

IPARD IN FOCUS

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IPARD



Ministry of Agriculture, Forestry
and Water Management



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Record subsidies for agriculture, digitalization and artificial intelligence in the focus of further development

As part of the 93rd International Agricultural Fair in Novi Sad, the Ministry of Agriculture, Forestry and Water Management organized an expert lecture on subsidies, digitalisation, and the application of artificial intelligence in agriculture. The event presented current and future support measures, the process of agricultural digitalisation, and plans for the further development of agriculture in Serbia.

The Minister of Agriculture, Forestry and Water Management, Prof. Dr Dragan Glamočić, pointed out that in 2026 the agricultural budget reached a record RSD 147.5 billion, representing 7.2% of the total budget of the Republic of Serbia. As he emphasized, subsidies intended for farmers in 2026 amount to RSD 124 billion.

Speaking about the modernization of Serbian agriculture, Glamočić particularly highlighted the importance of the eAgrar system, which has enabled simpler application procedures, faster processing of requests and disbursement of funds, as well as greater transparency.



During the event, the IPARD III Programme was also discussed, through which an investment potential worth more than EUR 580 million has been made available for mechanization, modernization of agricultural production, development of the processing industry, and rural development.

Visit of the European Union Delegation to Serbia to the MAFWM stand at the Agricultural Fair

The Minister of Agriculture, Forestry and Water Management of the Republic of Serbia, Prof. Dr Dragan Glamočić, hosted the Ambassador and Head of the Delegation of the European Union to Serbia, H.E. Andreas von Beckerath, on 19 May 2026 at the Ministry's stand at the Novi Sad Fair. During the meeting, held on the sidelines of the 93rd International Agricultural Fair in Novi Sad, the participants discussed all key issues in the field of agriculture that are of strategic importance for cooperation between Serbia and the European Union.

The interlocutors emphasized the importance of continuous dialogue and joint work on reforms that will contribute to the modernization of the agricultural sector, greater competitiveness of domestic producers, and more efficient use of available European funds.



Minister Glamočić stressed that Serbia is fully committed to reforms and that work in all areas is progressing much faster today than in previous years.

“Serbia does not shy away from any obligation; on the contrary, we want to accelerate processes so that our farmers can see concrete results. At the same time, we expect partnership and understanding, because it is important that reform processes are based on the real needs of producers in the field and that administrative procedures keep pace with the development of modern agriculture,” said Glamočić.

Speaking about the IPARD Programme, the Minister stated that the interest of domestic farmers in support from European funds continues to grow and that EUR 31 million will be disbursed this year through the planned support measures.

EU Opportunity Week

The Third EU Opportunity Week, organized by the Delegation of the European Union to Serbia and the Europe House, was held from 20 to 23 April 2026 in Belgrade, Kragujevac, and Novi Pazar.

As part of the programme, representatives of the IPARD Managing Authority participated in two panel discussions.

The panel “IPARD for Small and Medium-Sized Enterprises”, dedicated to business and innovation, was held on 20 April at the Europe House in Belgrade. The panel presented support opportunities available under Measure 7 of the IPARD III Programme. Participants were introduced to the general and specific eligibility criteria for beneficiaries, the general and sector-specific conditions within each of the three sectors covered by the Measure, eligible investments, the implementation procedure, the intensity of support in each sector, as well as the obligations of IPARD beneficiaries. The panel also featured a beneficiary of Measure 7 support under the IPARD II Programme, who shared her experience in preparing and submitting applications, as well as in implementing the project.



The panel “IPARD - Measure 6”, dedicated by the organizers to local development and the green transition, was held on 22 April at Hotel “Kragujevac” in Kragujevac. The main topic of the panel was the presentation of support for rural development and the contribution of Measure 6 of the IPARD III Programme to rural development and improving the quality of life in rural areas. Participants were introduced to eligible investments, the intensity of support, as well as the specific aspects of the procedure for the preparation, approval, and implementation of projects, which differ from other investment measures given that only local self-government units may be beneficiaries under this Measure.

