

Geneza

**Air-Dried Culinary Herbs &
Vegetables**



geneza.rs

Good for nature. Good for you.



30+ YEARS OF EXPERIENCE

For over 30 years, Geneza has been a key player in the culinary herb and vegetable drying and trading industry, built on strong family values. Rooted in quality, tradition, and continuous growth, we strive to deliver exceptional products to our partners.

Located in the village of Kanjiža in northern Serbia's fertile Vojvodina region, we process locally grown vegetables and herbs using state-of-the-art technology. As a family-owned company, our passion and dedication guide every step of our work, reflecting a lasting commitment to quality and sustainability.



Regenerative agriculture



Over the past five years, Geneza has pioneered regenerative agriculture, reducing mineral fertilizers and restoring natural soil enrichment. All our products come directly from these fields, making us unique in delivering natural quality, sustainability, and authenticity. Through cover crops, organic manures, and microbiological treatments, we have achieved measurable results: raising humus levels from 3% to 3.5% and strengthening biodiversity.

With innovations such as electric robots, drones, and precision machinery, we've reduced CO₂ emissions and pesticide use. Reduced tillage and the planting of over 2,000 native trees and shrubs support healthier ecosystems and long-term sustainability. Our mission is to demonstrate that agriculture can be both productive and regenerative, inspiring others to follow this path.

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Long shelf life achieved by hot air

OUR GUARANTEES ALLERGEN FREE

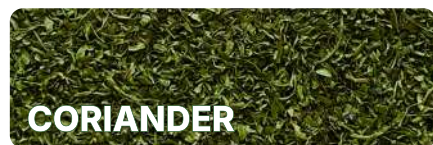
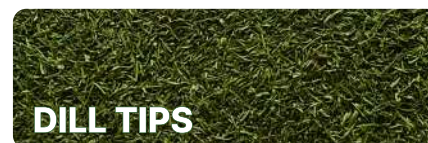
Allergen free – There is no production of celery on our lands, neither processed in our factory, thus we can guarantee no allergens in our products.

Low bacteria – Thanks to the very modern pre-drying system, we can provide microbiological results very close to sterilized products without treatment and colour loss. The technology is 3rd party audited as a killing step procedure.



Variety of products from one source

HERBS & VEGETABLES





Quality and Traceability

In our company, a qualified team oversees the quality of all fresh raw materials and finished products, supported by an efficient system for product release to customers. We have an in-house laboratory that performs daily microbiological analyses throughout the entire production process. Additionally, we conduct tests on the physical, chemical, and sensory properties of all raw materials, semi-finished products, and final goods.

The last step in our process is the release of the finished product, which is based on results from both internal and external laboratories. This thorough approach guarantees that our products meet the highest quality standards before they reach our customers.

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500+

hectares of land

Through regenerative farming, we prioritize sustainability and soil regeneration, supporting both the environment and our community.



30+

countries we export to

From the USA to Europe and Australia, and many more countries – our products are globally accessible.



14.8

million € in turnover (2024)

A testament to our success, showcasing the strength and stability of our operations.



100+

employees

With a strong team, we are building the future together.



Geneza DOO

Put Narodnih Heroja 17

24420 Kanjiža, Serbia

info@geneza.rs

+381 24 4873 057

