**The sweat of the raspberry plantation**

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Throughout my ethnographic fieldwork with raspberry producers and traders in Serbia, Bulgaria, and Hungary, environmental change has been cited as an important factor in the transformations of this global value chain. Raspberries grow in continental climatic forest zone, in areas with snowy winters and mild summers. Temperatures over 30 degrees reduce their quality. In hilly and forested southwestern Serbia, my main anthropological research site and a serious producer since the 1970s (in 2015, 120.000 tons – or every fifth raspberry worldwide – were produced there), climatic factors used to be a competitive advantage. But more recently, the producers have witnessed increased incidents of climatic imbalance, as hailstorms, droughts, torrential rains, and intensive dry and hot periods damaged the plants. Consequentially, there is a widespread discourse of crisis concerning the reduced size (and weight) as well as quality (firmness) of the picked fruits. So, is really climate change to be blamed for the lower quality? How to evaluate the changing composition of other inputs (less manual labour, more insecticides, pesticides, artificial fertilizers) and increased competition from even lower-labour-cost states? Or, finally, do we witness just a “normal phenomenon” of the market, where price fluctuations strongly influence offer and demand? Starting from a multiple values approach, I discuss the potentials and limits of counselling for a systematic introduction of organic, integrated, and fresh fruit raspberry production in an EU-ropeanizing Serbia.