

1 KOWALEWO POMORSKIE

1.1 BASIC INFORMATION

Adam Arbat left school and went to work on the State Farm, rising to the position of manager. He now has his own farm of 7 ha split over two sites 7 km apart. The largest is 5 ha, and is where he lives and keeps horses, pet wild boar and has a fruit and vegetable plot. The main crop is tobacco which is dried and then sold to a wholesaler (price is now guaranteed by an EU subsidy – previously it could not be sold if quality was not good).

Mr Arbat is the village mayor. He is assisted in his business by his wife, son and daughter-in-law.

1.2 THE OFFER

- school canteen in nearby town – produces 300 two course meals a day. There is no profit from this activity but it enables him to use the canteen/dining area for weddings/family parties which area. The canteen is also open to the public. Farm grown fruit and vegetables are used
- two function rooms on the farm are rented out for weddings/family parties (converted farm buildings)
- horse breeding (anglo-arabs for riding). This is very small scale but horses are shown at the castle, ridden by 'knights' in tournaments and taken to local schools (no profit).
- one horse is registered for racing in Warsaw

1.3 HOW DID IT START and DEVELOP?

Horses were originally kept to enable his grandchildren to ride.

The first additional enterprise was running the village supermarket but this was replaced by the catering business.

Mr Arbat said he had not planned the direction of the business but that it had just happened. He is obviously an important local figure and a man of influence.

1.4 FUTURE PROSPECTS

EU policy is changing the situation very quickly so it is impossible to predict future developments. But he expects EU subsidies to improve the financial situation a lot. He would like to run more canteens in the future.

2 EVALUATION

2.1 SCALE

Local The horses are really a hobby rather than a business (but he wants to continue to breed them, selecting the best).

2.2 HOW IS VALUE ADDED ?

Function rooms are more profitable than farm buildings.

2.3 WHAT ARE THE BARRIERS/OPPORTUNITIES?

Mr Arbat said he was content and that his success was due to all the family members working well together. He did not identify any particular direction for the future but he is an optimist - as he has adapted in the past he is confident that he will continue to exploit future opportunities effectively.

2.4 THE INFLUENCE OF INFRASTRUCTURE

Financial assistance has been provided in the form of low interest loans for farmers

Links to the local agricultural college, but this is of a low level. There are producer groups for specific farm products, these operate at appropriate scales (for example the potato group is regional).

Marketing is by word of mouth.

2.5 MULTIPLIER EFFECTS ON THE LOCAL ECONOMY

This is a family enterprise - 4 people are employed as seasonal labour.

2 DEBOWA LAKA

1.1 BASIC INFORMATION

80% of Polish forests are state owned, (no plans for privatisation) 15% by regional authorities and 5% are privately owned. The tree cover is 70% conifer. The forests are managed as 1000 ha 'terrains', with a manager who contracts all operations. Of 18 terrains one is managed by a woman. There are about 200 roe deer per 3000 ha, of which two thirds are farmland surrounding the forest. They are 'owned' by the state and compensation may be paid for damage. Both Mr and Mrs Ramrau have degrees in forestry. In addition to the house and yard (in which they receive customers) they have a 215 ha arable farm (in partnership with their son, who also has an agricultural machinery business) and are actively buying more land.

1.2 THE OFFER

There are several business activities:

- Mr Ramrau is employed by the State Forestry Service as the manager of the local terrain
- Mrs Ramrau does some work directly for the State Forest's own tree nursery
- Sawmill (Mrs Ramrau) produces roof timbers, fencing, dog kennels and things to order
- forestry contracting business (Mrs Ramrau) tree planting, management and maintenance
- tree nursery providing trees for private customers and for landscape contracts
- accommodation for hunters (Mrs Ramrau) 4-5 hunters a time over a three month season
- stalking (Mr Ramrau) takes the hunters out, they pay an additional fee for each deer shot

1.3 HOW DID IT START and DEVELOP?

Both the Ramraus have forestry degrees and have developed businesses based on this industry over 20 years. They are doing well in this specialised field (no competition) and so have the capital to buy more land and set up new enterprises.

1.4 FUTURE PROSPECTS

They are currently building houses by a nearby lake for tourists and expecting EU funding for this soon

2 EVALUATION

2.1 SCALE

Most of the impact is local although the contracting business is active regionally and recruits local labour – up to 50 people at a time.

