comparative and theoretical analysis method. Descriptive and causal methods are used to detect the cause and effect relationship between the territorial distribution and some quantitative and qualitative characteristics of livestock production. The method of theoretical analysis included the theoretical basis of the research. The combination of these methods it is possible to achieve valid defnisane research objectives, which refers to the geographical potential of livestock in terms healthy food production. The scientific explanation of terms, we applied two methods, namely: method of analysis and synthesis methods. The method of analysis we were able to deconstruct complex concepts and judgments in research and express conclusions as to their simpler component parts and elements. The method of synthesis included the way systematization of knowledge according to the laws of formal logic as a process of construction of theoretical knowledge in the direction of the specific to the general [12-14].

RESULTS AND DISCUSSION

Because of its climate and geographical characteristics, region Polimlje-Ibar has ideal conditions for the development of organic farming, especially livestock. Taking into account the natural resources (85.61% meadows and pastures), livestock should be main branches of agricultural production. Considering, the dominance of meadows and pastures in the agricultural land, breeding bovine animals and sheep breeding should have priority in development livestock. In the observed geo space is developed production of sheep and bovine animals which are based on Native Breeds sheep and cows with high resistance, flexibility and durability, but something more modest production. Encouraging

production in rural areas and the use of local breeds in breeding to be create environmentally friendly products typical of the area (Cheese, lamb, milk and beef). "Placement through tourism to its promotion and for tourism and also represents the most optimal form of exports. Education of consumers and involvement of local retail are chains in the sale of organic products, the conditions for proper placement of products on the domestic market. Stimulating organic farming, particularly livestock, ensuring conservation of biodiversity and the preservation of are traditional native breeds and optimum soil protection. At the same time the development of agricultural production and developing new economic activity in agro-eco-tourism "[15].

Rural settlements in the region Polimlje-Ibar for centuries are living from livestock and livestock products "[see 16, 17]. Today, at the beginning of the twenty-first century, livestock production in the considered geographic space based on the traditional method of cultivation, which is characterized by a generally low number of animals in herds, poor housing conditions and lack of well-balanced diet of cattle. Growers realize that only in optimal conditions of housing,

feeding and care of animals can achieve high production of satisfactory quality. Analysis of agricultural holdings which were reared cattle the period 1960-2010, the points on different tendencies. Namely 18,070 agricultural holdings in the region Polimlje-Ibar in 1960 and addressed the breeding cattle while in 2010 there were only 12,263 agricultural holdings. Thus, compared to 1960, the number of agricultural holdings in the region Polimlje-Ibar, decreased by 5.807 agricultural households or 32,1%.

Sheep production is by throat livestock the most important livestock activity in the region Polimlje-Ibar. However, in the analyzed period 1960 year 2010 total agricultural holdings engaged in breeding sheep decreased from 10.558 agricultural holdings on 2.380 or 77,5%. This can be explained by Tomić [18]: labor shortages, poor economic conditions, primitive ways of livestock raising, alienation lambs for slaughter with low mercury measure up to 15 kg which reflects unfavorably on economic returns, low purchase price of lambs, sheep, hides and wool. From a total of 12.263 agricultural holdings which with breeding cattle in 2010 year, 2.380 agricultural holdings raising sheep, with a total of



Fig. 1: Region Polimlje-Ibar on the map of Montenegro Source [10].

75.873 throat, of which on grazing stayed 60.638 sheep. The average number of sheep by farm family holdings is 31.9 throat relative to the total number of family agricultural holdings who raising sheep. The average production of wool agricultural holdings in 1967 was 18 kg and the survey estimates in 2005, the average yield of wool per sheep are extremely low at around 1.2 kg. Largest part wool produced is used in private houses; much smaller part is placed on the market. According to survey estimates meat production (live measures) in kg per agricultural holding in 2005 in the region Polimlje-Ibar was about 320 kg.

