

CZECH REPUBLIC

Entry of skilled/younger farmers

Location
Petřvald

Programming period
2014 – 2020

Priority
P2 – Competitiveness

Measure
M06 - Farm & business
development

Funding (EUR)
Total budget 2 522 690
EAFRD 618 750
National/Regional 631 250
Private 1 272 690

Project duration
2016 – 2017

Project promoter
Michaela Hlubková

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Website
www.bonlait.cz

A young female farmer used RDP support to develop her goat dairy farm into a dairy and become a major supplier of dairy products domestically and abroad.

Summary

Michaela Hlubková is a young farmer who breeds high yielding dairy goats. In order to make her farm business more competitive, she decided to include complementary activities in the farm's business plan to fuel further development of the farm. Support from the Czech Rural Development Programme enabled the conversion of a farm building to a micro-dairy processing unit. She used the funds to purchase equipment and the breeding rights of the nucleus herd to ensure quality genetic material in the future.



Results

Production increased by 100 % and the quality of the processed milk also improved. This has led to increased sales.

The dairy received International Featured Standards (IFS) Certification on 4 December 2018.

The farm is now the third largest processor of sheep and goat milk in the Czech Republic in volume of production.

Context

Mrs. Hlubková, a young female farmer, bought her farm and focused on breeding high yielding dairy goats. The livestock were imported from France and production followed the key principles of French and Dutch breeding methods. Soon, it became necessary to add complementary, value-added activities into the business plan to fuel further development of the farm. Changing the use of the existing premises, while being compliant with the highest technical and sanitary requirements, allowed the dairy to begin to process its increased volume of milk on-farm.

Objectives

Setting up an on-site dairy processing unit to generate added value by processing the goat and sheep milk being produced on the farm. This would enable diversified production and consequently improved competitiveness for the holding.

Activities

A building on the farm was converted into a dairy processing unit and the processing equipment was purchased. The acquisition of new technologies contributed to the smooth and safe operation of the micro-dairy. Also, the breeding rights of the nucleus herd were purchased to ensure quality genetic material (quality raw materials for processing) for the future. The micro-dairy became operational in June 2017.

Main results

Production increased by 100 %, along with the quality of the processed milk. Thanks to the investment, sales increased as well.

The dairy produces goat and sheep yoghurts under its own brand, Bon Lait. The products are sold to retailers like Albert (CZ), Globus (CZ) and Carrefour (PL).

Approximately 100 small healthy food stores in the Czech Republic are now selling the farm's products. Sheep and goat yoghurts are also delivered to the retailer Billa.

The farm also produces powdered goat milk with added colostrum, which has been retailed by the Dr. Max Pharmacy Chain.

One of the farm's products containing lyophilized goat colostrum is now exported to the People's Republic of China and New Zealand.

In 2019, the Bon Lait products started being sold by Makro ČR, Rohlík.cz, Sklizeno, and negotiations are taking place with Tesco and Madeta.

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Michaela's company is now the third largest processor of sheep and goat milk in the Czech Republic in terms of volume of production.



Production of Gourmandise dairy Bon Lait



From pasture – Bon Lait goats

Additional sources of information

n/a