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THE LEADING FLORICULTURAL JOURNAL IN THE REGION

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The Leading Floriculture Magazine

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Trends Of Increased Inequality



Happy new year everybody!!! Am so excited to see what 2015 has to bring. Just before writing this, I was in a forum where someone was asked what her definition for 2014 was. He said, “my graveyard procession...” At which point the room went still and he paused for effect. “ Nothing has worked for my business this year and if the trend continues, I will bury it next year.”

2014 was an accumulation of experiences, circumstances, people, voices, challenges, good, bad, anything and everything, and the history can very easily weigh you down.

If not checked, the combined trends of increased inequality and decreasing mobility will pose a fundamental threat to our Dream, our way of life, and what we stand for around the globe. And it is not simply a moral claim that I’m making here. There are practical consequences to rising inequality and reduced mobility.

For one thing, these trends are bad for our economy. One study finds that growth is more fragile and recessions are more frequent in countries with greater inequality. And that makes sense. When families have less to spend, that means businesses have fewer customers, and households rack up greater debts; meanwhile, concentrated wealth at the top is less likely to result in the kind of broadly based consumer spending that drives our economy, and together with tax regulation, may contribute to risky speculative bubbles.

Without gainsaying this was 2014 for us. We can argue it is a global problem or raising insecurity due to terrorism. How about the dragging in signing of the EAC-EU trade agreement which will cause growers to pay millions of unnecessary taxes? How about the rigid taxation regime? How about the strainers registration process? As a Country we need so much to improve.

So these are issues that we have to tackle head on come 2015. And if, in fact, the majority of us agree that our number-one priority is to restore opportunity and broad-based growth for all, the question is why the government has consistently failed to act?

To begin with, we have to continue to relentlessly push a growth agenda. This means a trade agenda that grows exports. It means streamlining regulations that are outdated or unnecessary or too costly. And it means coming together around a responsible budget -- one that grows our economy faster right now and shrinks our long-term deficits, one that unwinds the harmful sequester cuts that haven’t made a lot of sense and then frees up resources to invest. When it comes to our budget, we should not be stuck in a stale debate.

This is my expectation of 2015; I believe the government can give us these and more. Because government is us. It can and should reflect our deepest values and commitments. And if we refocus our energies on building an economy that grows for everybody so should the government in 2015.

Happy new 2015.

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TAHA on Value Chain Addition

TAHA organized a two-day workshop that involved training of food processors on the importance of nutrition. The workshop was organized in partnership with SIDO TAHA's longstanding partner. It brought on board multiple processors who deal with a range of products including horticulture processing.

The main theme of the training was value chain addition, where TAHA urged the attendees to comply with recommended nutritional standards when processing their foods. It was also emphasized that processors should observe proper hygiene, high levels of professionalism and honesty- especially when marketing their products to consumers.



Ethiopia to Earn \$371m

Ethiopia is planning to increase its revenue from the export of horticulture products to \$371 million during the 2014-15 fiscal year, from \$245 million.

"Duty-free importation of green house and machinery, provision of up to seven years tax holiday and infrastructure development priority are a priority. Utilization of modern technology, in particular chemical-free pest control mechanism, is being applied to make the products free of chemicals because chemical-free products have great market demand," Hailu said. Plans to boost import of horticulture varieties are also being considered.



IFTF Set to Grow

The IFTF in Vrijhuizen (Holland) counted 24,258 visitors an increase of almost 5% compared to 2013, says organiser HPP Exhibitions. The organisation can look back at one of the most successful, if not the best one until now, editions of IFTF in its 5 years existence. It had a 5% visitor increment and a 3% country increment compare to last year. The quality of the design of the stands was higher than ever and the variety as well as quantity of displayed flowers was bigger than ever before. However it was remarkable that from two countries the attendance was below expectations, i.e. the French and Germans.

Launching First FSI Member Projects

The projects will combine a range of topics, partners and activities, including the Control of Residues, Water and Workers Rights amongst others. The dynamic group of FSI members include front-runners from the floriculture sector and civil society partners. The projects unite the members in their joint ambition to pro-actively tackle key issues in their supply chain. The projects are co-funded by the Sustainable Trade Initiative, IDH.

At the meeting the updated FSI portal was also presented. It provides information on more than 15 floriculture standards and enables comparison of their requirements per region, topic and in general. The aim of the portal is to create a common language on sustainability amongst the FSI members.



Horticulture Producers Presents their Proposal

A delegation of Horticulture producers from Kiambu County led by the Kenya Flower Council held a meeting with Senior Officers of the County Government to present the flower industry proposals for the Kiambu County Finance Bill. During the meeting, interim agreements were reached on the horticultural cess, single business permit, green house approval fees and increment of land rates.

The County Government further agreed on the possibility of an MOU with KFC to collect cess/levies from the producers and also include KFC in its Economic forums.



Flower Growers Present their Proposals

The flower industry presented their views/proposals on the Trade license bill, revenue administration bill and rating bill 2014 to the County

Government. In attendance were representatives from Charm Flowers, Isinya Roses, P. J. Dave Flowers Sian- Maasai Flowers and the Kenya Flower Council. The Director of Budget of Kajiado County Tipape Naini together with ward Administrator Stephen Sivore took the stakeholders through the draft bills.

