



Raising Employability of Women
through entrepreneurial Activities
fostering Rural Development

CASE STUDY

KATARZYNA LEŚNIAK
Leśniakówka

INTRODUCTION

“Leśniakówka” is a beautiful area located 35 km far away from Krakow, in a picturesque country called Glichów. It is an ecological farm among tranquil, unspoiled nature and hectares of forests, operating in accordance with the assumptions of alternative farming. Furthermore, it is an agritourism farm where the guests will find everything they need to feel harmony, rebuild vitality and strengthen their soul. The farm provides a place to take a break from everyday bustle and find a deep calmness, away from the intensity of modern life. This is where everyone will find their creativity and space for creating new ideas.

The offer of “Leśniakówka” consists of: inspirational workshops (yoga, artistic workshop, cooking workshop, vedicart), events organization, homemade eco meals, fruit straight from orchard, apiary honey, walks in the forest, fresh air and a lot more.

1. PERSONAL DATA

 **Name:** Katarzyna Leśniak

 **Age range:** 46 +

 **Education:** Master's degree.

 **Occupation:** Painter.



2. FARM PROFILE

 **Address:**
Glichów 24, 32-412 Wiśniowa.

 **Farm Area in ha:** 4 ha.

 **Date since when the female entrepreneur owns/rents the farm:** For 16 years.

N° of workers on the farms:

	FULL TIME	PART-TIME/SEASONAL	WOMEN
Family members	3		2
Other than family members			

 **Farm description:** The farm was taken over 16 years ago by the current owner. It has been a family farm run for 5 generations. Transferring the whole farm to one successor is a tradition in the family. The farm has an area of about 4ha, including an orchard 2.5ha. The entire farm

is certified with the label Organic farming. The first orchard was established over 100 years ago, . Several trees from that orchard still remain and are still maintained despite the lack of fruiting. The younger orchard was planted by the current owner's parents. Among the trees are mainly plums and cherries, but also hazelnuts and walnut trees. There are also blueberries and raspberries. The farm is surrounded by a forest and meadow, which are a place of obtaining pure and unpolluted herbs. Currently, there is no livestock kept on the farm.

Produce from the farm is used for preparing meals for tourists, and for processing into juice and preserves. The multifunctional activities carried out on the farm include: agritourism and recreation, as well as training/didactic activities.

Website and social networks accounts:

<http://www.lesniakowka.pl/index.html>

<https://m.facebook.com/Le%C5%9Bniak%C3%B3wka-146422948740535/>

3. MULTIFUNCTIONALITY / RURAL CULTURAL HERITAGE

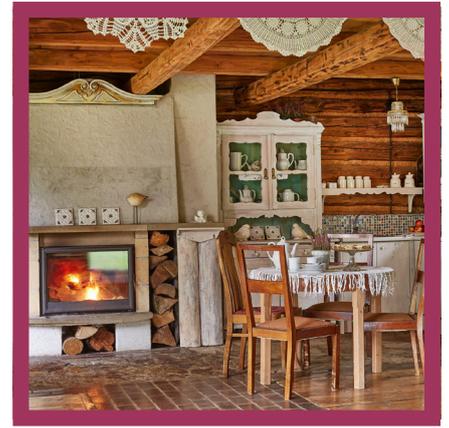
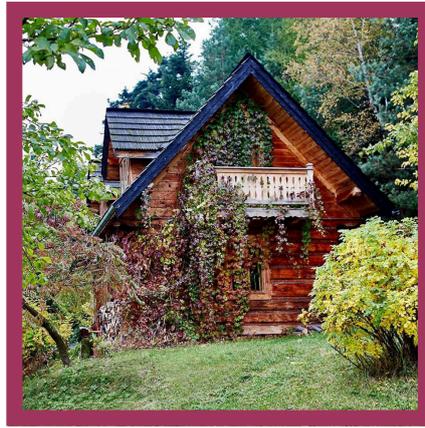
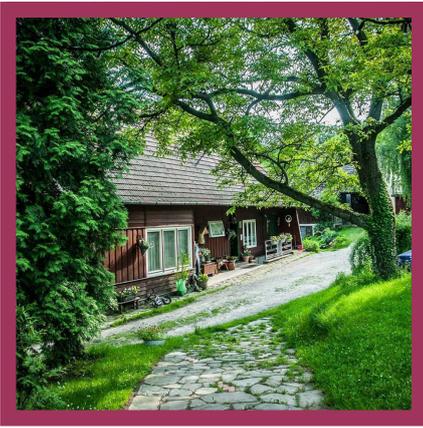
Agrotourism is the main activity of "Leśniakówka". After taking over the farm and an unsuccessful attempt to grow black cumin, the owner decided to start agritourism due to the previous history of the farm, which was always open to guests.

