

Al-Nimer Factory for Roses

After working in the floral industry for several years, Yahya Al-Nimer noticed a significant shortage in the local supply of roses. Recognizing the opportunity, Yahya began to seriously consider establishing a rose farm to accommodate domestic demand and export the surplus to Arab and European markets.

He immediately began conducting a feasibility study for Al-Nimer Roses Farm, the results of which he shared with the European Union (EU) and Jordan Enterprise Development Corporation (JEDCO) upon hearing about their support for start-ups. In a vote of confidence, JEDCO and the EU approved Yahya's grant application. Plowing and leveling commenced soon afterwards at the Farm, and plastic greenhouses were set up for rose planting.

The first crop of roses was harvested in April 2013. Despite the modest quantities produced, they covered the needs of the local market, with enough left over to export regionally.

Keen on expanding and upgrading the Farm using the latest industry technologies, Yahya has adopted an automatic irrigation and fertilization system, a water recycling system, and a solar energy system that raises greenhouse temperatures, allowing for larger harvests that make up for winter shortages. Yahya also lends a helping hand to neighboring farmers by letting them use the refrigerators at Al-Nimer Rose Farm to preserve their crops.

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