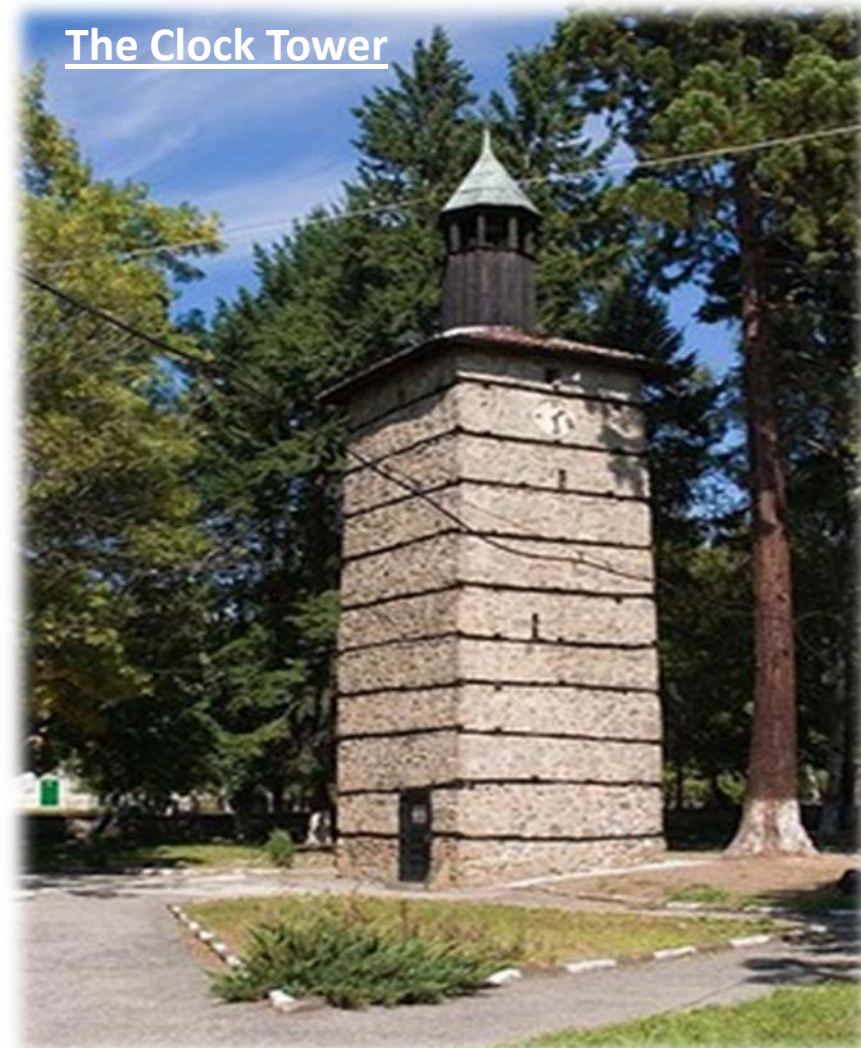


# Town of Zlatitsa



The Town Centre



The Clock Tower

**ZLATITSA MUNICIPALITY – SPIRITUAL, EDUCATIONAL, SPORTS,  
ENTERTAINMENT AND COMMERCIAL CENTRE OF THE  
SREDNOGORIE REGION, AIMING TO ACHIEVE ECONOMIC AND  
ENVIRONMENTAL SUSTAINABILITY AND SOCIAL JUSTICE FOR ALL  
ITS CITIZENS.**

Zlatitsa is situated in the Zlatitsa-Pirdop Hollow. To the north of it stretch the Southern slopes of the Balkan Mountain Range and the far-most village of Petrich rests in the northern parts of Ihtimanska and Sashtinska Sredna Gora mountains. It neighbor the municipalities of Pirdop, Chavdar, Chelopech, Mirkovo and Etropole..

Zlatitsa Municipality covers three villages – Karlievo, Tsarkvishte and Petrich. The total population in them is 725 people. Half of them are involved in plant growing and animal raising. They either sell their agricultural produce or use it themselves. Most of these farmers act as sole traders and don't associate due to the higher risks about it.

