

FRUIT LABELING AND DIFFERENCE BETWEEN HOME MADE AND IMPORTED SOFT CLIMATE FRUIT FROM SLOVAK CONSUMER POINT OF VIEW: CASE STUDY FROM NITRA REGION

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Abstract

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Fruit consumption and production in Slovakia was very low for many years and it is still decreasing. Paradoxically, population consume less fruit today as it was in 1990 although the supply of home made and imported fresh fruit has got better.

The aim of the paper is to identify and analyse the attitude and behaviour of Slovak fruit consumer from Nitra region on the basis of questionnaire research. The main task is consumer perception of information about fruit and also difference between home made fruit from Slovakia and imported soft climate fruit from abroad. We have used an association analysis to find out dependence between individual answers and respondent identification characteristics (gender, age, education, residency).

As a result the interest in fruit place of origin depends on the age of respondent and thereby on the previous fruit purchase experience – negative or positive one, respondent opinion of fruit quality class labeling in stores in Slovakia depends on respondents residency, preferring of home made soft climate fruit by its purchase in comparison to imported fruit depends on the age (previous experience) of respondent – consumer.

soft climate fruit, Slovak consumer, fruit labeling, home made fruit, imported fruit

The present situation in fruit growing branch is not very positive. Low production and consumption of soft climate fruit in Slovakia incite preconditions to increase sales and also home fruit production (Šajbidorová, Lušňák; 2007). According to Matošková at all (2008) and Šimo (2006) present fruit production is not competitive in Slovakia, the production does not cover Slovak home consumption. The reason is low production rentability as a result of cheaper fruit imports from abroad. Zoborský (2006) writes there are big reserves in all cycles of fruit vertical commodity chain. The main task of the contemporary fruit-growing branch in Slovakia is to ensure quality fruit sufficiency by home production because of the suitable climate conditions for fruit growing there. For all that, there is increasing import of soft climate fruit to our country. From Nagyová – Ácssová (2006) point of view, the consumer attitude towards home made food

is stable now. Present trends in consumer behaviour development lead to improve information and promotion of quality products. The enterprise encourages its products sales through media, television, news, billboards and internet, write Lesáková (2006), Nagyová (2002) and Horská, (2000). It is important for consumer to find suitable information about product by purchase. According to Bielik (2006) modern product packaging helps consumer to find out suitable information about production, individual producer, product place of origin, quality and so on. It helps him also to make a purchasing decision.

MATERIALS AND METHODS

The aim of the paper is to identify and analyse the attitude and behaviour of Slovak fruit consumers from Nitra region on the basis of questionnaire research, concretely consumer perception

of information about fruit and also difference between home made fruit from Slovakia and imported soft climate fruit from abroad. In questionnaire research took part 255 respondents. Only 251 questionnaires was usable for our further research. 108 respondents were men (43.03%), 143 respondents were women (56.97%). On the basis of age, respondents were divided into three categories: 79 respondents (31.47%) were up to 25 years, group within 26–45 years created 89 respondents (35.46%), 83 respondents (33.07%) belong to category 46 years old and older. On the basis of education 3 respondents (1.2%) had primary education, 20 respondents (7.97%) had apprentice education, 145 respondents (57.77%) had secondary education and 83 respondents (33.07%) had tertiary education. From the analysed group of respondents 49.0% were employed people, 3.59% created entrepreneurs, 6.37% unemployed people, 37.85% students and 3.19% retirees. 47.81% of respondents lived in the town and 52.19% lived in the country/village.

We used contingency tables to process questionnaire research data. A contingency table is a tabular representation of categorical data. It usually shows frequencies for particular combinations of values of two discrete random variables X and Y . Each cell in the table represents a mutually exclusive combination of X - Y values. After that we have used an association analysis, which allows examination of relations and dependences between qualitative characteristics, to find out statistically significant dependence between individual answers and respondent identification characteristics (gender, age, education, residency). We were finding out the dependence between respondents answers and individual identification characteristics systematically. Statistical program Statgraphics provides the method of dependence between two qualitative characteristics testing. We also used it in our paper to found out the dependence between respondents answers and individual identification characteristics (gender, age, education, residency) systematically.

