



BROŽ FARM

A large family farm that is not afraid to trust its customers.

Identification data:

Name: David Brož

Location: Radňov u Květinova, Czechia

Farm size: 650 ha, 20% own

Year of foundation: a long family tradition

Main products: milk, beef cattle, pumpkin, cumin, poppy

Web / Facebook / Twitter: <https://www.facebook.com/farmabroz>

Initially, approximately farm of 19 hectares, with 5 hectares of forests, were managed by the Brož family during both world wars and throughout socialism as the only farm in the Havlíčkův Brod district. A continuous tradition is the basis of reasonable access to land and family property. After the Velvet Revolution, the family increased their farm to the current approximately 650 hectares of land. The family directly owns 20 percent of the land. 450 hectares are used as arable land, 200 ha are grasslands.

The family farm differs mainly in the structure of production. They grow both conventional crops (cereals such as barley, wheat, oats and triticale) and special crops such as cumin, poppy, milk thistle or pumpkin. They usually sell special crops directly from the farm. A random experiment worked very well. Customers choose the product themselves, weigh it themselves, evaluate it and then leave the money in the box. The sales system applied, for example, in the United States, emphasizes honesty and trust between the customer and the seller. Today, the family sells a large part of the production of pumpkins and other particular commodities through this selling system.

As far as animal production is concerned, the farm keeps dairy cattle – ČESTR (Czech spotted cattle), approximately 250 animals, and the corresponding number of animals in a closed herd turnover. On the farm, you will find another 400 to 500 other beef cattle outside.

The farm cooperates with the Viamilk sales cooperative, through which milk is supplied to the Pribina Přebyslav dairy (Savencia Fromage & Dairy group). Several pennies are taken from each litre to build their own dairy, and above all, the operation of the sales organization is paid. Furthermore, the cooperative offers discounted prices and discounted payment terms to purchase selected brands of machines. It is also possible to organize the sale of animals through joint sales. Joint purchases from electricity to agricultural commodities can also be arranged.

The farm is also a member of the Impuls breeding cooperative, which provides quality genetic material. The advantage of membership is a 20% discount on insemination doses and other bonuses.

The farm also cooperates with municipalities in the vicinity and the town of Havlíčkův Brod. The family runs a composting plant. It is used for biowaste disposal. The product is compost, which serves as an excellent fertilizer. The farm rents containers to municipalities and then transport them directly to the farm at 14-day intervals.

Furthermore, the farm cooperates with local farmers to share and rent equipment. These are usually special machines that are too expensive. Also, it is pretty common to share sharing know-how with other farmers related to special crops production. Under some unpleasant circumstances, i.e., shortage of a commodity, friendly farmers try to help each other - by sale.

The family specializes in agricultural production; no commodity is being processed at the moment on the farm.

Viability of small farms managed by young farmers under new
"farm-to-fork" strategy (2020-1-CZ01-KA203-078495)

Among being a member of the Young Agrarians' society of the Czech Republic, they are also members of the Association of Agricultural Entrepreneurs.

In 20 years, the family would still like to farm in a similar area as today and pass on the activities to other generations.

Photos:

