

No.6

Lavender Farm

Czechia

Olomouc

Bezděkov (Úsov)



Categories of cultural heritage

Professional craftspeople	Knowledge transfer	Presentation of crafts	Network for preservation of crafts	Local community building	Crafts within tourism
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Description

Levandulový Statek is a charming lavender farm located in Bezděkov, Czech Republic. Established in 2014, the farm spans several hectares and is dedicated to growing and processing lavender. Visitors can enjoy a variety of activities, including guided tours, lavender picking, and yoga sessions amidst the lavender fields. The farm also features a café where guests can savor lavender-infused treats and beverages. Additionally, Levandulový Statek hosts an annual lavender festival, celebrating the beauty and versatility of this fragrant herb. Levandulový Statek also offers workshops on lavender cultivation and crafting, providing a hands-on experience for enthusiasts.

<https://www.levandulovystatek.cz/>

Types of handicrafts

Culinary craft Candle making	Soap making	Herbalism	Traditional agriculture practices
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Craft touchpoints - where to find?

Workshop of an artisan (directly from the craftsman) Webshop selling its own, locally produced products	Social media accounts Events
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What can we learn?

Heritage preservation / valorisation practice	What do they expose with their practice?	<ul style="list-style-type: none"> • Lavender Farm Bezděkov showcases sustainable lavender farming, preserving agricultural heritage, promoting eco-tourism, and fostering community engagement through educational workshops and cultural events.
Success factors	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> • 10 years of experience
Local community involvement	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> • Active volunteer programs • Educational workshops and events for locals to encourage participation and belonging; • Regular community events; • Family-run business values.
Link to professional network	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> • Strong local partnerships: network of cafés/bistros in 3 settlements; • Enhances regional tourism appeal; • Attracts eco-conscious visitors; • Promotes local cultural heritage; • Efficient, sustainable farming practices.
Communication	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> • Informative website and brochures; • Emphasis on sustainable farming; • Facebook, Youtube, Instagram; • In English language, too.
Sustainability factor	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> • Eco-friendly farming practices; • Promotes biodiversity; • Unique (lavender-based) products • Diverse revenue streams

What makes it a best practice?

PLACE DEVELOPMENT: Over the past decade, Lavender Farm Bezděkov has seen significant development. Initially, they expanded their herb cultivation areas and introduced advanced irrigation systems, which improved crop quality and yield. The farm also built new visitor facilities, including a café and a gift shop, enhancing the overall visitor experience. These improvements were driven by a growing interest in sustainable tourism and community support, which helped the farm become a renowned destination. In addition to these developments, Lavender Farm Bezděkov's commitment to organic farming and community engagement through events like the Lavender Festival has further solidified its reputation as a model for rural development.

Contact information

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