The chi-square statistic, χ^2 , is used to test both null hypotheses "independence" and "homogeneity of proportions". It tests a null hypothesis that the frequency distribution of certain events observed in a sample is consistent with a particular theoretical distribution. (Řezanková, 2005) The events considered must be mutually exclusive and have total probability 1. A common case for this is where the events each cover an outcome of a categorical variable. It is also known as the goodness-of-fit statistic or Pearson's goodness-of-fit statistic. (Agresti, 1990) The test is known as the chi-square test or the goodness-of-fit test. Let the observed cell counts be denoted by $\{x_{ij}; i = 1, \dots, r; j = 1, \dots, c\}$ and the expected cell counts under a model of independence or homogeneity of proportions be denoted by $\{e_{ij}; i = 1, \dots, r; j = 1, \dots, c\}$. The test statistic is

$$\chi^2 = \sum_{i=1}^r \sum_{j=1}^c \frac{(x_{ij} - e_{ij})^2}{e_{ij}} = \sum_{\text{all cells}} \frac{(\text{observed} - \text{expected})^2}{\text{expected}},$$

where the expected cell counts are given by

$$\frac{(\text{row total}) \times (\text{column total})}{\text{grand total}}$$

There had been the main hypothesis formulated: „Fruit consumers behaviour depends on these consumers identification characteristics“, which will be confirmed or refused on the basis of research results and individual answers – partial hypothesis. The individual hypothesis were confirmed or refused on the basis of χ^2 calculated and table

χ^2 comparison. If χ^2 calculated is higher number than table χ^2 , we refused the null hypothesis, it means statistically significant dependency between tested characteristics.

RESULTS AND DISCUSSION

Soft climate fruit consumption in Slovakia exceeds home production markedly and this difference is still increasing because of faster fruit production decrease than decrease of consumption. Home made soft climate fruit production and its direct consumption is decreasing as the time goes. However there is decreasing portion of soft climate fruit home production on the direct consumption of this fruit. It is necessary to know our potential fruit consumer to change this negative situation and to guide right marketing activities bringing profit for fruit growers and their enterprises. That is why we focused our paper on the analysis of the attitude and behaviour of slovak fruit consumer from Nitra region on the basis of questionnaire research, concretely on consumer perception of information about fruit and also difference between home made fruit from Slovakia and imported soft climate fruit from abroad.

First question in our questionnaire „Do you consume soft climate fruit?“ answered in positive way 251 respondents from all 255 asked and their answers serve for our next analysis.

Interest in further information about fruit by its purchase

The task of this question was to determine consumer interest in further labeling information about fruit type by its purchase. In preresearch we found out that not all the consumers are interested in further information about fruit by purchase like its characteristic, quality class, variety, place of origin, its producer and others. It is very suprising that consumer, who is interested in further information about fruit is not able to find this information in the shop. This situation is obvious in the country and in smaller shops. Lets suppose, that consumer who is living in the country is less interested or not interested in these information about fruit at all.

Our research results present the interest in these information within respondent what is shown in table I. Respondents answers are divided into two very similar groups. Exactly 50.20% of respondents expressed the opinion, that they are interested in further information about fruit by purchase and 49.80% of re-

spondents are not interested in these information. Negative answered respondents were asked subsidiary question, if they are not interested even in fruit place of origin. 43.2% of the asked respondents confirmed their negative answer. In fruit place of origin is interested 21 (16.8%) respondents who answered, that

they are not interested in further information about fruit by its purchase. Sixteen (12.8%) respondents are sometimes interested in place of origin and 27.2% of respondents did not answer. It is clear from the result that no more than 64.94% of respondents is interested at least in information about fruit place of origin.

I: Consumer interest in further information about fruit by its purchase

Are you interested in further information about fruit by purchase?	Answer	% from total number	% from negative answer
Yes, I am interested	126	50.20	
No, I am not interested	125	49.80	100
You are not interested even in fruit place of origin?	251	100.00	
Interest in place of origin	21	8.37	16.8
No interest in place of origin	54	21.51	43.2
Sometimes interested in place of origin	16	6.37	12.8
No answer	34	13.55	27.2
Total	125	249.80	100

Source: Own questionnaire research of fruit consumers in Nitra region in Slovakia 2008

The interest in fruit place of origin depends on the age of respondents and thereby on the previous fruit purchasing experience – negative or positive one. Accordingly, we confirm the partial hypothesis about statistically significant dependence between

respondents answer and identification characteristic – age of respondent. There was not another statistically significant dependence between answer and other identification characteristics therefore another partial hypothesis were refused.

II: Dependency testing

Contingency table	χ^2 calculated	table χ^2	H ⁰
Age of respondent	11.84262	5.991465	Null hypothesis is refused

χ^2 calculated is higher number than table χ^2 , we refused the null hypothesis, it means there is statistically significant dependency between answer and tested characteristic age of respondent.

Respondent's opinion of fruit labeling and putting information about fruit variety in shops in Slovakia out

In connection with previous question we asked respondents to express their opinion of sufficiency of

fruit labeling and putting information like quality class, place of origin, cultivars and fruit varieties out. The respondents interest in this kind of information and the actual situation in stores in Slovakia in their opinion shows table III.

