

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: bio Hazelnut Fraterra Ltd.



Source: <http://fraterra.com>

Country and region of operation: Shabla, Dobrich region, Bulgaria

Sustainability dimension: environmental, resource-efficient

Description of the enterprise/initiative: Fraterra Ltd. originates from the City of Shabla, Dobrich region - part of Dobrudja, also called “Golden Dobrudja” and “The Granary of Europe” – a vast flat territory in Northeastern Bulgaria and Southeastern Roumania, known for its perfect agricultural characteristics.

The location of the fields (right on the Black Sea coast), the local micro-climate and the fertile soil are the ultimate combination for growing Hazelnut trees, which made the owners invest in planting 5000 organically grown 3-year-old Hazelnut trees of Tonda Gentile and Ran Trapezund cultivars.

With the help of the European Union and the funding measures, the owners managed to upgrade the farm, purchase equipment and build an automatic irrigation system, based on a solar and wind energy.

In addition to the agricultural production, the farm offers opportunities for experiential tourism. The hazelnut farm offers a unique paintball battle for six - open or closed in the town of Shabla on pre-prepared scenario.

Visitors can choose between the following options for scenario of the battle:

- Capture the Flag- one of the most popular paintball battles worldwide. In this scenario the participants are divided into teams of five people being placed in opposite initial points equidistant from one or more flags. The winner is the team that manages to capture the flag
- Elimination - the goal of this game is all players from the opposing team to be eliminated
- MilSim-Military Simulation – by this scenario the conditions are very close to the military.

Social/ community impact sought: The company's goal is to produce Organic products in the environmentally-friendly farm, which they can proudly present to the world! At the same time, the owners wanted to create unique opportunity for paintball fans to practice their favorite game.

Stakeholders: paintball lovers

Approach: agro-tourism; experiential tourism

Innovation: combination of agricultural farming with experiential/sport tourism

Social impact and business results: Since 2017, after the expiry of the transition period, the company is certified as organic producer as the hazelnuts are registered as organic product.

Financial situation / sustainability of the business model: Since the beginning, the idea of the farm owners is to grow Organic and Bio products in accordance with all EU regulations. They do not use any pesticides, chemicals, conventional fertilizers, or etc. The sustainability is enhanced by the use of the renewable energy resources for the production, as well as by the utilization of the fields for the purposes of experiential tourism /paintball game/ - adding value to the overall process.

Key success factors: resource utilization, nature preservation, multipurpose

Challenges and problems:

Year of establishment: 2013

References (web-site, intent links, video, etc.): <http://fraterra.com>

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