

MEDIA RELEASE**Banca Intesa awards the best, the most innovative and the youngest farmers**

Belgrade, 24th December, 2019 - As a part of the **Intesa Farmer 2019** project, Banca Intesa awarded the most successful agricultural producers, in three categories: **Intesa Farmer of the Year, Intesa Farmer Innovator and Intesa Young Farmer**.

Branislav Petrov from Jaša Tomić, Sečanj municipality, is the winner in the **Intesa Farmer of the Year** category, thanks to exceptional yearly results in vegetable and cattle production at his agricultural holding registered in 2004. Branislav Petrov received a prize of RSD 1,200,000.

For the **Intesa Young Farmer** award, it is necessary for the farmer to be below 40 years of age, and to be an independent owner of an agricultural holding achieving excellent results for at least three years. The best farmer in this category was Nikola Todorov Dobrica village, Alibunar municipality, who won a prize of RSD 600,000. His 163 hectare farm was registered in 2013, and is being worked on by the sixth generation in a row to work in agriculture.

Intesa Farmer Innovator 2019 is Szilard Jenei from Subotica, who won a prize of RSD 600,000. The Jenei family had a registered holding since 2005, breeds pigs, and the family farm is today among the five most modern farms in Serbia. Using computer technology, they monitor the health of every individual animal, their feeding needs as well as the daily growth. In addition to that, they also founded a Centre for Artificial Insemination, where more than 10,000 swine are inseminated annually.

“With the wish to change the concept of traditional awards, this year we have decided to visit the awarded farmers and their farms, where we had a unique opportunity to see them working hard together with their families in an authentic environment, achieving excellent results. The Intesa Farmer competition has been awarding the best agricultural producers and holdings for the seventh year in a row now, as well as promoting innovation and implementation of new technologies in agriculture. Our goal is to use financial prizes to encourage other farmers as well, and to motivate young people to stay out in the country”, said **Maja Andonov, head of the Small Business Department at Banca Intesa**, who was a part of the jury which chose the winners this year.

Other members of jury were: **Milan Prostran** - agri-economic analyst, **Goran Đaković** – editor-in-chief of Agrobiznis magazine, **Marko Kesić** – head of the Office for Sales



to Registered Agricultural Households at Banca Intesa and **Vojislav Živanović** - manager at the PR and Marketing Communication Department at Banca Intesa.

Banca Intesa has been doing business in the field of agriculture since 2008, and has been continuously working on improving its assortment of products for registered agricultural holdings. For that purpose, in 2019 it launched the Intesa Farmer centre, which offers highest level services in accordance with the real needs of agricultural businesses.

* * *

Banca Intesa JSC Belgrade, member of **INTESA**  **SANPAOLO**, group is a leading bank in the domestic market, a reliable partner of 1.33 million clients, natural persons and legal entities. With a net balance sum of EUR 5 billion, EUR 3.7 billion in total deposits and EUR 3 billion in total loans, Banca Intesa is at the helm of the list of the most successful banks in Serbia. Owing to a unique combination of digitalization of business processes and a developed business network comprised of 156 branches all over Serbia, as well as a constant focus on the needs of individuals and businesses, with innovative products and highest level services, the bank is achieving stable results in all fields of operation.