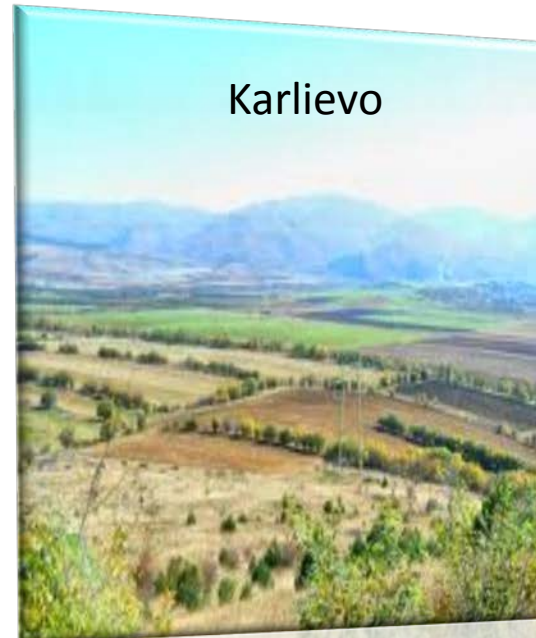
Tsarkvishte



Petrich



Karlievo









The town of Zlatitsa is set in a boundlessly beautiful and interesting natural environment. Despite the fact that there are three active industrial plants nearby, the air is relatively clean. Most of the town's sights of interest are natural, like Spasovoto Kladenche – a water fountain in the Balkan Mountain north of Zlatitsa. That is where in a bloody fight with Turkish invaders at the end of 14 c. A.D. Spas Voyvoda, the last defender of Zlatitsa, was killed. It is him that the area was named after.



The region is characterized by a favourable geographical setting and climate, beautiful natural and cultural heritage.





# The municipality provides excellent conditions for the development of agriculture:

- *In Zlatitsa large quantities of good-quality farming produce are grown. Most farmers are private producers working at their own expenses and only few of them benefit from EU funding.*
- *The villages within Zlatitsa municipality include large areas of land, most of which is arable and used for growing various sorts of potatoes, sunflower, vegetables, fruits as well as the world-famous Damask rose.*





**The Damask rose has been produced in the Bakadzhik area near Zlatitsa for 8-10 years. A total of 180 decares are covered. Rose producers in general report an approximately 30% fall in this year's yields compared to last year. It's mainly attributed to climate conditions, abandonment of rose plantations and the decrease in investment in the sector. Rose blossoms from Bulgaria have been exported to France and Japan.**









In Zlatitsa municipality there are plenty of privately owned uncultivated and abandoned fields, as well as grass land. The reason they are not cultivated, in my view, is that some farmers have too few decares, unlike others, and couldn't afford working them. One solution could be that farmers join their forces, consolidate these areas and apply for EU funding together.





