

SLOVAKIA

Agri-food integration and quality

Location

Hrinova

Programming period

2014 – 2020

Priority

P3 – Food chain and risk management

Measure

M04 – Investments in physical assets

Funding (EUR)

Total budget 1 992 841.48

EAFRD 822 047.10

National/Region. 274 015.71

Private 896 778.67

Project duration

2016 – 2017

Project promoter

Jan Bobro Pekaren Hrinova

Contact

pekaren@pekarenhrinova.sk

Website

www.pekarenhrinova.sk

The Slovakian rural development programme supported a high-quality bakery business in its efforts to increase production capacity and profitability.

Summary

Support from the rural development programme was used to increase the production capacity and efficiency of a small-scale bakery, which produces high-quality bakery products, some of which are certified as either high-quality products or regional *Podpolanie* products.

The premises of the bakery were reconstructed and the production building extended. Part of the funds were invested into purchasing new machines and equipment, including new ovens, rolling machine, a working table, a semi-automatic machine for doughnuts and a heat-recovery device.



Results

Five new products were added to the range of the bakery's products.

Created three new jobs and planning to create four more.

Increased sales and 10% higher turnover.

Reduced energy consumption.

Lessons & Recommendations

- ❑ Thorough preparation was integral to the project. Planning took into consideration the previous experiences of the bakery business while the consultations with an architect lasted a year before the project could be launched.

Context

The bakery Hrinova was established in 1998 and started with six employees. Today it employs nearly 50 people and sells its products at its six shops and at many groceries and restaurants in the region. The company also has to fight for its share of the market due to competition from retailer chains and their cheap frozen bakery products.

Prior to the project, the production premises were too small and production was not as effective as it needed to be. As well as a larger production hall, dispatching, storage facilities and social rooms, new equipment and technologies were needed to modernise the production process in order to offer products of maximum freshness and improved quality. All planned changes would make the work of employees easier and increasing the volume of production would allow new jobs to be created.

Objectives

The main objective of the project was to increase the competitiveness of the Bakery Hrinova through the application of new technologies and innovations in bakery production, as well as the modernisation and innovation of the company's equipment.

Activities

There were two essential project activities: construction works and the purchasing of new machines and equipment. Suppliers for both activities were selected through a public procurement procedure and carried out their tasks in line with their contracts.

The existing premises were reconstructed and the production building extended. The construction works took around 12 months and the production area was extended from 593 to 1 541 m². The process was completed with the final building approval.

The purchase of new machines and equipment was realised parallel to the construction works. Eleven new

machines and equipment were purchased including new ovens, a rolling machine, a work table, a semi-automatic machine for donuts and a heat-recovery device.



Main results

- Five new products were added to the range of the bakery's products.
- Created three new jobs and planning to create four more jobs.
- Increased sales and 10% higher turnover.
- Reduced energy consumption is another direct benefit of project.

Main lessons

The project was built upon thorough preparation. Planning took into consideration the previous experiences of the bakery business while consultations with an architect lasted a year before the project could be launched.

Additional sources of information

www.youtube.com/watch?v=Lln1UUDo8k0