



Construction of a cold storage building at the 'András Bata' plant nursery

A nursery constructed a new building for cooling, handling and packaging rose stems and fruit tree plants.

EAFRD-funded projects

Location: Szeged, Hungary

Programming period: 2014-2020

Priority: P2 - Competitiveness

Focus Area: Farm's performance, restructuring & modernisation

Measures: M04 - Investments in physical assets

Funding:	Total budget	450 500.00 (EUR)
	EAFRD	120 400.00 (EUR)
	National/Regional	30 100.00 (EUR)
	Private	300 000.00 (EUR)

Timeframe: 2018 to 2022

Project promoter: András Bata

Email: bataandras@szemernet.hu

Website: www.batafaiskola.hu

Summary

András Bata's nursery is a well-established business that produces and sells fruit tree and rose plants to domestic and international customers. In order to keep up with increasing demand and to secure its position in the market, András used CAP investment support to help construct a 1 000 m² building suitable for cooling, handling and packaging rose stems and fruit tree plants.

Project results

The new building ensures the cooling of the plants, as well as the preparation and packaging of the stems during the winter period.

Two new full-time jobs were created.

Business revenues increased by up to 15%.

Lessons & Recommendations

CAP finance provides opportunities to improve business competitiveness and create rural employment.

Context

András Bata's nursery was founded in 1970 and for more than 50 years the family business has been growing and trading fruit tree saplings and rose grafts. The 10-ha nursery is located in Szeged-Szőreg, in the Southern part of Hungary. The nursery offers a wide range of high quality plants to its customers and grows resistant shoots that are well adapted to the dry climatic conditions in the area. Clients include the Auchan and Tesco supermarkets, plus other clients in the Middle East and throughout Europe.

In recent years, demand for roses has been decreasing while demand for fruit tree grafts has grown strongly. This reflects a trend away from ornamental plants towards home-grown fruit and vegetables.

The nursery grows 100 000 rose stems per hectare (of approximately 100 varieties) and sells around 150 000 fruit trees each year, including varieties of apple, cherry, pear, apricot, almond, sour cherry, peach, and plum. Most of the products are sold packaged, which requires a covered and properly equipped building.

When the nursery's 1000 m² cooling and handling building could no longer meet the increasing demand, András Bata decided to build another one and also increase staff.



Objectives

The aim of this investment project was to construct a new production building that would help the company to maintain its competitiveness and secure its position in the market.

Activities

CAP co-funded the construction of a 1 000 m² building, one third of which is used as a cold room. The larger part is used as a handling and temporary storage area.

Main results

The new building ensures the cooling of the plants, as well as the preparation and packaging of the stems during the winter period.

The investment created two new full-time jobs. In total, the nursery employs 16 employees and some seasonal helpers.

Thanks to this investment the income of the business has increased by up to 15%.

Key lessons

CAP finance provides opportunities to improve business competitiveness and create rural employment.

Additional information:

n/a

