

IPARD IN FOCUS

34

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IN THIS ISSUE YOU WILL READ:**NEXT IPARD CALLS WITH A SINGLE OFFER****AHEAD OF THE FIRST PUBLIC CALL
FOR IPARD MEASURE 7****21ST WINTER FARMERS SEMINAR ON
TARA****PREPARATION OF THE ACCREDITATION
PACKAGE FOR THE IMPLEMENTATION
OF MEASURE****EXAMPLE OF GOOD PRACTICE FROM
IPARD II PROGRAMME****Next IPARD calls with a
single offer**

During the implementation of the IPARD II Programme, as well as at the beginning of the implementation of the IPARD III Programme, a model of verification of the reasonableness of costs through a double level of verification was accredited in the Republic of Serbia, which included a system of verification of three offers and reference prices, for all costs above the value of EUR 10,000. The “double check” system was originally established to ensure a way of verifying the reasonableness of costs at the time of accreditation when the IPARD Agency did not have a relevant reference prices database. After years of applying, this evaluation method became highly inefficient due to the fact that it has started representing an operational obstacle both for administrators in their work and applicants themselves.

A new approach of using one offer instead of three was proposed to the European Commission in June 2025. The IPARD offer is only one of the sources for the database, given that the IPARD Agency staff carry out market research on a daily basis in order to obtain different comparable prices and we considered that using the data collected by the IPARD Agency are more reliable than the additional two IPARD offers collected by applicants (and consultants in the field), which might be artificially issued. The European Commission approved in December 2025 the proposed one offer approach, which will significantly speed up the administrative control and reduce the administrative burden on staff.

The new proposed approach aims to optimize this system:

1. Concerning the checks on offers: requesting from the applicant only 1 offer instead of 3;

2. Making use of an evaluation committee and/or a reference price database, but not simultaneously for the same costs:

– for the assessment of the reasonableness of costs related to equipment, machines, mechanization and plantation material and soil treatment, the reference costs are planned to be used;

– for the costs related to construction of buildings, renewable energy investments and specific processing and other equipment for which there is no price in the reference price database, the evaluation committee is planned to be used

– In case of general costs, the reference price methodology developed for verification of general costs is planned to be used.

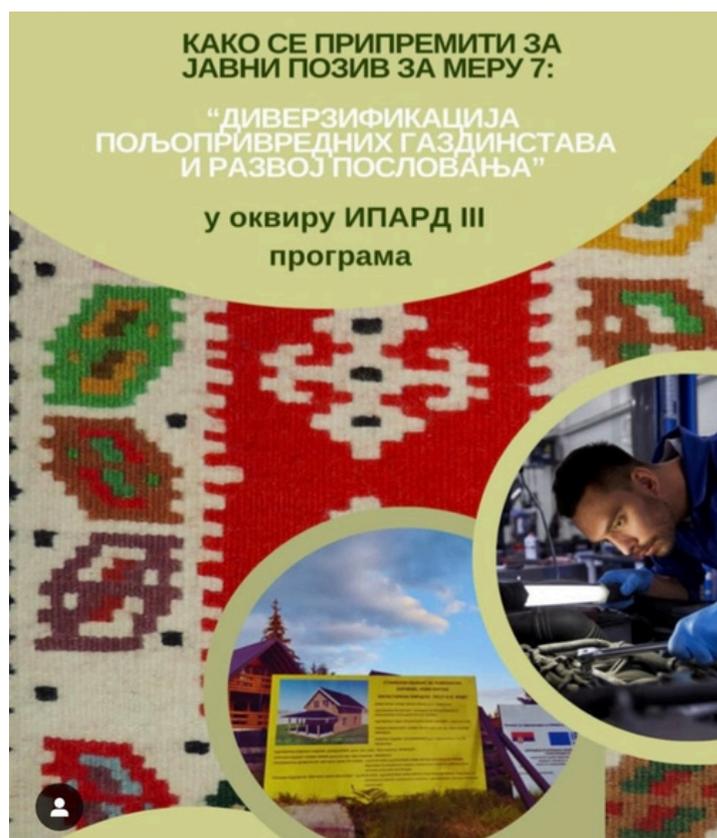
In accordance with the 2026 Indicative Plan for launching call for applications per measure, the first public call that will include the change is for Measure 7 – Farm diversification and business development – rural tourism, which is expected in March 2026. In addition, two more public calls are planned, in September for Measure 7 – Farm diversification and business development – direct marketing and small-scale services, as well as for Measure 3 – Investments in physical assets concerning processing and marketing of agricultural and fishery products, which is planned for November 2026.

