



Researching the business idea of Finnish care farms *-first results*

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Green care

- New concept in Finland
- Current situation:
 - Plenty of farm tourism
 - Some farms with foster homes
 - Boom of the riding therapy



Topical discussion

- Two Finnish prisons maintaining valuable native breeds
- Threat of running down the animal husbandry because of poor agricultural productivity
-ignoring the therapeutic benefits for prisoners and the genetic value of the animals



Pelso prison in Easten Finland

Photo: Miia Karja

Aim of the study

- Analysing the business idea in pilot enterprises
- Studying the growth potentials of the sector in Finland

Broad definition

- All the rural enterprises that are utilizing resources related with agriculture (working practices, animals, cultivation, rural environment)

Multidisciplinary research team

- Business economics (MTT)
- Physical environment, architecture (MTT)
- Social and cultural aspects (TUKKK)

Case 1. Riding center with socio-pedagogic horse activities

Metsäkylän Ratsastuskeskus ry

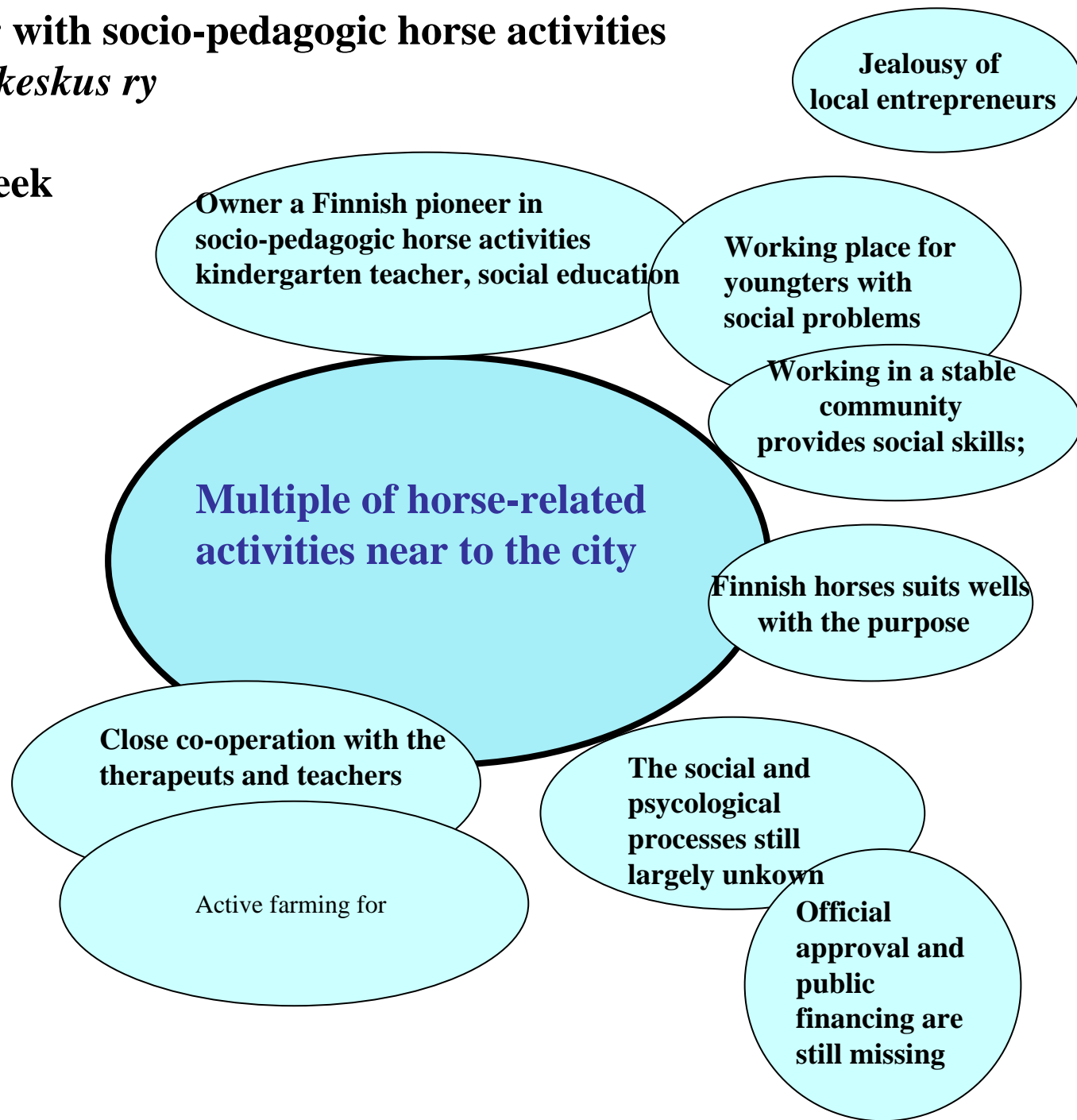
Founded in 1994

250 customers in a week

Over 20 horses



Photo:Taina Lilja





Case 2. Nursing home
Seppälänpirtti Oy
Founded in 1994
4-5 workers
8 customers

Individual care and concern
”Home” for older people

