



Столовый виноград в теплицах - бизнес мечты

Viorel Leahu / Виорел Ляху
Agribusiness Development Specialist
Republic of Moldova





What's your criteria for a “dream business”?

- Market with long-term growth prospects
- Consumers really looking for the product
- Limited competition
- All major risks under own control

Some of these could not be legal in Georgia...

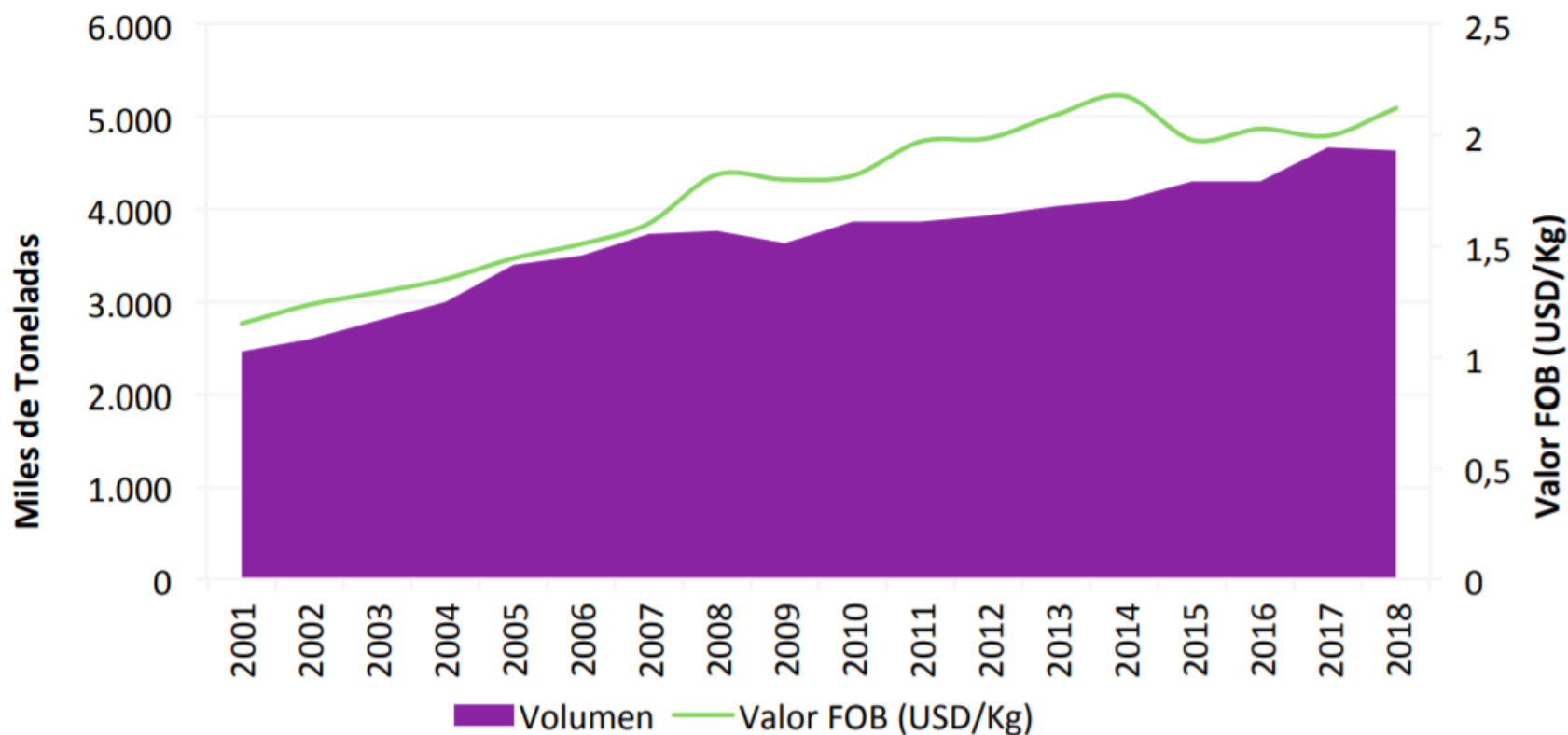


...but others are!



