

## GERGEL Company

*Two heads are more than one.*

### Identification details

Name: Gergel s.r.o.

Location: Svätý Popudínske Močidl'any, Slovakia

Farm size: 180 ha

Year established: 2009

Main activities: market crops, poppy seeds, potatoes

Web / Facebook / Twitter: N/A

The company Gergel s.r.o. (limited liability company) was established in 2009. The owners of the company are Vladimír Gergel with a 70% share and his brother Jozef Gergel with a 30% share. Both are young farmers under the age of 40.

Since 2006, both have been working in agriculture, helping their father. In 2011, both brothers bought the company and had been engaged in agricultural activity since that year. They gained experience working in agriculture from their parents and expertise by studying at school (Vladimír Gergel graduated from SUA in Nitra).

The current area of the company's cultivated land is 180 ha. The company has been managing integrated production for six years. The current structure of crop production is 40 ha of oilseed rape, 80 ha of wheat, 40 ha of poppy, 5 ha of potatoes, 15 ha of maize.

As young farmers and with their theoretical and practical knowledge as well as with their experiences and adherence to agrotechnical and agronomic principles, they want to show that if they want and the conditions are created, they can run a profitable business. Agriculture is a sector of the national economy whose results depend on the weather. Agriculture is a sector with an annual production cycle, where the basis for the following year is laid in the last months of the previous year, or almost in the spring. Unforeseen changes that occur during the year only affect the result of an individual product and agricultural holding.

Owners are interested in developing a business in unique crop production - they focus mainly on growing potatoes and poppies. An essential element is finalising particular plant primary production - the processing of the primary output into statements whose sale to the final consumer can increase farm performance. They represent family businesses in agriculture and cooperation between enterprises in rural areas, which leads to mutual support and expanded opportunities for trade in production.

The company wants to develop business in primary agricultural production by leasing additional land.

The brothers intend to expand the range of fruits of unique plant production - mainly oilseeds and root crops (poppy seeds and potatoes).

Gergel s.r.o. sells its products through various distribution channels. It primarily produces production focused on potatoes and poppies through direct sales to end consumers - individuals and schools. The rest of the production is sold through trading companies, as most entities in Slovakia practised.

In addition to generational change, cooperation also seems beneficial within the family line.

Both brothers are involved in the company's running, each has a role in the joint venture and is responsible for the results of the work. The Gergel brothers know that cooperation can only bring prosperity. "Two heads are more than one" can be the motto that characterises their business, and its results appear accordingly. The expansion of the company's production is proof of that.

The form of cooperation is also beginning to form within the supply-customer chain - by looking for ways to address customer subjects and their selection according to the production structure, focusing on current customer needs and finding the optimal product price when both the customer and the manufacturer are satisfied.

The state dramatically influences the results and prosperity of agriculture, which should assure that what is produced will not be unsaleable. It is necessary to introduce rules into supplier-customer relations according to which agricultural entrepreneurs would be guided by their intentions.

Improving the quality of life in rural areas leads to the support and development of local rural communities/partnerships, which is one of the objectives of the RDP (Rural Development Programme). The launch of cooperation between businesses in rural areas leads to mutual support and expanded opportunities for marketing products.

**Photo:**