The trade license bill provides for the grant of trade licences by County

Government to conduct business in the county while the rating bill gives effect to the exclusive county taxing power by providing for the imposition and collection of property rates.



Investors eye Zimbabwe's horticulture

Finance minister Patrick Chinamasa has revealed that several foreign investors have expressed interest in investing in Zimbabwe's horticultural sector, adding that one prospective investor would be arriving soon to carry out due diligence checks.

"We have \$10 million and we can plough it. I have also been speaking to the Dutch. They asked me, 'Do your banks have the capacity to give out the loans?' to make yourselves attractive," Chinamasa said. The country has attracted \$1,45 billion foreign direct investment (FDI) inflows since 2009-2013 which is below some of its regional counterparts such as Zambia and Mozambique.



Sourcing Flowers from Other Farms – Trace-Ability and Segregation Procedure

Exporters of flowers sourcing flower products from other producers must comply with the following:

- Declare the sources of all flowers they sell.
- Conduct due diligence and ensure that the farms from where they source their products are compliant with various rules and procedures required along the supply chain.
- Segregate certified from non-certified flowers along the supply chain by documentation and record keeping as required.
- Document the whole trace-ability process of all their flower products sourced from other farms.

The exporters are required to demonstrate to Horticultural Crop Directorate (HCD) and KEPHIS that the suppliers i.e. stakeholders mapped along the supply chain are compliant with the requirements by records and documentation as per KS1758.



Transporting Cut Flowers to Europe

The importance of reliable transport and the volume of exports have led to the development of an air freight forwarding sector specializing in transporting cut flowers to Europe.

Over 95% of the exported cut flowers are transported by air which makes securing air cargo space a priority. To cushion this, large exporters have been able to exercise some control over space through joint ventures with freight forwarders.

The freight forwarders inspect and document flower and temperature conditions, palletize packed flowers, store them in cold storage facilities at the airport, clear them through export customs, obtain phytosanitary certification, and load the cargo onto commercial or charter flights. Some forwarders also offer cooled transport for growers.

Kenya-to-Europe routes are served by about a dozen commercial airlines as well as charter companies using wide-body planes.

Cargo handling agents deliver direct services to the airlines, and are responsible for all cargo-related service requirements between the time an aircraft arrives at a terminal gate and the time it departs on its next flight. Fast, efficient and accurate ground handling services are vital minimizing the turnaround time (the time during which the aircraft must remain parked at the gate). Some of the airlines transporting flowers include Cargolux, Emirates, Kenya Airways, KLM, Martinair, Singapore Airlines, Etihad Airways, Lufthansa, Qatar, and Saudi Arabian Airlines.

Since flowers are highly perishable by nature, speed of delivery is of the utmost importance, as are appropriate temperature control measures during transit. For cargo handling companies it is important to invest in adequate infrastructure facilities, such as cold stores and pre-cooling facilities, testing and cargo handling and

internal container depots suitable for floriculture products.

The infrastructure at Jomo Kenyatta International Airport (JKIA) is catching up with the increase in production of recent years. Due to hefty investments, the current capacity meets industry needs, even in peak periods like Valentine's Day and Mother's Day.

On the other hand, and owing to the fact that there are no direct flights, exports to the USA are still too expensive. We hope that the recent visit to the US by HE Uhuru Kenyatta would yield fruits since the issue was discussed at length with the US government. To also comply with the security standards, JKIA fourth Terminal has progressed well and is nearing completion.

The Kenya Airport Authority (KAA) requires freight forwarders to scan all packaging items rather than accepting a random sampling moving the delivery time forward and lengthens processing times. Moreover, KEPHIS introduced an Electronic Certification System easing the process. However it becomes a challenge when the system is not working causing delays and consignments going without proper documentation. This is currently causing interceptions in the EU especially or even results in delays/next flight.

High oil prices (fuel costs) increases air freight costs and this is transferred to the exporter

During palletizing, the products are often put on 1 pallet. This means extra handling, as products move from A to B, to C and D (administration, transport transfers, re-loading, sometimes re-stacking). It also affects the cold chain, as it creates more sensitive transit moments. Some growers have organized forwarding

themselves, putting into practice their strong need to stay in control.

When it comes to delivering an attractive flower product to the consumer, post-harvest handling is as important as growing. In this sense, the reliability of air connections is just as crucial as the cost. As well as creating additional cargo space, airports must continuously improve their infrastructure, including perishable goods handling facilities. Handling floriculture cargo calls for a high frequency of international flights and chartered flights.

The main handlers of Kenyan fresh grown cargo in the Netherlands are J. van der Put Fresh Cargo Handling, Flowerwings Cargo and Flowerport Logistics. They handle the import process (customs and phytosanitary requirements), cold storage and delivery at the customer's doorstep. Optionally, additional logistical services are available, such as vacuum cooling, repackaging, splitting or order picking.