2.2 HOW IS VALUE ADDED ?

- Sawmill – takes saw logs from the forest and processes it to useful timber (VA + 1) some of this is processed further to make fencing, kennels, bird feeders etc (VA + 2) some fencing is used by the contracting company (VA + 3)
- tree nursery provides trees for direct sale to customers but these are also used by the contracting company (VA + 1)
- accommodation for hunters – these also pay for deer shot under the guidance of Mr Ramrau (VA 1)

2.3 WHAT ARE THE BARRIERS/OPPORTUNITIES?

The sawmill enterprise is restricted by the amount of available timber

Availability of land may be a barrier to developing tourist accommodation – there are plans to buy the lake (currently rented) but expansion may not be popular with local people

2.4 THE INFLUENCE OF INFRASTRUCTURE

The Ramraus have not received any advice – perhaps because they are working in a specialised area in which they have expertise (and no competition). They do not advertise and much business is based on word of mouth recommendations. They give free dog kennels to a dog's home and find this an effective marketing strategy. Contracts are negotiated in response to press calls for tenders (but probably also through links with the State Forestry Service)

2.5 MULTIPLIER EFFECTS ON THE LOCAL ECONOMY

The number of businesses and the links between them make it difficult to determine exactly how many people are employed. It seems that some work on the tree nursery/farm in summer, contracting in the winter. Probably 10 – 12 with 7 full time. The contracting company employs people local to the area.

3 EKO-AGROTOURISM

1.1 BASIC INFORMATION

It is a farm near the village of Kurzetnik. It was inherited from Mr Kujawscy's parents 25 years ago and is 54 ha. They grow cereals, keep cows, poultry and grow fruit and vegetables for use on the farm. They have four children. One son is at agricultural college and working on the farm during the holidays; he will return to work on it when he finishes.

1.2 THE OFFER

- Four rooms (ten beds) sharing the host's bathroom and sitting room. All meals are available and are made from local products. Guests can have a packed lunch. These are used by families and also by hunters during the 3 month season
- fruit and vegetables are sold to guests
- lessons in traditional bread making
- tour of the farm meeting the animals.

1.3 HOW DID IT START and DEVELOP?

Much effort went into renovating and extending the farmhouse but when it was finished the children had grown up and left home so there were spare rooms. So Mrs Kujawscy began the tourism enterprise 7 years ago; it was accredited in 2000.

The farm has been using ecological/organic production methods for the last 7 years. This change was made because Mrs Kujawscy was diagnosed with cancer and, as a result, she has developed particular expertise in healthy food and creates her own macro-biotic recipes.

1.4 FUTURE PROSPECTS

The son wants to buy more land and get more cows. Mrs Kujawscy hopes to get some sheep soon as she can cook mutton very well

2 EVALUATION

2.1 SCALE

local/regional/national as used as demonstration (example) of successful agro-tourism (visit by women's farming network was following us).

2.2 HOW IS VALUE ADDED ?

Products from the farm are used (we had sausage from their pigs; milk; cheese; eggs; jam; honey). Mrs Kujawscy is enthusiastic about agro-tourism as she can sell her farm products twice.

2.3 WHAT ARE THE BARRIERS/OPPORTUNITIES?

There is a lake 4 km away. Nice landscape and forests.

They close during the harvest period to concentrate on the farm activities (August for the cereal harvest; October for the potatoes).

There is a local hill with a ruin and Mrs Kujawscy would like the local authority to use this as a focal point for promoting the area.

Would like to see more co-operation between farmers, for example setting up machinery rings. She reported difficulty in buying local products from neighboring farms.

2.4 THE INFLUENCE OF INFRASTRUCTURE

Marketing in brochures and on the Polish Agro-tourism website (although many guests visit by word of mouth recommendation).

Free labour is available as they provide training placement for agricultural and agro-tourism students from two colleges.

Organic subsidies were 150 z per ha last year; hoping for 4 times as much this year (600 z/ha).

2.5 MULTIPLIER EFFECTS ON THE LOCAL ECONOMY

Maybe by buying in some local products? Maybe tourists buy things locally?

