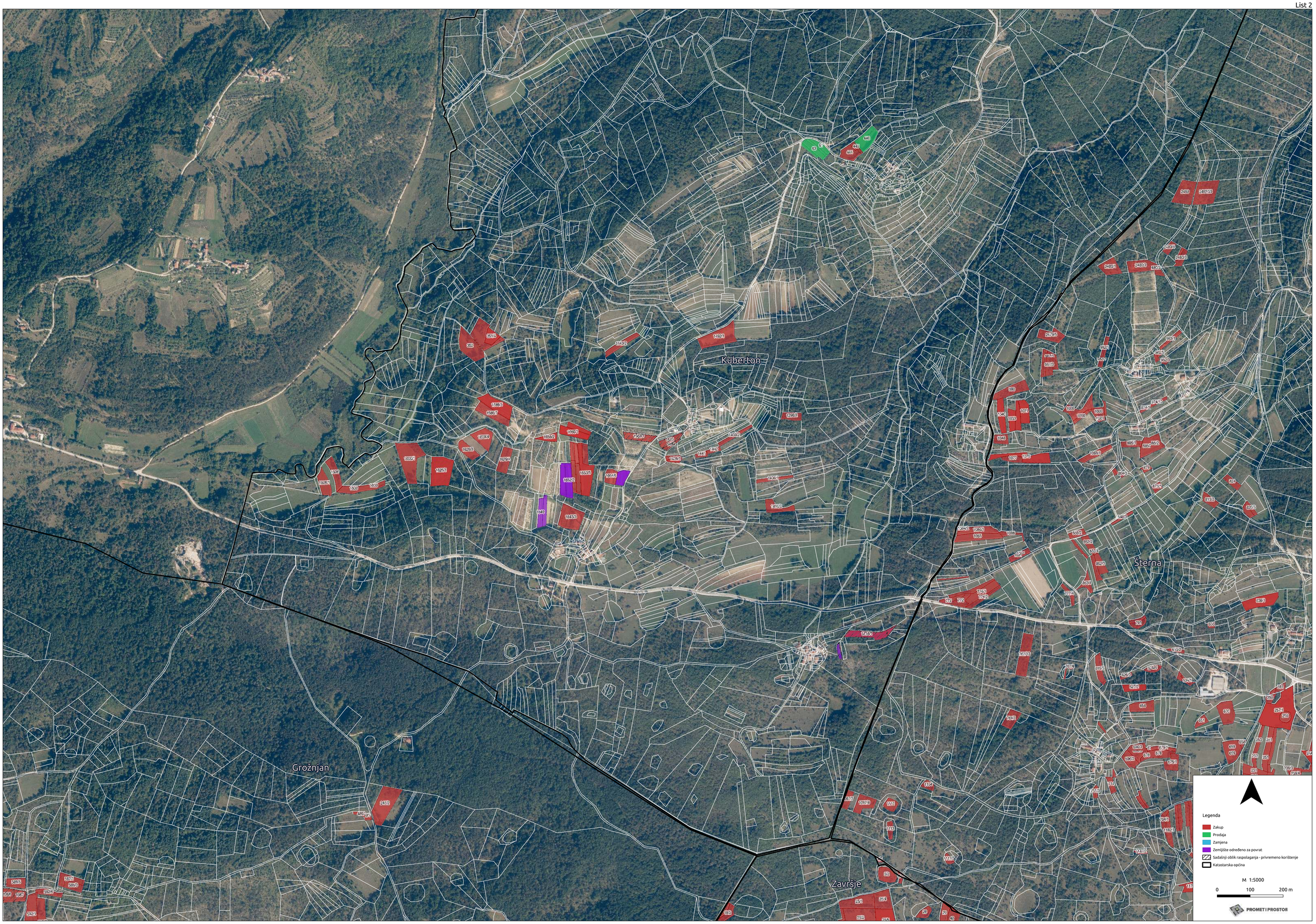Program gospodarenja poljoprivrednim zemljištem