

**PRESS RELEASE**

*Great interest in Banca Intesa contest for most successful farmers*

**Intesa Farmer competition attracts nearly 500 applications**

**Belgrade, July 26, 2016** – Nearly 500 agricultural producers have applied so far for the Intesa Farmer contest for the most successful agricultural producers which Banca Intesa is organizing for the fourth consecutive year. As part of the competition, the Bank is handing awards in the crop farming, livestock breeding, fruit production and vegetable production, while the category of small agricultural producers was introduced this year in cooperation with Slow Food Serbia Association.

The Bank issued a call for applications on May 20, and potential competitors have only a few days left to enter into the competition. All registered agricultural producers, clients of Banca Intesa, can apply until July 29 in all branch offices of the Bank in Serbia, as well as via the [www.bancaintesa.rs](http://www.bancaintesa.rs) website or [IntesaFarmerGodine@bancaintesa.rs](mailto:IntesaFarmerGodine@bancaintesa.rs) email.

Winners of the competition in all categories will be proclaimed in October and awarded a cheque worth RSD 100,000 for the purchase of raw materials, as well as a prize trip to a relevant international agricultural fair.

The best producers will be selected based on general criteria that include annual results achieved through agricultural production, possession of own storage space, involvement of family members in the production process and established cooperation with Banca Intesa. In the Intesa Farmer category, the added criterion is the use of modern and energy-efficient machinery, while in the category Intesa Fruit Grower it is the implemented irrigation system, hail protection, as well as possession of certified seedlings. The added criterion in the category Intesa Vegetable Grower is the possibility of producing in closed space, which requires a greenhouse or foliar production, while in the category Intesa Livestock Breeder it is the breeding of purebred cattle.

The competitors will be evaluated by an expert jury comprising Predrag Milenović, Head of Small business Department at Banca Intesa, Đorđe Radulović, Head of Agriculture Office at Banca Intesa, Vojislav Živanović, Sponsorships, Donations and Events Specialist at Banca Intesa, Biagio Carrano, president of the Slow Food Serbia convivium, and Goran Đaković, editor-in-chief of Agrobiznis magazine.

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