

From Academic Career to Farming: Choosing the Harder Path

SIA "Ar B Agro" | Ketija Bumbiere

Network to innovate: Roots of Change - Young Women Transforming Agriculture

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**My Journey into
Agriculture –
how it
began?**

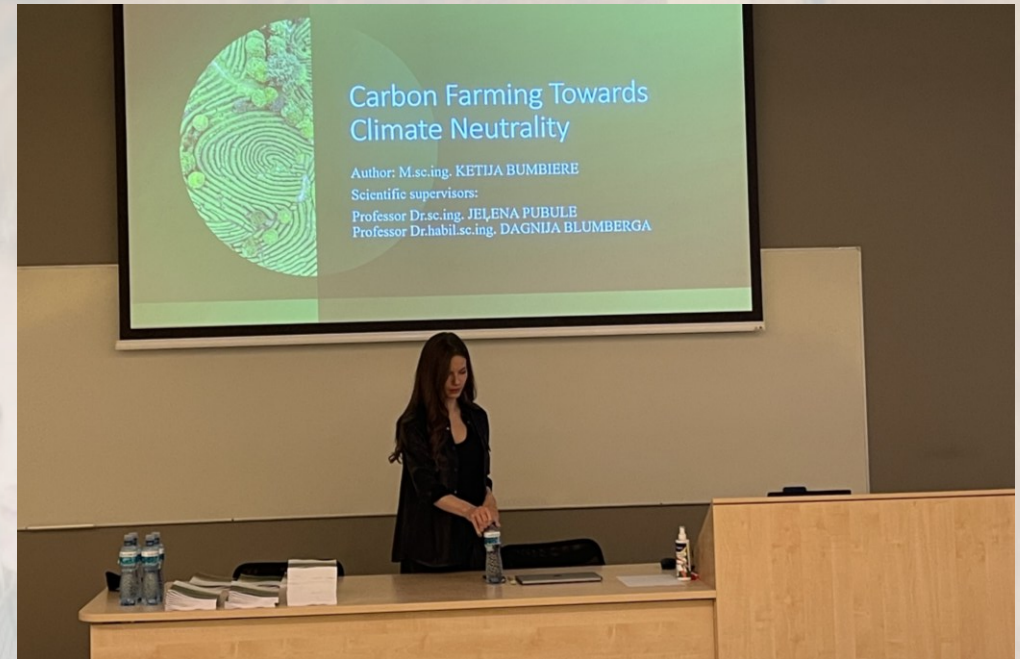


**My Journey into
Agriculture –
was it always my
plan?**



My Journey into Agriculture – what inspired me to choose this path?

- To invest myself in agriculture, I knew I needed a base at first;
- I built an academic career first;
- I wanted something more dynamic, creative, where I could use my potential



What I Do Today – what is my current role?



Current role – to lead the company.

I follow structured set of steps to implement all changes I want. For example:

- Marketing, sales, partnerships;
- Legal documents in perfection to fully protect the company;
- Management hierarchy;
- Automation, optimization, and productivity;
- Extensive analysis of agronomic, production, and economic data. Quantitative target setting.
- Systems independent of emotional factors – I only care about the result.

What I Do Today – what am I most proud of?

- I can see the first improvements – economically, emotionally, in production and daily operations



Challenges and Lessons Learned – what challenges have I faced as a young woman in agriculture?



- Balancing family life with leadership responsibilities
- Expectations around authority and resilience
- External skepticism

Challenges and Lessons Learned



How did I overcome them?

Built my own team who trusts my vision and strongly support each other

What have I learned along the way?

Your team is your mirror. **You should never be afraid to define it and also to remove people who damage the emotional environment.** Sometimes it is easier and more effective to rebuild than to fight the same battles every day.

