

# Farma AFRA Odorica

## 1. introduction

Odorica - une petite ferme écologique située dans un triangle imaginaire composé de Levoča, Levočské Lúky et Spišský Hrhov, dans les montagnes de Medvedie, près de la ville de Levoča (UNESCO). La ferme offre une vue sur le parc national des Tatras (environ 50 km). Mme Zuzana Homolová est la troisième génération de sa famille intéressée par la plantation et la transformation des herbes.

Le nom "Alternative Phytology of Plant Adaptogens (AFRA) -Phytologie alternative des adaptogènes de plantes, -comprend non seulement le nom du fondateur, Andrey Frank, mais également l'objectif de la ferme. Les autres activités commerciales de la ferme incluent la production et la vente de produits sains et frais directement à la ferme.

## 2. PROFIL DE PROMOTEUR



### Prénom

Zuzana

### Nom de famille

Homolová

### Année de naissance

1963

**Le genre**

femelle

**Éducation**

Secondary.

### **3. PROFIL DE LA FERME**





### Address

48°59'57"N / 20°37'02"E

### Pays

Slovaquie

### Secteur agricole dans hectar

30.00

### Date de création de la ferme

1990

### Date depuis quand le promoteur est propriétaire / loue la ferme

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

### Description de la ferme

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).

#### **Site Web et des liens de réseaux sociaux**

[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. Multifonctionnelle / agriculture durable et des paysages agricoles européens (EAL)**

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

[Avoid soil erosion](#)

[Biodiversity](#)

[Social farming](#)

[Direct sales](#)

[Quality/Organic/Certified production](#)

[Tourism and recreation related to EAL](#)

#### **Texte libre**

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.

### **Conseils / Recommendation**

"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. CONSIDERATIONS, compétences / compétences impliquées et requêtes / questions.**

### **Considérations générales**

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.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Paysage attrayant et environnement propre avec vues panoramiques.</li> <li>• La popularité des fermes en Slovaquie et à l'étranger.</li> <li>• Visites fréquentes de la ville de Levoča.</li> <li>• Propre magasin pour la vente de plantes médicinales.</li> </ul>	<ul style="list-style-type: none"> <li>• Les terres arables utilisées à grande échelle dans les environs.</li> <li>• Publicités insuffisantes concernant la ferme (en raison de la réticence des institutions compétentes à traiter le problème).</li> </ul>
Opportunities	Threats