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For Amiel it was a choice to become a flower grower....



- 20 years ago Amiel made a decision to become a flower grower
- Coming from the textile manufacturing industry.
 Establishing a new farm was a great challenge for him and his family.
- In a world where farms are struggling for survival, Amiel built a flower growing operation that today consists of 25 acres, specializing in Phlox and Ruscus



The farm employs around 15 workers, Both locals and internationals and follows the guidelines of fair employment.







Abrmove selection: Ice Cape



As a Phlox grower About 50% of Amiel's production is based on the variety Ice Cape.



About 50% of Amiel's production is dedicated to new innovations in Phlox growing

Green Forest – a registered variety by
 Amiel



ONDJFMAMJJAS

- Lolita New Bartels Lavender variety Tested for Israeli growing conditions on
 Amiel's farm for the last two years
- Now available in commercial quantities







Amiel and Harmonie

Amiel is passionate about quality, therefore he upholds toward the high standards of the Harmonie brand





Green Initiative:

The farm supports green initiatives and currently supplies around 70% of its electric power from solar panels







