



STUDENT ENTREPRENEURSHIP IN EUROPE

4th project meeting – **Košice, Slovakia**

17th – 21st October, 2016



SWOT analysis of conditions for farming and agricultural entrepreneurial activities in the **Czech Republic**





SWOT analysis of organic farming in the Czech Republic

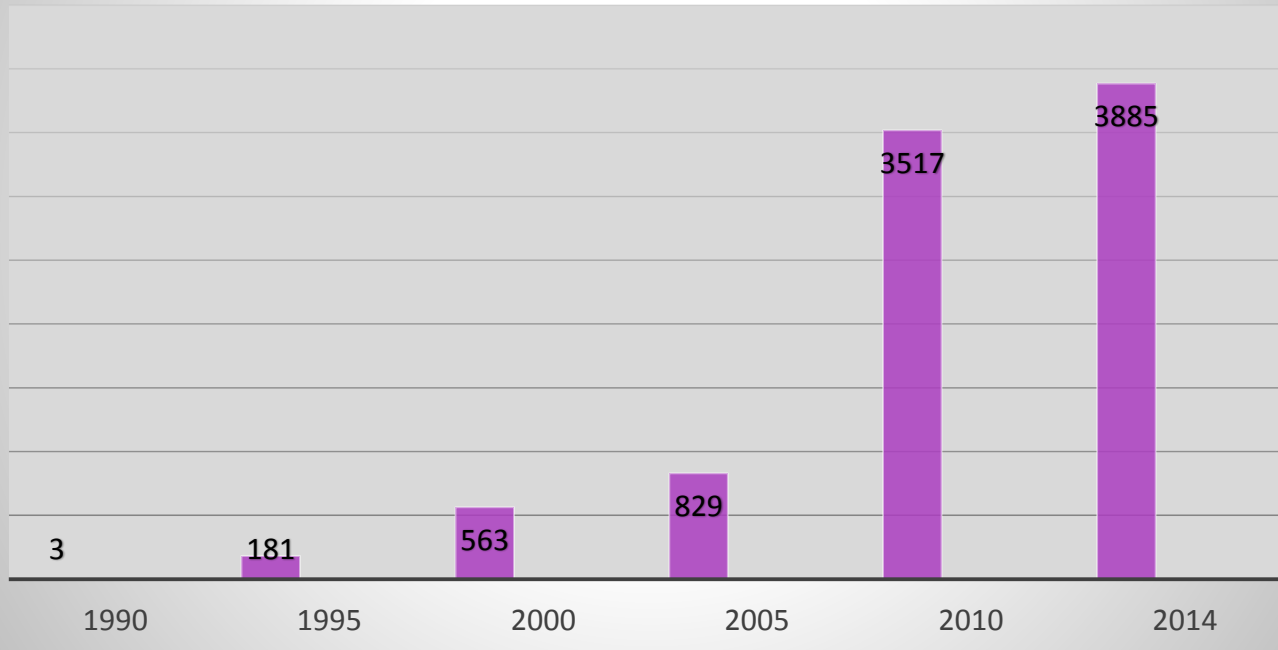
Strengths



- commitment of private farmers



Number of organic farms
in the Czech Republic



Strengths



- existing rules for animal welfare



Strengths

- support for organic farming
(*a payment scheme*)



Strengths



- legal framework of organic farming
(law on organic farming)



Strengths



- **control system of organic farming**
*(feedback mechanism
– solving problem cases)*



Strengths

- **potential for capacity expansion and processors expansion**



Weaknesses

- cooperation with important organizations and administration – need to improve (regional offices, research institutes, universities...)



Weaknesses

- principles of animal welfare not followed as expected
(*room for improvement*)



Weaknesses



- **promotion and advertising**

(logo „BIO-product“ is not known to the public, propagation of healthy lifestyle, appearance of health food stores does not help to advertising..., insufficient cooperation with health resort...)



Weaknesses



- **Research, education and counseling – in the beginning**

= lack of research farms, need for methodology of growing plants and animal keeping, lack of methodology in animal feeding

- **increase influence on young people = future consumers**



Weaknesses

- bad marketing
- fragmented production (*a low level of market organization*)
- new products development – only rare
 - rare alternative selling (*e.g. farmyards*)
- objective obstacles - condition for animal slaughter

Marketing

Success



Weaknesses

- **insufficient emphasis on importance of the environment – insufficient communication with consumers and traditional farmers**



Weaknesses



- consumer trust in BIO products is not targeted
- space for improving quality in organic farming
- stricter sanctions of intentional breach of rules



Weaknesses



- many farms struggle with preparation of business plans
- farmers are not able to secure projects funding or to seek support from structural funds or state budget



Opportunities



- application of foreign experience



Opportunities

- consumer reliance
- growing popularity of ecological products



Opportunities



- cooperation with media

(TV commercials, health magazine adverts, web pages, social media...)



