

The innovator



Emma Hartelius



Region

- The county of Jönköping (Sweden)

Sector

- Organic certified beef production
- Forestry
- Tourism and hospitality

Number of head/ha/products

- 80 ha pasture land, 400 ha forest

Breed/crop/activity

- Natural pasture-fed cattle, using Simmental bulls for breeding.

Features of my innovator journey

- > Emma runs the family farm Grimstorps Gård AB together with her father. She is the seventh generation in the family.
- > Sells the beef through a 'box-system' via Facebook and through private networks, and rents out an apartment in the farm's main building to tourists through Airbnb.
- > Is building a cooling room and aims to open an unattended farm shop where customers can pick up their pre-ordered beef.
- > Is in the process of building a cutting room and opening a seasonal restaurant where Emma's brother, who is a trained chef, will cook.

Innovation from 3 perspectives



Economic

- 01**
- Building the cooling room and unattended farm shop will potentially increase the farm revenues as well as lessen the workload of transporting the beef.
 - Thanks to the EU support, it is favourable to be an organic producer with a lot of pasture. Emma has also received the EU support for Young Farmers for five years.
 - During summertime, the family rents out grazing cattle to other land owners.

Environmental

- 02**
- A large part of the farm land has 'special values' which are maintained through the cattle pasturing. The farm gets EU support to preserve the land.
 - Emma's parents, who own the forest, are trying out continuous cover forestry in one of the areas.
 - Work has been done in the forest to increase deciduous trees, both to surge biodiversity and to protect the forest from fire.

Social

- 03**
- The farm participates in a project called "School-at-the-farm" where children visit the farm.
 - The opening of the restaurant on the farm will potentially increase the amount of tourists discovering the rural area.
 - Emma is active in various networks and local associations.

Barriers

- > Possible future challenges are: finding staff with the right skills; running the farm herself, after her father retires; and climate change negatively influencing the grass harvest for feed.



"I am passionate about having a vibrant countryside and making sure there is something out here."