4 FLOUR MILL and PASTA FACTORY

1 BACKGROUND

1.1 BASIC INFORMATION

Mr Mieczyslaw Babalski worked on the state farm, working his way up to foreman. He has been farming independently using organic and bio-dynamic methods for the last 20 years. His farm is 10 ha and is a traditional 'closed system'. There are five cows of traditional breeds.

1.2 THE OFFER

- Small scale pasta factory, set up 10 years ago, selling flour, pasta and cereal flakes (wholemeal wheat, rye, spelt and buckwheat locally and to 30 wholesales (300 shops) across Poland. Organic grain is brought in – some from the Czech republic.
- Local sales of farm produce
- specialist grower of traditional apple varieties
- breeder of cereals for seed in conjunction with the national seed bank (hobby).

1.3 HOW DID IT START and DEVELOP?

Mr Mieczyslaw Babalski is an anthroposophist and so ethically committed to these principles. He faced local opposition (from the Roman Catholic church) until a photograph was circulated of the Pope reading a book by Rudolf Steiner. He works in partnership with his wife.

1.4 FUTURE PROSPECTS

- Mr Mieczyslaw Babalski hopes to re-introduce the Polish red cow and the green legged chicken.
- New EU regulations mean that the mill must be refurbished; a different building is being renovated (it is more cost effective to move the whole operation).
- Mr Mieczyslaw Babalski does not want to expand the business too much as he is committed to simple technologies and a local focus
- concerned about the influence of GMOs

2 EVALUATION

2.1 SCALE

local production

national scale

international influences & purchase of grain

2.2 HOW IS VALUE ADDED ?

- organic certification costs but increases market share
- milling grain to flour (VA +1)
- processing flour and water to make pasta (VA + 2) between 2 and 300 kg per day
- using whole grain flour reduces waste to 5% (as opposed to almost 50% when white flour is used)
- crushing grains to make flakes (VA + 1)

2.3 WHAT ARE THE BARRIERS/OPPORTUNITIES?

- Availability of organic cereals for processing
- he is content as his philosophical approach is directed towards providing good healthy food at a low price in the local area (rather than profit)

2.3 THE INFLUENCE OF INFRASTRUCTURE

- Good network between anthroposophists, bio-dynamic and organic farmers with information exchanged across Europe and the USA.
- chairman of 'Eko-land' an association of organic growers and food producers
- wholesale distribution network supplying health food shops nationally

2.5 MULTIPLIER EFFECTS ON THE LOCAL ECONOMY

5 full time staff are employed. The price of organic grain is 150-200% higher than conventionally grown cereals. Local products and services are used wherever possible.

5 WILGA CENTRE for ENVIRONMENTAL EDUCATION

1 BACKGROUND

1.1 BASIC INFORMATION

This area is scenically beautiful with lakes and forest. an area, about 450 ha, was designated as a 'landscape park' about 20 years ago as part of a series across Poland. There is no industry except a freezer plant for fruit and forest berries. The environmental education centre is located in a state-owned building run as a hotel by a local entrepreneur (an outside whose original business is bottling the Ostromecko mineral water).

1.2 THE OFFER

- Field study packages lasting for three days with subsidised full board in the hotel for primary and secondary school children
- training events – although farmers have not shown interest in ecological issues, they prefer agro-tourism
- conferences hosted by the regional council

1.3 HOW DID IT START and DEVELOP?

- The general level of knowledge about ecology is very low in Poland and so an environmental education program was adopted as part of the state education policy, with the idea that children will pass this knowledge on to their parents. This centre was set up 8 years ago and serves the region, operating all year round – last year 5,500 children completed the program.
- Staff are also involved in monitoring waste disposal as this park has special controls to prevent illegal dumping of rubbish in the woods and countryside.
- Special events – for example 'one world day' celebrations and exhibitions are organised.

1.4 FUTURE PROSPECTS

They want to develop walking trails and bicycle tracks and see building a swimming pool as a priority.

2 EVALUATION

2.1 SCALE

Regional and local.

2.2 HOW IS VALUE ADDED ?

The hotel uses local food products and bottled water.

2.3 WHAT ARE THE BARRIERS/OPPORTUNITIES?

The staff at the centre were very pessimistic about the future. In particular they mentioned problems with the local mayor, nepotism and corruption. They were frustrated that really good opportunities – such as high quality site of international significance for bird-watching – were not being developed. In fact they were having problems getting anything going.

