

Horváth Farm

Fejér County - Hungary

Summary

The project began in 2009 in Tabajd in Fejér County, not far from Budapest, thanks to funding from the measure supporting the setting-up of young farmers. The main aim was to establish a small, diversified and almost self-sufficient farm dealing with plant cultivation and goat breeding. Furthermore, Judit Horváth wanted to produce healthy food using local resources, create job opportunities for disadvantaged people living in the area and contribute to local economic diversity.

Main Activities

Judit started breeding goats (20) and producing vegetable in a small area of 0.16 ha. The farm's products include: handmade goat cheese, cottage cheese, yoghurt, tomato, peppers, aubergines, potatoes, mushrooms, syrups and jams made from herbs and fruits. The farm grows from the initial 0.6 to 12.3 European Size Unit. This enabled Judit to employ one full-time and one part-time person. Judit is now expanding the farm, with one hectare dedicated to an extensive apple orchard and she is selling products directly from the farm.



Key Success

Environmentally friendly production methods and use of local resources were the main factors. The use of internet and the creation of a website helped to find new clients. Personal commitment was also important for the success of the project.



Conclusion

Results:

- ✓ Finding a market for products is one of the main challenges. Organising sales and finding clients is a complex process that requires a lot of energy and work. It is hard to get into the local market, which is almost closed for newcomers.
- ✓ Starting a new business and particularly a farming business is difficult in the Hungarian context, due the difficulty in gaining access to land. Renting or buying land is problematic.
- ✓ Lack of flexibility of the Hungarian tax regulation and the rule that obliges young farmers to become individual entrepreneurs to access financial support are considered two obstacles to the set-up of new agricultural businesses.



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