

The master thesis deals with farmer's reasons to engage in organic agriculture. The theoretical part is devoted to the topic of organic agriculture, its development in the Czech Republic and abroad, organic farming legislation and subsidy policies in the Czech Republic. Described methodology is a part of master thesis. The empirical part provides the readers with the presentation of eight individual organic farms in the regions of Hana and Beskids. On the grounds of empirical survey carried out through in-depth semi-structured interviews, the thesis reveals inner motivations that stimulate farmer's commitment to work in an environment-friendly way. Then, detailed description and interpretation of the codes resulting from open coding of the interviews are presented.