Erasmus+



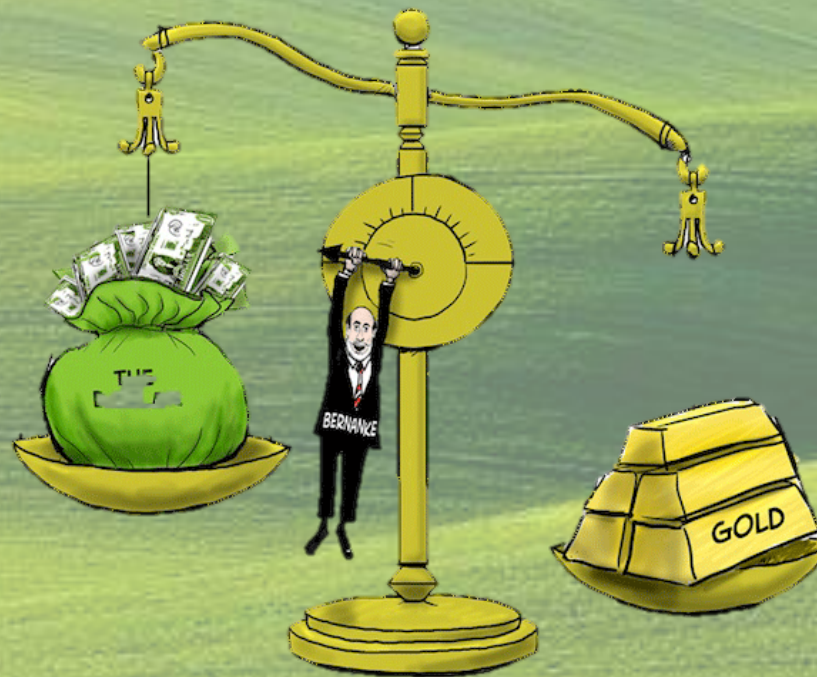
Opportunities

- local/regional specialities
- traditional knowledge or innovation and production of new products



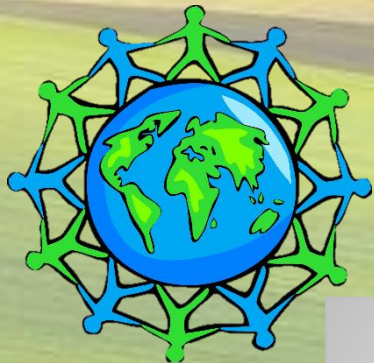
Opportunities

- political stability of our country and EU

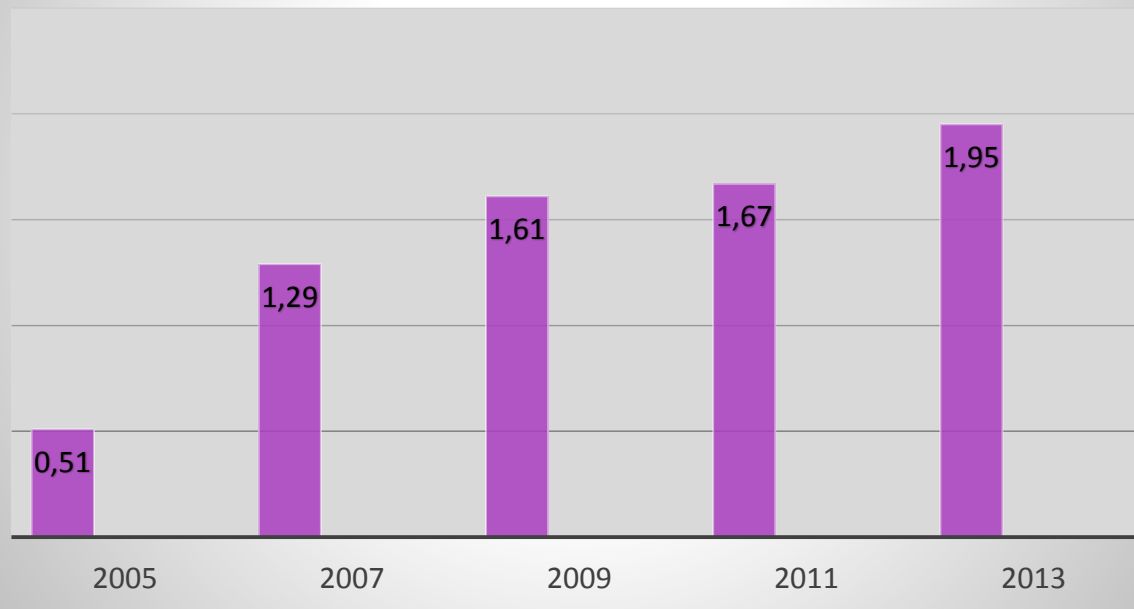


Opportunities

- public support



Bio products – consumption
(in billions of Czech crowns)



Opportunities

- new possibilities of obtaining financial aid



Opportunities

- joining EU

= opening the European market,
applying for new support programs



Opportunities



- introduction of BIO commodities
- building BIO shops

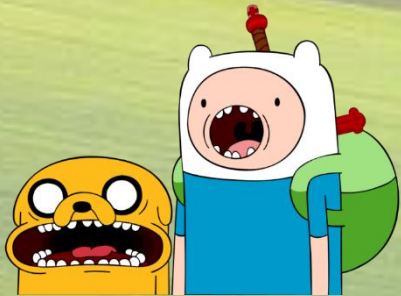
bioproducts = products made from renewable resources of agriculture



Threats

- bio scandals

*(chemicals in plants,
growth hormone in meat...)*





Threats

- **low availability of loans**

(Difficult for farmers to take a loan – banks are very careful when approving loans.

For farmers – huge financial burden.)



Threats

- low purchasing power of the population



	<i>Cz.crowns/ 100 g</i>
milk	2,90
BIO - milk	3,-
beef	225,-
BIO - beef	334,-
eggs	4,10
BIO – eggs	8,90
carrot	1,50
BIO - carrot	4,70
yoghurt	6,10
BIO - yoghurt	7,90



Threats



- **low stability of economic environment**
 - **unstable market**



Threats



- negative nature and climate phenomena
(flood, drought, frost...)



Threats

- potential introduction of genetic modification (GMO) in Europe and in the world

(Reasons: plant resistance to diseases, less fertilizers in soil...)



Threats

- WTO
 - removal of subsidies,
policy change etc.



WORLD TRADE
ORGANIZATION



Threats



- low public ecology awareness
- consumers preferring traditional products (= cheaper?)



Thank you for your attention.

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