

# PRODUCER



# PROFILE

**Name:** Rosebud Limited  
**Product:** CutFlowers (Roses)  
**Country:** Uganda

**FLO ID:** 29072

**Fairtrade Certified Since:** 2019

**Type of organisation:** Hired Labor Organization (HLO)

**Number of Workers:** 1600 with 67% are women

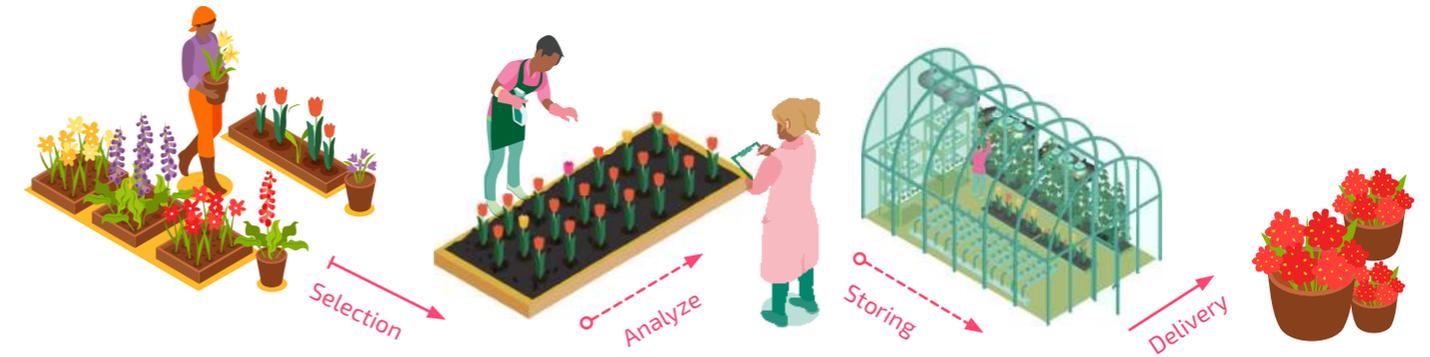


# Introduction

The company was established in the year 2002, located in Uganda, East Africa. Rosebud Ltd is under Ruparelia Group, and specializes in the production of cut roses, with over 65 hectares of green houses. Rosebud contributes to around 60% of Uganda's flower exports.



# Rose Growing & Processing



Rosebud is in the Lake Victoria basin which lies next to the equator. This helps with the growth of roses all year round and consistent production with minimum weather fluctuations. We specialize in the production of quality cut roses for

export. We are the largest exporter of cut roses from Uganda, constituting 60% of Uganda's flower export. Today, Rosebud Ltd produces over 18 varieties of Roses on 65ha of steel greenhouses with hydroponics system. After putting a remarkable

milestone of producing super sweetheart roses with head size of 3.2 cm to 3.8 cm, Rosebud Ltd has now diversified to intermediate roses to achieve head size of 3.8 cm to 4.5 cm.

# Roses Profile



**Altitude:**  
1900 - 2300 ASL



**Temperature:**  
22 - 27°C



**Growing Practice:**  
Sustainable



**Soil:**  
Grey Loamy



**Harvest Period:**  
January-December



**Processing Type:**  
Ready for Market



**Other Certifications:**  
MPS-A, MPS-GAP, SQ & ETI



## Roses Production:

2019 - 2020: 81,028,171.36 Kgs (Actual)

# Benefits of Fairtrade

## FPC Office Project

The FPC office was provided with Computers, printers, Office tables, chairs and other office stationery i.e., cable wires, flash, tonner, stapling machine, papers, calculator, pens, punching machine. The Project was also accompanied with Training of FPC Members on use of computer and other Fairtrade related computer information.

## School Renovation

Namugonde Primary School was provided with renovation of class room blocks, printing, fixing of new metallic windows, door and glasses.

## Mobile Speaker

This was bought for communication during FPC meetings, trainings and general assemblies in the farm.

## Mattress

Employees were provided with mattresses in order to provide more comfort and general health hence increasing productivity.

## T-shirts

Employees were provided with t-shirts to improve smartness and provide easy identification of fair-trade committee members.





## Challenges

- Climate change.
- Market fluctuations.
- High cost of production.
- Chemical Restrictions and FCM

## Opportunities

- Reduce carbon emissions through banana rail transport system and implement climate mitigation measures.
- Linkages to more Fairtrade markets.
- Bulk purchase for economies of scale.



### **Fairtrade Africa**

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### **Producer Organization**

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