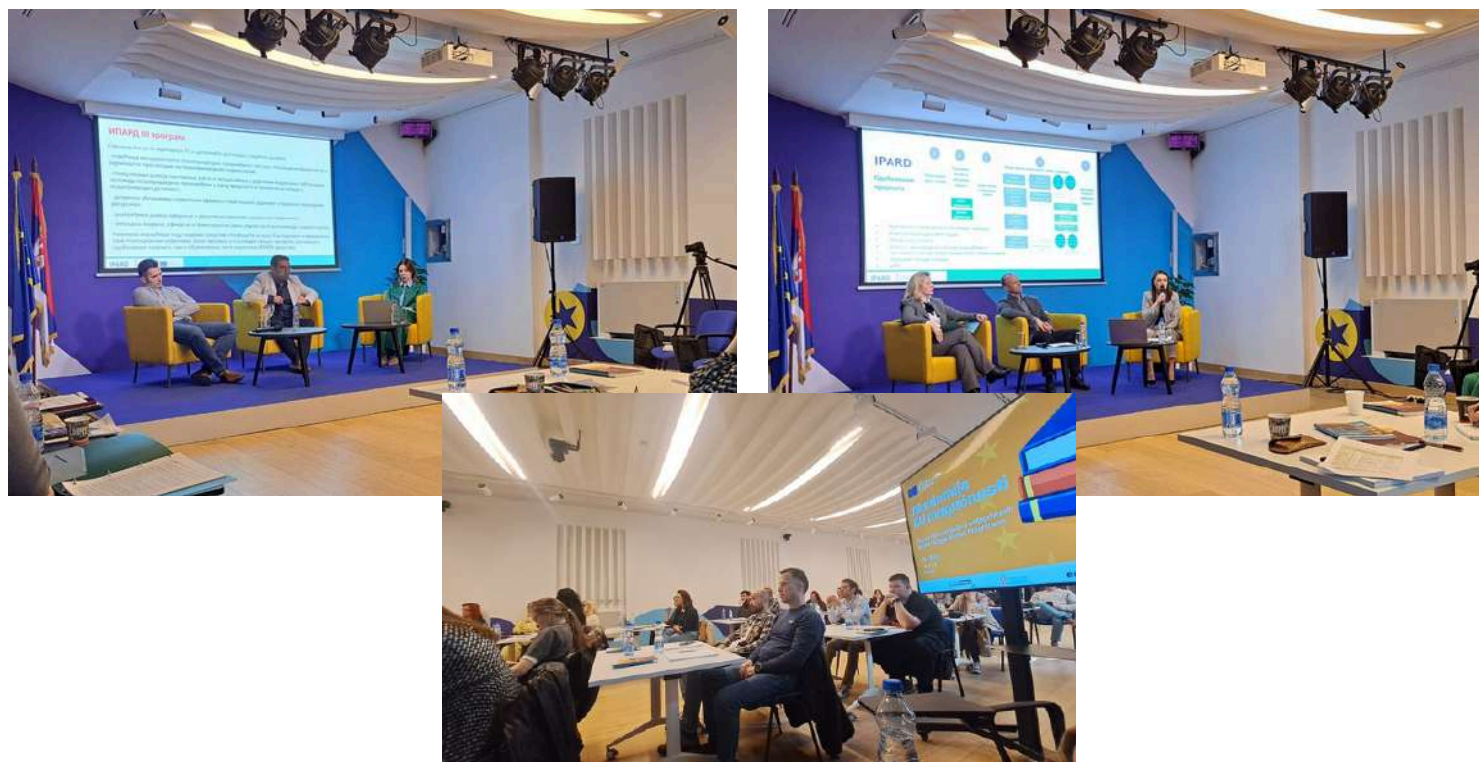


Participation of representatives of the IPARD Managing Authority at the EU Opportunities Academy – The Path to EU Investment in Agriculture: IPARD and the Single Market Programme

The EU Opportunities Academy launched its first thematic training cycle dedicated to the agricultural sector, organized by the Europe House in cooperation with the Team for Support to Participation in European Union Programmes.

The first session of the EU Opportunities Academy was held on 25 March 2026 at the Europe House in Belgrade. During the event, funding opportunities in the field of agriculture were presented in detail, including the IPARD Programme as a key instrument for supporting rural development and investments in agriculture.

Participants were provided with a clear overview of the objectives of the IPARD Programme, the types of projects supported, the basic requirements for submitting applications, as well as practical guidelines for project preparation. Special focus was placed on assessing whether a specific investment is eligible for EU support and on how to approach the next steps in the application process.



A representative of the IPARD Managing Authority delivered a presentation on the measures of the IPARD III Programme: 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 – Diversification of Agricultural Holdings and Business Development. Potential beneficiaries were introduced to the general conditions of these measures, the general and specific eligibility criteria according to the investment sector, as well as the nominal and maximum amounts of IPARD support. The Indicative Plan of Public Calls under the IPARD III Programme measures for 2026 was also presented.

The second meeting of the Workgroup for Monitoring the Implementation of Activities Aimed at Improving the Implementation of the IPARD Programme

The second meeting of the Workgroup for Monitoring the Implementation of Activities Aimed at Improving the Implementation of the IPARD Programme chaired by the Minister of Agriculture, Forestry and Water Management, Prof. Dr Dragan Glamočić, was held at the Government of the Republic of Serbia. The meeting presented the current status of the implementation of the IPARD III Programme, as well as the activities carried out since the previous meeting of the Working Group at the end of 2025.

Minister Glamočić emphasized that, in the meantime, several activities aimed at accelerating the implementation of the Programme and strengthening institutional capacities had been carried out. As he stated, five public calls for investment measures under the IPARD III Programme have so far been launched, amounting to a total of EUR 117.2 million in EU contributions. Nearly 2,000 applications for support, with a total investment value of almost EUR 420 million, have been submitted, which, according to the Minister, demonstrates the great interest of farmers and businesses in using European funds.



