

HUNGARY

Entry of skilled / younger farmers

Location

Kozármisleny

Programming period

2014 – 2020

Priority

P2 – Competitiveness

Measure

M06 – Farm a& business development

Funding (EUR)

Total budget 46 100
EAFRD 34 000
National / Regional 6 000
Other 6 100

Project duration

2019 – 2023

Project promoter

Dalma Koronya

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Website

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A female entrepreneur used Rural Development Programme (RDP) support for young farmers to grow her business of producing herbs and container ornamental plants.

Summary

After graduating from university, the young female entrepreneur Dalma Koronya, who had always been interested in horticulture, decided to turn her passion into a business. Initially she grew and sold potted herbs then later expanded her business to produce container ornamental plants.



Dalma applied to the Young Farmer support call in 2017. The Rural Development Programme (RDP) support enabled her to develop her business faster. Some of the activities carried out included building a better pavement to access her land, constructing two small buildings and buying additional land. The RDP support also helped her to buy propagation material.

Results

The initial production of 100-200 pots, increased to more than 10 000 pots and containers annually.

Currently Dalma' business has about 200 varieties of plants. She sells her products on her e-shop, at fairs and on-site and her revenue has almost doubled in three years.

Lessons & Recommendations

- ❑ The application was prepared with the help of a consultant who wrote and filled the application documents. Dalma, however thinks that with hindsight, it was a mistake to entrust a company located in Budapest with this project. Budapest is far away and this made the communication and discussion very difficult.
- ❑ A lot of useful information was gained through the compulsory training required in the Young Farmer support call.
- ❑ Implementing horticultural and related field work activities has proven to be difficult. Unfortunately, experience has shown that it is very difficult to find good workers.

Context

Dalma Koronya has always been passionate about nature. She grew up in a house with a garden, where she could see the ornamental plants and vegetables come to 'life' each year, which always filled her with excitement. In 2016, she graduated as a horticultural engineer specialising in ornamental plants from the Georgikon Faculty in Keszthely, Hungary. When she started university, she did not know exactly what she wanted to do professionally, but she was sure that herbs were her area of interest.

After graduating from university, she started her own business. First, Dalma grew and sold potted herbs then expanded the production to container ornamental plants. It was not easy to get started as she was inexperienced with no access to land. She searched for a long time to find the ideal plot of land for her activity. Finally, she identified a little slope planted with corn in the outskirts of Kozármisleny, which is located in the southern part of Hungary, less than 10 km from Pécs, the county's capital. Kozármisleny's population is growing steadily and is currently estimated to be around 6 300.

Dalma's first step was to start with field work. As tiles cannot be placed on a slope she opted for a design to include steps. This entailed additional works: the 'flow' of the steps that had been built required the use of retaining walls before planting the plants. She also had to dig a well, bring electricity and provide shade for the shade-loving plants. These were just the most basic processes that allowed Dalma to grow the plants there.

In 2017, Dalma submitted her application to the Young Farmer support call. The decision making process was a bit long and took more than a year but luckily, she received a positive evaluation. The support greatly helped her improve her activities.

Objectives

The overall objective of this project was to set up a new family business in horticulture that will produce an increasing number and variety of plants. Through this activity Dalma aims to secure and increase her income while living and working in a rural area.

Activities

Before submitting the application for RDP support as a young farmer, Dalma had to ask for a bank loan (EUR 6 100) to start her business. It is a 5 years fixed rate loan. This money helped her finance the field work, the digging of a well and making the fences.

The RDP support enabled Dalma to grow her business faster. Some of the funded activities include:

- Ensuring better access to her land: it was very important to make the area accessible and although she could not afford to build a solid paved road, it was possible to construct a better pavement to access her land;
- Constructing two small buildings and buying additional land. Before receiving the support, Dalma had 2 800 m² (around 0.28 ha) and the funds enabled her to buy an additional 2800 m². Therefore, at the moment Dalma owns 0.56 ha of land. As mentioned, two small houses were built. The smaller one is a simple wooden cottage of about 9-10 m². The other one is a 25 m² brick building.
- Buying propagation material.

Future plans include installing a solar system and a watering system

Main Results

Dalma's business increased the initial production of 100-200 pots, to more than 10 000 pots and containers. She now has some 200 varieties of plants.

The revenue has almost doubled in three years

The products are currently sold through Dalma's webshop and at fairs. Sales are also done on site.

In the near future Dalma will construct an 8x16 m greenhouse with foil cover and install a solar system. In future, she would like to turn her activity into a family business, and with her partner she has lots of ideas on how to proceed. They would like their place to be not just a horticultural market and a growing site, but also somewhere where people can visit to find themselves in a beautiful planted environment.

Dalma lives in Pécs but is planning to move to Kozármisleny with her partner in the near future. They chose Kozármisleny because they want to live somewhere not too far from Pécs, which is developing and easy to access.

As for her future plans, Dalma would like to build a visitor centre and arboretum and create jobs over the years. At first, it will be probably only casual, or seasonal workers, but the hope is that the centre would later be able to employ permanent staff too.

Key lessons

The application was prepared with the help of a consultant who wrote and filled the application documents. In hindsight Dalma believes it was a mistake to work with a company located in Budapest, which is far from her. The distance made the communication and discussion very difficult.

A lot of useful information was gained through the compulsory training required by the Young Farmers call. Dalma had little prior knowledge of the topics addressed in the training. She started this project as a young,

inexperienced person. Based on the experience she has gained, she would have done a number of things differently. However, she still thinks that she is on the right track to achieve her goals.

Implementing horticultural and related field work activities has proved to be difficult. Unfortunately, experience has shown that it is very difficult to find good workers. That is why Dalma and her partner have done most of the work themselves. This has meant they have moved more slowly with the plant work, for the time being, this will continue.



Additional sources of information

n/a