

IPARD IN FOCUS

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IN THIS ISSUE YOU WILL READ:

**THE FOURTH SESSION OF THE
IPARD III MONITORING COMMITTEE**

**RULEBOOK FOR MEASURE 3
PUBLISHED**

**THE THIRD PUBLIC CALL FOR
MEASURE 1 LAUNCHED**

**EDUCATION OF ADVISORS ON THE
IMPLEMENTATION OF MEASURE 1
AND MEASURE 7 OF THE IPARD III
PROGRAMME**

**PROMOTION OF MEASURE 7 OF THE
IPARD III PROGRAMME IN
COOPERATION WITH REGIONAL
CHAMBERS OF COMMERCE**

**ANNOUNCEMENT OF IPARD
MEASURE 1, MEASURE 3 AND
MEASURE 7 PROMOTION**

**EXAMPLE OF GOOD PRACTICE
FROM IPARD II PROGRAMME**



The Fourth Session of the IPARD III Monitoring Committee



The Fourth session of the IPARD III Programme Monitoring Committee (IPARD III Monitoring Committee), with the support of the Standing Conference of Towns and Municipalities, was held on November 27, 2024, in Belgrade.

State Secretary, Jelena Blagojević, addressed the attendees on behalf of the Minister of Agriculture, Forestry and Water Management Aleksandar Martinović, PhD, in the opening part of the session and emphasized that the Ministry of Agriculture, Forestry and Water Management will continue with the efforts to ensure that funds from the IPARD fund reach the end recipients. She also expressed her satisfaction with the signed Financing Agreement between the Government of the Republic of Serbia and the European Commission, which fulfilled the prerequisite for the use of allocated IPARD III funds, and announced new public calls by the end of the year.

The Head of the Unit G.4 - Neighbourhood enlargement & pre-accession assistance of the Directorate-General for Agriculture and Rural Development of the European Commission, Frank Bollen, and the Secretary General of the Standing Conference of Towns and Municipalities, Nikola Tarbuk, addressed the opening part of the session as well. In the continuation of the session, the current status of the IPARD Programme implementation, from the European Commission point of view, was presented by Anna Nowak-Wood from the Directorate-General for Agriculture and Rural Development of the European Commission. The most important activities implemented between the two sessions of the Committee were presented by Jasmina Miljković, Head of the IPARD Managing Authority.



The main topics of the session related to the presentation of the proposal for the Second Amendment of the IPARD III Programme, the proposal for the amendment of the scoring and ranking criteria for Measure 7 – Farm diversification and business development, as well as the proposal for the Action Plan for Technical Assistance for year 2025. Director of the Directorate for Agrarian Payments, Slobodan Nikolovski, presented the results achieved during the implementation of the IPARD II and IPARD III Programme, as well as plans and activities in future.



Besides members of the IPARD III Monitoring Committee, the session was attended by representatives of the European Commission, the Delegation of the European Union to the Republic of Serbia, Governmental Audit Office of EU Funds, the Ministry of Finance, the Ministry of European Integration, and others.

As part of the activities of the Fourth IPARD III Monitoring Committee, representatives of the European Commission's Directorate-General for Agriculture and Rural Development (DG AGRI) and the Delegation of the European Union to the Republic of Serbia, together with representatives of the Ministry of Agriculture, Forestry and Water Management - IPARD Managing Authority and IPARD Agency, visited the recipients of the IPARD II Programme support.



On the said occasion, an investment realized within Measure 7: Farm diversification and business development, the agricultural holding of Dragana Trgovčić - "Vila Pogled", Vrdnik in Irig municipality, was visited. The recipient of IPARD support submitted a request within the First Public Call for Measure 7 for construction and equipping of categorized accommodation facility. The value of the project was EUR 271,667.40, while the amount of IPARD subsidies was EUR 163,744.96.

Also, a recipient of IPARD support within the Measure 1: Investments in the physical assets of agricultural holdings, "BERRY BLUE" DOO, Vitojevci in Ruma municipality, was visited. "BERRY BLUE" DOO is engaged in container (potted) cultivation of blueberries on seven hectares of land, as well as the marketing of sorted and packed fresh blueberries. The recipient of the IPARD support funds submitted an application within the Sixth Public Call for Measure 1 for planting material, hail protection system, irrigation system with well construction, fence, waste water treatment devices, construction of a storage and packaging facility, as well as equipment for sorting and packaging. The total value of the project was EUR 1,206,567.71, while the realized amount of IPARD subsidies was EUR 653,105.12.

Rulebook for Measure 3 published



The Rulebook for implementation of Measure 3 of IPARD III Programme - Investments in physical assets concerning processing and marketing of agricultural and fishery products was published in "Official Gazette of the RS", number 98 of December 11, 2024.

The recipients of this measure are registered agricultural holdings, namely: entrepreneurs, legal entities and agricultural cooperatives.

Investments in physical assets concerning processing and marketing of agricultural and fishery products include investments in the construction and equipping of facilities, purchase of new equipment, machinery and mechanization, computer hardware and software, investments in production and storage of energy from renewable sources as well as purchasing of specialized vehicle. Supported processing and marketing sectors are milk, meat, egg, fishery, fruit, vegetables, grape, cereals and industrial crops.

The aid intensity under Measure 3 is up to 50% of the total eligible expenditures, while for investments related to wastewater management, circular economy and renewable energy sources, the support is increased by 10%. Under Measure 3, the recipient can claim support, irrespective of the total value of the investment, for eligible expenditures from EUR 20,000 to EUR 1,300,000. The total support that one recipient can receive under this measure during the IPARD III Programme implementation period is EUR 2,500,000.