Cattle farming in the Polimlje-Ibar as the number of heads and the quality were always in the shadow of sheep breeding. In the past, is bush mostly were cultivated breed for domestic needs and some of the remaining animals for market? From census to census period of a decade to decade, the number of heads (quantity) is varied and as far as quality, until the sixties of the twentieth century, bush was represented by 90%. Simultaneously with the improvement of forage base, there was a qualitative change in the racial composition and the structure of cattle. Today, at the beginning of the twenty-first century, the racial composition of bovine animals with more than 70% is represented refined breed. Total number of agricultural holdings engaged breeding bovine; during the period 1960 year 2010 have been reduced from 15.730 agricultural holdings on 10.094 or 35,8%. Total number of bovine who grown agricultural holdings in the region Polimlje-Ibar is 31.481, of which 3.011 throat bovine were grazing stayed on the same property (commune, summer pasture). The average numbers of bovine by family agricultural holdings that growing bovine the 3.1 throat. Precisely racial composition bovine contributed to the bovine animals prevailing double direction of milk production - meat, with what is the yet the emphasis on milk. The average production of cow milk according to the data of the Agricultural Marketing System of Montenegro [19] in 2005, the agricultural holding was 1,277 liters per cow. Significant quantities of milk used to feed calves, because of their high cost and the difficulty in buying and milk. Other volumes are processed into various types of households in indigenous dairy products (mainly various types of cheese and cream cheese in part) and as such, in addition to work for their own consumption, placed on the market. Production beef meat (live weight) per family farm in 2005 was about 270 kg.

Goat is extremely useful domestic animals. Administrative measures in the former Yugoslavia, respectively passing a law in 1954, prohibited the keeping of goats. Injustice done to the goats, corrected in 1984, when he again legalized keeping goat. From a total of 12.263 agricultural holdings engaged breeding cattle, 1.141 agricultural holdings breeding goats. The total number of goats who growing agricultural holdings in the region Polimlje-Ibar is 6.194, of which 64 throat the goats were kept on pasture on the same property (commune, summer pasture). Average number of goats by agricultural holdings amounts 5.4 throats. "According to the findings of the Biotechnical Institute in Podgorica, the average milk production per throat is 140 l and the average production of about 15 kg of meat" [19].

Other types of livestock are not in accordance with the natural capacity of the region Polimlje-Ibar. One of them is a pig. The total number of agricultural holdings engaged breeding pigs in the region Polimlje-Ibar, in the period 1960 year 2010 have been reduced from 8,287 agricultural holdings on 4250, or 48.7%. Agricultural Census of 2010 in the region Polimlje-Ibar breeding is 11.174 pigs. The average number of pigs by family agricultural holdings was 2.6. In racial part of the pig prevail: Domestic white meaty pig, Yorkshire, Dutch and Swedish Landrace. According to the data of the Agricultural Marketing System in Montenegro [19], the average meat production (live weight) in kg per agricultural holding in the region Polimlje-Ibar is about 100 kg. The total number of fattening pigs in 2010 in the region Polimlje-Ibar is 5,868 throats. Our research evidence based on similar studies Radović [20], points out that for larger scale production swine meat in the region Polimlje-Ibar there are very good conditions: (1) tradition-which is a very important basis for widespread production, (2) the production of animal feed as a basis production pig, (3) total small number cattle (40.056,2 conditional throat), (4) sufficient space available for the use of manure and the environment from pollution, (5) human resources and Work force with extensive experience, (6) the need and opportunities for the production of safe food. This goal can be achieved in the shortest time with the use of modern technology, namely: (1) import modern equipment, or import pure breed pigs high genetic merit, with implementation of appropriate procedures in the production process, (2) establish a production based on contractual relations, (3) make a brand with which the region considered to be

recognizable in the market, (4) financial aid from the state to the increasing purchasing power of the population and hence demand, which may affect the price of the final product.

The agricultural census of 2010 in the region Polimlje-Ibar included 6,022 agricultural farms that grow 92,349 poultry, of which 78 565 of laying hens and 26,168 fattened pheasant. Average agricultural household has 15.3 pieces poultry. According to the Škorić [21], the annual production of poultry meat per inhabitant ranges between 6 to 8 kilograms per year and the consumption of eggs from 130 to 150 pieces. Production of chicken meat has a future as it expands range of products of chicken. Durable products today and all the talk in are future, in high demand. Especially sought delicatessen who come from extensive production (including pasture on the "Label Rouna"), Whether you they are fresh carcasses, parts or products (potato croquettes, burgers, hot dogs, sausages, salami, smoked meats, pates, meats in cans, other canned with added vegetables and meat product [22]. From the largest of poultry are domestic hen, crossbreds domestic and Styria, Leghorn... Other are poultry (Ducks, geese, turkeys,), symbolically represented. For example, the total number of turkeys in 2010 amounts 1,110 pieces, 233 geese and other poultry to a total of 976 pieces.

