



# Starting small business company in Estonia

## Väikeettevõttega alustamine Eestis

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LAMBA- JA KITSEKASVATAJATE AASTAKONVERENTS 2019  
EPA2019 – Tartu – 1st November 2019



# Pretto Farm in Italy

Vicenza



# Denis - About myself

- Several experiences in **agriculture and food production**. Worked with dairy cows and cheese production
- **Master degree in Agriculture Science and Technology** at University of Padova, Italy.
- **Ph.D. in Animal Breeding and Genetics** at the University of Padova
- **Residence in Estonia:** since October 2012



# Bought **Veski-Viinamärdi** farm in end 2013



**Total surface: 52,4 Ha**

- 22,5 Ha arable land

- 18,1 Ha Forest land

- 11,8 Ha grass land

and wet land



# Abandoned condition



# Nice living environment



# Everything start from a dream: give a new life to Viinamärdi farm !

## But How ???

...(life) project plan that combine:

- my Knowledge
- my passion
- Economically sustainable !!!



# Production of sheep milk by countries in EU

Country	ton of sheep milk	% in EU	Country	ton of sheep milk	% in EU
Greece	699500	25,02%	Slovenia	612	0,02%
Romania	650912	23,29%	Poland	484	0,02%
Spain	552517	19,77%	Belgium	0	
Italy	406177	14,53%	Denmark	0	
France	274686	9,83%	Estonia	0	
Bulgaria	87403	3,13%	Finland	0	
Portugal	71485	2,56%	Germany	0	
Cyprus	19500	0,70%	Ireland	0	
Austria	10636	0,38%	Latvia	0	
Slovakia	10000	0,36%	Lithuania	0	
Croatia	5500	0,20%	Luxembourg	0	
Czech Republic	2600	0,09%	Netherlands	0	
Malta	1703	0,06%	Sweden	0	
Hungary	1600	0,06%	United Kingdom	0	

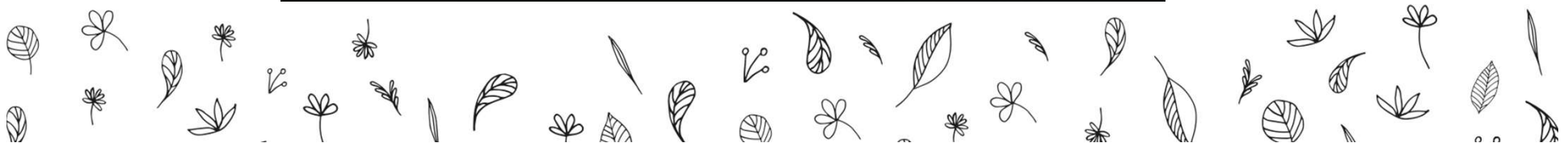
FAO, 2012





# Eesti Juust...

...there is space to work !



# Trip: Italy - Tuscany sheep cheese



# Trip: France - Roquefort cheese



# Starting small business company in Estonia: agriculture business !!

Start an every day Boxing Fight !



# Starting small business company in Estonia: agriculture business !!

- **Find financier:** Estonian Bank, PRIA
  - Find **contruction company, equipments companies**
  - Find **animals** (dairy sheep in Germany, France, Italy)
  - Develop **products**
  - Find the **market**
  - Dealing with Estonian –**AMETS**
  - Plan the **risks** ?!
- Põllumajanduse Registrate ja Informatsiooni Amet
  - Maksu- ja Tolliamet
  - Veterinaar- ja Toiduamet
  - Maanteeamet
  - Ravimiamet
  - Päästeamet
  - Keskkonnaamet
  - .....AMET



