



Proud producer organisation for Croatian apple growers. with over of 10 000 tonnes of apples produced by member farms.

JABUKAHR

Producer Organisation (PO) for apple growers, Križ, Croatia
www.jabuka.hr

Country

Croatia



Introductions

JabukaHR is one of Croatia's leading producer organisations, uniting apple growers to strengthen their market position, improve quality, and ensure stable distribution channels. The organisation provides a wide range of services—from consultancy and certification to storage, sorting, packaging, and distribution—helping family farms remain competitive in a challenging market environment.

JabukaHR brings together a network of Croatian apple producers who supply both domestic and international markets. Their Logistical-Distribution Centre in Križ integrates technology, storage infrastructure, and quality control, enabling farmers to meet modern market standards.

The organisation also collaborates with universities, international delegations, and research institutions, demonstrating a strong commitment to innovation and knowledge exchange.



Your Current Skills

Individual member farmers poses:

- Strong practical expertise in orchard management, harvesting, and post-harvest handling.

On the other hand, producers organization JABUKAHR contributes with skills like:

- Experience with certification systems such as GlobalG.A.P., which JabukaHR supports through its services.
- Knowledge of market requirements, grading standards, and quality assurance.
- Growing familiarity with digital tools, especially those related to traceability, logistics, and compliance



Describe how you currently use Technology

While individual practices vary across member farms, the organisation as a whole uses:

- Advanced storage technologies, including U.L.O. (Ultra-Low Oxygen) chambers for long-term apple preservation.
- Sorting and packaging systems that improve efficiency and product consistency.
- Digital tools for certification, logistics, and distribution, supporting traceability and market access.

What are your current and future training needs?



- Developing simple, farmer-friendly digital tools for compliance, record-keeping, and orchard monitoring.
- Strengthening climate resilience training, especially frost protection, irrigation, and pest management.
- Enhancing value-added processing, such as natural apple juices.
- Promoting national quality labels

Top Tip

Through JabukaHR, small family farms gain the collective power, stability, and market access they could never secure alone, turning individual orchards into a strong, coordinated partnership that protects their livelihoods and strengthens Croatia's apple sector.



Outline challenges and Opportunities for Upskilling?

Croatian apple producers often face:

- Regulatory complexity, especially around CAP, environmental rules, and certification.
- Need for stronger digital competences, including record-keeping, compliance literacy, and data-driven decision-making.
- Market pressures from cheaper imported apples, requiring improved competitiveness and branding.
- Climate-related challenges, such as frost, drought, and unpredictable seasons.

Recommendations?

Develop a simple mobile app for orchard monitoring, compliance reminders, and market updates.

Expand peer-learning networks within the producer organizations to share best practices.



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