

ERASMUS+ LET'S BET FOR HERITAGE!

**SUCCESSFUL LOCAL
HERITAGE
ENTREPRENEURSHIP
IN DRUSKININKAI MUNICIPALITY,
LITHUANIA**

Druskininkai "Ryto" gymnasium
Online_Meeting_BET_C7_in_Poland
2021-03-25





AUGAI FARM

LOGO



WHAT DOES THIS FARM SELL AND OFFER?

- They sell about 17 different types of cheese (sweet, mature) as well as Italian and French cheese.
- The Augai welcome people from all over the world to taste their cheese and learn more about the process of cheese making in educational programs.
- Also, they sell cheese to catering companies.
- They take part in festivals and projects.



WHY DO THEY CHOOSE TO DO IT?

- Although it is rather difficult, Gražina enjoys what she is doing together with her family.
- The family has cultivated this land for many generations, so farming is a traditional family business.



ABOUT THE FOUNDER OF AUGAI FARM

- Gražina has got a degree in floristics.
- Later, she chose to take up farming and learned about it through life experience and training courses.
- The woman is full of ideas and is thinking of developing her business in the field of eco-tourism.



TEAMWORK-FAMILY BUSINESS



- This is a family business. Each family member has a responsibility.
- Gražina plans educational programs for visitors, makes various types of cheese, promotes the business and manages sales.
- Her daughter works with farm animals.
- Her husband and son-in-law help her out with accounting and construction works.
- She believes that to work together with family members it is necessary to be understanding, tolerant and able to express your thoughts clearly.

COMMUNICATION IN FOREIGN LANGUAGES AND ABILITY TO WORK WITH TECHNOLOGIES

- Gražina is fluent in Lithuanian, Russian, and Polish.
- Due to big foreigners' interest in her business, she is trying to learn English too.
- She says she knows enough about IT. Besides, her son helps her out with everything that involves Information Technologies.



MARKETING STRATEGY

- According to Gražina, the best way to promote business is by satisfying clients' needs, because good reviews can add to a great marketing strategy.
- They also have their Facebook page where people can register for visits and educational programs, which is also a great way for people to get acquainted with their business.
- Their motto is "Cheese is for everybody, young or old, no matter whether you live in the village or city".





WELCOME TO AUGAI FARM!

THANK YOU FOR YOUR ATTENTION!

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