According to past surveys, it has been observed that some Handling agents focus on cost management, rather than on quality management. Some forwarders / handling agents are also not

geared to reacting to delays or handling late afternoon, night or weekend deliveries. Arrivals during the work day often receive better treatment. Price is the decisive criterion for customers in selecting a handling agent, while no minimum quality limits are determined. A 24/7 availability of all parties dealing with perishables is a necessity since closed offices cause delays in the release of shipments.

Client Export is not linked yet with a digital Airway Bill. This would significantly speed up the process, especially when flights are delayed. E-freight is important and synchronization of import documents is much desired.

In conclusion, each party at the point of exit and also at the destination has a big role to play in ensuring that the exports are handled with utmost care due to their perishability.

Efficiency in speed of delivery is of the paramount importance, as are appropriate temperature control measures during transit. For cargo handling companies it is important to invest in adequate infrastructure facilities.



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Many consumers don't realise is how extremely complicated and complex the process of successfully bringing flowers from field to retail shelves is. Some of the most challenging parts of implementing a seamless floral supply chain are proper maintenance of the cold chain, increased speed to market, and controlling cost.

One of the main factors affecting the floral supply chain is the need for proper temperature control throughout transportation. Thirty eight cent of fresh flowers available in Europe are grown in Kenya and exported into the EU. When flowers are harvested and cut in the fields, they must immediately be cooled in order to make the flower dormant and prevent blooming. Next, flowers enter customs in preparation for their flight to European airport hubs, exposing them to warmer temperatures while they wait for clearance.

The flowers are cooled again once arriving at warehouses in preparation for their journey on refrigerated trucks to forward distribution centers. Ensuring that flowers maintain a cool temperature throughout this process decreases the risk of diminishing vase life during these breaks in the cold chain.

Most parties involved in the supply chain, from retail customers to growers and shippers seek ways to compress time in the floral supply chain. The increased demand associated with floral holidays can create challenges if stakeholders are not aligned with a strong plan. As merchandising within non-traditional channels such as online, drugstores and convenience stores continue to grow, the ability to deliver straight loads from your facility to a customer distribution center is just the start.

Working in collaboration with strong transportation providers in floral distribution who have consolidation points in multiple origins, forward distribution capabilities, and the ability to execute direct store delivery solutions, will make this timely process more manageable. Cost reduction will always be an area of focus within the floral supply chain and increasing attention is being paid to pricing transparency, not just on product costs, but the amount that is spent to get product to market. To combat this, new and untraditional methods are being discussed on how to get floral products to end-users. For example, consolidation tactics like matching floral products with other temperature-compatible products helps to increase volume, reduce cost, and provide more control.

Beyond affecting the bottom line, an improperly managed cold chain can lead to serious quality concerns. By tailoring supply chain best practices for sensitive cold chains, shippers around the world can mitigate risk and better control the final outcome.

Successfully managing the cold chain from field to consumer will always be a crucial component to delivering high quality fresh products, and floral is no different. Customers who work with transportation companies who understand the intricacies of their floral program, have a deep understanding of customers' needs and expectations, and can provide visibility and management over the entire cold chain by utilising advanced technology solutions, will set themselves up with the best opportunity for which to succeed.

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Marketing Flowers

A marketing guy in a flower farm asked me the other day what the greatest marketing challenges facing flower business today were and whether I think these challenges are different than they have been historically. That's a great question and I've pondered it for a while.



Ultimately, what I decided is that I really don't think the challenges themselves are any different today than they have been historically and I think the same basic marketing principles apply today that have always applied.

So, what are the greatest marketing challenges facing flower business today and why are they really the same as they ever were?

In my opinion, at a high level, the challenges are:

1. Identifying the most viable target markets.
2. Effectively positioning what you have to offer against the competition.
3. Selecting the right communication channels to appeal to your identified market



Really no different than the challenges marketers have always faced. But, perhaps the one thing that has changed is volume. Today there are not only more potential customers; there are also more potential competitors and more potential communication channels. Combine these things and it doesn't take long to realize that the greatest challenge facing marketers today is simply too many options!

Too many potential customers. Too many variety options. Too many communication tools to choose from.

Today's marketers don't suffer from a lack of customers – they suffer from just the opposite. They suffer from too many customers. Initially, flower market was only in Europe and more specific Holland. Then from there, the flowers found their way to the rest of the world. Today, the world is open, going through the current statistics available, a number of other markets are developing quickly especially Russia, Far and Middle East. America is also coming up despite the logistics challenges.

Likewise, for long, Kenya was the known source of flowers facing minimal competition in Africa. But it is a weird dream to prevent that Ethiopia is not taking part of our share. Other countries like Uganda, Tanzania, Zambia, Rwanda, South Africa etc are also coming up. Other than the challenges near home, South American countries, our traditional competitors are also flooding the market with quality flowers. Initially, they controlled a particular segment of the market but to date, a country like Ecuador is in all segments So, a large customer base and a stiffer competition.

Again, though, addressing this challenge doesn't really require a *different* approach than it ever has. It does, though, require a focus on the right things. Those things are: your goals/objectives and your target market. Commonly, growers target, Retail like Markets or auction like markets. Retail markets that are mainly supermarkets and other retail outlets mainly specialize in short

stems and small heads. Auction like markets which also include the wholesale markets are known for long stems and big heads. In the supermarkets and other retail outlets, growers have a contract to fulfill and a fixed price for their flowers. However, the auction market is a gamble, no fixed price.