Ahead of the First Public Call for IPARD Measure 7

The IPARD Managing Authority, in cooperation with the IPARD Agency of the Ministry of Agriculture, Forestry and Water Management, has prepared a Draft Rulebook on IPARD subsidies for the diversification of agricultural holdings and business development under the IPARD III Programme. The draft was presented at the Sixth Session of the Monitoring Committee for the implementation of the IPARD III Programme, held on November 26th, 2025, on the premises of the Chamber of Commerce in Belgrade.

Financial support is envisaged for three sectors, namely:

- the Direct Marketing of Agri-food Products and Traditional Handicraft Products Sector,
- the Rural Tourism Sector, and
- the Small-scale Services Sector.



Beneficiaries of IPARD incentives are:

- natural persons – holders of family agricultural holdings registered in the Register of Agricultural Holdings; and
- entrepreneurs and legal entities classified as micro and small -sized enterprises, in accordance with the Law on Accounting, which have active status and are registered in the Register of Agricultural Holdings.

SPECIFIC CONDITIONS BY SECTOR

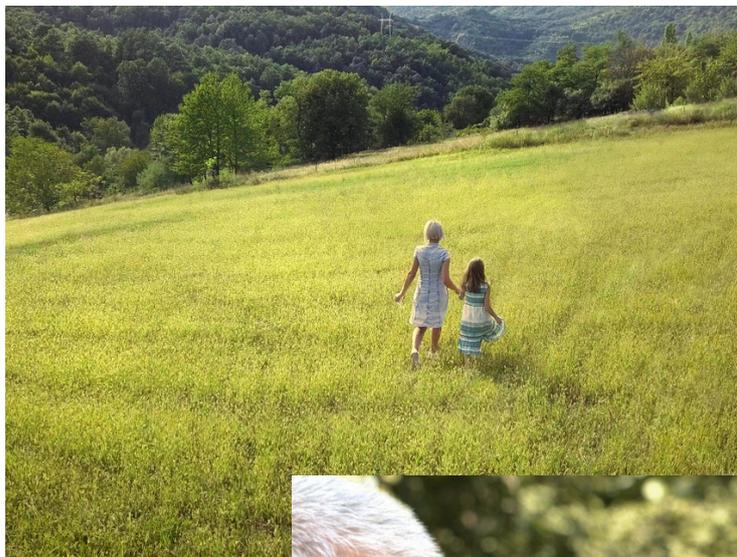
Direct Marketing Sector

- Investments may be implemented in settlements located in urban or rural areas
- The applicant must meet the prescribed conditions and be entered in the relevant registers/records in accordance with regulations governing the production and sale of small quantities of food of plant origin, small food business operators dealing with food of animal origin, and regulations governing traditional and artistic crafts.



Rural Tourism Sector

- A supported investment may be implemented only in settlements located in rural areas.
- The maximum capacity of categorized accommodation facilities is up to 30 individual beds per beneficiary.



Small-scale Services Sector

- A supported investment may be implemented only in settlements located in rural areas.
- The applicant must meet the required conditions and possess the appropriate permit or be entered into special records in accordance with regulations governing non-agricultural activity that is the subject of the investment.

Aid intensity and EU contribution rate

Support will be granted in the form of grant. The support intensity from public sources amounts to up to 60% of eligible investment costs. Public support may be increased to a maximum of 70% for: investments by young farmers, and producers of certified organic products.

An additional 10% may be approved for investments related to: wastewater and waste management, and the use of energy from renewable sources.

The maximum aid intensity may not exceed 75%. The EU contribution to the total public aid amounts to 75%.

Minimum and maximum values of public support per project (within one public call)

Rural Tourism Sector

Minimum: EUR 20,000; Maximum: EUR 300,000

Direct Marketing of Products Sector, for investments in:

-Construction/reconstruction or construction/reconstruction with equipment:

Minimum: EUR 5,000; Maximum: EUR 300,000

-Projects relating only to equipment:

Minimum: EUR 5,000; Maximum: EUR 100,000

Small-scale Services Sector, for investments in:

- Construction/reconstruction or construction/reconstruction with equipment:

Minimum: EUR 5,000; Maximum: EUR 300,000

- Projects relating only to equipment:

Minimum: EUR 5,000; Maximum: EUR 200,000.

According to the Indicative Plan of Public Calls for submission of applications under the IPARD III Programme for 2026, two public calls are planned. The first public call under Measure 7 is planned for sector of rural tourism and funds of 40,000,000.00 EUR are allocated for this call, while the second public call is planned for sector of direct marketing and small scale services sector with funds of 13,120,000.00 EUR allocated for this call.

21st Winter Farmers Seminar on Tara

The Head of the Department for Management of IPARD Programme, MSc Jasmina Miljković, participated in the 21st Winter Farmers Seminar, held this year on Tara, from February 2nd to 6th, 2026, organized by the farmers' association "Club 100P plus".



