

IPARD IN FOCUS

17

No. 17 - JULY/AUG 2022



Ministry of Agriculture, Forestry
and Water Management



IPARD
EU4Rural Areas



IN THIS ISSUE YOU WILL READ:

IPARD III PROGRAMME

STATUS IN THE PREPARATION OF THE RULEBOOKS FOR THE IMPLEMENTATION OF MEASURE 1, MEASURE 3, MEASURE 4, MEASURE 5 AND MEASURE 7

MEASURE 7 - FARM DIVERSIFICATION AND BUSINESS DEVELOPMENT

EXAMPLE OF A SUCCESSFUL PROJECT

IPARD III Programme

[The IPARD III Programme for the Republic of Serbia for the period 2021 - 2027](#) was adopted by Decision of the European Commission No. C(2022)1537 of 9th March 2022. Compared to the previous programming period, the financial contribution of the European Union for the IPARD III Programme is increased to EUR 288 m, which with the contribution of the Republic of Serbia and the private contribution of recipients, will provide over EUR 580 m of support to the agriculture and rural development sector.

Before calls are published under the IPARD III Programme, it is necessary to prove the fulfilment of entrustment conditions, and the readiness of the Republic of Serbia to successfully implement measures under the IPARD III Programme.

In this sense, the IPARD Managing Authority, in close cooperation with the IPARD Agency, is intensively working on the rollover for 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 addition, work on preparation of the entrustment package for Measure 4 - Agri-environment-climate and organic farming measure and Measure 5 - Implementation of Local Development Strategies (LEADER approach) is ongoing.

Status in the preparation of the rulebooks for the implementation of Measure 1, Measure 3, Measure 4, Measure 5 and Measure 7

During August, six workshops related to the preparation of draft rulebooks for the implementation of **Measure 1 and Measure 3** were held. In addition to the existing sectors, the specifics related to the introduction of new sectors were elaborated (Fishery Sector within Measure 1 and the Cereals and Industrial Crops Processing Sector and the Fishery Processing Sector within Measure 3), as well as greenfield investments.

In order to prepare the draft rulebook for **Measure 4**, two workshops were held with representatives of the IPARD Agency, where the eligibility criteria and administrative procedure for obtaining IPARD support, agri-environment-climatic commitments for each operation under Measure 4, as well as other requirements defined within IPARD III Programme were discussed.

OPERATIONS UNDER MEASURE 4

- **Operation 1** - Crop rotation on arable land,
- **Operation 2** - Grassing the inter-row area in permanent crop land,
- **Operation 3** - Establishment and maintenance of pollinator strips and
- **Operation 4** - Sustainable management of meadows and pastures.



During July, an introductory workshop for drafting the rulebook for **Measure 5** was performed. At the workshop experiences in implementing the LEADER measure in the Republic of Croatia were presented, as well as the differences compared to the LEADER like measure that was implemented in the Republic of Serbia. During August, a two-day workshop was organized, where the working versions of the draft rulebooks for Measure 5 were presented, as well as the planned activities of the IPARD Managing Authority and the IPARD Agency for the next period, related to the preparation of the entrustment package.



In mid-June 2022, a workshop was held with specific attention on experiences of the Republic of Croatia in the preparation and implementation of IPARD Measure 7. Furthermore, the IPARD Managing Authority and the IPARD Agency have developed draft rulebook for **Measure 7**, which includes two new sectors (Direct Marketing of Products Sector and Small-Scale Services Sector). Several workshops are scheduled for September in order to continue work on rulebook for Measure 7 and prepare for rollover.

Considering the complexity of the rulebook preparation process for the above-mentioned measures, as well as the rollover and entrustment package, the IPARD Managing Authority and the IPARD Agency have continuous support within the IPA 2017 project “Support to the IPARD Operating Structure”.



Measure 7 – Farm diversification and business development

General objective of Measure 7 is to promote economic development in rural areas through diversification of farm activities, the establishment of small enterprises and the creation of jobs in rural areas.

Eligible recipients for IPARD support shall be registered in the Register of Agricultural Farms in active status, namely: natural persons - family farm holders, entrepreneurs and legal entities in the range of micro and small-sized enterprises.

In addition to the **Rural Tourism Sector** (which includes provision of catering services in registered accommodation establishments with the maximum capacity up to 30 single beds and/or additional services such as: sports and recreational activities; organization of creative and educational workshops; presentation of the natural, historical and cultural amenities of the rural area), two new sectors are also included in Measure 7.

The **Small-Scale Services Sector** includes investments in service economic activities and/or educational and/or advisory activities, such as: repair of agricultural and forestry tools, machines and mechanization, motor vehicles, motorcycles, bicycles; repair of computers and communication equipment, as well as gadgets for personal use and household appliances; washing and dry cleaning services; pet care services; hairdressing/cosmetic services; educational services, etc.

The **Direct Marketing Sector** includes investments in the marketing of agricultural - food products and home-made products (e.g. sales of food, clothing, cosmetic and hygiene products, art objects and souvenirs, etc.), in accordance with special regulations.