So if you know what you want to achieve—specifically!—and you know who—specifically!—you want to achieve it with, you can successfully wade through the multiple options available to you to choose those that are likely to generate the greatest results at the least cost. That, ultimately, I believe should be the goal of any marketer: generating the greatest results at the least cost.

Talking about the cost, it is important to understand that, the longer heads will definitely be more expensive in production, packaging and freight. It is the duty of the grower to determine his markets in consideration of these facts.

“Too many potential customers. Too many variety options. Too many communication tools to choose from”.

Which Way Kenya Flowers

Going by the investment trends of the last couple of years, one is left to ask this simple question. Is Kenya shifting to the auction like markets while moving away from the auctions?

The trend of investment in flower for both new investments and extension of existing farms has been 80% uplands and 20% lowlands. This means the target production is long stems and big head varieties. However, the market is slowly shifting from auction to the more lucrative (relative) wholesale. Statistics available show less than five farms are purely auction growing with most of the remaining farms doing 65% direct and 35% auction. So, which way Kenyan flowers?

Most of the growers have shifted to the wholesale markets, and some of them are doing retail markets for some customers who need the long stem big head varieties. In this trend, one is left asking himself, why are we shifting to these varieties? Is it because our traditional short stem and small head market is dwindling? Or is it because the other market is bigger and has less competition? The answer will be Yes and No. Why? We all need to agree that Ecuador has slowly encroached to our traditional markets and looking at their quality, the competition maybe stiffer.

On the other hand we need to agree the competition posed by Colombia and Ecuador for the longer stems and big heads is stiffer. It is no gainsaying to state that we cannot compare with the South Americans especially in their post-harvest handling, packaging and cool chain management hence their quality will always be superior to ours. So are we gambling? Or are we foreseen a Brazilian situation where more flower hectares in the South American countries may be lost into urbanisation due to their fast growth?

Why is it difficult to maintain our traditional market which we have an edge considering climatic conditions, less competition from Europe's due to high cost of labour, heating of greenhouses (being discouraged) and also urbanization. In addition the cost of production is also low. Well, this is a million dollar question which we need to explore.



Going by the above analysis, it is a fact that Kenya can dominate the two markets if they play their cards well. We have all it takes to be the King of flower exports. What we may need to do is keep our traditional markets as we explore for new markets.

That should always be the goal. And, while in some ways, it may have seemed easier to achieve that goal in the "old days" when communication options were limited, the fact is that we have the opportunity to be far more successful in achieving this goal today because we can more narrowly, more specifically and—hopefully—more effectively target exactly the right customers we need to reach to achieve our goals. This is both a blessing and a curse.

It's no longer about running an ad on one of the "big 3" television networks or attending an exhibition. It's about identifying the wide range of communication options available to you and narrowing them down to the ones that are most likely to reach your target customer at the right time in the right place with the right key messages to encourage some desired action.

How about Branding our Flowers

In these days a number of commodities are moving towards brands. One wonderful and beautiful category, which is full of fragrance, is also moving towards a strong branding and marketing initiative. This natural category is the category of flowers.

Internationally, the size of the market of flowers is huge and is able to spread happiness to both the recipient and the giver. In fact the flower industry has been inspired over thousands of years and has been portrayed very well including roles of flower girls. Whether it be in romance or prayer, whether it be on a happy or a sad occasion, whether it be at dawn or at dusk, flowers have always been human beings' companion and therefore the marketing of flowers is going to assume great significance in the next few years. Flower marketing is spreading its fragrance far and wide whether



in the form of Roses or Carnations, Orchids or Lilies. Flower marketing and branded flowers and branded flower service providers are going to grow by leaps and bounds. The Internet is helping spread the net far and wide and is able to bring people closer and the gifting of flowers is helping people express their sentiment for one another, easily across countries.

For the brand marketing strategy of flowers what are the key element which may be important in addition to the normal marketing initiatives? To my mind there are 6 elements which are important in formulating an effective brand marketing strategy for flowers.

I would recommend that, first of all, there should be the element of sensitivity incorporated and there should also be the packaging done to convey the sentiment along with flowers in a sensitive manner.

The second element would be the element of freshness. In the brand marketing strategy of flowers there should not only be the element of tangible freshness but also intangible freshness with the choice of flowers and reduction of boredom and fatigue.

The third element, I would recommend is the arrangement of flowers. Even if the flowers are good but are not arranged well, the perceived value could go down.

The fourth element, I would recommend is the element of pedigree. The source from where the flowers come makes a lot of difference. Roses from Kenya or Tulips from Holland, the pedigree counts.

The fifth element, I would recommend in flower marketing is that of consistency. The quality should be maintained across years for the brand to be successful. The final element, I would recommend would be safe storage and transportation because of their perishability

If all the above elements, along with the normal marketing initiatives are taken care of, very strong brands can be built in the area of flower marketing.

“Let the branded flower market, and its fragrance, spread far and wide”.

