



Market

Food production is of strategic interest for every country. In Macedonia the agricultural – alimentary sector is one of the key factors of the Macedonian economy, or the third significant sector according to industry and services. The market of the alimentary industry has proven to be quite competitive throughout the years and only the quality offered by the best remained on the top. The Group “Zito Vardar” AD is a holding company organized in 12 firms. The company is represented on the market under the brand “Zi-Va” and is the leading food producer in Macedonia, especially in the department of fresh pork, which is the pillar of the business, but also in the production of eggs and flour -baked products. The company is developing in three business segments:

- Fresh pork and processed meat products;
- Consumption eggs, one-day old chicks and pullets;
- Bread, bakery products, pastries, flour, and fodder.

The success of the “Zito Vardar” Group is based on the one hundred percent domestic production and their own capacities which guarantee the quality of the wide range of products. In addition to the Macedonian market, “Zi-Va” is represented on the foreign market in the neighboring countries such as Serbia, Albania, Kosovo, Montenegro and Bosnia and Herzegovina where it has proven to be a serious competitor to the local producers.

Achievements

„Zito Vardar” A.D. is a company with a long lasting tradition and is the only domestic Group in the alimentary industry which has a long-lasting tradition since 1927. Throughout the years, with the hard work and effort, the company managed to build a brand, which is a synonym for tradition and quality. The strategic goal of the Group is the production expertise at the highest level and the direction towards quality work and resource management, and the evidence of this is the implementing of the HACCP system, which guarantees highest sanitary production conditions and new high business achievements. Top results in the work can be realized only if they are based on knowledge, modern technology, hard work, qualified staff and excellent organization. The main goal of the company is to always meet the expectations of the consumers through the impeccable and constant quality of the products. The products of “Zi-Va” are intended to satisfy the needs of even the most selective consumers, and when it is a matter of the relationship with the end user, there can't be any compromise- the trust is always founded on two basic principles: honesty and efficiency.

History

The beginnings of Zito-Vardar date back in the year 1927 when the flour mill was build and it produced 12 tons of flour a day. In 1948 the Mill merged with the local mill factories “Ziten Fond

Delegacija Veles”. Later on in 1963 there was an additional company merge with the factory for fodder in Gradsko.

In 1991 Zito Vardar was transformed into a Joint Stock Company, while in 1995 the company successfully overcomes the hard transitional period, and at the same time a few pig and poultry farms and a veterinary station became a part of Zito-Vardar; and in 2001 to round up the production of meat and meat products Zito Vardar purchased the slaughterhouse with refrigerator “Zi-Va”.

Product

Whoever tried, knows! – is the slogan of “Zi-Va” which includes a scope of products from fresh pork, processed meat products, consumption eggs, one-day old chicks and pullets, bread, pastries, bakery products, flour and fodder.

Production of fresh pork and processed meat products:

The annual production on the four farms of the Group “Zito Vardar” Veles is around 60 thousand fattened pigs. The production of pork covers over 50% of the needs for fresh meat on the Macedonian market. The program for processed meat products is comprised of various types of lasting and semi-lasting programs. The lasting products are especially known on the market, and even the competition admitted that they are the best.

Production of consumption eggs, one-day old



capacity is 350 tons in 24 hours. The largest share of the fodder production is used for the needs of the Group for the 4 pig farms and 3 poultry farms they own, but it is also used for the production of fodder which is intended for external buyers – fodder for cows, fish, goats, sheep, cattle etc.

Recent Developments

The Group "Zito Vardar" constantly invests in its business, in order to expand and modernize its production and satisfy the needs of their consumers in every aspect. In 2011 "Zi-Va" invested in the



reconstruction of the pig and poultry farms, as well as in the implementing of the latest technological achievements in the slaughterhouses in the City of Stip. Upon all the necessary analyses and market research on the Balkans, the company decided to bring a decision to export part of their products to another country on the Balkans – Bosnia and Herzegovina, where the sales have been quite successful so far.