From the research results we can see, that the most respondents were satisfied with fruit variety labeling in Slovak stores. It is sufficient for 52.19% of respondents. Conversely, the least respondents were satisfied with sufficiency of cultivar labeling (35.46%).

III: Consumer opinion of fruit place of origin, cultivars, varieties and quality class labeling

Labeling / Sufficiency of fruit labeling	Place of origin		Cultivars		Variety		Quality class	
	Total	%	Total	%	Total	%	Total	%
Sufficient	112	44.62	89	35.46	131	52.19	119	47.41
Not sufficient	82	32.67	83	33.07	50	19.92	85	33.86
I do not know, I am not interested	57	22.71	79	31.47	70	27.89	47	18.73
Total	251	100	251	100	251	100	251	100

Source: Own questionnaire research of fruit consumers in Nitra region in Slovakia 2008

On the basis of research result respondent is at most satisfied with fruit variety labeling, then is quality class labeling, followed by information about fruit place of origin and in the end is fruit cultivar labeling. One conclusion is that one quarter of respondents (25%) in average do not know to answer this question. Almost 30% of respondents consider labeling to be not sufficient and about 45% of respondents are satisfied with fruit labeling and putting information about fruit place of origin, cultivar, variety and quality class out.

Respondent's opinion of fruit quality class labeling in stores in Slovakia depends on residency. We can assert it on the basis of association analysis results. We confirm the partial hypothesis about statistically significant dependence between respondents answer and identification characteristic – respondents residency. There were not another statistically significant dependences between answer and other identification characteristics.

IV: Dependency testing

Contingency table	χ^2 calculated	table χ^2	H ⁰
Place of living	6.708	5.991465	Null hypothesis is refused

χ^2 calculated is higher number than table χ^2 , we refused the null hypothesis, it means there is statistically significant dependency between answer and tested characteristic respondents residency.

Comparison of assortment, amount and quality of home made and imported soft climate fruit

In wholesale or retail chain stores there is huge supply of home made and also imported soft climate

fruit. There is changing the amount and proportion of individual fruit varieties according to fruit place of origin during the year. The aim here is to probe respondents individual opinion of sufficiency of home made soft climate fruit proportion according to its assortment, amount and quality in comparison to imported fruit. Table V represents respondents answers.

V: Respondent individual opinion of sufficiency of home made soft climate fruit proportion according to its assortment, amount and quality

Categories	Sortiment		Amount		Quality	
Proportion sufficiency	Total	%	Total	%	Total	%
Yes, it is sufficient	65	25.90	80	31.87	89	35.46
No, it is not sufficient	143	56.97	124	49.40	84	33.47
I can not answer	43	17.13	47	18.73	78	31.08
Total	251	100	251	100	251	100

Source: Own questionnaire research of fruit consumers in Nitra region in Slovakia 2008

From the research results we can see, that respondents were mostly not satisfied with proportion of home made fruit according to its assortment. This is opinion of 143 (56.97%) respondents who expressed dissatisfaction with assortment – home made and imported fruit proportion what create the whole soft climate fruit supply in Slovak shops. Exactly 49.40% of respondents consider also amount of home made fruit to be not sufficient. The best result reached the third category – quality of home made soft climate fruit. 35.46% of respondents is satisfied with quality of home made soft climate fruit in Slovak chain stores in comparison to imported soft climate fruit from abroad. But this is not opinion of 84 respondents. This is only 1.99% less than respondents who are satisfied. This number of dissatisfied respondents is the smallest in comparison to all the three researched categories (assortment, amount, quality). As the result, home made soft climate fruit is in suffi-

cient quality, inferior amount and limited assortment in chain stores in Slovakia.

Partial hypothesis about dependency between answer and individual identification characteristics (gender, age, education, residency) were refused in all cases here.

The quality of home made soft climate fruit in comparison to this fruit imported from abroad

In preresearch we found out that for Slovak soft climate fruit consumer are taste, ripeness, health safety and visual aspect the most important fruit quality indicators. Also the taste and aroma of Slovak fruit is more distinctive for them in comparison to imported fruit. Then we can say home made fruit should be higher quality and preferred one for these respondents. Next question can help us to verify this hypothesis. Table VI. shows results from our research.

