

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

Subsidy Contract No. BMP1/1.3/2616/2017

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**Company name: Uka Farm**

**Country/region of operation:** Tiranë, Albania

**Sustainability dimension:** Environmental, social

**Description of the enterprise/imitative:**

Uka Farm was founded in 1996 by former Minister of Agriculture Rexhep Uka, who started organic cultivation of agricultural products on a small plot of land. His son Flori, a trained winemaker and standout amateur chef, is now the driving force behind the restaurant which opened in 2014. Guests can enjoy fresh, flavourful vegetables and locally sourced cheese, meat and quality homemade wine.

**Social/ community impact sought:**

Farm workers are community residents.

**Stakeholders:** Rexhep Uka and his two sons.

**Approach applied:**

Products can be reclaimed in their natural habitat although few in number in the early years, but accompanied by high nutritional value and no external influences.

**Innovation applied:**

Elimination of pesticides with the aim of providing bio products. Return of products to pre-1990s rates where there were no artificial growth methods.

**Social impact and business results achieved:**

Numerous customers over the years. A new way of thinking about choosing healthy products.

**Key success factors:** The will and the insistence on the use of the elements that the earth provides without external influences. A bio product needed when the market is filled with hormone products. More and more involvement of students and scientific researchers in cultivating products, transforming the farm into a didactic oasis at the Agricultural High Institute.

**Challenges and problems:** Difficulties in increasing the cultivated areas from the impossibility to secure the soil as a result of its fragmentation.

**Year when the enterprise was created:** 1996

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**References:**  
<https://www.facebook.com/ukafarm/>  
<https://www.youtube.com/watch?v=3W5w54wkhfE>