

Email address *

Family farm Rogovi

(1) Describe the enterprise/initiative

(2) (What is produced/sold/provided) ? Specific product or group of products, meat, wine, machinery etc.

Family Farm 'Rogovi' was founded by Stancho Rogov in 1990 in the pretty village of Kotlenci, Dobrich region. Since 2008 the farm is cared for by his daughter Radoslava and her husband and Svetlyo.

Kotelnitsi village is located 10km east of Dobrich town. In all these years the family and the people working on the farm with a lot of hard work and love for cows make a number of improvements.

Nowadays, the dairy farm is a very modern covering all European requirements as well as animal welfare, stack cleaning, storage system, software system for controlling the health of cows, grain storage with kitchen for own feed, milking room and own dairy. In the farm there are free 200 boxed dairy cows selected from the breed and 180 heifers and calves. The family cares for over 4,500 acres of pastures and fields fertilized, from which the cow food is supplied with all the vitamins and minerals needed for a quality milk and a full way of life.

A business idea / concept. (Describe)

Producing of raw milk and milk products (cheese, butter, yoghurt)

o A service (Describe)

380 cows (200 milking cows, heifers, calves); creamery; dairy shop; producing 3000 tons of milk daily; 5 workers

The milk density is over 4.1% microorganisms in milliliters are minimized, which helps milking room and hygiene during milking. So from this high quality and whole milk we make some really useful for people health products such as yoghurt and white brined cheese, which we offer you in packages yoghurt glass jar of 0.530kg and jar of 1kg and shelf life of 15days - cheese in plastic boxes with a brine of about 0.400kg and about 1kg with a shelf life of 1g.

o Other (Describe)

200 hectares land (own and rented) to produce 99 % cow feed for the farm; machinery



(2) When did you start your enterprise/initiative
(How many years in business?)

The farm was inherited by the farmer's father in 2008. There were 200 animals at that time.

(3) Why did you start this company, activity, service?

To continue and expand the farm

(4) What kind of preparation did you do before startup(Market analyses, research or other)

I was prepared by my father

(5) How long time passed from idea to business case, to actual business(Launch of product or first customers)?

To open a small shop and built a creamery took 3 years

(6) What was the biggest obstacle you met during the start-up phase ?

Startup capital or liquidity?

- o Authorities and legal compliance.
- o Competition from others or difficulties to reach end-user/customer

Other (Which)?

Low milk price

(7) Will you do it again (is it worth the struggle) ?

Yes

- No
- Maybe
- Additional comments

(8) What kind of professional skills are needed to do what you do?

Education

- Experience in relevant industry/business **Personal connections**
- None, -just go for it if you got the idea or product!
- Other:

(9) What kind of personal skills, personality or appearance is needed to be an entrepreneur ?

Desire, perseverance and team work

(10) Any advice you can give to young entrepreneurs in Agricultural and food sector ?

Don't give up