Region Polimlje-Ibar has a very clean and healthy nature, which results in the production of high-quality and healthy honey. Compared with other developed industrial regions, the region Polimlje-Ibar we have a very clean and healthy nature, which results in the production of high-quality and healthy honey: "pelimov honey", linden honey, meadow honey, mountain honey and forest honey. However, in general, considered region very poorly represented in the promotion and distribution honey products both locally and on the regional and national level. The total number of agricultural holdings 2010 in the region Polimlje-Ibar deal breeding bees is small. More specifically amounts 854 family agricultural holdings that growing 12.671 hive bees. According to the Directorate for Development of Small and Medium Enterprises [23] average yield per hive is about 10 kilograms while most countries with modern beekeeping and gets twice by bee society. Consume of honey per capita inhabitants is also small at about 12:26 by kilograms per inhabitants. Appeared on the market are mainly honey, liquid and very little honey amounts in honeycomb. However, in general, considered region very

poorly represented in the promotion and distribution honey products both locally and on the regional and, national state level.

Our research on records temneljena similar studies Davidovi' and Pavlović [24], Kljajić *et al.* [25], points out that the development of the livestock in the region Polimlje-Ibar, required significantly more investment in this sector, particularly agriculture. Faster and better development of the livestock (As sheep breeding so breeding bovine animals and goats) would cause significantly greater production of meat, milk, dairy products, of wool and leather. Continuous improvement of milk production, not only its quantity but also the quality, has to be one of the most important goals when it comes to the development of livestock studied geo space. This is especially important if one takes into account that the majority of household milk used for cheese production, while smaller quantities delivered to dairies. Given the importance of cheese production in this area, Simmental bovine animals would be the most important race intended to obtain high-quality milk, whose purpose was primarily the processing of cheese and milk cream, because this breed with high milk yield has a large amount of fat and protein in milk. The last ten years in Europe there is a trend of opening small (mini) dairy that processed from 500 - 5000l of milk per day. This dairy milk usually used to own a farm but also to buy milk from neighbors and other farmers and processed in our own factories. The products in these dairies in most cases, cheese, sour cream, yogurt. The purpose of raising the mini dairy as a family business is the realization of higher incomes and employment own workforce. Using the experience of developed countries, we can conclude that the results of such operation is satisfactory, it is achieved good financial results in relation to the sale of raw milk in large dairies. Mini farm, whose main activity goat production should not be less than 250 throats, although today's European recommendations to the family mini-farms have more than 150 animals, for cost effective production, the minimum number of animals should not be less than one hundred. The main objective of the livestock production in the mountain areas, which include the region, is intensifying the production of milk and meat. In addition to the genetic factors, which are expressed through specific breed characteristics, milk production affected by environmental factors, most notably diet and housing conditions? Nutrition is based on the use of forages obtained from natural meadows and pastures.

During the summer months, cattle graze on pasture, using small amounts of concentrated feed. During the winter diet is based on the use of meadow hay and concentrate.

In recent years significantly increased interest in organic farming, as a reaction to the increasingly obvious the ecological degradation, deterioration in the quality of food and the growing threat to the health of the human population. Consumers buying these are foods mainly for health reasons or because such food tastes better. The constant growth in demand for organic products in the world suggests that this production method can be very profitable if properly used natural resources, knowledge and production experience. Facts from which space products originate, their market demand would be high and revenues from these products would be significant.

Incomes realized from these "health food" would accelerate the revitalization of the region Polimlje-Ibar, especially rural areas. In order for sheep, bovine animals and goats gained importance what belongs to them, it is necessary to improve the forage base. For improving quality of meadows and pastures, it is necessary to do special programs reclamation, chemization and other agricultural measures. It is necessary to improve the racial composition of cattle. The development would follow the construction of small processing plants (Slaughterhouses, dairies, dryers). In these facilities would be processed, but also been purchasing products with a defined, guaranteed geographic origin. These and other products justified as "healthy food", it's easy to find customers not only in domestic but also in international markets. Here are two examples in the region Polimlje-Ibar which confirms this: "Gradina Company" from Rozaje and "Meat-Turnover" from Bijelo Polje.