VI: Respondent opinion of slovak soft climate fruit quality in comparison to imported fruit

Slovak fruit quality	Total	%
Worse – lower quality than imported because of:	12	4.78
worse visual aspect	10	3.98
others	2	0.80
Comparable quality	147	58.57
Better – higher quality than imported because of:	92	36.65
better taste	73	29.08
more healthy	45	17.93
others	13	5.18

Source: Own questionnaire research of fruit consumers in Nitra region in Slovakia 2008

Home made soft climate fruit is higher quality for 36.65% of respondents in comparison to the fruit imported into chain stores in Slovakia. The reason is better taste for 73 respondents (29.08%) and this fruit is more healthy for 17.93% of asked consumers. Exactly 147 respondents (58.57%) consider Slovak fruit to be comparable quality with imported fruit quality. Slovak fruit is lower quality for 4.78% of respondents and the reason is worse visual aspect and fruit damages. Slovak quality and good visual aspects fruit is often exported for a higher price. It is hard for our fruit growers to compete cheaper fruit supply imported into slovak chain stores from abroad.

Similarly like in previous question partial hypothesis about dependency between answer and individual identification characteristics (gender, age, education, residence) were refused in all cases.

Consumers preferring fruit place of origin by purchase and fruit consumption

How many respondents prefer home made fruit by its purchase and consumption? Answering this question should help us to verify previous respondents answers. Table VII. contains the answers if consumers prefer home made soft climate fruit in comparison to imported fruit.

VII: Preferring of home made soft climate fruit growed in Slovakia

Consumer behaviour	Answer	%
Yes, I prefer	197	78.48
No, I do not prefer	54	21.51
Total	251	100

Source: Own questionnaire research of fruit consumers in Nitra region in Slovakia 2008

Exactly 197 respondents (78.48%) affirm that they prefer home made – slovak soft climate fruit by its purchase. However the previous results prove that only 64.94% of respondents are interested in the fruit place of origin. This finding is the result of extreme and untruthful patriotism of Slovak consumers. This is not the truthful slovak consumer behaviour, it is not founded on fact. Preferring of home made soft climate fruit is for slovak consumers not a rule and behaviour like this is only rare.

In opinion of 54 respondents (21.51%) there is no difference between home made and imported soft climate fruit. Frequently used argument is that fruit place of origin is not very important. Second group of respondents think the price and visual aspects are important. Another group of respondents is looking for quality. These opinions are followed by others like: „If I run out of fruit, I will buy something supplied“ and „There is a wide supply and also sortiment of imported soft climate fruit in chain stores in Slovakia“.

Preferring of home made soft climate fruit by purchase in comparison to imported fruit depends on the age (previous experience) of respondent – consumer. We confirm the partial hypothesis about statistically significant dependence between respondents answer and identification characteristic – age of respondent. There were not other statistically significant dependences between answer and identification characteristics.

VIII: *Dependency testing*

Contingency table	χ^2 calculated	Table χ^2	H ⁰
Age of respondent	6.244511	5.991465	Null hypothesis is refused

χ^2 calculated is higher number than table χ^2 , we refused the null hypothesis, it means there is statistically significant dependency between answer and tested characteristic age of respondent.

Willingness to pay more for slovak origin fruit

In this part of our research we complete and verify previous findings about home made fruit preferring. More than 95% of respondents think that home made – slovak soft climate fruit is at least so qualitative as imported fruit from abroad. And 78.49% of respondents prefer to buy slovak fruit. These are really ideal preconditions for slovak fruit growers success. That is why we were interested in respondents opinion of willingness to pay more for slovak origin fruit and if yes, how much. Results are very intersted and shown table IX.

IX: *Slovak fruit consumer willingness to pay more for slovak origin fruit*

Willigness to pay more	Answer	%
Yes	156	62.15
max. 1 Sk.kg ⁻¹ more	48	19.12
max. 2 Sk.kg ⁻¹ more	26	10.36
max. 3 Sk.kg ⁻¹ more	34	13.55
max. 4 Sk.kg ⁻¹ more	31	12.35
max. 5 Sk.kg ⁻¹ more	17	6.77
No	95	37.85
the same price	92	36.65
min. 1 Sk.kg ⁻¹ less	2	0.80
min. 2 Sk.kg ⁻¹ less	1	0.40
Total	502	200

Source: Own questionnaire research of fruit consumers in Nitra region in Slovakia 2008

More than 62% of respondents (156) is disposed to pay 1 Slovak Crown (0.03 €) more and 17 respondents is disposed to pay 5 Slovak Crowns more (0.17 €) more for one kilogram of slovak fruit in comparison to imported soft climate fruit. By contast 95 respondents (37.85%) are reluctant to pay more for home made soft climate fruit. More accurately 36.65% of respondents (92) would buy home made fruit only if it will be in the same price as the similar but imported fruit. Two respondents will buy slovak fruit if it will be 1 Slovak Crown (0.03 €) cheaper than the fruit from abroad.

