

The story of my enterprise

I am Sirje Aiaots, 51 years old. In 1978, I graduated from the Estonian Agricultural University in the field of agricultural economy and organisation. After that, I worked until 2000 as an economist and bookkeeper. Since the company where I worked went out of business, I had to find a new source of income.

Since I have always been interested in plants and nature, I decided to start dealing with medicinal herbs. I acquired the required knowledge by reading the appropriate books. Based on books, I have also made use of a whole range of recipes for herb tea mixtures, because people prefer to buy mixtures (for instance cough tea, kidney tea, etc.) rather than just single herbs.

I sell my merchandise in the following places:

- drug wholesalers
- health and natural products stores
- at markets and fairs

With my enterprise, I have been able to offer work in gathering and growing herbs to many unemployed and retired people, as well as children.

Participating in FEM, I am interested in the following contacts:

- export opportunities (we are able to produce more merchandise than we can market in Estonia)
- import opportunities (we would buy herbs that do not grow in Estonia)
- gathering experience (we are interested in the technology for producing medicinal herbs in other countries – Lithuania, Latvia, Finland, and Germany)

I feel it is important that I am also able to be a good partner to my husband, who operates as an entrepreneur in the same field and that I am able to support my children—my daughter is a senior in upper secondary school and my son is working in Ireland.

Medicinal herbs are my main hobby, although I also love reading and going to the theatre. Recently I have started to work on activating village life along with my husband who is the village elder.

My contact information:

Sirje Aiaots
Vana-Vigala sjk. Raplamaa.
Estonia
e-mail: sirje.aiaots@mail.ee
phones: +372 48 97 892
+ 372 56 21 96 44

