



Raising Employability of Women  
through entrepreneurial Activities  
fostering Rural Development

CASE STUDY

HANA HRUBÁ  
Vaněčkův statek

# INTRODUCTION

Mrs. Hrubá's family farm is located in the beautiful surroundings of the area Povltaví, in the village called Čelina. The total size of the farm is 52 ha and Mrs. Hrubá runs the farm from 1998. Fate wanted that the main focus of the farm is breeding sheep on 52 hectares of partly owned and partly leased land. Their whole agricultural activity is in the strict ecological regime.

Being a farmer and understanding the industry, they have decided to extend their range to include farm supplies, feed and tools needed for everyday rural life. All these products Mrs. Hrubá sells in the small farm shop.

## 1. PERSONAL DATA

 **Name:** Hana Hrubá

 **Age range:** 31-45

 **Education:** Vocational certificate (confectioner).

 **Occupation:** Farmer.



## 2. FARM PROFILE

 **Address:**  
Čelina 24, Příbram, Central Bohemia Region.

 **Farm Area in ha:** 52 ha (27 ha own land).

 **Date since when the female entrepreneur owns/rents the farm:** 1998.

**N° of workers on the farms:**

|                           | FULL TIME | PART-TIME/SEASONAL | WOMEN |
|---------------------------|-----------|--------------------|-------|
| Family members            |           | 3                  |       |
| Other than family members |           |                    |       |

 **Farm description:** Mrs. Hrubá got the farm from an uncle who did not have an heir. The farm is everything for her, she works in nature and she is very happy in nature. She has left on the farm 20 years of her work to keep the farm going and not to be falling on her head. The condition of the farm when she took over the farm was not good. She wants to hand over the farm to the children in the future, but she is worried about the future, what to expect. They are

still very dependent on subsidies. There are still new and new rules for livestock breeding that sometimes border on common sense.

🏠 **Website and social networks accounts:**  
<http://www.vaneckuvstatek.cz/index.php>  
<https://www.facebook.com/vaneckuvstatek>

### 3. MULTIFUNCTIONALITY / RURAL CULTURAL HERITAGE

The farm has been open to the public since 2001, when it was commissioned and welcomed the first sheep, pigs and chickens. The farm has been running in eco regime from 2010 and cutting plant has been operated since 2014.

They are active members of the Working Shepherd Dogs Club and thanks to this, Mrs. Hrubá met many interesting people and visited many farms. On allied nearby farms, her friends produce excellent cheeses, which Mrs. Hrubá sells in her farm shop. However, the sale of these cheeses is not year-round, but only seasonal.

Multifunctional activities on the farm are not primarily a source of income, Mrs. Hrubá contributes to the organization of various events from her own resources. It is a matter of heart for her, she is happy when people meet and can talk, they forget that they are actually hurrying somewhere.

Farm festivities are, from her perspective, a more enjoyable form of market for the public than when people meet in a city market. Instead of passing and blowing cars, they smell the village (flowers, trees), hear sheep (dogs, birds and occasionally they rub some of the cats on their feet). They are simply in nature and see the handicrafts of anyone who is a little handy. At the Peasant Celebrations it is possible to see a demonstration of various crafts, because there is no need to worry about any grandmother who knits hats and socks that someone will check her for cash register. Family and friends help Mrs Hrubá in organizing the peasant celebrations.



“ Being a farmer is not just about producing crops or raising animals and getting the most out of it. It is also about the fact that some of us farmers are trying to get nature back and thank nature for feeding us. ”

## 4. CONSIDERATIONS, TRAINING / COMPETENCES INVOLVED

### General considerations:

The main reason for holding various events and running a farm shop is to show the public the work on the farm and to convince that fresh meat from the farm is the best.

Mrs. Hrubá prefers to sell meat directly to customers who see how run the farm is run and take the meat to their own kitchen and not for resale.

### Training/Competences (Knowledge, Skills, Attitudes) especially relevant for the process:

Mrs. Hrubá received the training in following areas: sustainable farming, multifunctional agriculture, countryside development, preservation of the cultural heritage.

The general advisory and advisory about financing was provided by external organizations.

### SWOT analysis:



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Co-funded by the  
Erasmus+ Programme  
of the European Union

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.  
Project N°: 2018-1-FR01-KA202-047809