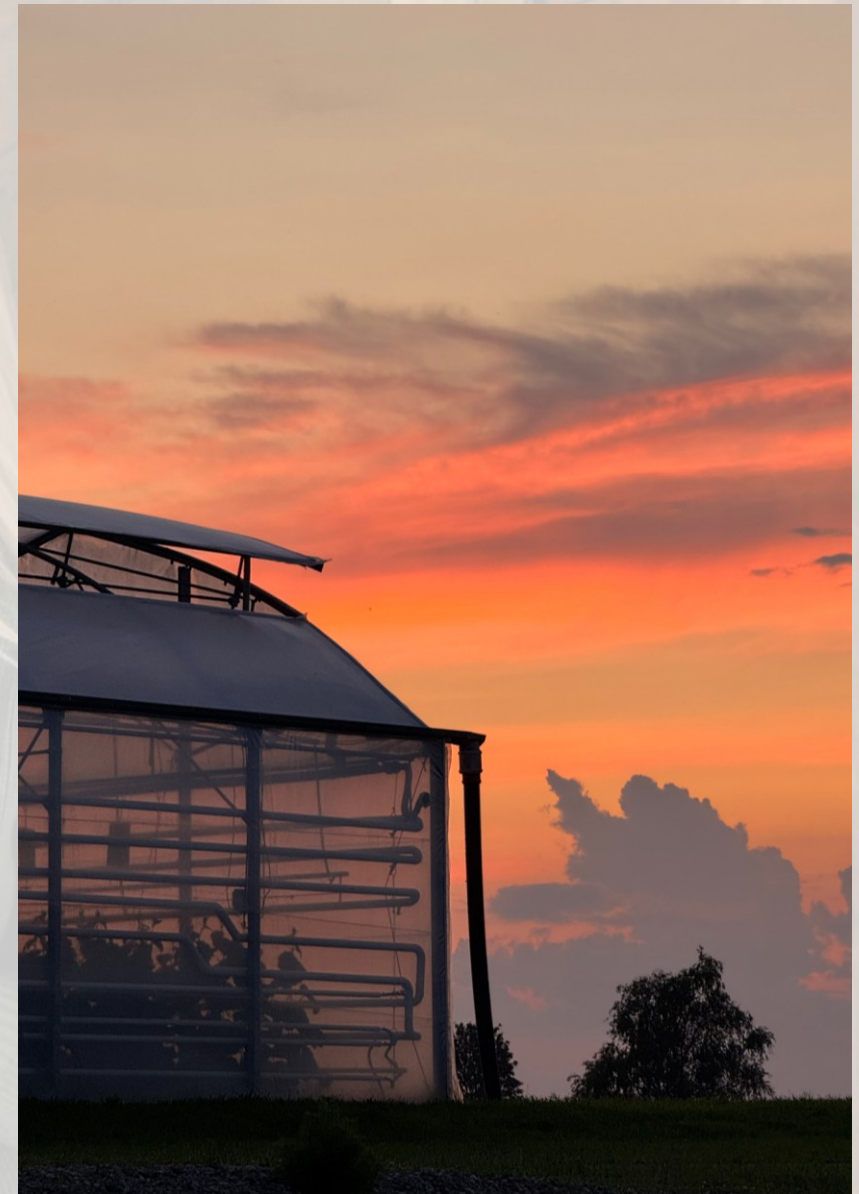
When you show capable, intelligent women trust, protection, and loyalty, you receive it back many times over. I think this is one of the most powerful and beautiful aspects of working with women in agriculture.

Looking Ahead –

What are my future plans?

How do I see the future of agriculture and rural life?

- With motivation but at the same time realistically;
- If the political situation, municipality and government attitude and also market doesn't improve, new construction would not be wise (not considering wars);
- If there were improvements, expansion and modernization of greenhouse area, bioeconomy, energy production and tourism would be priority;
- **Priority for now** is to optimize what we have and to be as ready as possible for EU agriculture collapse (in the context of my field).



Advice for Others-

What advice would you give to young women considering a career in agriculture?

Think carefully about whether you have a strong foundation — financial, educational, or any other kind of backup that you can rely on!

- **If you do not have** a solid educational background or an alternative work or business that can support you, I would advise against entering agriculture.
- **If you do have that foundation**, then you can truly enjoy it — It is meant for creative people who enjoy a certain level of adrenaline, close connection with nature, opportunity to use analytical thinking, build strategies, and see how they unfold in reality.



A photograph of two women in a wooden barn. The woman on the left, with dark hair in a bun, is wearing a white t-shirt and a red and blue plaid skirt, holding a brown chicken. The woman on the right, with long blonde hair, is wearing a grey sweater and holding another brown chicken. The background shows the wooden structure of the barn with some light coming through the windows.

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