EFFECTIVE MARKETING STRATEGY

Understanding Marketing Research Fundamentals

Businesses should develop marketing campaigns according to an overarching marketing strategy. Initially, this may not have been a major issue for flower growers as they purely depended on the auctions. But today, they have no option in view of the change of market to the more direct and opening of virgin markets. The most effective strategies are based on thorough research. Understanding the fundamentals of marketing research, including segmentation, competitive analysis and brand positioning, can help maximize the return on your marketing budget while establishing a solid presence in your industry.

Strategy Basics

Marketing strategies serve to inform and guide every decision a company makes related to its marketing. These can include pricing structures, product features, sales channels and customer-service policies. With a well-defined marketing strategy in place, every marketing decision can be evaluated in terms of its contribution to or alignment with the strategy. When all elements of a campaign align with that strategy, each one can enhance the others.

Competitive Analysis

Understanding the importance of competitive analysis is crucial to a successful marketing strategy. It can provide a thorough understanding of your competitors' marketing strategies, including their pricing structures, target markets and brand identities. Analyze every element of your competitors' marketing, including their total revenue and market share where possible. Define their brand

identities and look for gaps in the market to find opportunities.

Market Study

Market segmentation is the process of grouping consumers by common characteristics. Identifying and defining a target market in this manner can allow you to create advertisements, promotions and sales processes that resonate with those people most likely to buy your products. Analyze the demographic, psychographic, geographic and behavioral characteristics of the market to understand where potential clients may come from. Design products and marketing strategies around their needs, preferences and buying habits. Consider looking for an unserved niche in the market to provide highly targeted products and services that competitors cannot offer.

Brand Positioning

The art of crafting a well-known image for a brand is known as brand positioning. Effective marketing strategies revolve around this concept. When advertising, promotions, pricing, product features and distribution align to form a cohesive identity, each element of a marketing strategy can become more effective.

For example, if your research reveals that most of your local competitors offer high-end products, it may reveal a strategic opportunity to serve the budget end of the market. In this case, combining price promotions, wide distribution, budget pricing and simplified product features could help you to gain loyal customers looking for greater value.



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Compliance A Must

Kenya's European Union (EU) market share is about 38%

Kenya's flower industry is the oldest and largest in Africa contributing 1.29% of the national GDP. The sector has continued to record growth in volume and value of cut flowers exported every year. According to Kenya National Bureau of Statistics in 2013, the floriculture industry exported 124, 858 tons valued at Kshs 46.3 billion. It is estimated that over 500,000 people, including over 90,000 flower farm employees depend on the floriculture industry.

The main production areas are around Lake Naivasha, Mt. Kenya, Nairobi, Thika, Kiambu, Athi River, Kitale, Nakuru, Kericho, Nyandarua, Trans Nzoia, Uasin Gichu, Kajiado and Eastern Kenya

Kenya is the lead exporter of rose cut flowers to the European Union (EU) with a market share of about 38%. In the United

Kingdom, supermarkets are the main retail outlets. Other growing destinations include Japan, Russia and USA.

To ensure sustained access to international markets compliance in the Kenya Flower industry is necessary and it is clear from consistent reports and concerns raised in the public space, that more work on the robustness and thorough implementation of the regulatory systems needs to take root. This also includes the pressures exerted by the markets. All efforts to make compliance more inclusive and to capture all exporters must be harnessed by both the private sector as well as the regulatory arms of Government.

Currently Kenya flower farms subscribe to different local and international standards to ensure that the flowers are responsibly

and safely produced with due consideration of workers welfare and protection of the environment. The standards look onto good agricultural practice, sustainability, social accountability, hygiene health and safety, capacity building, environmental protection and conservation.

Some of the certifications embraced in the Kenyan flower sector include, Global GAP, Kenya Flower Council silver and gold standard, Tesco's Nurture, Fairtrade, FLP, MPS-SQ, MPS-Social, MPS-ABC and Rainforest amongst others.

Locally, Kenya has a Standard KS 1758 with specific reverence to flowers and ornamentals. It is currently under review under a project National Mechanism of Compliance (NMC) spearheaded by the Kenya Flower council and funded by the Dutch Government. The standard under Kenya Bureau of Standards (KEBS) scope will be expanded to include breeders, propagators, consolidators, shippers and cargo handlers.

NMC is deemed necessary since it will make compliance more inclusive capturing all exporters. Following the review, the standard will be submitted to the Kenya Bureau of Standards (Kebs) for adoption and shall be subject to the standard development process to become a Kenya Standard. All flower industry value chain players –will be expected to follow laid down procedures to ensure that flowers are produced and handled in a responsible way at every point.

Why subscribe to a Code of Practice?

Flower farms should be encouraged to subscribe to standards since this is the only way to ensure that their systems are working in accordance with the set laws and requirements. There is need to have one mandatory standard to regulate the industry and this will enhance market access. Policy measures are required to ensure that cut-flower export licenses are only issued to those adhering to a national code of practice.

To effectively and efficiently resolve the problems experienced in the cut flower industry in terms of worker welfare, health and rights in Kenya. More organization and education and training of workers need to be done in order to empower the workers to assert their rights without permanently being reliant on outsiders to fight on their behalf. Workers require training in labour laws that govern the conditions of the provision of their labour. Knowledge of their rights begins with general civic information about governance in the country which could be provided by some of the specialized groups working at farm level.

