

THE INNOVATION JOURNEY

Farma Hoslovice is a small family company located in South Bohemia in the Bohemian Forest region. In terms of business, the company focuses on the breeding of beef cattle and the subsequent sale of beef in organic quality. The second direction is agritourism in the form of horse stables and rider training, as well as in the form of goat and sheep breeding.

The ranch was created from the area of the former agricultural cooperative. Since 1994, they have been gradually trying to rebuild it to meet the needs of modern cattle and horse breeding. A big advantage is enough space for cattle, horses, stables, feeding, outdoor stables, and parking for cars and trailers, whether for people or horses.

Currently, the company is run by Mrs. Terezie Daňková (50 years, divorced). Her goal is not only to stabilize the company and expand it in the future but mainly to do business in such a way that a person is proud of what he leaves behind. She is currently studying regional development at the University of South Bohemia.



Figure 1. Terezie Daňková

The farm sells meat from the yard mainly based on personal contacts. With its business plans, the family builds both cultural and social life in the village and contributes to its overall development, e.g. by repairing local buildings and building grazing areas with a carefully thought-out plan in conjunction with the preservation and protection of the local landscape.

THE INNOVATION IMPACT

Small agricultural enterprises can maintain their competitiveness only if they come up with an original innovation and are based on the work of people who understand it as their mission. Currently, small entrepreneurs are burdened with the same bureaucracy and controls as large ones, which dispose with a special division for these activities. However, the main problem is the land ownership. The ranch operates on the pieces of land of 120 owners. It means that it is hardly possible to plan future activities. Property relations to land should be urgently resolved by law. Business is also limited by the danger of wolf packs. The balance between nature conservation and livestock farming should be addressed. Financial compensation is insufficient.

USEFUL LINKS

Web:

<https://www.farmahoslovice.cz/>

YouTube:

<https://www.youtube.com/watch?v=T2fUfMaciDQ>