“Within a short period of time, Serbia has launched a significant number of public calls, clearly demonstrating its commitment to making European funds available to farmers and processors throughout the country. The interest is enormous, which confirms the importance of the IPARD Programme for the modernization of production and the strengthening of competitiveness,” the Minister emphasized.

“We are determined in the coming period to move from the phase of launching public calls to the phase of accelerated implementation and disbursement of IPARD funds. Our goal is to disburse EUR 31 million of EU funds by the end of 2026 and to fully restore beneficiaries’ confidence,” Glamočić stated.

As a priority for the upcoming period, the Minister highlighted the acceleration of the accreditation process for new measures under the IPARD III Programme, including Measure 6 – Investments in Rural Public Infrastructure, which is currently in the preparation phase.



Minister also recalled that three additional public calls are planned to be launched during 2026: two under Measure 7 – Diversification of Agricultural Holdings and Business Development, and one under Measure 3 – Investments in Physical Assets Concerning Processing and Marketing of Agricultural and Fishery Products.

As he pointed out, the goal of the Ministry of Agriculture, Forestry and Water Management is to ensure that IPARD Programme funds are used in a timely and efficient manner, with full beneficiary satisfaction and visible results in the development of Serbian agriculture.

The 2nd Livestock Business Forum

The 2nd Livestock Business Forum, which brings together experts, business professionals, farmers, and companies from the pig, cattle, sheep, and goat farming sectors across Serbia, the Balkans, and Europe, was held from 4 to 6 March 2026 with the aim of supporting the development of the livestock sector.

The main topic of the forum was IPARD 360°: From Strategic Planning to Final Investment. The Head of the IPARD Managing Authority, MSc Jasmina Miljković, moderated the panel, which was also attended by other representatives of the Ministry of Agriculture, Forestry and Water Management, including the Directorate for Agrarian Payments and the Veterinary Directorate, as well as the President of the Association of Agricultural Consultants of Serbia and beneficiaries of IPARD support. On that occasion, MSc Jasmina Miljković, emphasized the importance of the IPARD Programme as a tool for achieving EU standards in the livestock sector.

During the second day of the forum, representatives of the IPARD Managing Authority delivered presentations on the topic Measures for Improving the Competitiveness of the IPARD III Programme at two events covering the following sectors: pig farming and cattle farming, as well as sheep and goat farming.



The representatives of the IPARD Managing Authority explained to attendees, who are potential beneficiaries of these measures, the general and specific eligibility criteria according to the investment sector, as well as the nominal and maximum amounts of IPARD support. The Indicative Plan of Public Calls under the IPARD III Programme measures for 2026 was also presented.

From Field to Market: How Hema from Niš Bridged Agriculture and Industry

A family story from southern Serbia, where tradition, modern production, and European support intertwine, bears the name Hema. Founded in 2005 in Niš, the company began its journey as a manufacturer and distributor of cosmetic products and fast-moving consumer goods. What sets it apart, however, is its ability to simultaneously develop agricultural production, combining the beauty industry with the power of nature.



Over time, Hema recognised the potential of domestic agriculture and decided to invest in fruit growing. Today, plantations of cornelian cherry extend over more than 40 hectares – a plant increasingly valued for its nutritional and medicinal properties – while walnuts are cultivated on an additional 3.8 hectares. This production not only enriches the company's portfolio but also contributes to the development of the local community.

A significant boost to this development came from the European Union's IPARD Programme, aimed at strengthening rural development. Through the Third Public Call under Measure 1, Hema secured funding to improve its production, including the construction of irrigation systems and the acquisition of modern machinery, such as a side-mounted rotary tiller and a mulcher. This investment, supported with EUR 100,668.88 (EUR 75,501.66 from the EU contribution and EUR 25,167.22 from the national budget of the Republic of Serbia), significantly improved operational efficiency on the plantations.

Investments continued through the Sixth Public Call under the same measure, when the company invested in the establishment and renewal of cornelian cherry orchards, the procurement of perennial planting material, and additional irrigation equipment. At the very beginning of the project, Hema became eligible for an advance payment of EUR 23,001.55 (EUR 17,251.16 from the EU contribution and EUR 5,750.39 from the national budget), while the total support – following the final payment in March 2023 – reached EUR 44,646.33 (EUR 33,484.74 from the EU contribution and EUR 11,161.59 from the national budget).

Today, Hema stands as an example of how domestic family-owned businesses can successfully grow with the support of European funds, combined with their own development vision. The combination of cosmetics and agriculture may seem unusual, but it is precisely this blend that forms their strength – from field to finished product.

At a time when sustainable production and a return to nature are increasingly emphasised, this story from Niš demonstrates that such a path is not only possible, but also economically viable.

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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