The standards play a big role in development planning and poverty alleviation in particular. Many workers are housed on the farms and others rented

accommodation where they get a house allowance. A mean of transport or transport allowance is also provided for to the workers. Through compliance freedom of association among the workers is more enhanced with most subscribing to welfare association.

Health and safety issues are generally taken more seriously in code adopting farms compared where they have a health and safety officer on site as well as a health and safety committee. Workers are also provided with protective clothing and large majority are provided with medical care for themselves and their family members.

In a nut shell, these codes are intended to help employers critique themselves and to enhance their efficiency. Compliance is key and is about what we must do.





Kenya Flower Industry

Focuses on Sustainability and Market Access Through a National Mechanism for Compliance

Kenya Flower Industry focuses on sustainability and market access through a national mechanism for compliance.

To support the Kenya Flower Industry in assuring sustained access to international markets, Kenya Flower Council (KFC) held two successful meetings in the United Kingdom and in the Netherlands on 1st and 6th November 2014 respectively. The meetings focused on Kenya flower market sustainability and market access through a national mechanism for industry-wide compliance.

Europe is a major destination for Kenyan flowers with a market share of over 35% and most of which are transhipped through Holland. The meetings offered a platform for the Kenya Industry to share ongoing sustainability initiatives with

their international partners with an aim of strengthening market access and trade. Kenyan embassies both in the UK and the Netherlands played a big role in mobilizing partners in their respective location in effort to strengthen international trade which is now a key mandate under the Ministry Of Foreign Affairs. The NMC project was presented with a background on Kenya flower industry as a major foreign exchange earner contributing about 1.3% (46.3 billion) of the GDP and impacting about 2 million livelihoods.

However, despite a myriad of both public and private tools governing regulation of the industry in the realm of labour standards and use, protection and stewardship of natural resources, it is clear from consistent reports and concerns raised in the public space, that more work on the robustness and thorough implementation of the

regulatory systems needs to take root. All efforts to make compliance more inclusive and to bring on board all exporters must be harnessed by both the private sector as well as the regulatory arms of Government. Various activities have been undertaken to achieve this objective this includes; all industry players (private and public) to review, develop and implement an effective and efficient, industry-wide compliance programme that involves breeders, propagators, growers, consolidators and shippers’.

This was facilitated through the review of the present National Code of Practice KS 1758:2004 with specific reverence to flowers and ornamentals. Further, the review provided a platform to expand the scope to ensure all players in the floriculture supply chain are covered.

Alongside the review, a national mechanism structure and system developed to guide on the institutionalization, governance and operation of NMC at the national and country levels to achieve a reliable, consistent and cost effective quality assurance scheme. Other activities include development of a communication strategy for the flower industry as well as development of a sustainability plan for NMC.

The implementation of NMC will promote; responsible growing of flower in Kenya, environment stewardship and social responsibility by all players in the value chain, offering a common ground for all players as well as branding Kenya flowers as responsibly grown at a national level.

The Netherlands meeting happened during the International Flower Trade Fair (IFTF) at Vuijfhuzen while the UK meeting happened under the aegis of Union Fleurs where KFC is a member. The meeting brought together participants from flowers associations and buyers from all parts of the world which included; Russia, Turkey, Israel, Germany, United Kingdom, Spain, Italy, France, Netherlands, united states of America, Ethiopia and Kenya.

Oserian Scoops the Most Innovative African Producer Award



The farm has put in place multiple water conservation measures that include the use of hydroponics, construction of wetlands and detailed water usage by crop. Oserian's "green by name green by nature" policy is anchored in the greenhouse heating project and Integrated Pest Management, which has enabled significant reduction of pesticides use.

In addition to pioneering the floricultural industry, Oserian has always had a vision to improve the livelihoods of the local communities. A recent initiative, through a joint venture with Stokman Rozen Kenya Ltd, has been to supply farmers with clean tissue culture banana plants and seed potatoes as well as training on good soil husbandry. Such projects go a long way in assisting local farmers maximise yields from their land by adopting modern farming techniques.

John Owles, Sainsbury's Project Manager for East Africa said "This award is a clear sign that Sainsbury's is serious about quality and provenance and are aimed at forging closer relationships with the supermarket's suppliers in Africa".

"Sainsbury's has been instrumental in supporting Oserian's initiatives as part of its efforts to sustainably grow the flower industry in Kenya", he added. Sainsbury's is the third largest chain of supermarkets in the United Kingdom with a 16.4% share of the UK supermarket sector.

As global agriculture continues to embrace sustainable farming practices, Oserian's significant investment places her in prime position for the future development of the floriculture industry. Further, Oserian's innovations will add impetus to the Kenyan agricultural sector towards achieving Vision 2030 goals.

THE AWARD
WAS
PRESENTED
BY MR JOHN
OWLES DURING
A COURTESY
VISIT BY
SAINSBURY'S
TO OSERIAN
FARM.