# Find financier: Estonian Bank, PRIA

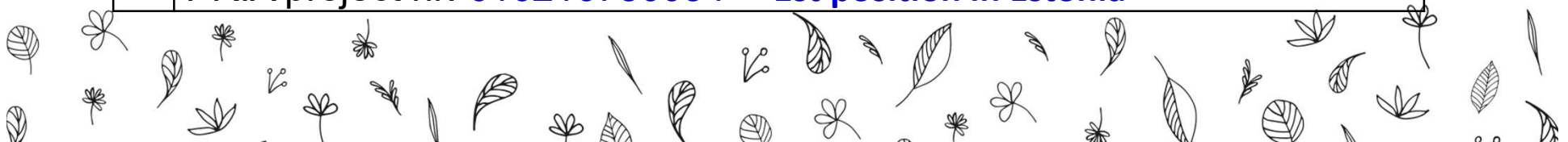
- **BANKS**



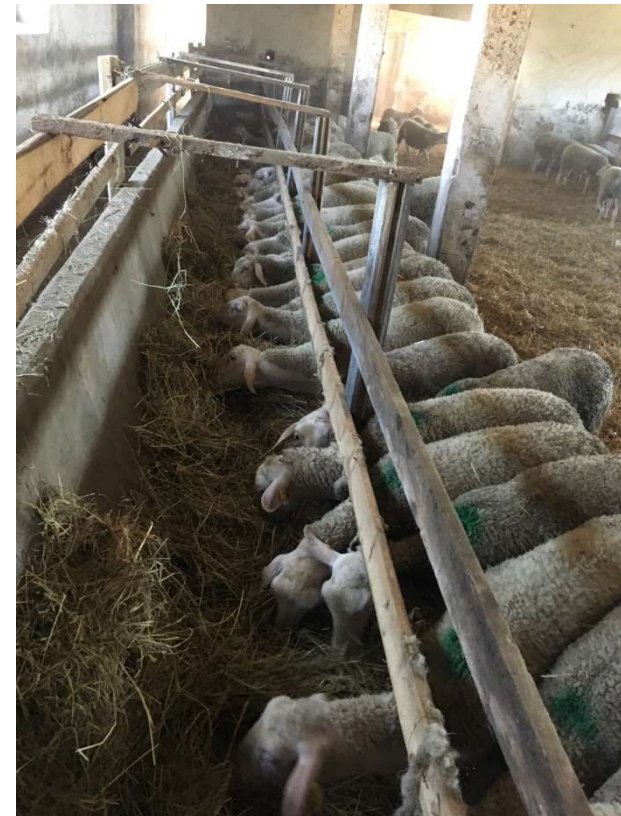
# Find financier: Estonian Bank, PRIA

- BANKS
- **PRIA projects 2016-2017:**

1	Meede 1.2 - Noorte põllumajandustootjate tegevuse alustamine
2	Meetme 4.1 taotluse osaline rahuldamine ning toetuse määramine. PRIA project nr: 41001501306
3	LEADER projektitoetus - Tartumaa Arendusselts PRIA project nr: 619216781487
4	Meede 16.2: Lüpsilammaste kasvatamise majandus- ja keskkonnamõjud Eestis: loomade kliimakoahanemise, viljakuse ning piimajõudluse ja -kvaliteedi rakendusuring ( <b>EMÜ + Padova Univ.</b> ) PRIA project nr: 616216780066 -> <b>3rd position in Estonia</b>
5	Meede 16.2: uute keskkonnasõbralike tehnoloogiate ning tootmisprotsesside väljatöötamiseks töödeldud lambapiimatoodete valmistamisel ( <b>EMÜ + Padova Univ.</b> ) PRIA project nr: 616216780054 -> <b>1st position in Estonia</b>



# May 2017: 80 Lacaune sheep from France in Viinamärdi Talu old barn





# New barn and dairy: 2017



# 2018: Spend one year to deal with PRIA

- PRIA projects 2016-2017:

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# 2018: Spend one year to deal with PRIA

- PRIA projects 2016-2017:

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2	Meetme 4.1 taotluse osaline rahu PRIA project nr: 41001501306
3	LEADER projektitoetus - Tartumaa PRIA project nr: 619216781487
4	Meede 16.2: Lüpsilammaste keskkonnamõjud Eestis: loomade piimajõudluse ja -kvaliteedi rakendu PRIA project nr: 616216780066 ->3
5	Meede 16.2: uute keskkonn tootmisprotsesside väljatöötamise valmistamisel (EMÜ + Padova Univ PRIA project nr: 616216780054 ->1st position in Estonia

- After several reports, letters, questions, answers (more that 150 written pages !)
- Only office work, nobody came to check our projects !
- No possibility to communicate !!!

