



Rozino
organic farm



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Albina Yasinskaya
Rozino organic farm



Bulgaria

EIP-AGRI Workshop Conversion to organic farming

Rozino

organic farm

A sustainable organic farm,
where care for the people, the environment and all business goals are developed in parallel and complement each other. The farm does not look like an enterprise, but like an environment for comfortable living for domestic and wild animals, together with the people.

Aim - to promote organic farming as an attractive way of life and work among young professionals and our future generations.

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ACTIVITIES AND PROJECTS

- Rozino Organic Farm was established in 2012 with a **total area of 180 hectares**. It is located in a protected area of the Rose Valley.
- From a ten-year-old territory, it has become a modern organic-certified production with a **closed cycle** from raising animals and fruits to the production and sale of organic dairy products, meat and ice cream.
- An elite breed of **Jersey cows** and **Bulgarian Murrah buffaloes** graze in free pasture.
- In tandem with agricultural activities, **projects for environmental protection**, protection of wild animals and conservation of biodiversity are being implemented.
- The farm is developing not only as a place of production, but also as an **attractive destination for eco-tourism**. For this purpose, a tourist base and a hotel were built on the territory of the farm.

ACHIEVEMENTS



- **Agribusinessman of Bulgaria 2021** in the category "Organic Producer"
- Awarded with the **Golden Martenitsa 2021**
- award in the nomination "Successfully Marketed Organic Products."



Gelato & Latte

- Entering in the prestigious rankings **Top 20** best places for ice cream in the world and **Top 50** best places for ice cream in Europe.
- Identified by the global [report of Facts & Factors](#) as **one of the market makers** in the international market of artisanal ice cream for 2021-2026.



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Rozino Organic Farm - **Agribusinessman of Bulgaria 2021** in the category **Organic producer**



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Awarded the **Golden Martenitsa award** in the nomination of “Successfully established organic products”, presented by the President of the Republic of Bulgaria Mr. Rumen Radev





ORGANIC FARMING AS A SUSTAINABLE BUSINESS MODEL

- Production profile corresponds to consumption profile.
- Flexibility in the production and realisation of effective short-term and long-term economic and environmental plans.
- Sharing our business model and philosophy with a wide audience through trainings and seminars.

We produce high quality products with high added value

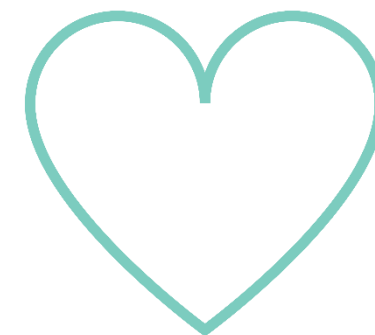
We avoid overproduction

We do not produce products for storage

We spend resources sparingly

We minimise the waste

Basic and daily care for the environment



MAIN PROBLEMS

Climate change

Lack of water

Land depletion and erosion

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