

### THE INNOVATION JOURNEY

The family business farms 412 hectares. 116 ha is arable land on which they grow fodder. Livestock production includes 300 to 400 beef cattle, 100 pigs of the Mangalica breed, 1000–1200 poultry, 70 laying hens, goats, sheep, and rabbits.



Figure 1. The Bošina family

The company is located in a protected landscape area, so it must be managed with a focus on environmental sustainability. Since 2012, they have certified slaughter houses which are also used by the surrounding farmers. They have been running a children's farm since 2015 and in 2017 they opened a farm shop to sell meat directly.

Mrs. Bošinová is in charge of meat processing from slaughter to sale and for educational activities, while her husband takes care of the running of the farm, the production of wheat and the animals. Work on the farm is conducted almost exclusively by family members with seasonal help from friends and acquaintances. They only have one Ukrainian employees.

Bošina Organic Farm won the first place in the young farmer category in the Farmer of the Year 2012 competition. In 2013, they received the Broumov regional food certificate. In 2016, they received the Award for contribution to the development of environmental education and awareness.

### THE INNOVATION IMPACT

The benefit of this type of farm can be seen on several levels. The full cycle of meat eco-production, including direct sales, makes it possible to maintain normal prices even for high-quality bio-meat. Educational activities aimed at kindergarten and primary school pupils increase awareness about agriculture among children and their parents. This is extremely necessary given the detachment of the majority of the rural population from agriculture.

### USEFUL LINKS

<http://www.masozfarmy.cz/index-1.html>;

[https://www.facebook.com/profile.php?id=1885972585054817&paipv=0&eav=Afbz7BKzcNZ4HUM1s7AB6XPHuciMWE9KFo80k19NToNQs0aGMPzU0EuF4D7Yo3Qrxwc&\\_rdc](https://www.facebook.com/profile.php?id=1885972585054817&paipv=0&eav=Afbz7BKzcNZ4HUM1s7AB6XPHuciMWE9KFo80k19NToNQs0aGMPzU0EuF4D7Yo3Qrxwc&_rdc);

<https://www.youtube.com/watch?v=6sf6gh3xtyU&t=54s>