Promotion

"Zito Vardar" is a company which pays special attention to the communication with its consumers, so the marketing in the Group is valued as one of the most significant segments in the building of a successful business. "Zi-Va" as a brand was built through the multiple media campaigns, through which in an impressive and unique way, it was represented to the public and was accepted with a positive reaction by the consumers. The marketing strategy of "Zi-Va" which has so far shown to be successful through the years is focused on the originality and is based on high-budget and high quality TV/radio jingles, printed and billboard campaigns, BTL promotions, prize-winning games, as well as PR activities, which the company uses to always timely, inform the public of its novelties.

Brand Values

"If you want something done right, do it yourself", in most cases this is the key to real success. The

largest company in the alimentary industry in Macedonia – "Zito Vardar" – Veles proves this over, and over. The success of the company is due to the one hundred percent domestic production which is always reliable and provides quality.

Since the very beginning, the Group developed its activities so that they can complement each other and today they make a whole product, from the field to the table. The entire process of production of fresh meat and processed meat products is performed in their premises, from the production of fodder, to the end products.

www.zitovardar.com.mk



THINGS YOU DIDN'T KNOW ABOUT...

„Zi-Va“

- "Zi-Va" is the only producer in Macedonia to produce processed meat products from domestic fresh meat.
- On 27.11.2008 on the farms of "Zi-Va" Jajca from the Group "Zito Vardar" in the village Crveni Bregovi, the one billionth egg was produced.
- On 25.04.2011 in Skopje, for the first time, the Group "Zito Vardar" organized a competition in cracking Easter eggs. The event was in the spirit of the biggest Christian holiday Easter and represented a competition between the citizens of the Republic of Macedonia in cracking Easter eggs. The competition "Easter battle to fill your bag", which is planned to become a tradition, has the sole purpose to entertain the citizens of Macedonia, in order to symbolically mark the first day of the great holiday Easter.
- "Zi-Va" is the only producer in Macedonia to produce smoked pork in a net, from fresh pork from their own production.
- "Zi-Va" Jajca is the largest exporter of eggs in Macedonia, and the largest producer of pullets in the country and the region.
- "Zi-Va" Jajca is the only and largest producer in Macedonia from the member countries of CEFTA for one –day old chicks for laying eggs (white and brown), broiler chicks for organic production, with a total number of 4.500.000 chickens.
- "Zi-Va" Jajca are the only ones in the region where the production of parent couples, one-day old chicks and raising the young for exploitation is controlled.

chicks and pullets:

The eggs of "Zi-Va" have more than 20% share on the market of consumption eggs in the Republic of Macedonia, which awards them the title of the largest producer of consumption eggs in the country. Part of the production is intended for the markets in the neighboring countries such as Serbia, Kosovo, Albania and Montenegro, where the cooperation with certain trade companies is already well developed. The Poultry production company "Zi-Va" Jajce DOOEL Veles, which operates in the Group has a number of exports for consumption eggs and one-day old chicks outside the borders of the Republic of Macedonia.

Production of bread, bakery products, pastries, flour and fodder:

The mill of "Zito Vardar" AD Veles is one of the largest mills in the Republic of Macedonia with a capacity of over 150 in 24 hours. Currently, various types of flour are being produced, with a special emphasis on the various types of all-purpose flours, which are produced thanks to the technology, which is a competitive advantage of this mill. In order to constantly improve the quality of the flour, the mill is renovated and upgraded with the latest and cutting-edge technology. The laboratory which has at its disposal the latest appliances is a part of the mill. The bakery of "Zito Vardar" AD Veles, which is the first bakery with implemented and certified HACCP standard in the Republic of Macedonia, produces bread and bakery products and has over 80% of the market share in the municipality. In addition to the bread and bakery products, it produces various types of cakes, cookies and sweets. The fodder factory which operates as a part of the Group, produces over 40,000 tons of fodder a year, and the

