



IMRE VATAI

An old individual entrepreneur with agricultural qualifications and with increased attention to quality

Identification details:

Name: Imre Vatai, individual entrepreneur

Location: Csongrád-Csanád county, Csongrád-Bokros

Farm size: 0,53 ha (unheated greenhouse/cold greenhouse)

Year of foundation: 2014

Main activities: Seasonal vegetable and fruit production and sales

Web / Facebook / Twitter: N/A

Imre Vatai established his agricultural business with his wife in 2014 as part of the young farmer grant scheme. The farm, where currently vegetables are grown in 12 large (370 m²) and in 4 smaller (220 m²) foil tents, was established at that time. The vegetables grown are the following: napa cabbage, potatoes and strawberry on 1000 m² in the spring; white and hot peppers, kohlrabi and strawberries on 1000 m² in the autumn. In addition to growing vegetables and fruits, the company's activities also include the sale of crops.

Imre Vatai is a 39-year-old individual entrepreneur with agricultural qualifications. He did his A levels at agricultural education. The motivations for starting a business were basically independent living, self-determination, carrying out one's own entrepreneurial activity and taking advantage of the opportunities provided by the young farmer's grant scheme. Imre took over the management of the farm from his wife 2 years ago.

The main activity of the business is mainly the cultivation of vegetables under film tent (napa cabbage, potatoes and pepper), but strawberry is also grown in increasing volume in recent years. In addition to cultivation, the farmer sells the vegetables and fruits produced in the farm by himself. The products are sold in two forms: the majority of the crops, about 80%, are sold in wholesale market in Kecskemét, and the smaller part (20%) in a producer market in Mezőtúr directly to consumers by the producer. The customer base has developed in recent years, including traders and individuals alike.

The farmer was previously a member of a producer and selling organization, but for him the collaboration did not result in any advantage (no better purchase price or long payment intervals could be realised, and the acceptance conditions, especially the quantitative criteria, were difficult to achieve). Therefore, now he sells all his crops on the open market (producer market and wholesale market). The producer is also a member of several professional and plant-specific Facebook groups where he can have access to and share useful information with others. He also maintains a good relationship with marketers, from whom he can also get useful information. He also maintains good relations with the proposal writer, who provides useful advice not only on applications and grants, but also on operational and business

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

organization issues. In addition, he cooperates with input providers (farms shop, etc.) who provide the entrepreneur with useful advice and information and also expert advice.

The company does not have any particular distinguishing features when looking at the product structure or technology, but at the same time the quality approach, i.e. the increased attention to quality, appears as a very important aspect. This is perhaps the main feature that sets difference of the farm apart from other similar businesses in the area.

Plans for the future:

- The farmer does not want to increase the production volume, but at the same time plans to change the product structure in line with consumer needs, such as increasing the share of strawberries at the expense of other crops.
- In addition, an important goal is the modernization of technology, mechanization (tractor) and automation (irrigation).

Photos:

