Innovativ Farmer and very successful Entrepreneur

Martin Jucker

Martin Jucker completed his apprenticeship as a fruit grower on his parents' farm and at the research institute in Wädenswil. After various further training courses in business management and the master craftsman's examination, he co-founded Jucker Farm AG in 2000. The business, which had focussed on direct marketing from the outset, experienced an extraordinary boom with the discovery of the pumpkin and the resulting pumpkin exhibition. The Jucker brothers were richly blessed with awards. Martin and his brother Beat Jucker, together with Walter Pfister from Rafz, continued to develop their parents' farms in Seegräben and Rafz with ever new innovations….

Topics

- Innovations
- Motivation / Strategy
- Start Up
- Sustainability / Environment

Languages

- German

Details & contact information

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