Applying best practice in all aspects of production processes and with an emphasis on excellence and guided by the motto "Healthy and right of nature" to "Company Gradina" and "Meat-Turnover" working every employee, formed every product begins and ends the every business process. Enterprise

"Company Garden" from Rozaje is a private company founded in 1989. The company is engaged in the production and processing of meat and meat products: delicatessens permanent products, semi-durable products delicatessens, boiled products, beef products, chicken products, a program of turkeys, sheep products and fresh meat. A global business companies starting with the launch of activities in the procurement of livestock and

their slaughter so that, upon completion of these activities get finished products that are included in the technological process of processing of meat (Depending on species). The aforementioned process continues until you get a finished product. Since this is a rather complex process, in order to its higher efficacy, the "Gradina Company", within its capacity, has a special office building in which is carried above the production process, as well as the office building in which the premises are the company's management. In the operations are applied the highest standards of food safety. As such, the company has been awarded numerous prizes quality. In addition to the market in Montenegro, "Gradina Company" exports its products in international markets: Serbia, Bosnia and Herzegovina, Croatia, Bulgaria, Turkey and the Russian Federation [26]. From by Economic Chamber of of Montenegro for its two products beef sausage and beef prosciutto "Gradina Company" carrier of the label "Good from Montenegro". This company is delivered in 2011 "Halal Certificate", which is confirmed the implementation of halal standards in the industry of the company.

Private company "Meat-Turnover" was founded in 1990 in Bijelo Polje. Its main activity is the purchase, production, processing and marketing of meat and meat products and has a leading market position in the meat industry in Montenegro and a strong regional position looking at the volume of production, the range of products and services. As part of the company are located and drives: slaughterhouse for sheep and cattle with a capacity of 250 beef cattle and 1000 lambs, meat processing plants and meat products "Eco-Meat" whose daily capacity of 50 tons of finished product; "Franca Farm" for fattening of cattle, with a capacity of 2000 bullocks; processing plant capacity of 5000 chicken pieces; factory for canning. Processing of meat "Meat-Turnover" is made using the latest technology solutions that ensure the production of high quality products. In the operations are applied the highest standards of food safety. As such, the company is the holder of 108 gold, 65 of silver, 32 bronze and three awards champion quality. The awards are conquests in many international fairs: Novi Sad (Serbia), Sarajevo (Bosnia and Herzegovina), Frankfurt (Germany), Budva (Montenegro), Madrid (Spain)... [27]. From by Economic Chamber of of Montenegro for its six products: beef goulash, meat slices Buda sausage, beef suxhuk, dried beef ham and chicken hot dogs, "Meat-turnover"

is the holder of the label "Good from Montenegro". This company is delivered in 2011 "Halal Certificate", which is confirmed the implementation of halal standards in the industry of the company.

In the last ten years an increasing number of farmers in the region Polimlje-Ibar diverted to ecological production because it has become more obvious detrimental effect of previous conventional methods of production on the environment and on human and animal health. "The basic guidelines ecological livestock have a destination in the preservation of biological diversity, maintaining animals in good health, the implementation of high standards of care for animals and the creation of high-quality products. This production seeks to preserve biological and genetic diversity of animals. The use of domestic rare breeding aims to preserve the genetic diversity of certain areas, which in conventional breeding using high production lines and breeds of animals were neglected" [15].

