



GABRIELLA SZAMOSKÖZINÉ KISPÁL

The grape farm with unique production of artisanal grape juice run by young individual entrepreneur

Identification details

Name: Dr. Gabriella Szamosköziné Kispál

Location: Csongrád-Csanád county, Csongrád-Bokros

Farm size: 5,3 ha

Year of foundation: 2014

Main activities: Viticulture, grape juice production

Web / Facebook / Twitter: N/A

Gabriella has been involved in the family farming since 2007 and in 2014 with the help of the young farmer grant scheme she became a young farmer, an individual entrepreneur and set up her 8 hectare farm. She had taken part in the young farmer grant scheme in 2009, but she did not receive any support at that time. The young farmer grant she won in 2014 lasted until 31 December 2019.

The owner and manager of the farm is Dr. Gabriella Kispál Szamosköziné, who runs the farm as a sole proprietor. Her education is related to the operation of the farm business in many ways: she has a professional qualification as an agricultural technician, viticulturist and winemaker, a business development economist, and she holds a PhD degree in management and organizational sciences. The main activities of the farm business are viticulture and marketing of grapes, production and marketing of grape juice. Gabriella is also an assistant professor at the Faculty of Agriculture of the University of Szeged, so she also performs teaching and research activities.

The farm is located in the Southern Great Plain region, in Csongrád-Csanád county, in the outskirts of Csongrád, in Bokros, in the Csongrád wine region, which is the warmest and sunniest landscape in the country during the grape growing season. The climate of the wine region is extremely continental and poor in rainfall. The soil is typically sand. Sandy soils are generally poor in humus and nutrients, but they heat up quickly and, due to their bright color, better reflect sunlight, which helps the grapes ripen. Because of their quartz content, they are immune to phylloxera. The groundwater is 3-6 meters deep, so the vines can absorb it safely. Its topography is predominantly flat, with very few, sloping, 2-3 meter high mounds.

There are currently 5.3 hectares of farming area where two types of grapes are grown: Cabernet Franc on 3.9 ha and Blue franc on 1.4 ha. Both grape varieties are red wine grapes belonging to the wine grapes (*Vitis vinifera*).

The main activity of the farm is viticulture. Grapes are not made into wine on the farm. Most of the harvested grapes, about 90 percent, are sold to the Tiszakürti winery of the Tiszamenti Viticultural

Cooperative based in Tizsakécske. From the remaining quantity, grape juice is made. The wine grapes are harvested by machine, while the grapes used as the raw material for the grape juice are harvested by hand to ensure the best quality. The hand-harvested grapes are then made into artisanal grape juice in 3-liter bag-in-box bags under small-scale conditions, which are sold directly to customers for the most part. They are also in contact with two resellers in Szentes (organic shop, vegetable shop). Locations of direct sales are in Gastro and Handicraft Market (Szentes); Food and Vegetable Market (Szentes); BÖDÖN Backyard and Handicraft Market (Szeged).

The farm is currently affiliated with a cooperative, namely the Tiszamenti Viticulture Cooperative. Most of the wine grapes are sold to the cooperative. The farm used to be associated with other cooperatives, but these ceased to exist and no longer exist today. Gabriella is not a member of the Tiszamenti Viticultural Cooperative, they are in a sales relationship. The biggest advantage of a relationship with the cooperative is safe and fair sales, which means that the transferred grapes are taken over by the cooperative and it pays a higher price than other buyers. The cooperative also shares useful information with the farmer, which helps with planning and production organization. In addition, it can provide harvesters and transport vehicles for farmers on demand, which is also a great relief in farming.

Other collaborations include ongoing contact with the accountant, proposal writer and other farmers. The head of the farm maintains good relations with the local organization of the Hungarian Association of Young Farmers (AGRYA). The head of the farm has participated in the programs and trainings organized by AGRYA several times. In addition, family members also take part in farming, helping each other with information, machines and work. Gabriella's twin sister is also a young farmer with whom they mainly work in the production, marketing and sale of grape juice.

The investments made in recent years are related to viticulture and the production of grape juice. As part of this, the land that forms the basis of farming (5.3 ha), the tanks, crates and packaging machines needed for making grape juice were purchased.

The uniqueness of the farm is given by the production of artisanal grape juice. The production of this product is absolutely unique in the region, but nationally only a few are involved in the use of wine grapes for this purpose. The main benefits of the product are its nutritional effects, because of its e.g. high flavonoid and antioxidant content. The product was first launched in 2017, and interest in it has been steadily growing ever since.

Plans for the future:

- Previously, one of the most important goals was to create her own wine cellar, but today it is no longer a goal;
- The continuation of family farming and the maintenance of family traditions appear to be important goals;
- Another goal is to reduce the size of the estate, to create a farm size of 1.5-2 hectares, which the family can cultivate itself;
- An important objective is to increase the production and sales of grape juice, which is intended to formulate the future farming profile;
- The aim is to make and sell brandy made from grapes (not from pomace).