2.4 THE INFLUENCE OF INFRASTRUCTURE

- Special buses are used to transport the children to the centre.
- they have an internet site

2.5 MULTIPLIER EFFECTS ON THE LOCAL ECONOMY

15 people are employed all year round in the hotel.

The centre has a manager and three wardens.

Local products are used

6 AGRO TOURISM ASSOCIATION (GORZNO)

1 BACKGROUND

1.1 BASIC INFORMATION

Mrs. Aleksandra Pudelko, Head of the Association, was born in Gorzno on her parents farm (now 2.5 ha, mainly cereals). She left and returned 25 years later. She has a degree in agriculture and has studied European agro-tourism, including a post graduate diploma from Warsaw University, funded by the EU.

The region where she live (Brodnica) is rich in woods and lakes and provides good conditions for the development of agro-tourism.

Mrs. Aleksandra Pudelko is an elected member of the local council and chair of the Gorzno Agro-Tourism Association, created in 1995, which now has 15 members.

1.2 THE OFFER

Hotel accommodation – 6 rooms, 4 – 6 people in each, restaurant (separate areas for residential guests), terrace bar

Cafe (Mr Pudelko) which also hosts weddings and family parties

Meeting room for local groups – including the Gorzno Agro-Tourism Association (15 members) and the Grozno Economic Development Group

1.3 HOW DID IT START and DEVELOP?

Mrs. Pudelka returned to the family farm and began to develop it for tourism, going on courses to extend her knowledge – she is now sharing her experience through the Association and beyond (she is involved with a similar association in Torun). Loans were used for renovation and conversion of farm buildings.

1.4 FUTURE PROSPECTS

There are two children living away – perhaps some of the grandchildren may be interested in getting involved when they decide to retire.

A new house is being built at the top of the garden using a local carpenter, also a farmer.

2 EVALUATION

2.1 SCALE

Local – but links to the regional via the Torun based association.

2.2 HOW IS VALUE ADDED ?

Local products are used where possible; organic when available.

The lake has a beach area with diving board, restaurant and children's play area.

2.3 WHAT ARE THE BARRIERS/OPPORTUNITIES?

Interested in encouraging equestrian and other sporting activities, a sports hall was mentioned.

A new facade is needed for the hotel. The need to make the town more attractive is seen as a key aim.

2.4 THE INFLUENCE OF INFRASTRUCTURE

Financial assistance in the form of loans

Training in agro-tourism, both abroad (Germany) and in Warsaw (EU funded)

Links to the Environmental Education centre

2.5 MULTIPLIER EFFECTS ON THE LOCAL ECONOMY

She employs two local people full time in the hotel/restaurant

Local products are used where possible and organic when available.

	1	2	3	4	5	6
BACKGROUND						
BASIC INFORMATION	farm (hobby horses)	employed in forestry	organic farm agro-tourism	organic farm food processing	hotel with education centre	farm converted to hotel
THE OFFER	catering function rooms	forestry contracting accommodation	accommodation on farm	selling flour & pasta	environmental education for school children	hotel cafe function/meeting room
HOW DID IT START and DEVELOP	family business	couple with forestry degrees	children left home so spare rooms interest healthy food	commitment to healthy local food	state education policy	returned to family farm from 25 years working away
FUTURE PROSPECTS	will continue to adapt to change	buying more land to expand into -tourism	wants to buy more land; increase number of cows	content – no expansion planned (but new mill needed to meet EU regs	held back by local politics	would like to see improvements to the hotel facade and town to aid marketing
EVALUATION						
SCALE	L	L/R	L/R/N/I	L/R/N/I	L/R	L/R
HOW IS VALUE ADDED	farm produce used in catering business	1ry & 2ry processing of timber; trees grown	farm produce effectively sold twice	1ry & 2ry processing of cereals		use of farm produce
WHAT ARE THE	would	buy land	buy land	content	barriers local	lack of money

BARRIERS/OPPORTUNITIES	like to expand catering				politics	
THE INFLUENCE OF INFRASTRUCTURE	loans	loans	loans	advice from organic/biodynamic network	state owned	loans
MULTIPLIER EFFECTS ON THE LOCAL ECONOMY (M = 5 jobs	L	M	L	M	L	M