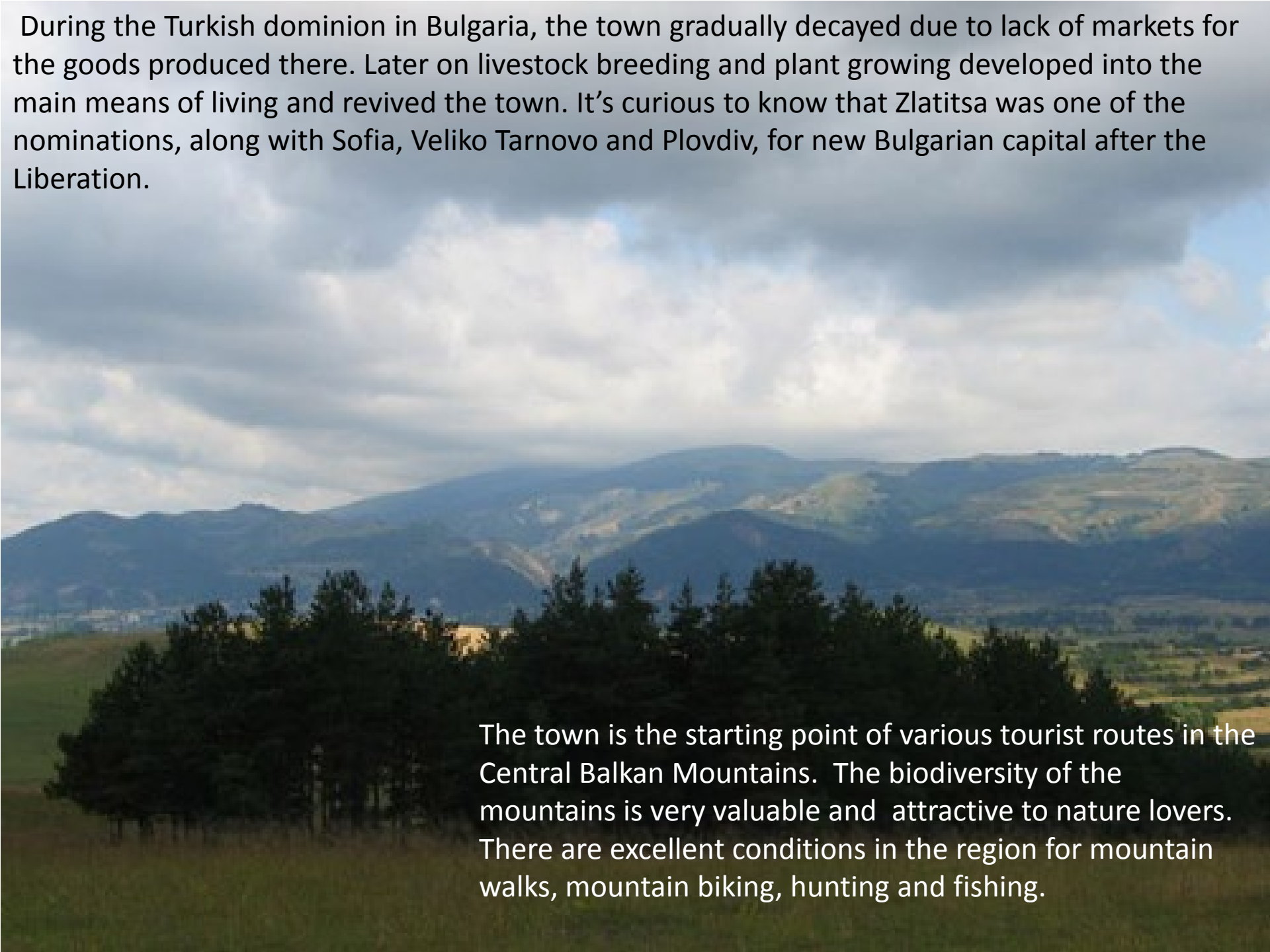
# Photos from Zlatitsa



Zlatitsa Pass connects the town with Etropole and Botevgrad. It used to be a busy link between Northern and Southern Bulgaria. It is closed now, as the road is bad, even though it's still used by the daring.



During the Turkish dominion in Bulgaria, the town gradually decayed due to lack of markets for the goods produced there. Later on livestock breeding and plant growing developed into the main means of living and revived the town. It's curious to know that Zlatitsa was one of the nominations, along with Sofia, Veliko Tarnovo and Plovdiv, for new Bulgarian capital after the Liberation.



The town is the starting point of various tourist routes in the Central Balkan Mountains. The biodiversity of the mountains is very valuable and attractive to nature lovers. There are excellent conditions in the region for mountain walks, mountain biking, hunting and fishing.





*The name of the town comes from the fact that gold was once extracted from the Zlatishk River. The river rises under Mount Sveshti Plaz, where the ancient Romans used to collect gold...*

Animal raising and plant growing are well developed in Zlatitsa and have been one of the main means of living for the locals since ancient times. The major production factors now are land, labour and capital. Unfortunately, capital is scarce in my home village. Nevertheless, the soil is rich and the climate is favourable for growing almost any type of crop.



*There are a few well-developed cattle farms and a significant number of sheep, horses, pigs, goats, and bees are kept.*



There is, however, an undeniable fact - people now take no more than 2-3 animals to grass and they used to take to grass as many as 8-12 animals per person about 20 years ago. There is a huge difference between now and then. I think farmers nowadays have too little money, inventory and space to raise more livestock. Despite their strong will and hard work, flocks are drastically shrinking. Agriculture is a specific, labour-consuming industry, but it's been well-developed in the Srednogorie region and Zlatitsa municipality in particular. This is an advantage in terms of animal raising and plant growing today, along with the fact that there are also some innovative practices in this field, but capital is scarce and this often makes otherwise ambitious farmers to give up.