Oserian Development Company a member of the Kenya Flower Council won the most Innovative African Producer for 2014 award in recognition of their sustainable developments which underpin and complement Sainsbury's 20 by 20 Sustainability Targets. The award was presented by Mr John Owles during a courtesy visit by Sainsbury's to Oserian farm.

Oserian currently stands at the industry forefront as one of the largest multi-crop farm in Kenya appreciated not only for being the most technologically advanced flower farm in the country but also as a global leader in sustainable and ethical practice. Oserian's eco-friendly approach embraces alternative energy sources and green chemistry in order to reduce to a bare minimum the carbon footprint across the entire farm.

Kenya's Duty-Free Status Accelerated

Union fleurs and the Kenya flower council welcome the EU's timely efforts to fast-track Kenya's reinstatement on duty-free status for its exports to the EU market – on time for Valentine's Day 2015, the flower industry's peak sale season.

This week, the European Parliament and the Council have both confirmed that they do not object to the proposed European Commission Delegated Regulation issued on 14 November 2014 that re-inserts Kenya on the list of beneficiary countries in Annex I to Council Regulation (EC) No 1528/2007 – the so-called 'EU Market Access Regulation' (MAR). In so doing Kenya is now expected to be reinstated by end of the year to duty-free status for all flowers and floriculture products imported to the EU. This comes as a huge relief for Kenya's floriculture sector and for all operators and businesses involved in the floriculture trade both in Kenya and in the EU, particularly in view of the approaching peak sale season on Valentine's Day.

Kenya is the major provider of quality cut flowers to the EU market, with a total export value of 350 million EUR and a market share of about 40%. The floricultural industry has significantly contributed to economic, social and environmental development in Kenya and created job opportunities for close to 90,000 Kenyans

employed directly and a further 1.5 million people employed in the ancillary service sectors.

Since 1 October 2014, flower exports from Kenya to the EU market have started attracting import duties between 5% and 8.5% under the EU GSP regime due to the delay in finalising an Economic Partnership Agreement (EPA) between the EU and the East African Community (EAC) member states. The additional cost associated with the duties has had to be absorbed by the floriculture sector in order to remain competitive in European markets and to safeguard jobs and the enormous capital investment in the industry.

Following the successful finalization and initialing of the EPA between the EU and EAC member states on 16 October 2014, all operators involved in the floriculture trade with Kenya have been anxiously awaiting the announcement of the reinstatement of a duty-free regime for all flower exports from Kenya to the EU market. The sector welcomed the Commission's proposed Delegated Regulation re-inserting Kenya on the list of beneficiary countries in Annex I to Council Regulation (EC) No 1528/2007, made on 14 November 2014 – the so-called 'EU Market Access Regulation' (MAR).

The process of reinstatement was further

accelerated through recognition by both the European Parliament and the Council of the crucial importance of the approaching Valentine's Day peak flower sale season on the EU market that is central to the financial sustainability of the flower industry in Kenya. As a result the standard 2 month review period was successfully reduced to one month only.

The members of both Union Fleurs and the Kenya Flower Council therefore wish to express their most sincere thanks and gratitude to the Kenya Government, Ministry of Foreign Affairs and International Trade and their counterparts in the EAC partner countries for their tireless efforts to bring the EPA negotiations to a successful conclusion and to all the EU decision-makers in the Commission, European Parliament and Council for completing the essential institutional processes in the most time-efficient manner thereby facilitating the early reinstatement of Kenya to a duty-free status by the end of the year.

What now remains to be done is the formal publication in the EU Official Journal of the Commission Delegated Regulation that will effectively advise customs in the EU and operators that the duty free status of Kenya flower and floriculture imports to the EU has been reinstated. We expect this final formal step to be completed before 31 December 2014, meaning that Kenya can start the New Year with a renewed duty-free access to the EU market.

All parties are aware that there remain some essential steps to be taken by both the EU and the EAC member states to sign and ratify the EPA within the next two years to ensure that Kenya can confidently plan its long term trading relationship with the EU and expand the investment in the Kenyan floriculture sector. It is certainly our sincere hope that the spirit of cooperation within and between the EU and Kenya and its EAC partner countries that has resulted in a timely and successful conclusion of the MAR process will be maintained to achieve finalization of the EPA ratification process in a timely manner, and before 2016.



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Floriculture Benefits From Soluble Potassium Sulphate

Floriculture is an old traditional production with roots in ancient times. Starting from the XVII century, famous authors have written technical books, which show the importance of this special branch of agriculture. During the last century, professionals have developed the production of exotic plants, which needs more and more sophisticated techniques to be produced. Today, cut flowers and pot plants production in the world represents 380,000 ha, of which a large part is produced in greenhouses, and a market of 60 billions euros.

Today Amiran Kenya have partnered with Tessenderlo Group Fertilisers to offer the industry Solucros®, a highly soluble form of potassium sulphate (K₂SO₄) also known as Sulphate of Potash (SOP) for fertigation systems which is the world most popular and premium quality low chlorine fertiliser. It combines the essential nutrients potassium and sulphur in an optimum form that is readily available to plants to supply a very high concentration of the nutrients.