During the seminar, as part of a panel dedicated to the IPARD Programme, participants had the opportunity to learn in detail about the financing opportunities under the IPARD III Programme, including investments covered by the List of Eligible Investments and Costs, as well as general and specific eligibility criteria.

Special attention was paid to the Indicative Plan of Public Calls for 2026, as well as the procedure for exercising the right to IPARD subsidies under public calls announced during 2025, which aroused significant interest among the farmers present.

Preparation of the accreditation package for the implementation of Measure 6 (Two-day workshop)

The workshop **"Towards Measure 6 - Rural Public Infrastructure"**, dedicated to the preparation and implementation of Measure 6 under the IPARD III Programme, was held on 24 and 25 February 2026 in Belgrade. The two-day workshop brought together representatives of the Ministry of Agriculture, Forestry and Water Management - IPARD Managing Authority, the IPARD Agency and other relevant national institutions, as well as representatives of local self-government units and experts from the region, with the aim of exchanging experiences and strengthening capacity for accreditation and implementation of Measure 6 of the IPARD III Programme. Experiences and recommendations were presented by Ana Gadže, Director of the Sector for Investment Interventions outside the IACS at the Paying Agency for Agriculture, Fisheries and Rural Development of the Republic of Croatia, Andrijana Rakočević, Director General of the Directorate for Rural Development and Head of the IPARD Managing Authority in Montenegro, Kristina Radević, Independent Advisor at the Directorate for Programming of the IPARD Managing Authority in Montenegro, and Vesna Korović, Head of the Directorate for Risk and Irregularity Management at the Paying Agency for Agriculture, Rural Development and Fisheries of Montenegro. The Standing Conference of Towns and Municipalities (SCTM) organized the workshop within the framework of the "Partnership for Good Local Governance" Programme, supported by the Government of Switzerland.



The workshop was opened by Jasmina Miljković, Head of the IPARD Managing Authority and Head of the Department for Management of IPARD Programme, who highlighted the importance of exchanging experiences and practical knowledge in the preparation of Measure 6.

On the first day of the workshop, the focus was on the legislative and institutional framework for the implementation of the Measure 6, the programming of the measure at the national level, the eligibility criteria and the challenges in the accreditation process. During the discussions, special emphasis was placed on the preparation of the legislative framework, the harmonization of procedures, the preparation of the accreditation package and the strengthening of institutional capacities.

On the second day of the workshop, attention was focused on the role of local self-government units in the preparation and implementation of the measure, including the organizational structure, planning and legal documentation, property and legal relations, as well as the timely preparation of the tender documentation. The importance of transparent communication with beneficiaries, the organization of information workshops, as well as the specifics of the implementation of the procedure - from project approval and contracting, to on-site controls, risk management and the implementation model of the measure in the countries of the region - were also discussed.



In the coming period, an Action Plan for the accreditation of this measure will be developed. In addition, preparatory activities for the accreditation of this measure, including the development of its legal and procedural framework, are planned within Measure 9 - Technical Assistance.



Example of good practice from IPARD II Programme

Etno Selo “Sunčev Breg”, headquartered in Vučkovića, Knić, was established in 2019 and operates in the field of ethno-tourism. Owner and managing director, Ms. Dragana Savić-Ristić, holds 100% ownership. The company is registered as a limited liability company.

The enterprise provides rural tourism services, offering accommodation and traditional hospitality characteristic of Serbian countryside tourism.

Etno Selo – Sunčev Breg d.o.o is an example of a family-run micro-hospitality enterprise in central Serbia, highlighting the authenticity of rural surroundings, traditional architecture, and locally inspired accommodation. Its stable business performance contributes to the local tourism economy of the Municipality of Knić and demonstrates financial sustainability for an enterprise of this scale.



With support from the IPARD Programme for which Ms. Dragana Savić-Ristić applied under the First Public Call for Measure 7 in 2020, the beneficiary constructed a complex consisting of a single-store building with accommodation units, with a total net floor area of 435.80 m².

In addition to constructing the tourism facility, the project included investments in equipment needed for furnishing the building. The facility has been officially categorised as a four-star house with a total capacity of 20 individual beds.

The request for project approval was submitted on October 30th, 2020, and the project was approved on September 8th, 2021.

The investment, valued at EUR 529,490.62, was completed within the prescribed timeframe, and the request for final payment approval was submitted on September 18th, 2023. Funds in the total amount of EUR 267,124.29 (EU contribution: EUR 200,343.22; national contribution: EUR 66,781.07) were disbursed on December 8th, 2023.

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!



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NEWSLETTER PREPARED BY:

IPARD Managing Authority, MAFWM

Bulevar kralja Aleksandra 84,
11000 Belgrade, Serbia

www.minpolj.gov.rs
www.ipard.gov.rs

CONTACT US:

✉ ipardnadlanu@minpolj.gov.rs

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