**PRIA decided to remove all our projects !**



# Väikeettevõttega alustamine Eestis

From a Dream to a Nightmare



# Are there any solutions ?

- Legal way against PRIA ?
- Declare bankruptcy ?



# Are there any solutions ?

- ~~- Legal way against PRIA ?~~
- ~~- Declare bankruptcy ?~~
- Re-think a business with 3 times more loan ?
  - > increase the turnover with:
    - Buy cow milk and make some cheeses from Cow milk
    - Produce „Esclusive“ products
    - Invest in Style, Brand reputation, Marketing

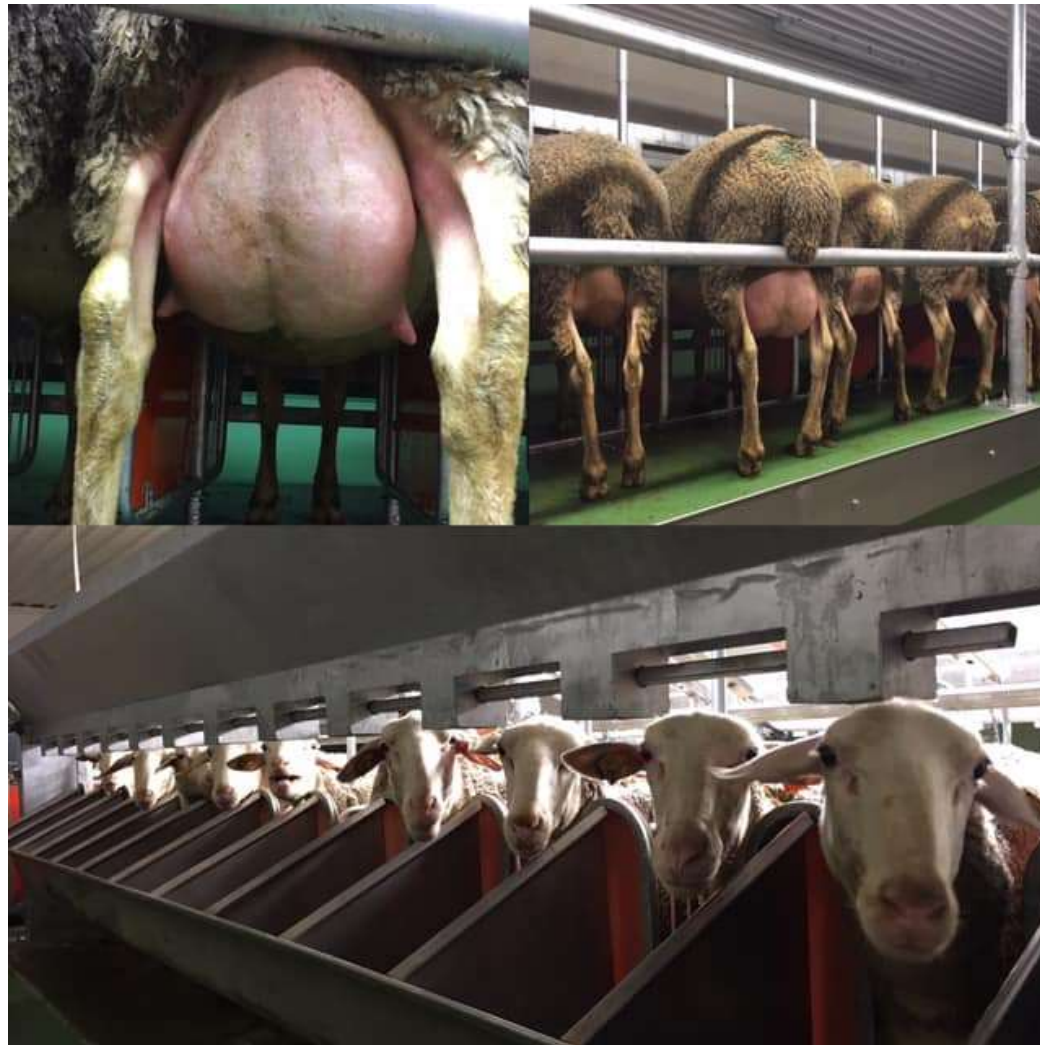


# Start the dairy as soon as possible !

16 November 2018: we are first time in the market with the „QUEEN“ : BURRATA (form cow milk)

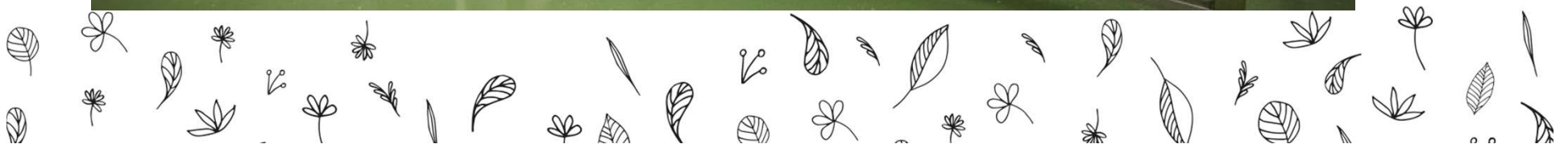


# 1st January 2019: start milking sheep





# Dairy



# Maturation room



- Today:**
