

## LÁSZLÓ ASZTALOS

*A young farmer producing wheatgrass juice, barley grass juice, and wheat and barley grounds and teas.*

### **Identification details**

Name: László Asztalos

Location: Csongrád-Csanád county, Csongrád-Bokros, Hungary

Farm size: not relevant

Year of foundation: 2015

Main activities: Wheatgrass juice production

Web / Facebook / Twitter: <https://www.greenlifeegeszsegcentrum.hu/hu/>

László has been involved in the family business since his childhood, which was established by his mother in 2004. The family business specializes in the production of wheatgrass. In 2015, the young farmer became independent by winning a grant in the young farmers scheme and set up his own business called Green Life. Initially, it was engaged in cultivating oyster mushrooms at the company's premises, and then this activity was expanded to include the production of wheatgrass juice. Today, in addition to the output of wheatgrass juice, the company's scope of activity also consists of the production of barley grass juice, as well as the production of wheat and barley grounds and teas.

László Asztalos is a 28-year-old agricultural entrepreneur. During his studies, he obtained a degree in agricultural engineering and a degree in communication and media. In 2015, he won a young farmer grant, which he successfully closed in 2020.

The main activities of the company are the procurement of organic certified wheat and barley seeds, the germination of seeds, outsourcing of wheat and barley production (to contract producer), the pressing and freezing, as well as drying, shredding and grinding of wheatgrass and barley grass, and also packaging, storage and transport of different products.

The company is located in the Southern Great Plain region, in Csongrád-Csanád county, on the outskirts of Csongrád, in Bokros, where there are typically sandy soils. Sandy soils are generally poor in humus and nutrients but heat up rapidly. The groundwater is 3-6 meters deep. Its topography is predominantly flat, with very few, sloping, 2-3 meter high mounds.

Initially, they were also involved in production of wheat and barley, in an area close to the business site, but were forced to take a different solution due to unfavourable soil and climatic conditions for wheat and barley. Today, the company does not grow wheat and barley by itself, they provide the basic raw material for their products by outsourcing the production (to a contract producer).

The two main product lines of the company are grass juices (wheatgrass and barley grass) and grinds and teas made of dried wheat and barley grass.

The production of the products is continuous throughout the year. Wheatgrass and barley grass are produced in a foil tent in 10-14 days of the planting period (germinated wheat and barley are given to the producer for planting). Wheat grass and barley grass are cut (harvest) at the height of 18 to 20 centimetres. The processing follows this at the business in Bokros.

The main product of the company is quick-frozen wheatgrass juice. This is where 90% of the company's revenue comes from.

The products are sold with direct home delivery. About 90% of sales are direct home delivery. 95% of the customers are regular customers, whose number is growing year by year.

The company operates a website (<https://www.greenlifeegeszsegcentrum.hu/hu/>) and is also present on Facebook (<https://www.facebook.com/lackoegeszsegcentruma/>). Basically, these channels are for reaching the customers and vice versa, the customers can reach the enterprise (get informed and make orders), so there are no traditional sales, the products are not available in stores or markets.

The company is not a member of any cooperative or association, but it maintains good relations with the producer who is involved in the production of grasses (grain grass supplier), the proposal writer, who also performs mentoring activities, maintains contacts with other young farmers in the area, forms an informal community, and is a member of the young farmer Facebook group. Their relationship with the grass producer is good, delivering in the right quality and quantity. The grant writer provides the company with important and diverse information and knowledge.

As part of the investments has been made in recent years, several facilities and equipment necessary for the operation of the business have been procured. Farmstead, vegetable presses, refrigerators, freezers and storage equipment required for production.

The uniqueness of the company is mainly given by the production of wheatgrass juice, which has many beneficial physiological effects (detoxifying, alkalizing, refreshing, blood-thickening, high mineral and vitamin content, etc.).

Plans for the future:

- The company has established processes and products, so maintaining them is an important goal in the future.
- In addition, the goal is to further increase the sales volume.

## Photos:

