



Rwandafresh
QUALITY HORTICULTURE PRODUCTS

Rwandafresh @ IFTF2024

E-brochure



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Rwandafresh

QUALITY HORTICULTURE PRODUCTS

Rwanda is arguably one of the best destinations in the region for floriculture development in terms of excellent agro-climatical conditions, governance, business environment and institutional support available for pioneer floriculture projects.

Her high altitude ranging from 1400 m to over 2400 m ASL, fertile soils, plenty of rainfall throughout the year of between 900 mm to 1,500 mm and day temperature 20 to 30°C and night temperature 5 to 20°C, cheap labor at daily wage range of US\$ 1.10 to 2.20, plenty of clean water form numerous rivers and lakes makes it an enviable destination for floriculture development as compared to her neighbors.

Infrastructures are well rated and there are at least 7 flights per week to Amsterdam, Brussels and Dubai in addition to flights to the region which include Kenya, South Africa, Ethiopia, Congo, Brazzaville, Libreville, DRC, Gabon, Tanzania, Nigeria, etc.





Rwandafresh

QUALITY HORTICULTURE PRODUCTS

Summer flowers

Rwanda has conducive environment of a number of summer flowers. There are four districts, namely: Musanze, Nyabihu, Rubavu and Rulindo which have ideal conditions in both climate and soils as well as experienced growers to grow these flowers. Samples were sent to the market agents in Netherlands and were found to be of high quality.

Summer flower varieties that can be grown in the country include Agapanthus blue & white, Tuberose, Erygium, White arum, Ornithogalum, Mollucella, Craspedia, Amaranthus, Crocosmia, Arabidopsis, Bupleurium and Carthamus for export purpose while a other smaller varieties and foliage are for the domestic market.





Bella
Flowers

Creating Memories

BELLA FLOWERS
COMPANY PROFILE
2023



History

Bella Flowers Ltd is a private company registered in Rwanda with the main objective of the production and export of fresh cut roses as part of the Gishari Flower Park project.

The Gishari flower park project was designed by the Government of Rwanda to facilitate investment in the nascent floriculture industry and to increase export of non-traditional and high value products. Gishari sector (Rwamagana District) was identified to have ideal conditions in terms of altitude, existence of sufficient water and its location near the Kigali International Airport.





Bella Flowers excels in growing sustainable, high-quality roses, inviting everyone to explore its eco-friendly practices. The farm is dedicated to enhancing nature's beauty, one petal at a time.



Overview

Bella Flowers is a leading producer of high-quality roses for the local and international market. Situated amidst the lush greenery of Rwamagana, the company has been nurturing growth and beauty since its inception in 2014, with production starting in 2016.

Its operations span across the whole farm which is 100 hectares, but the production is on 56 hectares with future extension to 65 hectares. 25 hectares is under infrastructure. It houses state-of-the-art greenhouses, a modern packhouse, an efficient fertigation unit, and a water reservoir filled with pristine water from Lake Muhazi. Bella Flowers cultivates 22 distinct varieties of roses, employing over 900 dedicated individuals. The company is a testament to Rwanda's commitment to sustainable development and lucrative future, carving a notable presence in the global floriculture scene.



About Us



With the Rwandan government at the heart of its foundation and establishment, Bella Flowers is a testament to the nation's commitment to investing in a sustainable and lucrative future. As we continue to nurture our roses for the global market, we are also seeding a brighter future for Rwanda, one flower at a time.

So, join us on this journey of growth and prosperity. Discover the enchanting world of Bella Flowers - where every rose tells a story of resilience, excellence, and beauty."



Mission

To produce high-quality flowers for local and export markets with a commitment to social and environmental sustainability that embraces modern technology and innovation





Vision

"To be the leading producer of high-quality flowers in the world".



Locations



Bella Flowers operates from its farm in Gishali, located in the Rwamagana district, Eastern Province, Rwanda. The farm, nestled at an altitude of 1500 meters above sea level, is conveniently situated an hour's drive away from Kigali International airport.

It also has a sub-branch in **MAGERWA, Gikondo, Kigali located at KK 6 AV.**



Infrastructure

Journey through the heart of Bella Flowers and discover our state-of-the-art infrastructure, designed to create an ideal environment for our roses to flourish while promoting sustainable practices. Each element of our infrastructure, from our greenhouses to our water reservoir, plays a vital role in bringing the beauty of our roses to the world. Come, let's take a closer look at these key components:



Greenhouses

Nestled within our 65-hectare farm, our greenhouses stretch across 20 hectares, forming the centerpiece of our operations. These climate-controlled sanctuaries provide an ideal environment for our roses to grow, ensuring optimal sunlight, temperature, and humidity. Our greenhouses are a testament to our commitment to quality and innovation, fostering the growth of our vibrant, high-quality roses.



Packhouse

Our packhouse is where the journey of our roses continues after they leave the greenhouse. This large-capacity facility is equipped with two cold rooms, ensuring our roses maintain their peak freshness and vibrancy. Here, each rose is carefully packaged for its journey, guaranteeing it arrives at its destination as beautiful and fresh as when it was picked.

Fertigation Unit



Our fertigation unit, powered by the Galcon water management system, is the heartbeat of our farm, pumping vital nutrients to our roses. This modern and efficient system allows us to manage the feeding of our plants precisely, ensuring they receive just the right amount of nourishment to bloom in all their glory.



Water Reservoir

Our water reservoir is an essential part of our sustainable practices. Filled with excellent water drawn from the nearby Lake Muhazi, the reservoir ensures a consistent supply of water for our farm. This critical resource not only nourishes our roses but also symbolizes our commitment to environmental stewardship, as we strive to utilize local resources responsibly."

Through this harmonious blend of nature and technology, Bella Flowers Rwanda continues to cultivate roses of unparalleled beauty and quality, reflecting the true spirit of Rwanda in every petal.



Our Products

The company cultivates and exports an array of rose varieties, including but not limited to **Furiosa, Patz, Yelloween, Sorbet-Avalanche, Proud, Nicoletta, Espana, Taccazi, Revival, New Orlean, Moonwalk, Magic Avalanche, High and Magic, Belle Rose, Athena, and Ace Pink**. There are a number of other trial phases being conducted, with the possibility of 6 more flower varieties being added before the end of the year 2023.



Athena
Length: 40-60
Head size: 3.8-4.2
Vase life: 15+Days



Ace Pink
Length:40-60
Head size: 4.2-4.5
Vase life: 10-12 Days



Bellerose
Length: 40-60
Head size: 4.5-5
Vase life: 15+ Days



Espana
Length: 40-60
Head size: 3.8-4.2
Vase life: 10-12 Days



Furiosa
Length: 40-60
Head size: 3.8-4.2
Vase life: 12-14 Days



High and Magic
Length: 40-60
Head size: 3.5-3.8
Vase life: 10-14 Days



Magic Avalanche
Length: 40-60
Head size: 4.0-4.3
Vase life: 14+ Days



Moonwalk
Length: 40-60
Head size: 3.8-4.2
Vase life: 14+ Days



New Orleans
Length: 40-60
Head size: 4.2-4.5
Vase life: 15+ Days



Nicoletta
Length: 40-60
Head size: 4.2-4.5
Vase life: 12-14 Days



Patz
Length: 40-60
Head size: 3.5-3.8.
Vase life: 10-13 Days



Proud
Length: 40-60
Head size: 4.5
Vase life: 10-12 Days



Revival
Length: 40-60
Head size: 4.5-5
Vase life: 12-14 Days



Sorbet Avalanche
Length: 40-60
Head size: 4.0-4.3
Vase life: 14+ Days



Taccazi
Length: 40-60
Head size: 3.5-3.8
Vase life: 14+ Days



Yelloween
Length: 40-60
Head size: 4.5-5.0
Vase life: 10-12 Days



Where Our Customers Are Based

Bella Flowers exports its high-quality roses to international markets, with Holland being the major recipient, accounting for at least 70% of the exports. Other markets include **Australia, South Korea, Japan, Netherlands, UK, Nigeria, DR-Congo, and Gabon.**



Sustainability

The company is deeply committed to environmental stewardship, ensuring efficient water management, responsible use of fertilizers and pesticides, and aligning its operations with the United Nations' Sustainable Development Goals (SDGs). These sustainable practices aim at responsible consumption and production as well as climate action.



Social Responsibility



Beyond environmental sustainability, **Bella Flowers** invests in the well-being and empowerment of its employees, suppliers, and local communities. We have created over 800 jobs for the surrounding community, improving lives, and offering amenities like a modern dispensary and canteen at the farm. The company also has a basketball and volleyball court, where employees ensure to have a work-life balance.

- Support the victims of Genocide 1194 against Tusti
- Provide health insurance for general workers (Mutuel de Sante)
- Engage in different Rwamagana District activities

Environmental Responsibility

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Responsible Consumption and Production (SDG 12)

At **Bella Flowers**, we firmly believe in the principle of 'growth with responsibility'. Aligning with SDG 12, we have implemented practices that promote sustainable consumption and production. We ensure the responsible use of resources, exemplified by our efficient fertigation unit and strategic use of water from Lake Muhazi. Our packhouse operations prioritize minimal waste and maximum efficiency, reflecting our commitment to reducing our environmental footprint. Furthermore, through our consistent quality controls, we also contribute to reducing waste in the consumption phase, offering our customers high-quality roses that last longer.



Climate Action (SDG 13)

Our operations are closely aligned with SDG 13, demonstrating a clear commitment to climate action. Our farm thrives in harmony with the local climate, leveraging the unique bi-modal rainfall and moderate temperatures to cultivate our roses naturally. Our greenhouses, while providing an optimal environment for rose growth, also play a part in managing climate-related risks and impacts. The use of water from Lake Muhazi, managed by our Galcon water system, further reflects our approach to mitigating climate-related issues. As we continue to grow, we remain committed to integrating climate change measures into our strategies and planning, creating a sustainable and resilient floriculture industry.



Life Below Water (SDG 14)

The world's oceans play a crucial role in sustaining life on Earth, driving global systems that make our planet habitable. It is essential for humanity as a whole to manage this vital resource and counterbalance the effects of climate change. As a farm that sits on the outskirts of Lake Muhazi, we actively ensure we throw no waste in the lake. We use reservoirs on our farm to manage water effectively and sustainably, circumventing the risk of contaminating the lake.

Life On Land(SDG15)

Join us in taking urgent action to preserve Earth's vital resources and build a sustainable future for generations to come. Through sustainable land management methods and conservation activities, we work to maintain and preserve terrestrial ecosystems and the species they support. We accomplish this by conservation and reforestation, as well as controlled farming in our greenhouses to prevent soil damage while we ensure quality production.



Our Clientele Base

Bella Flowers currently exports to the following countries:



Our Value Chain

Discover the captivating journey of Bella Flowers Ltd, a Rwandan flower production company that has not only blossomed into a global player but also uplifted the country's image. Delve into their impressive growth, expansion into international markets, and the positive impact they've made on Rwanda's economy.



Our Major Clients



SMILE CO. LTD



Social Responsibility

We strive to create a positive impact on the communities where we operate. Our commitment extends beyond environmental sustainability to include the well-being and empowerment of our employees, suppliers, and local communities.

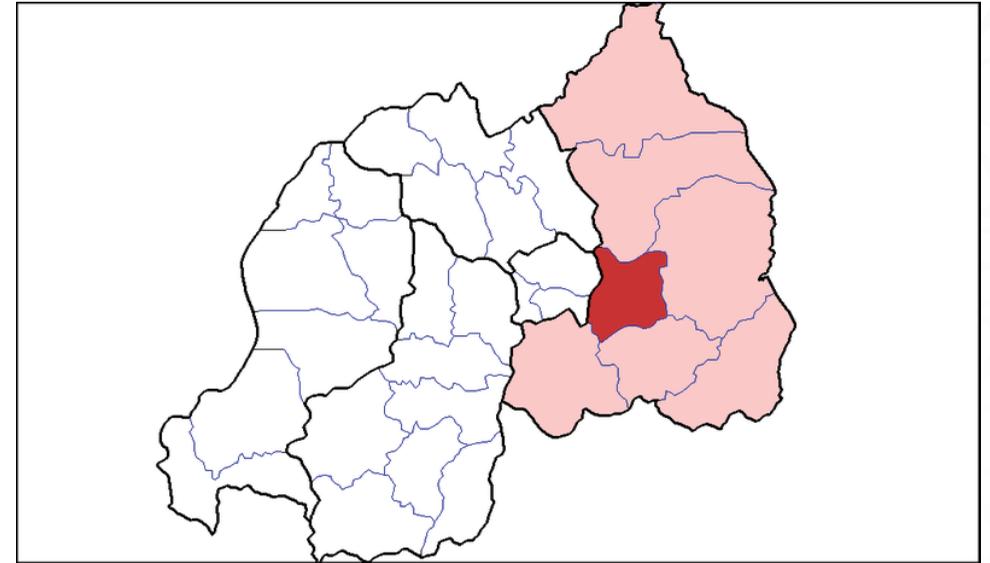
Bella Flowers **has created jobs for more than 800 people from the surrounding Gishali community**, thus improving lives. Amenities at the farm include a modern, equipped dispensary facility providing basic health treatment to employees and a canteen.