Total public support for Measure 3 under IPARD III Programme is EUR 80,640,000.00, while EU contribution is EUR 60,480,000.00.

Launching of first public call for Measure 3 of IPARD III Programme is expected in forthcoming period and will include all sectors and all investments from the List of eligible expenditure.



The Third public call for Measure 1 launched

The Third public call for submitting of applications for project approval for IPARD subsidies for investments in physical assets of agricultural holdings under Measure 1 of IPARD III Programme has been published.

Eligible expenditures under this public call are investments in purchasing of new equipment, machines and mechanization, except investments in construction and purchasing of new tractors.



Deadline for submission of applications for project approval under Third public call for Measure 1 is from December 23, 2024 until January 24, 2025.



Allocated funds for this public call is RSD 1,688,641,333.72 (EUR 14,426,666.67).

Education of Advisors on the Implementation of Measure 1 and Measure 7 of the IPARD III Programme

On December 13, 2024, representatives of the IPARD Managing Authority of the Ministry of Agriculture, Forestry and Water Management of the Republic of Serbia held an online training for licensed agriculture advisors on the implementation of IPARD Measure 1 – "Investments in Physical Assets of Agricultural Holdings" and Measure 7 – "Farm Diversification and Business Development." The training was part of the Annual Program for the Development of Advisory Services in Agriculture for 2024, and it was organized by the Institute for the Application of Science in Agriculture. The goal of the training was to provide advisors with detailed guidance on the regulations governing these measures.



Promotion of Measure 7 of the IPARD III Programme in cooperation with Regional Chambers of Commerce

The IPARD Managing Authority organized, in cooperation with the Chamber of Commerce of Serbia and the Regional Chambers of Commerce, a series of promotional activities on presentation of Measure 7 of the IPARD III Programme in the areas from which were submitted the least number of applications for IPARD support or in which were the least number of implemented projects during the IPARD II programming period.

In October and November 2024, the IPARD Managing Authority presented Measure 7 – Farm diversification and business development of the IPARD III Programme in the Regional Chamber of Commerce for the Šumadija and Pomoravlje Administrative Districts, the Regional Chamber of Commerce for the Nišava, Pirot and Toplica Administrative Districts and the Regional Chamber of Commerce for Zaječar and Bor Administrative Districts.

Given the nature of IPARD Measure 7 Farm diversification and business development, which will be implemented during the IPARD III Programme period through three sectors:

- Direct marketing of agricultural-food products and home-made products,
- Rural tourism and
- Small-scale services (economic and educational/consulting),

presentation of Measure 7 to potential recipients interested in providing services and business development within these non-agricultural activities is of great importance. In this regard, establishing contacts with potential recipients from these groups through the Regional Chambers of Commerce was the best and most complete way to achieve. The representatives of the IPARD Managing Authority presented the possibilities and advantages of the IPARD support, explained the procedures for approving requests and realizing the investments. Furthermore, they informed potential recipients how to prepare for the participation in upcoming public calls that can bring them significant non-refundable funds for the business development and improvement.

The aforementioned informative events, in Kragujevac, Niš and Zaječar, were extremely well attended, and the participants were very interested in receiving all the necessary information and help in solving their doubts directly from the representatives of the IPARD Managing Authority.

Announcement of IPARD Measure 1, Measure 3 and Measure 7 promotion

The IPARD Managing Authority will organize the informative events on Measure 1 – Investments in physical assets of agricultural holdings, Measure 3 – Investments in physical assets concerning processing and marketing of agricultural and fishery products and Measure 7 – Farm diversification and business development in the Regional Chamber of Commerce for Rasina Administrative District, in Krusevac on January 16, 2025 and in the the Regional Chamber of Commerce for Jablanica and Pčinja Administrative Districts, in Leskovac on January 17, 2025.

Example of good practice from IPARD II Programme

"Everything is impeccable, everything is spotless, roomy, and clean. The location is perfect. The right place for vacation, especially with small children", are just some of the comments on the services of villa "Pogled" in Vrdnik, given on the well-known platform for accommodation booking. Moreover, the total score is flawless.

The villa, constructed and furnished with the support of the IPARD II Programme, is located 24 km from Novi Sad. The name comes from the breath-taking vista of Fruška gora's slopes. It also provides guests with a seasonal outdoor pool in addition to other facilities.



Owner, Dragana Trgovčić, wished to share her passion for this stunning area and the view of the Fruška gora hills with others, along with an extra revenue for her farm during the summer. She worked with her spouse to create the project and sought the ideal opportunity to make it a reality. In the IPARD Programme, she discovered it. Dragana submitted application for project approval on the First public call that was launched under Measure 7: Farm diversification and business development.



The approved IPARD support for the realization of the investment of approximately EUR 270 thousand, was EUR163,107.95 (of which EU contribution was EUR 122,330.96). Dragana is very satisfied with the cooperation with the IPARD Agency, having in mind that the measure was implemented for the first time in Serbia. Given the market shifts following the coronavirus pandemic, realizing the investment was a significant challenge. With the IPARD Agency's approval of the project modification, realization was successfully brought to the end. The payment request was implemented very quickly and Dragana was paid within two months of submitting the request.

One click to first-hand information

For the newest information on events, announcements, calls and rules regarding the implementation of the IPARD Programme in Serbia, follow the official IPARD Managing Authority accounts - on Instagram (@ipardnadlanu) and Facebook (IPARD na dlanu).

DO YOU HAVE A QUESTION FOR US?

For prompt answer, please contact us through e-mail ipardnadlanu@minpolj.gov.rs or Instagram and Facebook pages!



Photos used in the newsletter are from the following sources: <https://unsplash.com/>, MAFWM photos, SCTM (Standing Conference of Towns and Municipalities), K. Đurić.

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