



Case 6: FARMHOPPING

Who?

Rosi Mitova, Mihail Stanchev and Ruslan Vakrillov created an **online marketplace** for local farms to **sell** their products **directly** to **customers**.

In return for the support that the farmers receive, they give back fresh and healthy **goodies** from their farms.

What?

Farmhopping Bulgaria

farmhopping is the **startup** project of three friends on a quest to support **sustainable farming** on a global level.

Why?

They began the project after meeting a local farmer breeding almost extinct breeds of sheep. After hearing about his **struggles to survive** in a **market dominated by** players **much bigger** than him, they were **inspired** to **create** a platform where city people could directly **support producers**, **order** farm fresh food and have it **delivered** straight to their doorstep thus **eliminating the middleman**.

How?

By eliminating the middleman, Mitova and her friends **enable** the farmers to **offer their products at a lower rate** while **increasing profit margins**.

farmhopping is an online platform and **resource** for sustainable farmers and producers. Farmhopping is not involved in the development of the products or farms.

The platform offers hundreds of products from dozens of **manufacturers** that can be ordered with a few mouse clicks.

When people buy food through farmhopping, they are directly supporting **sustainable agriculture** and helping small farms exist.

The mission of the startup is to help **sustainable farming** develop and at the same time offer urban people a more natural and **sustainable lifestyle**.

They are a **for-profit company** founded in Sofia, Bulgaria, and they have just put roots down in London, United Kingdom. Besides taking care of all the **orders they fulfill**, they spend their time improving the functionalities of their website, and adding new features. They answer questions from **users** and farmers, find new farms and **buyer groups**, and provide additional support through their **network of mentors**. They are **constantly growing**.

Conclusion

You have to believe in your mission and know that nothing is impossible.

Web links:

<https://farmhopping.com/>

<https://www.facebook.com/farmhopping.bulgaria>

<http://www.forbes.com/profile/rossi-mitova/>

Videos (in EN):

<https://www.youtube.com/watch?v=w3SfBhc pz74>

<https://farmhopping.com/our-idea>