

## CZECH REPUBLIC

### Farm's performance, restructuring & modernisation

#### Location

Trojmezí

#### Programming period

2014 – 2020

#### Priority

P2 – Competitiveness

#### Measure

M04 – Investments in physical assets

#### Funding (EUR)

Total budget 34 264

EAFRD 5 660

National/Regional 5 774

Private 22 830

#### Project duration

2018 – 2019

#### Project promoter

Ing. Petr Staňo

#### Contact

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#### Website

[www.hrcavskygrunt.cz/cz/](http://www.hrcavskygrunt.cz/cz/)

A cheese-making facility was set up on the border between the Czech Republic, Poland and Slovakia to increase the attractiveness of the area, market local products and create new jobs for the local population.

### Summary

In 2013, Petr Staňo founded a small family business called Hřčava Farm, where he preserves his grandparents' traditions, local folklore and culture and promotes traditional methods of processing and manufacturing regional products. The farm is located at the Tripoint (Trojmezí), where the borders of the Czech Republic, Slovakia and Poland meet.



Under this investment project Mr Staňo built a small cheese production plant in 2018. Its development involved the construction of new premises and the acquisition of the equipment necessary for milk production and processing. As part of this infrastructure, a small shop was set up with its own refrigerated car, to enable direct sales and the wider delivery of the homemade cheese as well as other dairy products and regional produce.

### Results

The farm shop created a platform for the marketing and sale of products made by other small producers in the Tripoint region.

Demand for the farm's products has far exceeded expectations and the shop attracts tourists and visitors from the local area and further afield.

This investment created jobs for the farm's family members as well as others in the nearby community.

The project promotes cross-border cooperation based on personal relationships, exchange of experiences and makes the most of the potential offered by cross-border partners.

The farm organises educational and cultural events including workshops, talks and presentations for local elementary and nursery schools and team building activities for organisations and businesses.

### Context

Petr Staňo's family farm is located at the Tripoint (Trojmezí), where the borders of the Czech Republic, Slovakia and Poland meet.

The cheese plant and farm shop business plan aimed both to contribute to the tourist potential of the Tripoint area, and to create traditional dairy products from the milk produced on Petr's farm and others in the region. These products are offered primarily under the Górolsko Swoboda regional label.

Another motivation was to create local jobs for family and community members, close to their homes and support networks and without a daily commute to faraway places. The applicant wanted to create products and offer services that would generate profit and help develop the local microeconomy of the Trojmezí-Trojmedzia-Trójstyku (Tripoint) region.

The Tripoint is currently a popular destination for domestic and international tourists, both day-trippers and holidaymakers. The demand for regional products has been on the increase, which is why the farmer decided to build a small cheese production plant and to make his own homemade cheese and other dairy products at the Hřčava farm.

### Objectives

The aim and focus of the project were to create typical regional products within the local area itself - primarily milk processing and dairy produce. The production of regional food was conducive to the development of agritourism across the Tripoint area.

### Activities

Activities financed by the Rural Development Programme (RDP) support included:

- the development of a cheese processing plant called 'Hřčava farm at the Tripoint'. This involved the construction of the plant premises in line with the legal requirements;
- acquiring the machines, equipment and accessories necessary for traditional milk production and processing;
- setting up a small shop to offer homemade cheese, dairy products and other regional produce; and

- the purchase of a refrigerated car used for the distribution of products in the wider region.

This project was followed up by another project, to further develop the business activities of the family farm. It consisted of the purchase of two sales counters for the newly created shop, a slicing machine and a vacuum packing machine for the cheese plant. The most recent item acquired was a special purpose vehicle for the delivery of cheese and dairy products.



### Main results

The farm shop created a platform for the marketing and sale of products made by many small producers in the Tripoint region.

On the farm, tourists and visitors can buy homemade cheese and dairy products made onsite in the farmer's cheese processing plant. They can also buy regional products made by local producers.

The demand for the farm's products far exceeded expectations and the shop attracts tourists and visitors from both the local area and further afield.

This investment created jobs for the farm's family members as well as others in the nearby community.

The project promotes cross-border cooperation based on personal relationships, exchange of experiences and makes the most of the potential offered by cross-border partners.

The farm organises educational and cultural events including workshops, talks and presentations for local elementary and nursery schools, and team building activities for organisations and businesses.

### Additional sources of information

<https://masjablunkovsko.cz/producent/kroje-slezskych-goralu-vysivka/>

<https://m.facebook.com/syrarnahrcavskygrunt/>

Funded by the