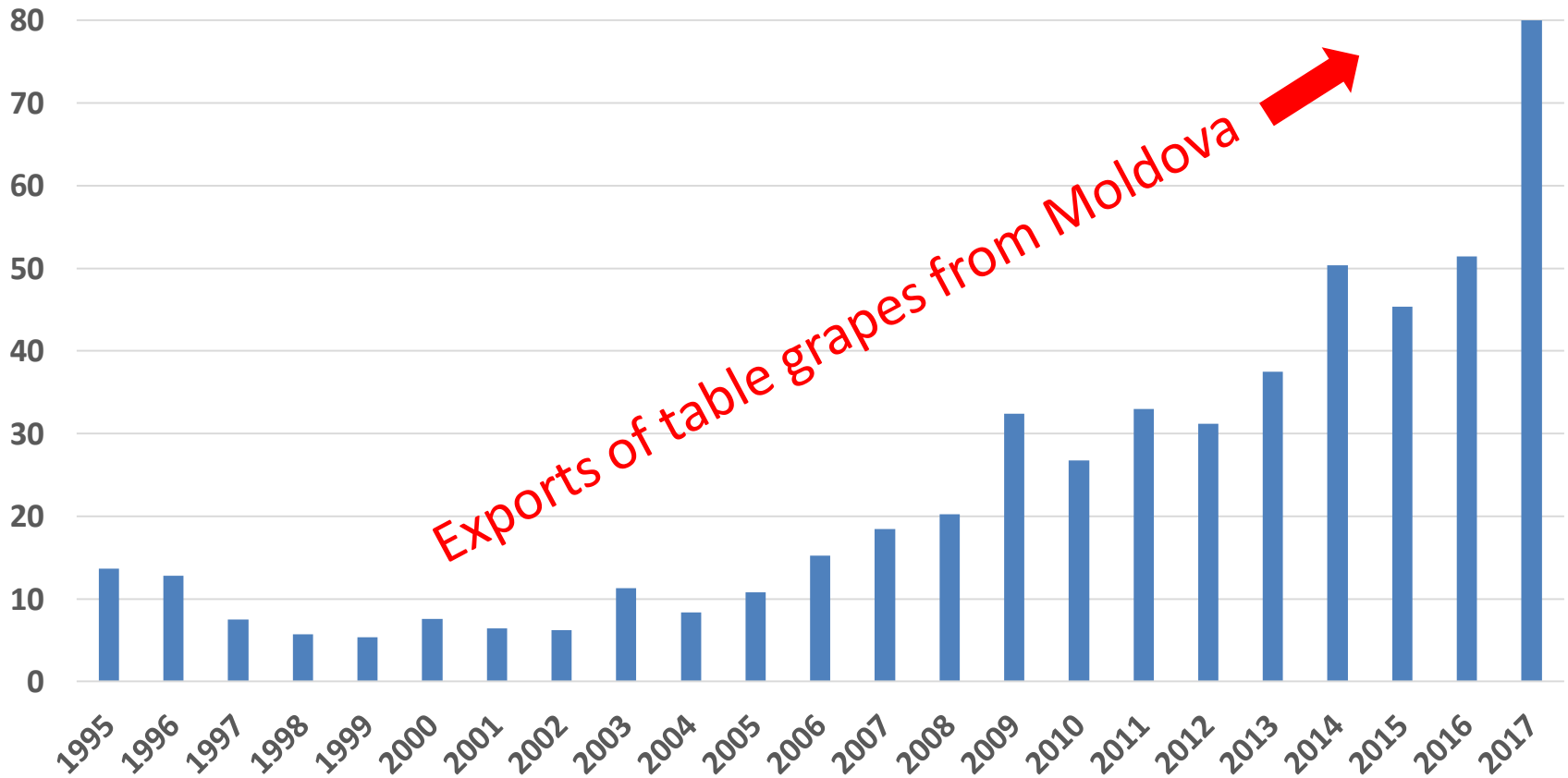
Why table grapes?

Global market is growing, and prices are steady



Why table grapes?

The markets accepts new players



<https://east-fruit.com>

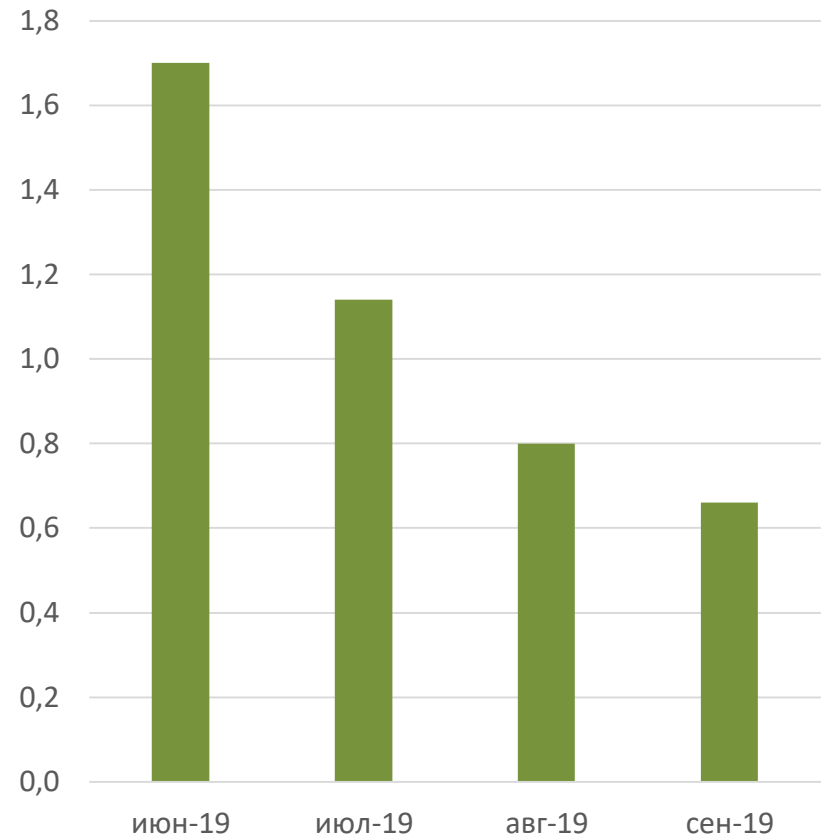
Бизнес-тур практического опыта кооперации производителей столового винограда Молдовы



Why “greenhouse table grapes”?