- 15 products
  - 26 shops in Estonia
  - 9 restaurants in Estonia
  - soon one restaurant in Helsinki



# First award: Tartu Maitse 2019



# Avatud talude päev 2019: about 2500 visitors



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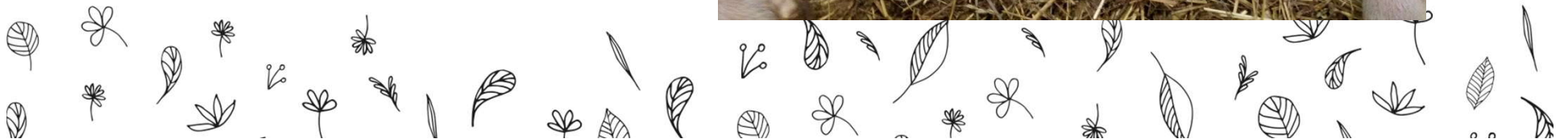
# Thanks PRIA !!!!

- I´m more Efficient
- I´m more Market-oriented
- My market now is bigger and faster growing  
compare if would made only sheep milk  
cheeses



# New problem to fight: Staphylococcus aureus in sheep

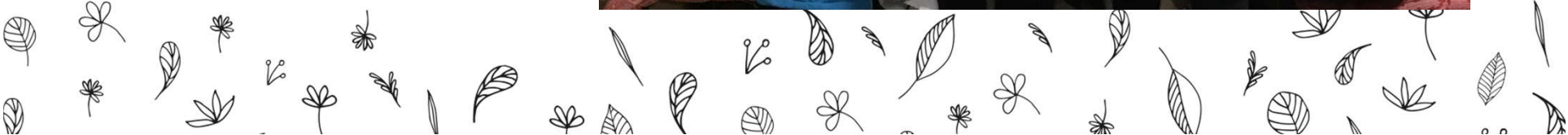
In other countries in Europe there is the vaccine !!!  
Estonia: need to deal with Ravimiamet !!!





# Future ?

AGRO.  
TURISM  
AVASTA MAAELU



Thanks for your attention !

VIINAMÄRDI  
TALU & MEIEREI

