



**MyFarm**  
HARTA

**PROGRESS**  
Interreg Europe



European Union  
European Regional  
Development Fund

# MyFarm Harta: Community supported agricultural business model in Hungary

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## **MyFarm Harta Team**

Presenter: Gergő Kövesdi (head of operation)

Gábor Kövesdi (CEO of project)

Sándor Kövesdi (expert horticulturist)

Anikó Kövesdi (horticulturist)

## Goal, ars poetica:

*“One eco crowdfarm for every 150 families”*

## Introduction



- MyFarm Harta crowdfarming project  
[https://www.youtube.com/watch?v=mPt1Pf08qk\\_o&ab\\_channel=MyFarmHartaMyFarmHarta](https://www.youtube.com/watch?v=mPt1Pf08qk_o&ab_channel=MyFarmHartaMyFarmHarta)
- First in Hungary
- MyFarm’s first “veggie-season”: 05.2019-11.2019
- Farm to Fork strategy, no intermediaries
- Market demand, Farmers demand
- Rural development – job creation, local products
- „Charity-Franchise” (Foundation controlled) system from 2021. First in Hungary
- Sustainable income
- Profit measured in charity

“The farm will become as big as many virtual farmers join the community (until it’s limit)”

## The CSA model in general, reason of existence



- **Socio-economic model at its base**
- **Underlying values are important: transparency, environmental consciousness etc.**
- **Shared risk between farmer and consumer**

### *„COVID19 EFFECT“ ?*

- *Increased interests universally of healthy products*



## Crowdfunding start for Myfarm

### MyFarm Harta

- At the beginning sufficient capital was needed
- Tendering are not for everyone in Hungary (narrow elite)
- IndieGoGo funding for start
- Subscription-based CSA (top-down approach)
- Direct payment for each farmer
- Regular box of vegetables and other local products
- Growth potential, plans for growth
- Pesticide- and chemical-free (bio certification possible)
- Direct deliveries by the farmers



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# „Charity-Franchise“ system 2021- „The profit is measured in charity“

## MyFarm Gardens

Spread the word,  
share the knowledge



- New farmers can join the scheme, in 2021, 6 new farms
- Shared risk when joining
- Sustainable income
- Selection – professional and personal filters
- Optimal farm size determined – balance between quality, quantity and ecological aspects
- 10% of the products are donated for charities
- Transparency: 0-24 streams, closed Facebook group for „renters“, involvement in decision-making, garden-visits are possible



## Results

- Appr. 1 MyFarm for 150 families
- 6 farms (+2 back-up farms, +2 „Happy Hen-heaven” farms)

Each MyFarm garden has it's "super-power" (unique local products) as well:

- Expansion of new chemical-free local quality products





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Thank you for your attention!  
Questions are welcome!

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