**Problems with getting
competent employees**

Location in an active farm

**Strong motivation
of the owner/director**

**Tranquility and beauty of the
farm yard => plenty of
outdoor activities**

**Collectivity: people
can watch the daily
activities,
dining together**

**Good economic
situation**

**Personal
exhaustion
?**

**Small units are not
favoured by social sector**

**Local
community
does'n use
the services**

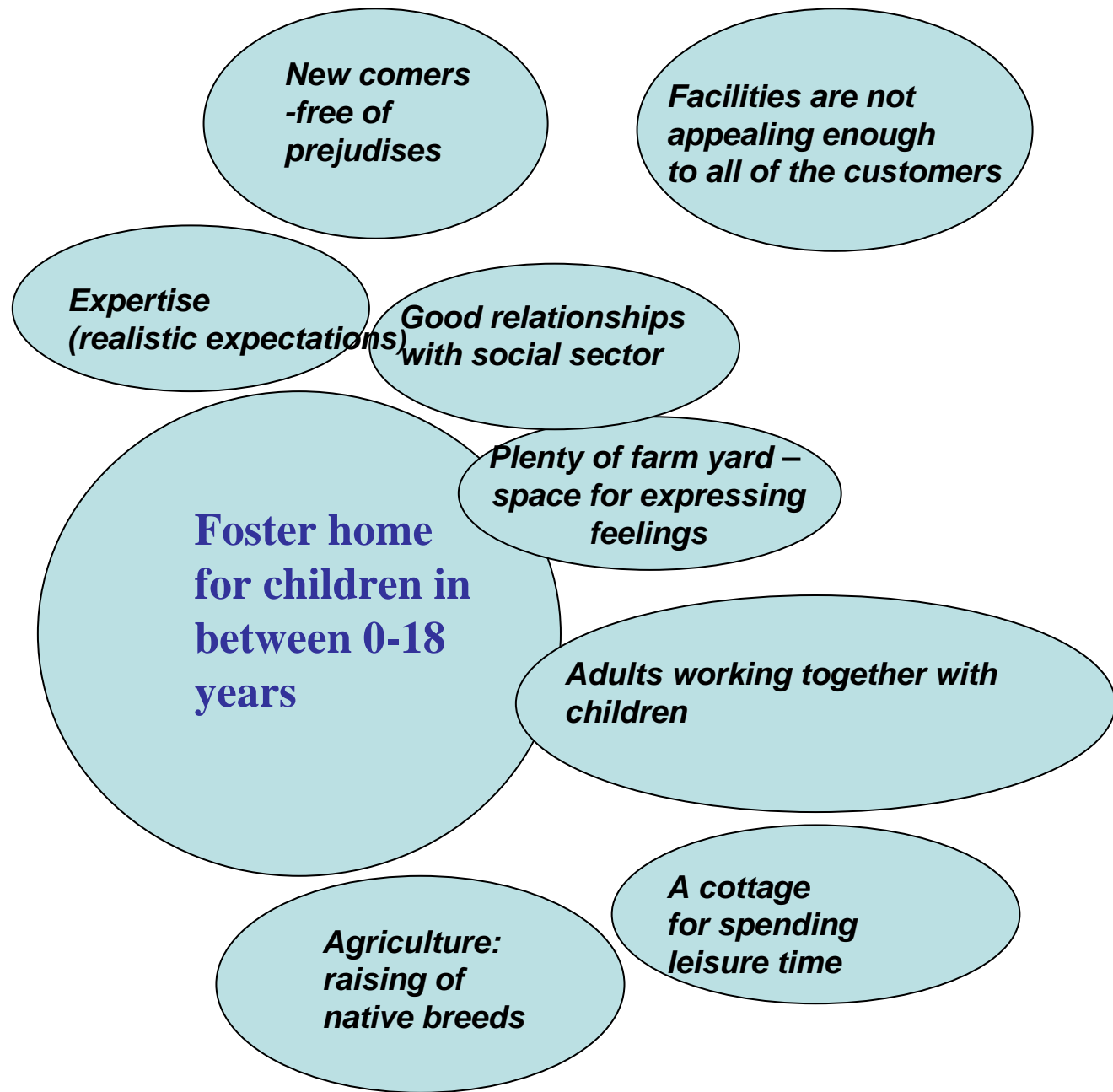


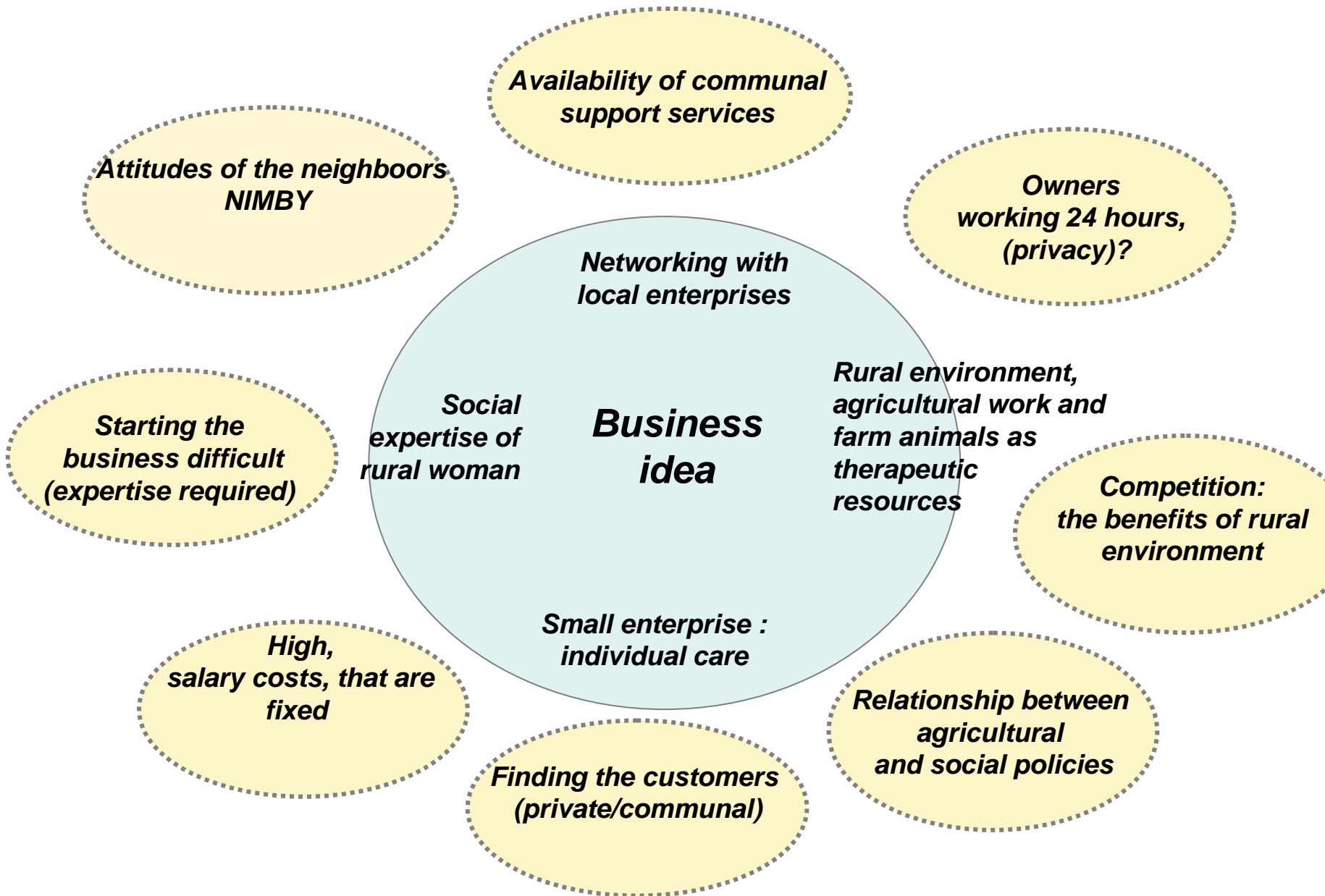
Case 3 Foster home

Parkkinen

Founded in 2003

5 customers, 3 workers





Research continues:
more of results in
December ...



Farming & care activities:
Finnish
potentials

