



### Floral Greenhouse in Akhalkalaki

It has been years since Armenak Poghosyan started selling flowers. He even ran his own greenhouse, a very old one. He decided to expand his business on his property of 500 m<sup>2</sup> located in the Akhalkalaki area.

Armenak Poghosyan received information regarding the EU grant competition via the Internet. He prepared a project proposal with LAG support and won financial aid from the European Union. Part of the investment was spent on repairing the old greenhouse and another was used to build a new one equipped with modern technologies for flower growing. Mr Poghosyan has a partner as well in what is more like a family business than an enterprise. They have also employed four locals. Plans are to employ more people based on the success of the greenhouse.

Currently, they are growing four types of roses in the greenhouse: white, red, pink and pale pink ones. The rate per a small-sized rose is 40-50 tetris while the larger ones cost GEL 1. They also sell them in Akhalkalaki, Akhaltsikhe and Tbilisi markets.



Employees: 4 locals  
Total budget of the project: GEL 42,398.99  
EU share: GEL 24,000.00  
Co-financing: GEL 18,398.99



As a result of the pandemic, people are not holding wedding parties and schools are closed down and so the demand for fresh-cut roses dropped significantly.

“Considering the Covid-19 context, our greenhouse saved our business. Now, we don’t import flowers from Armenia, Turkey or the Netherlands and so we were not afraid that the flowers supply would stop.

We are grateful to the EU, GIPA and the LAG for believing in us and providing financial support, said Armenak Poghosyan.





Flowers requires particular care. One should know temperature control, watering, cultivating, etc. According to Mr Poghosyan, his flowers have the same quality as those imported from Turkey and Armenia. Flower stores are very satisfied and people from other regions are expressing their interest in his flowers as well. He also planted gladioli in the greenhouse and intends to increase the number of different types of flowers in the future.

*The initiative has been financed by the European Neighbourhood Programme for Agriculture and Rural Development (ENPARD) through the project of promoting new approaches in Rural Development in Akhalkhalaki.*

*Project is being implemented by the Department of Rural Development and Vocational Education (DRDVE) of the Georgian Institute of Public Affairs (GIPA). Project Partners are Mercy Corps, Elva - Community Engagement and West Cork Development Partnership.*

*The European Union supports agriculture and rural development of Georgia through the programme of ENPARD, which has been implemented in Georgia since 2013. The total budget is 179.5 mio EUR. The main goal of the ENPARD is to reduce the rural poverty. The main priority of the first phase of the program was to support agricultural development, whereas the main aim of the second and third phases is to promote economic opportunities and capacity building of people living in the rural areas. For the additional information, please follow the link: [www.enpard.ge](http://www.enpard.ge)*