

## Czech Republic

### Entry of skilled/younger farmers

CAP funds in Czechia support organic family farm diversification into goat cheese.

### Summary

The Tomšíček family used CAP co-finance to restructure and modernise their farm by diversifying into production of goat milk cheese which is sold through short-supply chains.



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#### Location

Neubuz

#### Programming period

2014 – 2020

#### Priority

P2 - Competitiveness

#### Measure

M06 – Farm & business development

#### Funding

Total budget 48 519.34 (EUR)

EAFRD 20 471.79 (EUR)

National/Regional 20 885.45 (EUR)

Private 7 162.10 (EUR)

#### Project duration

2017 – 2020

#### Project promoter

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### Project Results

The farm now produces various French-type goat cheeses which are sold, either in the farm shop or through their online shop, to individual customers, as well as restaurant and wine bar owners.

The new products received the 'Pearl of Zlín' award in 2020, from the Czech Republic Agrarian Chamber for food and product quality.

### Lessons & Recommendations

- To make small-scale cheese production viable and competitive, the products themselves must be of exceptional quality with a personal and distinctive brand.

## Context

The Tomšíček family farm is located in a Czech village called Neubuz in the Zlín region. Since 2011, the farm has been certified as organic and it has been breeding Suffolk sheep for many years. More than 40 sheep graze outdoors all year round, along with 24 Anglo-Nubian goats, which produce high quality milk. The farm also has apple, pear, sloe, and fruit tree orchards. The fruit from these is processed on site.

The family noticed a growing demand for high quality, locally produced fresh milk. Anglo-Nubian goat milk is particularly tasty and so in response to these market trends, the family decided to start processing their milk into dairy products for direct sale on their farm.

## Objectives

The aim of the business diversification project was to create a complete production chain for the collection and processing of goat milk as well as the production and direct sales of fresh, French-type goat's cheese.

## Activities

**Setting up the facilities** including partial renovation of an old farm building (from 1870) to set up a milk processing workshop and a farm shop.

**Acquiring the right equipment** involved using CAP funds to help purchase a pasteuriser, a milk cooling tank, a vacuum packer, scales with a label printer, a stainless-steel cooling cabinet for cooling and ripening the cheese, a glass refrigerator for the shop, and a culture and rennet storage cabinet.

**Purchasing agricultural machinery** concerned the purchase of a maintenance machine for orchards and permanent grassland. It was needed for use on difficult terrain where it is not possible to use large machinery.

**Organising the grazing area** involved purchasing fencing and a mobile shelter (for stabling the animals during winter), an automatic rinsing machine for rinsing the milking equipment, and a portable conveyor milking machine for milking the goats. A male goat was also purchased for breeding.

## Main results

The farm now produces various French-type goat cheeses which are sold, either in the farm shop or through their online shop, to individual customers, as well as restaurant and wine bar owners.

The new products received the 'Pearl of Zlín' award in 2020, from the Czech Republic Agrarian Chamber for food and product quality.

The farm already organised free tours for parent-and-baby clubs and elementary schools, where they introduced children and their families to the basics of organic farming. This new activity has added value to this educational offer.

The Tomšíček family farm has a positive impact on the preservation of the local landscape because their rich pastures are interspersed with orchards that provide shade across the hilly terrain. This new activity has been conceived in line with the same logic of working in harmony with nature and local heritage.

## Key lessons

Small milk processing and cheese production workshops are common in the Czech Republic, and across Europe, so to make this kind of activity viable and competitive, the products themselves must be of exceptional quality with a personal and distinctive brand. The Tomšíček family farm brand promotes a philosophy of sustainability and responsibility towards the countryside through organic farming, and their dairy products offer sits within a broad range of traditional farm products that they sell locally and in their own farm shop.

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## Additional information

[www.facebook.com/farmatomsickovi/](https://www.facebook.com/farmatomsickovi/)  
[www.instagram.com/farmatomsickovi/](https://www.instagram.com/farmatomsickovi/)