

Sangaste Rye Village (Estonia) – social enterprise and regional network of local farms

Reet Hiimäe, Estonian Folklore Institute, Estonia

Tools for Trainers



Sangaste Rye Village is a successful combination of history, agriculture, food, stories and architecture. The majestic Sangaste castle was home for the so-called Rye Count who is famous for the cultivation of „Sangaste“ rye variety in the 19th century that is the oldest rye variety still used in agriculture today. Now the concept of rye serves as the basis for the regional network of farms and attracts people with various events, activities, accommodation, food offers, etc. The annual flagship event of Sangaste Rye Village is the Sangaste Rye Day that takes place on the last Sunday of July. The aim of the network is to become economically independent and sustainable, while offering as many locally produced products and services as possible. In 2013, in the course of a project of social enterprising several new products and activities were developed: horseback, kick scooter and bus excursions, kick scooter rent, a mobile Sangaste rye coffee. The profit gained from the project was used for marketing (leaflets, participation on tourism events, multi-language website).

<http://www.sangasterukkikyla.eu/en>