Eligible expenditures in all sectors refer to:

- construction/reconstruction and/or equipping of facilities for performing non-agricultural activities (including plants for energy production from renewable sources);
- purchase of new vehicles, machines, mechanization and equipment for performing non-agricultural activities (including assembly/installation);
- purchase of new IT and accounting equipment, including hardware and software;
- general costs related to the preparation of project documentation (e.g. fees for architects, engineers, consultants, business plan preparation costs).

The IPARD III Programme determines the maximum intensity of public support up to 60% of eligible expenditures for investment. Support can be increased to a maximum up to 70% for investments by young farmers and certified organic producers. An additional 10% can be approved for investments related to effluent and waste management, renewable energy or circular economy-type investments (efficient reuse of waste materials). The maximum aid intensity cannot exceed 75%. The EU contribution to the total public aid is 75%.



THE MINIMUM AND MAXIMUM VALUES OF PUBLIC SUPPORT PER PROJECT (IN ONE PUBLIC CALL):



In the case when the project includes investment in more than one sector, the minimum value of public support will be EUR 20,000 and the maximum value will be EUR 300,000.

Example of a successful project



The “Aleksandrović Winery” is located in village Vinča, four kilometres from Topola and the temple on Oplenac. The winery produces approximately 300,000 bottles of grape wine per year from 75 hectares of its own vineyards with high-quality grapes.

The Aleksandrović family has been engaged in viticulture and winemaking for more than a century. Their achievement is based on the success of the Triumph wine, which was prepared for the first time under this name in the cellars of King Aleksandar Karađorđević. When the famed king’s royal cellar master Živan Tadić, who immigrated to Canada after the Second World War, found out that the Aleksandrović family is re-establishing the wine tradition of the Oplenac region, he sent them the original recipe for the Triumph wine varietal composition, says the widely known winegrower, winemaker and owner of “Aleksandrović Winery”, Božidar Aleksandrović.

A new stage in the development of “Aleksandrović Winery” began in 2000, when a new winery was built and state-of-the-art equipment for the production of premium wines was acquired.

The “Aleksandrović Winery” has very positive experience with the IPARD Programme, as evidenced by the fact that they submitted as many as three applications for project approval within three IPARD investment measures calls.

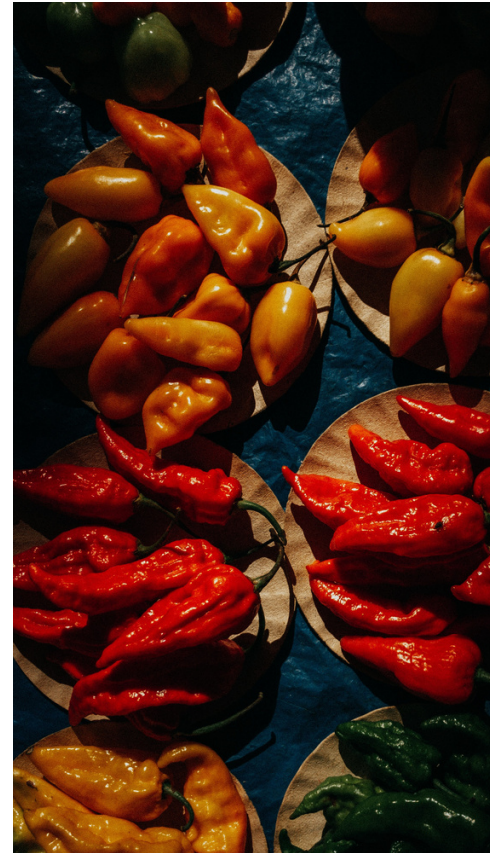


Source: <https://vinsketure.rs/vinarija-aleksandrovic/>

Within the Fifth Public Call for Measure 1 - Investments in physical assets of agricultural holdings, they submitted an application for the purchase of machines for land cultivation, plant protection and vine pruning. According to Božidar Aleksandrović, they are now in the phase of purchasing of mechanization based on the approved project and preparing application for payment approval of EUR 150 thousand of IPARD support.

In addition, they submitted application for project approval under Measure 3 - Investments in physical assets concerning processing and marketing of agricultural and fishery products, for purchase of equipment for wine production (barrique casks and tanks for cold stabilization). The project also includes an investment in renewable energy sources - the construction of a solar power plant, as well as the construction of a warehouse for final products. The investment value is approximately EUR 880 thousand.

A new era in wine tourism “Aleksandrović Wineries” began in 2020 when a modern kitchen was created. To further develop wine tourism, according to Božidar Aleksandrović, it is necessary to provide accommodation capacities. This is precisely why they decided to reconstruct and equip the existing facility for the purpose of tourist accommodation. Their project was approved under the First Public Call for Measure 7 - Farm diversification and business development, and they also received the advance payment in the amount of approximately EUR 75 thousand, which is of the key importance to them for the fast realization of the project.



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!



Used photos in the newsletter are from the following sources: <https://unsplash.com/>, as well as MAFWM photos

NEWSLETTER PREPARED BY:



IPARD Managing Authority, MAFWM
Bulevar kralja Aleksandra 84,
11000 Belgrade, Serbia
www.minpolj.gov.rs

CONTACT US:

✉ ipardnadlanu@minpolj.gov.rs

FOLLOW US:

📷 @ipardnadlanu

📘 ipardnadlanu