

Company policy

Food safety culture



Drawing on knowledge, experience and tradition, and through the delivery of high-quality, wholesome products made by a controlled production process, we aim to become a recognized company in the market for modern food products.

With more than 30 years of experience behind us, we continue along the paths of those before us and set ourselves new goals. The quality and safety of our products, together with our care for employees, are the key to our successful business.

Mission and vision

We are guided by the vision of becoming a leader in the fresh and processed vegetable food industry. We continuously invest in new equipment, processes and employees in order to stay on the path of constant improvement.

Our management principles

M-Đenić attaches the greatest importance to the safety and quality of its products and recognizes the need for certification to international standards such as Global GAP, GRASP and IFS in order to continuously improve its operations in line with

① Food Safety Culture

Management's responsibility and commitment to food safety are reflected in meeting all necessary requirements and in the proper organization and execution of the production process, ensuring a wholesome and safe product across the entire production chain — "from field to table." Through regular monitoring of our food safety system, we act preventively against potential hazards in order to safeguard our products throughout their shelf life.

② Supplier selection

We source raw materials only from our approved suppliers, to whom we give particular attention.

③ Occupational health and safety

The quality and safety of our working environment rest on the commitment of management and all employees. This means the consistent application of standards and legal regulations, together with daily care to prevent injuries and protect health at work. Every employee is aware of their responsibilities and of the potential hazards

④ Sustainability

As a third-generation family business, it falls to us to keep nurturing and passing on a commitment to protecting the environment, and to ensure the continued availability of our products on retail shelves.

⑤ Environmental protection

Management and employees are oriented toward the responsible use of the resources through which they can directly affect the environment. Together we cultivate a strong sense of responsibility for our planet by upholding sustainability. Let us respect our environment!

⑥ Customer satisfaction

We give close attention to our customers, listening to their needs. With a strong sense of responsibility for consumer health, we foster a culture of food safety, improve existing products and create new ones.

⑦ Human Resources Management

Through ongoing training and meetings with our employees, listening to their ideas, needs and wishes, we find solutions together. People are the most important resource in achieving our goals.

Miroslav Đenić, General Manager, M-Đenić d.o.o.