In this part of our research we did not find out any statistically significant dependences between respondents answers and individual identification characteristics (gender, age, education, residence).

CONCLUSION

The biggest fruit growing countries export about 10–20% of their fruit production, the rest is for consumption and processing in country. If similar situation will be also in Slovakia depends on adaptability of slovak fruit growers to the new condition within EU market, but above all adaptability to home consumer new needs, whose demand and purchasing power are crucial. Fruit market perspective in Slovakia lies in existing home fruit consumption per capita, which is lower than in EU countries and also in comparison with Czech Republic.

In „Materials and methods“ part of this paper the main hypothesis has been formulated: „*Fruit consumers behaviour depends on these consumers identification characteristics*“, which should have been confirmed or refused on the basis of research results and individual answers hypotesis.

On the basis of assotiation analysis results and partial hypothesis verification of questionnaire research we can allege, the main hypothesis was partially confirmed. It is based on some partial hypothesis conformation, be specific in these cases:

- the interest in fruit place of origin depends on the age of respondent and thereby on the previous fruit purchase experience – negative or positive one,
- respondent opinion of fruit quality class labeling in stores in Slovakia depends on respondents residence,
- preferring of home made soft climate fruit by its purchase in comparison to imported fruit depends on the age (previous experience) of respondent – consumer.

The propagation and publicity are very useful marketing tools. There is a problem in our chain stores, especially in smaller schops and in the country with fruit labeling. Slovak consumers have no information about home made fruit, they are often not interested in these information and usually buy cheaper fruit which place of origin is not important. We refer to improve present situation in the field of fruit-growing. One possibility how to change present situation in this branch is Internet. It offers wide possibilities also for our fruit growers to advertise their farm, plantation, products, services and others information about their work.

SÚHRN

Označovanie ovocia a rozdiel medzi domácim a dovezeným ovocím mierneho pásma z pohľadu slovenského spotrebiteľa: prípadová štúdia z nitrianskeho regiónu

Najväčšie producentské krajiny ovocia vyvážajú spravidla 10–20% svojej výroby, ostatné spotrebúvajú či spracúvajú v krajine. Či to bude podobne aj na Slovensku záleží od toho, ako rýchlo sa bude vedieť náš pestovateľ prispôsobiť novým požiadavkám v rámci európskeho trhu, ale hlavne požiadavkám domáceho spotrebiteľa, ktorého dopyt ako aj kúpna sila sú rozhodujúce. Perspektívnosť trhu s ovocím na Slovensku spočíva v tom, že doterajšia domáca spotreba na obyvateľa je výrazne nižšia ako v krajinách EÚ a aj v porovnaní s Českou republikou.

V časti príspevku pod názvom „Cieľ a metodika“ bola stanovená hypotéza: „*Nákupné správanie spotrebiteľov ovocia z nitrianskeho regiónu závisí od identifikačných znakov týchto respondentov*“, ktorá sa mala na základe výsledkov prieskumu a čiastkových hypotéz potvrdiť alebo zamietnuť.

Na základe výsledkov uskutočnených asociačných analýz a následného overovania čiastkových hypotéz pri jednotlivých dotazníkových otázkach konštatujeme, že hlavná hypotéza sa nám potvrdila čiastočne, na základe prijatia niektorých čiastkových hypotéz a to v uvedených konkrétnych prípadoch:

- záujem o bližšiu informáciu o nakupovanom ovocí závisí od veku respondenta,
- názor respondenta o jeho spokojnosti s označovaním triedy kvality závisí od osídlenia,
- preferovanie slovenského ovocia, v porovnaní s ovocím zo zahraničia, závisí od veku respondenta.

Problém s označovaním ovocia je na Slovensku najmarkantnejší najmä v menších obchodoch a na vidieku. Slovenskí spotrebiteľia nemajú informácie domácom nakupovanom ovocí, ale často sa o tieto informácie ani nezaujímajú a nakupujú lacnejšie ovocie, kde ich jeho pôvod ani nezaujíma. Odporúčame zlepšenie situácie v ovocinárstve na Slovensku. Jedným z nástrojov na zlepšenie situácie a zvýšenie spotreby domácej produkcie ovocia mierneho pásma môže byť internet. Ten poskytuje široké možnosti tak pre pestovateľov na reklamu svojej farmy, sadu, produkcie, služieb a ďalších dôležitých informácií.

ovocie mierneho pásma, slovenský spotrebiteľ, označovanie ovocia, domáce ovocie, dovezené ovocie

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