

THE INNOVATION JOURNEY

Nina Froggatt, a trained landscape architect, runs the Gramona organic farm in Slovenian Istria. During living abroad (Australia) for 8 years, Nina and her husband visited many farms. When they returned to Slovenia in 2012, they started to develop the part-time farm of Nina's mother. Today they grow 8.5 ha of olives, a hazelnut grove, figs, persimmons, vegetables, etc. The farm specialises in processing (e.g. olive oil), but has also developed into a rural tourism business. Although coastal tourism is highly developed in this region, they were initially faced with a lack of interest from local tourism stakeholders in their activities. Therefore, the first activities were designed for school children. Later, good co-operation was established with some hotels in the region. Today, they are known for their tastings for individual guests or groups, which they organise in their own olive grove or in the farmyard.



Figure 1. Tasting in the olive grove.

Access to agricultural land in the coastal zone where the farm operates is difficult due to high prices and urbanisation pressures, so most of the land is leased

from the Farmland and Forest Fund of the Republic of Slovenia. They decided to go organic because they wanted to bring the farm as close as possible to the natural cycle, believing that this is the only way to eat healthy while ensuring the wellbeing of nature.

THE INNOVATION IMPACT

Gramona Farm is a certified organic farm that also incorporates the principles of permaculture, biodynamics and regenerative agriculture, so that the main impact of their actions is visible in the environmental sphere. By focusing on guided tours and tastings, they have managed to stabilise the farm financially and make it independent. This way of working also allows them to sell most of their products at home. They are a recognised supplier of organic products and farm experiences in the region.

Another important achievement of Gramona Farm is the preservation of the agricultural landscape in the coastal zone, where there is a lot of development pressure, and the preservation of farmland for future generations. Through guided tours and tastings on the farm, they help to raise awareness of healthy food, environmental protection and the importance of short supply chains. They also target the younger generation by educating them about organic production and local self-sufficiency, helping to shape the future of our planet.

USEFUL LINKS

www.gramonafarm.com;
www.facebook.com/people/Gramona-Farm/100064772284337/