

## ESTONIA

# Diversification and job creation

### Location

Ura Küla

### Programming period

2014 - 2020

### Priority

P6 – Social inclusion and local development

### Measure

M19 – LEADER/CLLD

### Funding (EUR)

Total budget 7 470

EAFRD 3 586

National/regional 896

Private 2 988

### Project duration

2016 – 2017

### Project promoter

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### Contact

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A family farm used LEADER support to build a new greenhouse that would provide optimum conditions for growing traditional varieties of Estonian roses.

## Summary

This project helped to fulfil the dream of a family farm producing old Estonian rose plants varieties. The types are collected from manor gardens and old farms, thus contributing to the preservation of the Estonian rose heritage. Support from the RDP was used to build a new greenhouse that offers more suitable growing conditions and serves as an exhibition space.



## Results

On a warm winter day, the temperature inside the new greenhouse is 18 degrees higher than outside, while at the end of a cold February day with an outdoor temperature of minus 18-19 degrees, the temperature inside the greenhouse is 10 degrees higher.

During the first year, the farm reproduced 300 rose plants as planned.

## Lessons & Recommendations

- ❑ After the installation of a greenhouse, the applicant unexpectedly proposed to pay 50% of the sum, rather than 40% as originally agreed.

### Context

Over the years, the owners of Panga farm in Western Estonia have collected all the types of roses cultivated in Estonia. This is a unique rose collection and the only one of its kind in Estonia. This makes it the best provider of rose plants for landscaping companies, gardeners and collectors in the country.

Before the project the farm was using an old and low plastic greenhouse. The old greenhouse was long (20 m), but too narrow and low (3 m wide and 2 m high) without sufficient air and containing too much moisture. These conditions were not favourable for the plants, as the plastic was easily broken and the temperature rose too high in the summer and dropped very low in the winter.

Under these conditions the reproduction of the delicate roses was difficult and significant losses occurred. Thus a high ceiling greenhouse with a large area was needed to preserve the rose plants in the cold weather and to reproduce in the appropriate conditions.

### Objectives

The overall objective of this project was to improve the efficiency and productivity of the farm, by constructing a new greenhouse for reproducing the plants.

A specific objective was to produce 300 rose plants during the summer of 2017.

### Activities

Financing from the Estonian RDP was used to build a new high greenhouse that offers sufficient space to preserve and reproduce the plants. The new greenhouse also provides protection to the plants from the cold. The conditions (temperature and humidity) can be adjusted as needed to allow the best development of the roses. The greenhouse can also be used as an exhibition space.

The project started in February 2016, by mapping the desired characteristics of the greenhouse and choosing the most suitable of three offers. As soon as the contractor was selected, the design of the greenhouse was outlined covering an area of 100.5 m<sup>2</sup>.

In March 2016 the funding proposal was prepared and submitted and in October 2016 it was approved.

In March-April 2017 the contractor constructed the greenhouse and the rose plants were placed inside the greenhouse in May.

By August 2017, the first new rose plants were taken out to the open air to toughen up.



### Main results

The farm owners were able to fulfill their dream and increase the effectiveness of their business. Valuable roses can be produced under well-controlled growing conditions. On a warm winter day, the temperature inside the greenhouse is 18 degrees higher than outside, and at the end of a cold February day with an outdoor temperature of minus 18-19 degrees, the temperature inside the greenhouse is 10 degrees higher. The shape of the greenhouse has also turned out to be a benefit. There is no need to remove the snow from the roof as the snow crashes down naturally.

During the first year, the farm reproduced 300 rose plants as planned.

### Key lessons

The family was very happy about this opportunity as rose growers are not very often supported.

After the installation of a greenhouse, the applicant unexpectedly proposed to pay 50% of the sum, rather than 40% as originally agreed.

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#### Additional sources of information

[www.facebook.com/pg/Panga-Talu-Roosid-460839107431576/about/?ref=page\\_internal](http://www.facebook.com/pg/Panga-Talu-Roosid-460839107431576/about/?ref=page_internal)