FAQs For Bella Flowers

Where is Bella Flowers located?

Bella Flowers is situated on a 65-hectare farm in **Gishali, Rwamagana district, Eastern Province, Rwanda**. It is located at an altitude of 1500 meters above sea level, approximately 65 km from Kigali International airport via the main Kigali-Rwamagana road (about a one-hour drive) and 9 km from the main road, accessible via a good road.



What is Bella Flowers' mission?



Bella Flowers aims to become a pioneer of excellence in producing high-quality roses for export to international markets. As a strategic investment in the floriculture industry, the company is committed to boosting the sector's growth and reputation.



What is the climate like at Bella Flowers?

The Bella Flowers farm enjoys a moderate tropical climate characterized by bi-model rainfall. In the rainy season, temperatures range between 17 to 25 degrees Celsius, while in the dry season, they range between 25 to 36 degrees Celsius. Humidity levels during the rainy season range from 60% to 75%, and during the dry season, it is between 55% and 60%.

Where does Bella Flowers get its water?

Bella Flowers has access to excellent water from the nearby Lake Muhazi. The water from the lake has a pH of 7.8 and an Electrical Conductivity (EC) of 0.05, ensuring optimal conditions for rose cultivation.



How does Bella Flowers prioritize sustainability?

Bella Flowers is committed to sustainable practices in its operations. It focuses on responsible water usage and efficient water management to conserve this vital resource. The company also implements eco-friendly farming practices, ensuring the responsible use of fertilizers and pesticides to minimize environmental impact.

Does Bella Flowers engage in community development?

Yes, Bella Flowers actively engages in community development initiatives. The company supports education, healthcare, and infrastructure projects that benefit the local community. By creating employment opportunities and fostering social progress, Bella Flowers aims to contribute positively to the surrounding communities.





What markets does Bella Flowers export its roses to?

Bella Flowers exports its high-quality roses to international markets. While specific markets may vary, the company aims to provide its premium roses to customers worldwide, ensuring the beauty and freshness of their products reach consumers across different regions.



Does Bella Flowers offer employment opportunities?

Yes, Bella Flowers provides employment opportunities to individuals in the local area and beyond. The company values a skilled and dedicated workforce and offers employment in various roles, ranging from rose cultivation and grooming to logistics and administration.



Does Bella Flowers adhere to quality standards?



Absolutely. Bella Flowers maintains a strong focus on producing high-quality roses that meet international standards. The company implements rigorous quality control measures throughout the cultivation and grooming processes to ensure that only the finest roses are selected for export.



How can I contact Bella Flowers for more information?

For further inquiries or more information about Bella Flowers, you can reach out to the company through their

- ✉ marketing@bellaflowers.rw
- ☎ (+250) 784 442 711
- 🐦 @bellaflowersrw
- 🌐 www.bellaflowers.rw

Further details are available under the '**Contact Us**' section on our website.

Certificates and Participation



At Bella Flowers, we strive for quality, and that is why we have certificates to show for it. We received the GlobalGAP certificate, the RGB certificate and the Hivos People Unlimited awards. We also attend different flower forums like IFTEX, IFTF and IFEX, where our flowers get praised and commended.





Bella
Flowers

Creating Memories

