

# La fattoria AFRA Odorica

## 1. introduzione

Odorica - una piccola eco-fattoria a conduzione familiare - si trova nel triangolo immaginario compreso tra Levoča, Levočské Lúky e Spišský Hrhov, sulle montagne Medvedie, vicino alla città di Levoča (UNESCO). La fattoria vanta una vista sul Parco Nazionale dei Tatra (circa 50 km). Mrs. Zuzana Homolová rappresenta la terza generazione di una famiglia interessata alla coltivazione e alla lavorazione delle erbe. Il nome AFRA include non solo il nome del fondatore Andrey Frank, ma anche l'obiettivo dell'azienda: "Fitologia alternativa degli adattogeni vegetali". Gli altri settori di operatività della fattoria comprendono la produzione e la vendita direttamente in azienda di prodotti freschi e sani.

## 2. PROMOTORE PROFILO



**Nome**

Zuzana

**Cognome**

Homolová

**Anno di nascita**

1963

**Sesso**

Femmina

## Formazione

Secondary.

### 3. FARM PROFILO





**Address**

48°59'57"N / 20°37'02"E

**Nazione**

Slovacchia

**Zona agricola in ettari**

30.00

**Data di costituzione dell'azienda**

1990

**Data da quando il promotore possiede / affitta l'azienda agricola**

Lun, 01.01.1990 - 12:00

NUMBER OF WORKERS	FAMILY MEMBERS	EXTERNAL WORKERS
<b>Full time</b>	0	3
<b>Part time</b>	1	0

**descrizione dell'azienda**

The farm is not located in a protected area but the landscape adds value to its farming activities. There are sources of high quality drinking water in the area and the organic agriculture positively influences the water protection activities. Views of the High Tatras (the National Park) and the Levoča medieval town (UNESCO) attract a lot of tourists. Historical terraces covering surrounding slopes around the farm were traditionally used for agriculture and now also protect slopes against erosion. A former owner - Czáky family from Spišský Hrhov built Odorica farm in the 19th century. After the collectivization, the farm became busy again in 1987. The farm produces traditional domestic organic food and other organic products. Animals are fed exclusively with natural fodder and grazed in a natural way emphasizing the best possible care. The farm focuses on medicinal plants (1.5 ha). Mrs. Zuzana Homolová sells medicinal plants through the company AFRA BIO based in Levoča. Moreover, Mrs. Homolová also used to take a part in lectures and frequently helps with consultations. At the same time she is the chair-woman of the Organic Farming Association - Ekotrend Slovakia. During farm visits visitors can enjoy domestic products. The farm also organizes children's summer eco-camps and participates in the world-wide initiative called woofing (WWOOF).

#### **Sito web e social network links**

[odorica.sk](http://odorica.sk)

[farmaodorica.sk](http://farmaodorica.sk)

<http://www.afrabio.sk/onas/ekofarma-odorica/>

[Ekofarma Odorica on Facebook](#)

[Odorica on Youtube I](#)

[Odorica on Youtube II](#)

## **4. Agricoltura multifunzionale/sostenibile e Paesaggi Agricoli Europei (PAE)**

### **Multifunctional & sustainable farming Key Words**

Avoid soil erosion

Biodiversity

Social farming

Direct sales

Quality/Organic/Certified production

Tourism and recreation related to EAL

### **Testo libero**

The farmer had no education background regarding the development of multifunctional and sustainable agricultural activities and these have been developed gradually over the course of several years on the basis of own experiences and thanks to sharing knowledge among other farmers. Therefore, experience shared and exchanged especially among young farmers should be easily accessed and shared online. However, many small farmers in Slovakia face a huge problem - slow or no Internet connection in remote rural regions.

Nevertheless, direct sales on the farm are the most crucial criterion for the successful multifunctional business strategy because only then visitors/ consumers are able to understand what the real quality really stands for - it is the quality of the particular landscape type and land cultivation practices taking into account the landscape value. Moreover, it should be noted that medicinal herbs, as a family tradition that presents the intangible cultural heritage, gave the farmer the opportunity to educate others on human wellbeing and health in connection with the importance of land cultivation in a sustainable way. This knowledge helped the farmer to broaden her opportunities in the business world as well - establishment of a shop with medicinal plants (online shop with a wide reach) and related educational activities with supra-regional impact as well as intensive local presence.

### **Consiglio/Raccomandazione**

"The farmer is providing its products directly to the consumers. Knowledge on medicinal plants passed down through several generations represents an intangible cultural heritage positively influencing consumers' health and the landscape quality as well."

## **5. CONSIDERAZIONI, abilità/competenze coinvolte e domande/questioni**

### **Considerazioni generali**

The farmer has been gaining the knowledge on multifunctional farming gradually over several years period not only through her everyday life on the farm but also from her professional work experiences in a non-profit organization with nationwide coverage - Ekotrend Slovakia. Ekotrend Slovakia brings together producers, manufacturers, professionals and those interested in organic farming and sustainable rural living. The main obstacle she faces is also the main problem of other small and family-run farms in Slovakia - a direct sale of farm products which is governed by ineffective legislation. Short market chain and direct sales are key points for the successful multifunctional business strategy. Moreover, direct sales together with organic farming positively influence the quality of the land. Nevertheless, small and family-run farms have an irredeemable position in redressing consequences of collectivization as well as inappropriate transformations that took place under communism and turning the agricultural landscape into a land with a valuable landscape character. Moreover, thanks to the efforts these farmers make customers and visitors can better understand relationship between high quality food and the landscape quality ("taste of the land") when they visit the farms and buy products there. The main challenge for the farmer is to be self-sufficient. Due to complicated and unclear legislation some of the crucial farming activities are virtually impossible to carry out.. Thus, farmers are missing out on the potential income, are unable to employ more people and revitalize the labor potential of the Slovakian countryside and thus fail to provide more adequate maintenance to the agricultural land. The most expected change in legislation is the recognition of a status of a farmer that will not be defined by its particular characteristics, but by many different conditions set by several laws instead.

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• Paesaggio attraente e ambiente pulito con viste panoramiche.</li> <li>• Popolarità delle fattorie in Slovacchia e all'estero.</li> <li>• Frequenti visitatori dalla città di Levoča.</li> <li>• Negozio di proprietà per la vendita di piante medicinali.</li> </ul>	<ul style="list-style-type: none"> <li>• Terreni coltivabili utilizzati in modo intensivo su vasta scala nei dintorni.</li> <li>• Pubblicità insufficiente riguardante la fattoria (a causa della scarsa disponibilità delle istituzioni competenti ad affrontare il problema).</li> </ul>
<b>Opportunities</b>	<b>Threats</b>