

Nathan LaVictoire
AGR2150
Mr.Raizada
November 17, 2014

Nepalese Climbing Roses

The rose is a beloved flower around the world renown for its beauty and a symbol of romance. (Encyclopedia Britannica). Part of the *Rosa* genus , the rose takes on many forms in the cut flower industry such as erect or climbing trees. The makeup of the rose is very interesting with a spiked stem used to help sustain survival against unwanted foes and pedals tend to be in groups of five (Encyclopedia Britannica). The rose is a great export product for Nepal because it can be used to grow on the walls of terraces making it easy for cultivation and would be a sought after commodity in other nations.

Product Information

Nepal is geographically filled with a mountainous terrain, making certain procedures more optimal for cultivation. The climbing rose would be a great fit because it can grow on the side of a terrace wall on any farmers plot of land, especially optimal for hillside farmers. This is because they would not need any drastic changes in what they have to work with making it a much more plausible change and source of income. (Gauchan, 2009). Nepal already has the climate for floriculture in regards to weather and soils. Floriculture is an already experiencing a 10-15% growth per year in Nepal, and it especially helps women (easier work than other plants). Work by the University of Kathamandu in Nepal has shown that Nepalese export to India, USA, Japan, the Netherlands, Norway, Australia, Taiwan, Italy, Germany and some of the Gulf countries (Gauchan, 2009). This market shows great potential. A problem with growing roses is it

needs a large quantity of manure to keep healthy, and a decent amount of watering; therefore interventions will be needed for it to be grown in Nepal by poor farmers on a large scale (Encyclopedia Britannica). Another problem to be looked at is that roses could only be grown seasonably in hotter temperatures like summer therefore the industry would be much slower in the winter season.

The benefits to Nepal would be exponential of a successful rose export industry, as cut flowers are a proven commodity with sales of US\$13,000 million annually globally (Gauchan, 2009). Nepal will need interventions to more successfully be able to produce roses on a large scale, including government grants for items such as fertilizers (manure or industrial), irrigation, and a means of transportation for hillside farmers to get their produce to market. In all this would be great for Nepal's farmers and help pull even the most in need of farmers out of poverty, especially if aimed at hillside farmers and their needs.

Export Potential to Canada

By selling to Canada, Nepal could gain millions of dollars in revenue. Roses are a steady commodity and are not showing market decline (Gauchan, 2009). If a way could be emplaced for Nepal to have more accessibility to transportation so the supplies can be brought to a single location it would make it much more possible an opportunity. This could be Nepal's greatest barrier with hillside farmers. Next would be to look at how to keep the flowers from decomposing, so a cold storage would be needed or a green house. Lastly, shipping to Canada would be required, and this would probably be the easiest step

if Nepalese already have cut flower exports. Canada may be more inclined if they saw this was a free trade rose that helps Nepalese farmers have a more sustainable livelihood.

Names and Contact info of Potential Canadian Buyer's

Richard Caldwell could be a potential Canadian buyer with experience in importing and distributing, specializing in starting businesses in the floral industry. The company is called SOS Floral and is located in Montreal, ONT.

Contact Info:

Richard@sosfloral.ca

Florist Supply Limited is a direct importer based out of Winnipeg, Manitoba. This company has a fair-trade logo directly on their website which is a perfect fit for this kind of project. They also do wholesales and manufacturing.

Contact Info:

enquiries@floristssupply.com

1-800-665-7378

Daphne Flower Imports is a large Canadian importer that has many connections for importing flowers across the globe, places such as Jamaica and Thailand. They are located in Mississauga, ONT.

Contact Info:

sales@daphne.com

1-905-564-5581

Critical Analysis:

This section will look at a S.W.O.T. analysis of the ability for roses to be exported into Canada from Nepal based on the information given.

Strengths: Growing industry with exporting potential for Nepal. Could help poor farmers in Nepal have a better standard of living. Already an export market started in Nepal therefore would not need to be started from scratch with infrastructure; has been proven to be a working commodity. Easier maintenance with roses than other plants in regards to growth requirements (e.g. fewer weeds, grow on terrace wall, many bred varieties of rose). Hillside farming would mean its higher elevation, which means there is a higher like liability for more rainfall and less watering. Less barriers because it is not an edible commodity but for decoration.

Weaknesses: Large producers already exist. Means of transporting these roses from hillside terraces will be a challenge. Need hot temperatures and manures (meaning it needs a good amount of nutrients). Will need some kind of government grant for transportation and storage.

Opportunities: Could have great market potential and would improve the lives of those most in need in Nepal. Better means of growth such as fertilizers and agronomical intervention (soil depletion prevention, better seeds, weed maintenance) could exponentially grow crop yields. There are government grants set up for items such as this such as from UNDEF which gives out grants for projects in developing countries.

Threats: Hillside farming can be difficult in regards to transportation, this will make it more costly to produce and raise the price. If roses deplete soils of nutrients it could lead to soil erosion and that can be very dangerous for hillside farmers for fear of run-offs and that would affect the crops they need to live.

Bibliography:

Gauchan, D. P., Pokhrel, A.R., Pratap M., Lama P. (2009). Kathmandu University Journal of Science, Engineering and Technology. Current Status of Cut Flower Industry

in Nepal, volume 5. Pages 87-98.

http://www.ku.edu.np/kuset/VOL5_No1/9_Gauchan_Current%20status%20of%20cut%20flower%20%20%20%20%20%20%20%20%20%20%20%20%20paper_edited_original.pdf

Rose. (n.d.). In *Encyclopædia Britannica online*. Retrieved from http://en.wikisource.org/wiki/1911_Encyclopædia_Britannica/Rose

Applying for an UNDEF project grant and selection process | UNDEF. (n.d.). Retrieved from <http://www.un.org/democracyfund/apply-funding>