

***ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE HOSPITALITY
SMEs IN THE BALKAN-MEDITERRANEAN REGION***

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Biobauernhof Trnulja



Source: <http://www.trnulja.com/en/trnulja-home.php>

Country/region of operation: Lower Carniola, Slovenia

Sustainability dimension: environmental, social, economic

Description of the enterprise/initiative: The organic farm Trnulja is an organic farm which offers accommodation, catering and additional touristic services. It is located only 7 km from the Slovenian capital Ljubljana and lies in the middle of the nature park Laibacher moor. The farming practice is wholly based on the cultivation of organic farm produce, which is used in the production of high quality organic products. The farm cultivates grains and oleiferous plants, from which it produces cold-pressed organic oils, spreads, white flour and whole-grain flours.

As the owners like to share their recipe for happiness and healthy living, they decided to open the organic farm to day-trippers and visitors who would like to spend the night (or a few days) in the holiday apartments. The owners decided to offer bed and breakfast service as well as catering which include preparation of meals exclusively with organic produce cultivated at the country estate.

Accommodation facilities and facilities aimed at day-trippers were built in accordance with the principles of green architecture, with special emphasis being paid to using natural building and insulation materials. The interiors of the holiday apartments smell of natural, unprocessed wood, while the clay products and hemp textile give a touch of homeliness and snugness to the living space. The floors are covered with recycled brick from the old house

that used to stand here, while the walls comprise a wooden construction with hemp insulation and clay plaster. All of the furniture is made from natural Slovenian wood and given a rustic finish. The mattresses are made from hemp fibre of the highest quality, as is the hemp textile for bed linen, towels and curtains. These materials have a positive influence on the health and well-being.

Social/ community impact sought: The owners endeavour to provide an integrated eco-friendly tourist experience to their guests, paying special attention to friendly service and preserving the unique cultural and natural features of the area in which the estate is located.

Regionally speaking, country estate Trnulja aims to strengthen its position of a reputable organic farm, which provides the guests with carefully selected tourist services based on traditional, as well as modern and innovative catering trends. The enterprise strives to continuously improve its traditional tourist offer by following and incorporating innovative modern catering trends.

The mission of the farm is to show how one can live and run a business by decidedly respecting the environment, cultural and natural heritage, the region and the people who live in it. Consequently, country estate Trnulja focuses on providing tourist services which positively influence sustainable development of the organic farm and promote living in harmony with nature and the people around.

Stakeholders: young and adult, Slovenian and foreigners

Approach applied: agro-tourism; organic-food

Innovation applied: By respecting tradition and implementing innovative catering practices, the farm preserves and develop a successful organic farm. Providing the guests with high quality organic products and an extensive palette of additional services distinguish the estate from the others.

One of the innovative activities offered at the site is the organic cooking workshop where the participants learn how to create interesting table settings, serve the dishes correctly and pick the best wine for a particular dish as all the products come from the Trnulja organic farm.

Another innovative approach is the introduction of an organic products vending machine at the country estate where visitors can buy products 24/7.

Social impact and business results achieved: In addition to mouth-watering culinary delights, prepared from organic produce, and homely accommodation in eco holiday apartments and studio, the owners organise a number of special activities upon prior arrangement: horse-drawn carriage rides and guided tours of the Ljubljana Marshes, educational workshops and guided tours of the farm, organic oil tasting and demonstration of the cold-pressed oil extraction, meeting the farm animals and more.

Financial situation / sustainability of the business model: Trnulja is part of BIO HOTELS which is the largest association of eco-friendly hotels. It is the first international group of hotels with a certified organic label based on rigorous criteria ensuring the sustainability of the business:

- 100% organic food
- 100% organic beverage
- one certified organic natural cosmetic line
- certified organic natural cosmetic in the guest area
- waste-management
- certification by a control agency every year
- environmental awareness
- non-food recommendations

Key success factors: personal engagement; additional services; added value

Challenges and problems: A challenge is seen in the maintenance of the facility as more employees are needed on seasonal bases but usually they lack skills and knowledge on organic production/sustainable tourism.

Year when the enterprise was created: 2002

References (web-site, intent links, video, etc.):

<http://www.trnulja.com/en/trnulja-vizija.php>