Market - prices

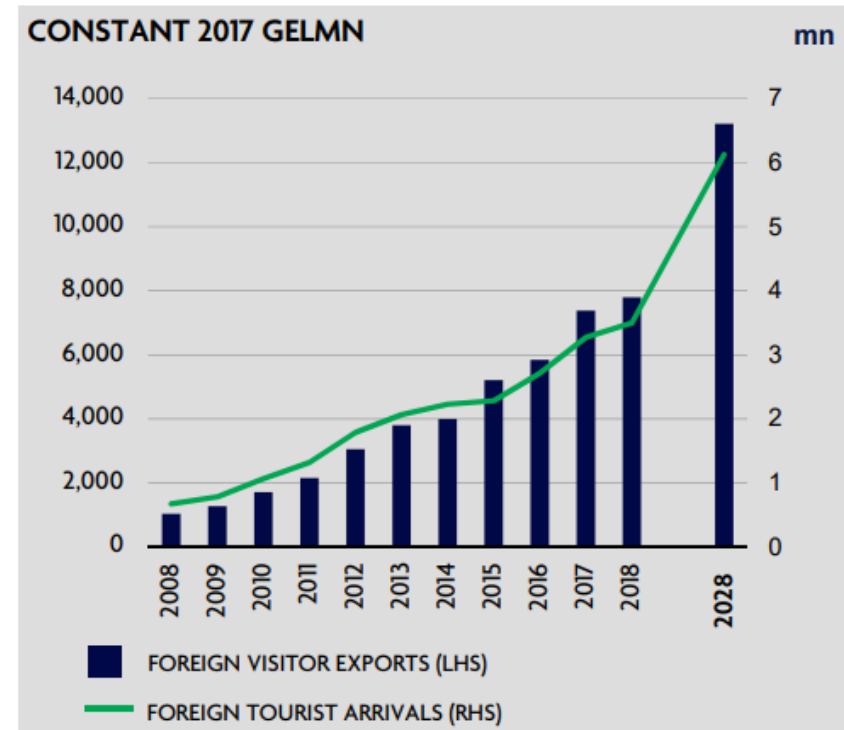
- All consumers, in all countries, are ready to pay more for “*fruit of the new harvest*”
- The difference could be as high as three times
 - *Average price for table grapes in Italy in 2019* →



Why “greenhouse table grapes” in Georgia?

Consumers: locals + tourists

- Developing tourism sector
- Tourists increasingly looking for “experience trips” (not only sun & beach)
- Synergy with wine tourism







Why “greenhouse table grapes”?

Risk control

- Control of rain damage
- Control of hail damage
- Higher temperatures inside to achieve earlier production



Georgia will not be the first...

VARIETÀ	GEN	FEB	MAR	APR	MAG	GIU	LUG	AGO	SET	OTT	NOV	DIC
BLACK MAGIC						█	█	█	█			
VITTORIA						█	█	█	█	█		
ITALIA								█	█	█	█	█
RED MAGIC						█	█	█	█	█	█	
RED GLOBE							█	█	█	█	█	
BLACK PEARL								█	█	█	█	
SEEDLESS SUPERIOR						█	█	█	█			
CRIMSON								█	█	█	█	█
BLACK SEEDLESS						█	█	█	█			
RED SEEDLESS						█	█	█	█			
PINK MUSCAT						█	█	█	█			
WHITE SEEDLESS						█	█	█	█			



Sicily region of Italy has more than 1.000 ha under this system, and the leaders started to move to soilless systems

Lessons from Moldova: grow in steps

Traditional table grape vineyard



Pergola/Tendone/Parron system



First in 2015. Now > 100 ha (15 growers).

Currently covers for hail & rain



Next step: covers to accelerate or delay ripening

First plot under greenhouse

- Area: 3,8 ha
- Conversion of an existing tomato greenhouse
- Рощфор early variety (Russia)
- Heating system used to get earlier production
- Harvest in 2019 started on July 10
- Yield (for 2020): 40 t/ha





The approach is proved in Moldova (economic **returns** + workforce **productivity**)

	Current system	Tendone
Investments, per ha	€ 12.391	€ 36.145
Production costs, per ha	€ 3.205	€ 5.353
Harvest, tons/ha	13	30
Unit cost, per kg	€ 0,25	€ 0,18
Unit price, per kg	€ 0,38	€ 0,44
Net sales, per ha	€ 5.000	€ 13.077
Gross profit, per ha	€ 1.795	€ 7.724
Payback period, years	6,9	4,7



There is a wave of new varieties, but don't ignore the already proven ones



Don't save on...

Planting material



People & Marketing





Thank you

- +373 69033919
- vleahu@gmail.com