ENVIRONMENTAL  
POLLUTION IN  
ZLATITSA



# Nature is our past and future... Let's take good care of it!!!

**Rubbish bins shall be emptied in time**



**Rubbish containers shall be kept in good condition**



# The air water and soil are as clean as possible

Recreation areas are kept clean, fresh and pest-free.

Children are provided with attractive and safe play grounds.







ZLATITSA IS KNOWN AS THE CITY OF FOUNTAINS



# A solution must be found to the fact that stray dogs like drinking water from running water fountains

**Unfortunately, water fountains often overflow....**



**The water running from the fountains is safe to drink as it is fresh and relatively clean ...**





Apart from water fountains, there are also other problems to be solved in my home town that concern agriculture, the environment and local population.



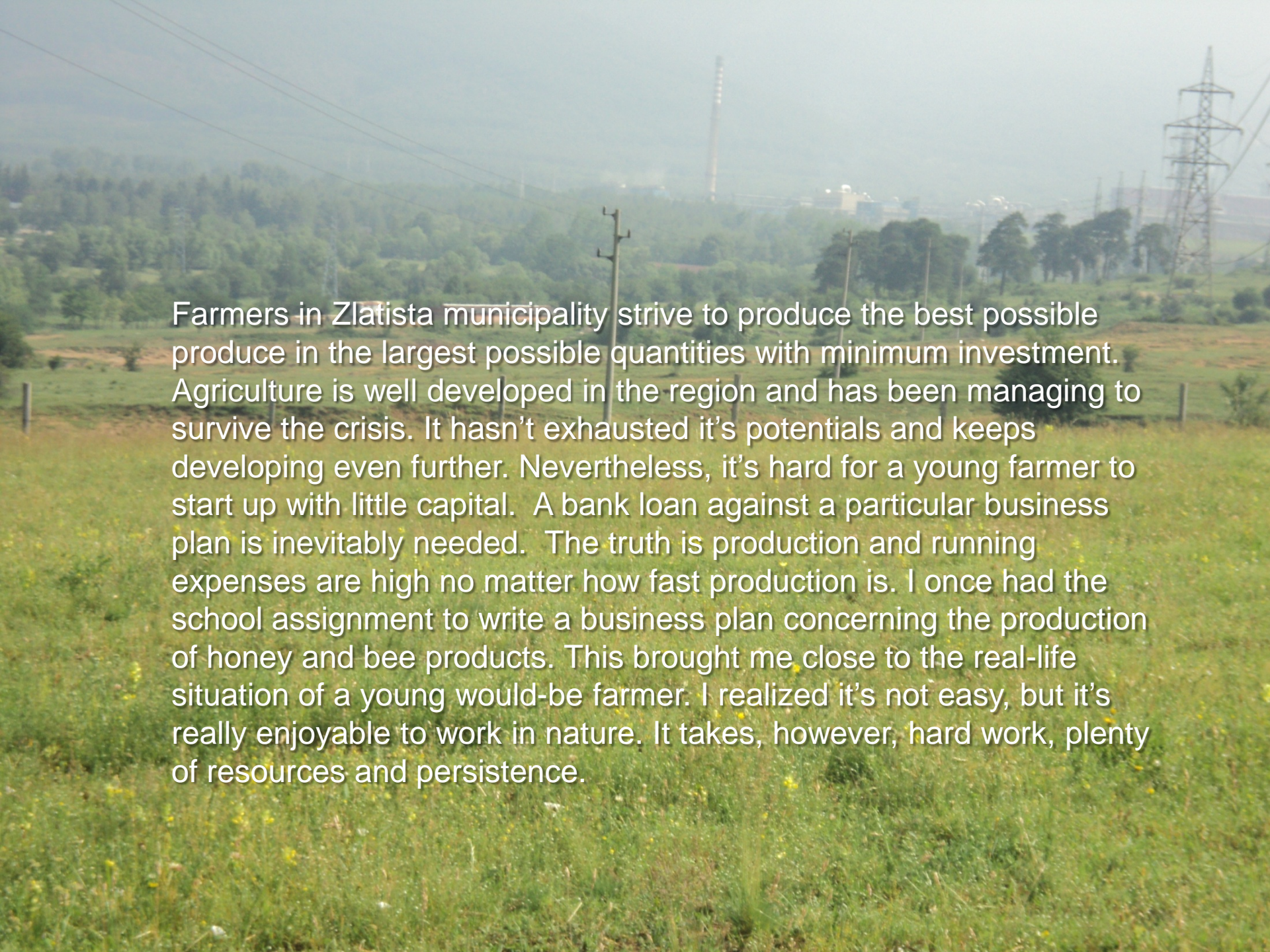
**Some fountains are in excellent conditions**



