Farma pod Melichovou skalou

1. Einführung

Der Betrieb "Farma pod Melichovou Skalou" befindet sich am Steilhang von Melichova skala in der Ortschaft Skliarovo in der Nähe der Stadt Detva, in der südlichen Region Podpoľanie, in der Mittelslowakei. Die Familie Vágner ist im Jahr 2005 hierher gezogen und hat wirtschaftet seither in Agritourismus und Milchproduktion. Ihre tägliche Arbeit besteht darin, sich um die Landschaft zu kümmern und hochwertige landwirtschaftliche Produkte zu produzieren. Die Familie ist stolz auf diesen Ansatz. Die traditionell genutzte Agrarlandschaft ist attraktiv und bietet auch Gelegenheit, Heilpflanzen und Früchte zu pflücken. Das nahe gelegene Naturschutzgebiet ist wegen seiner felsigen Klippen und Waldbestände touristisch interessant.

2. PROFIL DES PROMOTERS



Vorname
Lucia

Familienname, Nachname
Vágnerová

Geburtsjahr
1976

Geschlecht
Weiblich

Ausbildung

Higher

3. Betriebsprofil











Addresse
Skliarovo 97, 962 12 Detva

Land
Slowakei

Fläche des Bauernhofs in ha
10.00

Gründungsdatum des Betriebs
2005

Datum, seit dem der Betriebsleiter den Betrieb führt
Sa., 01.01.2005 - 12:00

NUMBER OF WORKERS	**FAMILY MEMBERS**	**EXTERNAL WORKERS**
Full time	0	1
Part time	0	3

Betriebsbeschreibung

The farm is located in a "transition zone" of the MaB UNESCO Biosphere Reserve and the Protected Landscape Area Poľana. The Poľana stratovolcano mountain is covered by scarce forests with occurring only cliffs locally. The cliff Melichova skala gave the name to the farm. The farm is a part of the scattered settlement that is characteristic for the Podpoľanie region. It is well known in Slovakia and also abroad mainly for its traditions and folk festivals. Folk traditions are maintained also by Vágner family. Their farm as well as other farms cultivate land plots rich in history that are well preserved in the region. Private plots have never undergone land consolidation reforms during the Communism regime due to their low fertility. Life was hard here, and many families left. In recent years, they have come back followed by newcomers from other regions, not only for agriculture, but also to establish an agritourism business. This is the case of the Vágner family as well.

Website und Social Network-Links
www.podmelichovouskalou.sk/
Facebook
www.biospotrebitel.sk/slovnik/slovo/farma-pod-melichovou-skalou.htm

4. Multifunktionale / nachhaltige Landwirtschaft und europäische Agrarlandschaften (EAL)

Stichwörter: Multifunktionale und Nachhaltige Landwirtschaft
Quality/Organic/Certified production
Tourism and recreation related to EAL
Traditional land use

Freier Text

From the point of view of multi-purpose and sustainable agriculture development and agritourism support the inclusion of a traditionally cultivated farmland into the transition zone of the MaB UNESCO Biosphere Reserve and the Protected Landscape Area Poľana was consider to be a very important step for residents. They also expressed their views on the issue in a referendum. The locals understand that the countryside has an exceptionally high potential for agritourism activities while its potential for agricultural production is extremely low. The value of the landscape was the most important aspect for Vágner family to move in and to start their business activities. They feel like home here and their attitude helps them in in their daily routine. Traditionally cultivated plots are attractive for their guests and tourists passing along their farm on a nearby road. The family is an exceptional example of how living on the agricultural landscape in Slovakia should look like.

Rat und Empfehlung

"Even though we are aware that family-based agri-business is a difficult way of living, we simply love farming, and the surroundings we live in helps us overcome obstacles and live to the fullest every day.”

5. Einschätzung, notwendige Fähigkeiten, Fragen

Allgemeine Überlegungen

Although the farm owners have some training related to entrepreneurship activities on the farm, they say that complicated legislation is the most discouraging factor for the establishment of a family-run farm. From the experiences of other farmers they know that this issue is discussed widely almost at all small and family-run farms. There are many obstacles imposed by legislation, but the farm refuses to let go of quality at the expense of quantity. Such an approach is not common among business people. Therefore, start-ups and as well as established farmers need further education in the field of marketing and maintenance of landscape values in relation to food quality. The Podpoľanie region is an ideal example of how land cultivation in a traditional way at an extensive area should look like. However, many homesteads are abandoned and the land in their neighborhood is not maintained, thus negatively affecting major advantage of the territory - the specific landscape character that tourist are searching for. From the experiences of Vágner family arises yet another long overlooked problem - a suitable farm or homestead is not easy to obtain due to constraints which were caused by original owners when selling of properties (owners were not able to find consensus for the farm sale). This situation is one of the main obstacles for further development of multi-purpose and sustainable farming there. Another problem is insufficient infrastructure. Visitors from Slovakia but also foreigners are attracted to this region by its tangible natural, cultural and historical heritage as well as folk festivals and cultural events aimed at promoting traditional crafts and products during summer seasons. On the other side, the tourist potential of the country during the winter season is still untapped.

Strengths	**Weaknesses**
• In der Slowakei ist eine extensiv bewirtschaftete Kulturlandschaft selten. • Eine typische Landschaft mit verstreuten Siedlungen (in slowakischer Sprache "faul" genannt) mit lebendigen Traditionen der Folklore ist im Ausland bekannt.	• Kein Wintertourismus trotz vorhandenem Potenzial. • Verfall von rechtlich ungeklärten Liegenschaften die für geschäftliche Zwecke nützlich sein könnten. • Schwache und fehlende Freizeitangebote.
Opportunities	**Threats**