CONCLUSION

Our research record based on similar researches istraživanjima [28], Kijlstra and Eijck [29], Rajović [30], Renko and Bošnjak [31], Karolić [32], Pejanović *et al* [33], Rajović and Bulatović [34], pointed out is in first, several important conclusions:

- Previous the progress in agriculture has brought uneven benefits with very high social and ecological prices; industrial agriculture (with mineral fertilizers, pesticides and comasation) has become unsustainable.
- Food production should use the "natural processes" such as rotation crops (crop rotation) and the use of organic fertilizers, required sustainable and environmentally clean way of producing food and a complete view of agriculture, not only through the production of food and cash crops, but also as an environmental service, therefore should terminate subsidies that encourage unsustainable production practices (excessive depletion of soil and large environmental pollution). The distance between food production and consumers needs to be reduced because of the higher costs of transport (locally supply of food).
- Devote significantly greater attention to improving food security in which there will be no pesticide residues, unacceptable levels of hormones or heavy metals. Of course environmental protection of biodiversity to water issues, economic issues from marketing to trade and social affairs of the position of women in agriculture to the question of the role and importance of a specific culture.
- It is necessary to establish a new form of government, the local network of supply, it is a decentralized government that focuses on small producers and poor urban population (with the inclusion of agriculture in cities and direct connection to consumers in cities with food producers in rural settlements), which will help to create and strengthen the effectiveness and complementary capacities. Small farms and organic production methods indicate the way to go, in order to avoid the current food crisis and meet the needs of the population.
- In contrast to intensive agriculture, which increases the yield, but causes a severe problem of the environment, environmentally sustainable agriculture provides a good crop productivity with minimal impact on the environmental factors, such as the fertility of the soil, which provides the basis for the growth of plants. Although it is input of fertilizer and energy in ecological cultivation of decreased by 34 to 53% and of pesticides by 97%, yields were reduced by only about 20%. One of the most important features of ecological production is the principle of unity of plant and animal production, where the agricultural household functioning as a coherent whole.
- In the last ten years, both in the world including Montenegro, has increased interest for the ecological agricultural production as a result of several factors. The most important of these are: a large area the uncultivated land is suitable for ecological production [35-37], little environmental pollution systems [38-39], linking agriculture and tourism [40-42], improving the overall tourist offer [43-44], increased consumer concern for health [45-46] and the growing importance renewable sources in the global environment [47-49].
- In ecological agriculture livestock must be to feed on the open and depasture for at least 6 months a year. In ecological production, special attention is given to when planning of construction, or rearrangement of existing stables for livestock, *i.e.* it is necessary to use "deep stables" in order to livestock could free to move ... Special attention is given to relation of people to animals. Turned out better results were in the production where the owners themselves of food and nurture animals.

- Ecological agriculture is recommended growing more animal species, but main are carriers of ruminants: cattles, sheeps, goats, horses and smaller rabbits, the other animals (pigs and poultry) have a lesser role in the biological breeding ground which is the foundation of further of plant production.
- Nutrition of domestic animals on agricultural holdings is limited use of largest part the meal produced on agricultural holding, but allowed is also and purchase forage, including concentrates, usually up to 20% of the daily ration. In the eco-farms apply diverse, complex and complete menus that positively affect the health and resilience of animal organism, growth and overall production animals and are adapted to each type and age of cattle.
- Eco-Agriculture in concerning animal health highlights all the measures and means of prevention. Per year or perennial leguminous plants and grasses are the basis for livestock feed. Preserving forage as hay or silage provides enough food to livestock when grazing is not possible. The productivity of each animal depends on the quality of forage eaten, which is particularly evident in the hay.

Finally, the potential of livestock in terms of healthy food on the example of the region Polimlje-Ibar their deployment and qualitative characteristics are favorable basis for the development of agriculture. However, analysis of the survey shows that agriculture and livestock production in the region Polimlje-Ibar is inconsistent with all available natural and social conditions. The group of demographic factors in the region Polimlje-Ibar greatest impact on the market of organic food is: population aging, health problems, migration and tourist inflow. Followed by: fragmented and underdeveloped market, lack of marketing skills, poor cooperation and communication, high retail prices, low availability of organic products, lack of consumer awareness and poor introduction to the product, the competition polluting substitutes, the lack of credibility of the certification house...

Greater appreciation of livestock as a primary activity, which can be exploited comparative advantages of the region Polimlje-Ibar. The cycle of economic activities can best be initiated and run if the first approach to investing in the development of the livestock, as well as livestock breeding sector of business has their mass resources. These resources need wise and rational use. Livestock production, as an integral and one of the most important parts of agricultural

production and the area with the fastest turnover of capital in agriculture, directly depends on all the parameters affecting the market, either at the macro or micro level.

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