**But others have been out of order for years.**







Farmers in Zlatista municipality strive to produce the best possible produce in the largest possible quantities with minimum investment. Agriculture is well developed in the region and has been managing to survive the crisis. It hasn't exhausted its potentials and keeps developing even further. Nevertheless, it's hard for a young farmer to start up with little capital. A bank loan against a particular business plan is inevitably needed. The truth is production and running expenses are high no matter how fast production is. I once had the school assignment to write a business plan concerning the production of honey and bee products. This brought me close to the real-life situation of a young would-be farmer. I realized it's not easy, but it's really enjoyable to work in nature. It takes, however, hard work, plenty of resources and persistence.



# A brief stroll around the town centre





# Zlatitsa – a town of rich historical heritage

*Many outstanding Bulgarian historical figures have lived in Zlatitsa*

*There is a monument of Bulgarian liberation heroes on every second street in Zlatitsa*





ОПЪЛЧЕНИИ  
РОДЕНИ ИЛИ ЖИВЕЛИ В ЗАТИЦА

АНГЕЛ ДИМИТРОВ  
АНДРЕЙ ДОНЧОВ  
ГЕОРГИ МАРИНОВ  
ГЕОРГИ КАРАИВАНОВ  
ГРУЮ АТАНАСОВ  
ГРУЮ ПАНЧЕВ  
ДИМИТЪР ДОБРЕВ  
ИВАН БОРШУКОВ  
ИВАН БЕЛКОВ  
ИВАН КАРАИВАНОВ  
ИВАН РАДЕВ  
ИВАН ЦОНКОВ  
ЙОТО СТАНКОВ  
ЛУКА НИКОЛОВ  
ЛУКА ЦАНКОВ

ЛУЛЧО ГАРЧОВ  
НИКОЛА МУТАФОВ  
ПАНЧО ЛУКОВ  
ПЕНЧО СЪБЕВ  
ПЕТКО ИВАНОВ  
ПЕТЪР НИКОЛОВ  
РАДИ СТОЯНОВ  
САВА ЦВЕТКОВ  
СТАМЕН ЮРЧКОВ  
СТЕФАН РАЙКОВ  
СТОЙКО ДОНЧОВ  
СТОЯН РАДЕВ  
СЪБИ ВАСИЛЕВ  
ЦВЯТКО КОСТАДИНОВ  
ЯНКО ГАНЧЕВ





*The Nunnery – Vassil Levski*



I'm proud of the town I grew up and live in. It has many beautiful sites, places to rest, playgrounds, natural and cultural attractions. Thanks to the favourable natural and climate conditions and the persistence of entrepreneurs, there are a few well-developed and prosperous agricultural farms. They, however, often face problems of a one-off or repetitive nature that are beyond their powers of control. In general, they have problems concerning the payment of subsidies by the state i.e. there is a frequent and lasting issue. This curbs farming as it is a business in the open, constantly pressed by deadlines that couldn't take into account economic indicators, as weather conditions are a far more significant concern. This is due to the seasonal character of agricultural work. In Zlatitsa there are plenty of grass-covered spaces that are ill-kept. There are eyesores like that between blocks of flats, around cafes and public buildings even in the town centre, which is unsafe and irresponsible. In my view, they ought to be regularly mowed and kept parasite-free by those in charge, as a town- development priority. In Zlatitsa there there's a need of stricter police control, more stable environmental and social policies. Playgrounds must be made safer. Animal and plant growers must be stimulated by the local and national authorities to perform their activity on a larger scale, in a modernized and innovative manner.



Iva Urukova

