



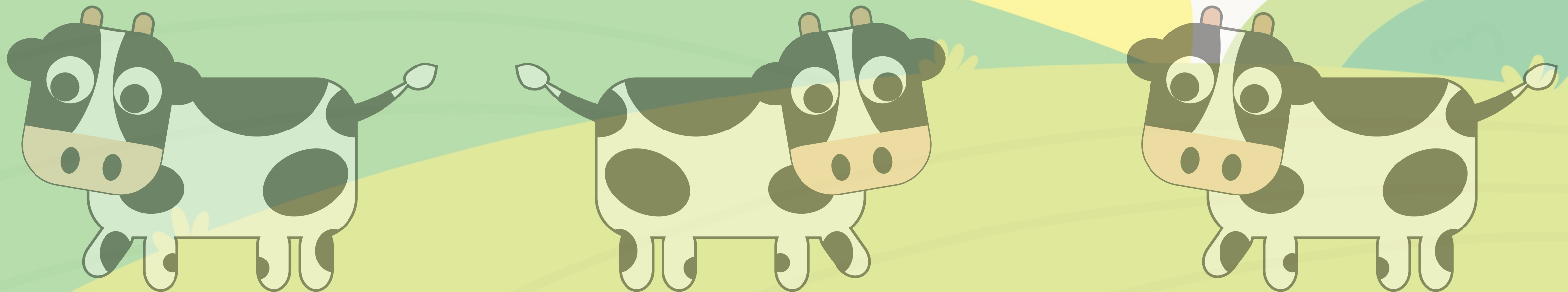
YOUWEEN
Young Women Green Entrepreneurs



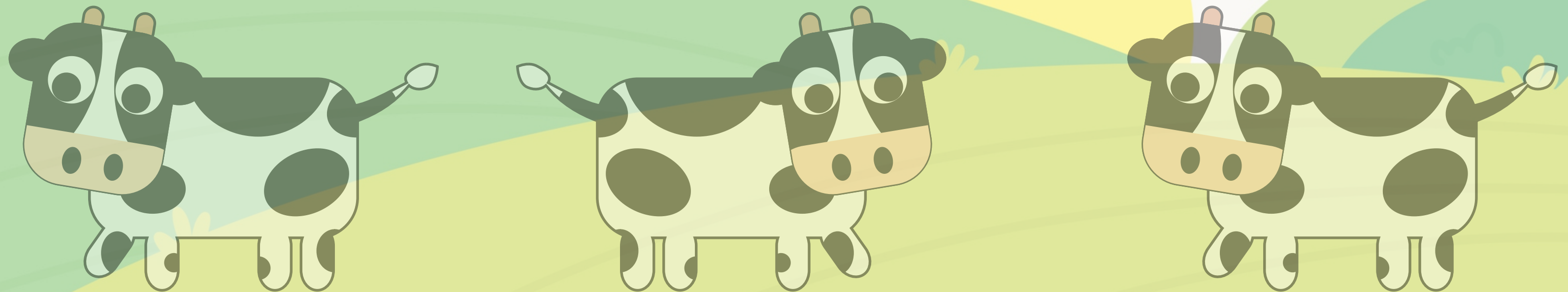
Jolita Gabrinovičiūtė's Farm



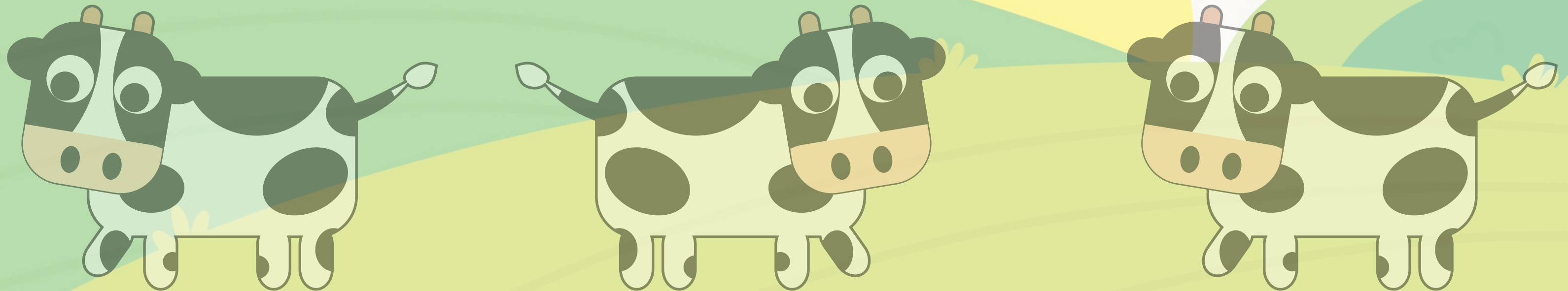
After having chosen the road of a young farmer, Jolita decided to build a new and modern house for her cows. The interest of this business model started with the motivation coming from family and she aimed to transform activities of her family's rural life, into a business model. With the use of support for young farmers under the Lithuanian Rural Development Programme 2007–2013, she built a new farm.



The objective is that adapt technology in rural practices to enhance the quality of rural enterprises. Thus, the practice is an initiation of a personal brand and starting a safe job by building a modern dairy farm. In doing so, this business model aims to produce quality milk. She registered her farm in the middle of 2009. She introduces with enthusiasm her herd of 220 cows, half of which are dairy cows.



Jolita's Farm is in Svencionys district. sav. Take the reputation of the fastest-growing milk producer in Lithuania (change in milk sold, 2018) with 30 percent. There are almost four hundred cattle on her farm, including 180 dairy cows, and 3 tons of chilled milk are taken out of the farm's milk block for sale every day, the amount of which covers production costs and even creates opportunities for further investment.



RESULTS



- She is the winner of the Švenčionys district competition "Farmer of the Year 2017".
- An example of local community strengthening
- Promotion of Lithuania's natural resources, culture and brands
- Encouraging rural women entrepreneurship
- Promotion of ecology, well-being, healthy life
- Creating a brand that increase value of local products

SUCCESS FACTORS



- The success factor is that this practice is promoting local women for a change. Having said that, Jolita proved that if the motivation and interest to build rural business models, the support of the government/municipality to build a personal rural entrepreneurship model is always being open.