



VITENPLANT

Organic flowers, medicinal plants, and vegetables directly to the customer from the farm.

Identification details

Name: Eliška Richter a Petr Richter

Location: Lišany u Rakovníka, Česko

Area size: 2 ha

Year of foundation: 2020

Main activities: marigold, mint, lavender, organic flowers, vegetables, honey

Web / Facebook / Twitter: https://www.facebook.com/vitenplantprodejnizahrada/?refid=17&_tn=C-R

The company VITENPLANT (limited liability company) specialises in primary agricultural production and its subsequent processing to increase added value. It is operated by Eliška Richter and Petr Richter. All the company's output is in the mode of organic agriculture.

The farm production specialises in cultivating herbs, medicinal, aromatic and spicy plants, vegetables and flowers. The farm focuses only on crop production; no animals are bred. They grow marigold, mint, mallow and lavender. They supply customers with garlic, potatoes and pumpkins. They plant both perennials and flowers in the assortment of flowers for cutting and drying. In addition, they keep bees and produce honey from the Křivoklátsko Protected Landscape Area.

All production is further processed. Herbs are dried for food production; vegetables are sold to end customers. They process fresh and dried cut flowers into bouquets and sell them mainly for decorative purposes.

VITENPLANT is a member of the Czech PRO-BIO association, the Czech-Moravian Association of Agricultural Entrepreneurs, and the Young Agrarian Society of the Czech Republic. The company does not cooperate with other agricultural enterprises or sales organisations. They try to sell their products directly to get the largest possible margin. At the same time, the farm provides services in agriculture. In the future, owners will diversify their activities and expand our accommodation services and courses.

The principal investments that the company has made since the beginning of its establishment are the purchase of a tractor and small tractor (incl. accessories), the acquisition of planting material, greenhouses, storage halls, drying halls and other harvesting equipment. The total value of the acquired investments exceeded CZK 2 million. Most of the acquisitions were supported by the Rural Development Program.

The main goal of the farm and the motivation of farm owners include offering customers products with high added value products of organic quality. Their activities affect the landscape; they plan to reconstruct old brownfields and support the development of the local community. In future, they want to plant orchards, alleys and restore ponds to retain water.

The VITENPLANT farm differs from other companies mainly in its focus and production – it offers flowers, herbs, higher value-added products, and commodities. Also, the farm culture is different; they do everything with joy, not because they must.

VITENPLANT would like to expand. Eliška and Petr like to reach the area of about 10 ha, still offering herbs, vegetables and flowers. Further, they want to develop the local community, support local schools, organise training and workshops and provide accommodation to tourists.

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

Photo:

