

# Sharrcem Facts

## LAB – Selling Point, Hani i Elezit, for fruits harvest

During the first quarter, LAB collected data from 5 greenhouses. From the total of 3 active greenhouses. A total of 12,000 seedlings of green salad type Lirica has been planted around 7 thousand have been harvested. The data of sale has been provided directly from LAB farmers.



The first sales were achieved on the beginning of March. Based on the information received from the beneficiaries Mr.Sadam Dernjani more than 100 pieces have been sold to several restaurants along the highway Hani i Elezit – Ferizaj, the biggest retail Center ETC in Ferizaj and Prishtina and Hotel Sirius.



The LAB project has started to give results, so had to get involved immediately to activate a selling point. In cooperation with the Municipality we achieved to find a location where we could build a selling store with approximately 50 m<sup>2</sup>, the location is close to the main road. Sharrcem consider this project as very important for the

community, so we provided support at any time with our available resources, the best technical and financial team.

The first phase architectural project was covered by our recourse two architect. Construction of the external part has been assigned to a company from Ferizaj, which has carried out all the work necessary for this phase. The facility interior contracted a local company.

Cool temperatures in late April delayed this year's strawberry crop by a couple weeks. But these strawberries were worth the wait. This fruits made in Hani i Elezit from our beneficiaries started to harvests on mid May. And also cucumbers started selling in stores, for fresh use. The selling of products started with strawberries (early fruits) and Cucumbers. Greenhouse production provided good quality transplants for open field agriculture early in the season. Greenhouse production is more labour intensive and much more capital intensive than outdoor cropping and represents an important source of income for many specialised farmers Tomatoes are the most common vegetables grown in greenhouses, followed by cucumbers. The development of cultivation vegetables in greenhouses, so far plants are well developed and having a good health condition.



Unemployment still remains one of the biggest problems for most of the residents in Hani i Elezit, especially farmers in rural areas. Since the agro forestry sector remains the most promising sector for growth and job creation in Kosovo, LAB's engagement will continue in 2015 to support potential agro-business sectors that will facilitate and generate income and new employment.

**SHARRCEM**

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Group Corporate Values

