

Fewer but Better



The innovator

Lina Vyšniauskaitė

Region: Joniškis (Lithuania)

Sector: Cereal and oil production

Number of ha: 150 ha

Crop: flax, flat hemp, *Silybum marianum*, wheat, canola, barley, beans



Features of my innovator journey

- Educating the public about the benefits of plants and the oils they produce
- Farm-to-Fork
- Fewer but better quality products
- Our values: family-owned farm and hand-made production

Innovation from 3 perspectives

Economic

Started as a hobby to only address family and friends' needs, we are now well-known and acknowledged oil producers in the area

Our strength – oil is pressed only from seeds grown on our farm



Environmental

Hemp can be used for extracting oils and the fibre can be used in construction or the textile industry. Growing hemp also has positive environmental impacts as it absorbs a lot of CO² and releases oxygen

Flax cultivation – reviving the old tradition and reaping the benefits of flax
Silybum marianum is a rather exotic plant, but its health benefits are invaluable

Social

Educational activities to observe oil extraction, organise oil tastings, learn about the health benefits of oils, as well as its use in the cosmetics and beauty industry

Opportunity to present the products to a wider audience



Barriers

Oil is a very sensitive product: it has a relatively short shelf life, thus storage conditions must be well thought out

Although we have a limited customer base, our focus is on producing quality products with a personal touch, it is about quality over quantity

“From a small hobby I nurtured a big idea. Most importantly, I want it to help people care for their health, while making use of the potential of nature. That's why our family is excited about the natural oil, and wants to spread the word about the health benefits widely. We value what's real and made with love”. Lina Vyšniauskaitė, farmer



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