The farm has two original wooden country houses surrounded by nature providing guests with relaxation. In addition, there is an old coach house and barn, which are used for artistic activities. The owner of the farm is an artist (painter). The experience and skills in that field are being used in current business. The farm hosts numerous workshops for children, teenagers and adults, as well as for people particularly interested in art. Workshops on painting, drawing, graphics, as well as listening and composing music are conducted. VedicArt workshops are also conducted. The offer also includes yoga or cooking workshops, e.g. cooking dumplings.

Additional recent activity is exploring nature through herbalism. Workshops are organized in different ways of using herbs (teas, dried tea, fermented teas, tinctures). The owner also specialized in the production of handmade paper, which is used, for example, to create herbariums during classes with children.

“ Don't be scared! Absolutely and reflect on your dreams and what's in your heart. What do you want to do yourself? We need to do what is close to our heart and soul. Then there will be a success. When you do what you like, then it's always nice to get up in the morning, devote time, and then it brings the income. And then good things will be passed on to people. No matter what you do, painting or breeding cows or goats or gathering herbs or baking bread, if you love it, it is a success. So don't be afraid simply.





4. CONSIDERATIONS, TRAINING / COMPETENCES INVOLVED

▣ General considerations:

“Leśniakówka” is a place where the beauty of nature is combined with the preserved cultural heritage. The old orchard surrounding the farm, maintained wooden architecture buildings and cultivated traditions make it a place eagerly visited by tourists - not only for rest, but also to experience some internal experiences.

It is especially important for the owner to maintain authenticity in her business. It is reflected in traditional construction, local cuisine or folk songs that accompany various events. Guests of the agritourism farm can use two original wooden houses. One of them is a typical house from Małopolska with a white room, and the other is a typical house from Zakopane. Thanks to this, guests have the opportunity to learn about different types of architecture characteristic of Lesser Poland and Podhale, and can be encouraged to visit the areas for which these houses are characteristic.

“Leśniakówka” is a place where people from different countries, cultures and generations meet, that’s why tolerance and openness to this diversity is particularly important. Workshops, events and festivals are carried out on the farm, which refer to the local tradition and artistic experiences of the owner.

In its activity, the owner indicates the role of female intuition, which helps in many difficult situations, as well as the need for courage and strength. Despite its uniqueness, “Leśniakówka” is struggling with everyday problems, primarily with maintaining economic efficiency. Creation of a flower and herb garden is planned. Further development of the farm’s activity will be closely related to various fields of art, in particular folk art.

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

In the opinion of the owner, preparation for running a business is particularly important. Management training, including management of social networks, would greatly facilitate running a business, especially at the beginning.

In addition, you need to have appropriate competence in specific area to conduct activities, which is why education and previous experience are especially important. The use of farm resources for other purposes is also associated with the need of having some kind of nature awareness.

SWOT analysis:

STRENGTHS

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Professional experience and competence of the owner as an artist-painter.
Formal agricultural education of the owner and training in herbalism.
The tradition and history of the farm, which has always been open to guests.
The ability to conduct and combine a variety of activities.
Openness to the needs of recipients.

WEAKNESSES

W

Difficulties in effective using social media for promotion.
Dependence of actions taken only by one person.

OPPORTUNITIES

O

Increasing interest in cultural heritage.
Increasing demand for high-quality niche products.
Supporting initiatives aimed at preserving cultural heritage.

THREATS

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Lack of support for small farms
Low level of general knowledge about the preservation of cultural heritage.

PARTNERS



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des Producteurs de
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www.agpb.com



Biotehniški center Naklo
(Slovenia)
www.bc-naklo.si



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