Speaking on the importance of the product, Mr. Michel Marchand, Tessenderlo Group's Technical Manager states that when Solucros®, is compared to other potassium sources such as MOP (muriate of potash) and NOP (nitrate of potash), SOP has a very low salinity index making it the preferred potash fertiliser in areas at risk from salinity. He adds to say these features make SOP the most effective fertiliser in many parts of the world as well as the most environmentally friendly.

Solucros®, plays these key roles:

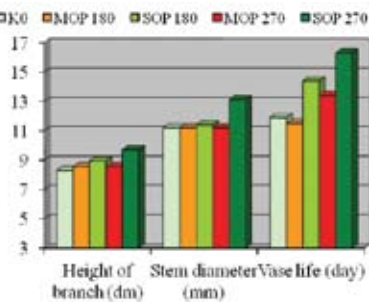
1. Mineral nutrition

Mineral nutrition depends on variety and the number of variables linked to cropping conditions. Nevertheless, some common parameters exist such as a pH from 5.5 to 7, a constant supply of water and elements, in an adequate ratio. 1:0.5:1 is usually considered as a basal ratio for a balanced fertilization.

Today, a large part of the cut flower production uses soilless cultivation and fertigation, which explains the popularity of soluble and liquid fertilizers. EC of the solution in the media should not generally exceed 3dS.m⁻¹. Nitrogen is applied in nitrate and ammonium forms, respectively 75% and 25% usually. Potassium is an important element regarding quality and shelf life, sometime required in higher quantity compared to nitrogen. Calcium is essential as part of the cell membrane, playing a role in the rigidity of the stalks.

2. What source of Potassium?

Sulphate of Potash (SOP) is more and more used as source of potash in cut flower production as well as for plant in pot. Indeed, potassium nitrate (NOP), which was the main form applied in the past, is more expensive, when potassium chloride (MOP) can be detrimental in a cash crop production and an intensive cropping system, where the risk of chloride accumulation is high. This is well demonstrated in an experiment on marigold, in which SOP and MOP are compared to control at 180 and 270 kg K₂O/ha (see graph 1).



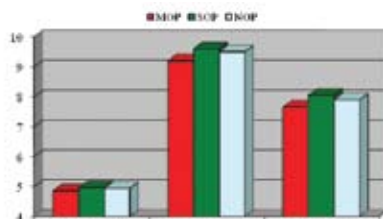
Graph 1 Effect of Potash form on marigold



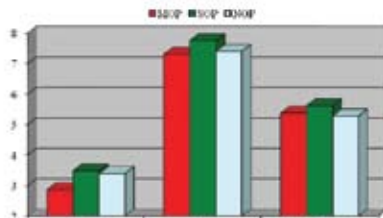
Let us look at the producer's requirement in floriculture: they need a constant production or a production at the same time per plot and the cut flowers should present a homogeneous size, nice colour and a good vase life. Regarding production and quality parameters, SOP shows better results compared to MOP and at least equivalent or better than NOP in recent experiments carried out in India in collaboration with the Horticultural College of Pune University.

Solucros® use in cut flower production

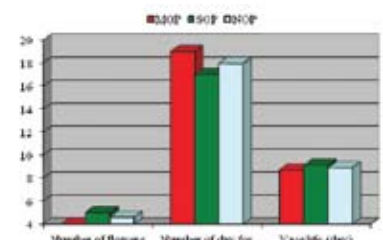
Experiments carried out under drip irrigation shows the benefit of Solucros®, compared to NOP and MOP. Flowers fertigated with Solucros® have generally strongest stem, bigger flower diameter and a longer vase life (see graph 2, 3 and 4).



Graph 2 Results on Gerbera



Graph 3 Results on Carnation



Graph 4 Results on rose



New findings in potash fertilization show that potassium sulfate is an alternative to traditional potash sources in flower production, allowing a perfect management of the major element without any risk with chlorine accumulation. The benefit of chlorine free potash fertilizers on production and quality parameters is clearly established.

On another hand, the potential of growth for cut flowers and pot plants in the world is important. Thanks to the benefits of potassium and sulphur on quality and production, SOP is becoming the best farmer investment in fertilizer management in floriculture.

What are the ideal properties for a soluble SOP?

The level of insolubles is critical since these particles can block fertigation systems. In general, a good quality soluble SOP should typically contain less than 0.05% insolubles. A product with more than 0.1% insolubles is generally regarded as bad. Products with more than 0.5% insolubles are often not a soluble grade at all but standard SOP powder.

Maximum solubility is also important as this reflects the concentration of nutrients in the solution. A good soluble grade should have solubility greater than a 12% (the maximum for SOP in pure water is around 13%). The solubility of poor quality grades is normally less than 11%.

Another factor to consider is pH. Generally speaking, acidic products are preferred since they help promote optimal pH around the root zone for maximum nutrient uptake. An acidic solution also tends to protect drippers from clogging. It is also true that acidic products tend to have better solubility than pH neutral materials. Speed of dissolution is of course another important factor for users of soluble SOP.

Solucros® is meeting all these quality criteria and explains its position as a world leader on soluble SOP market and for our Floriculture industry a perfect product placement in the nutrition regime.

Amiran's Head of the Agro-Division, Aviv Levi reveals that for plants to grow to their full potential there is need for farmers to invest in products that increase yield and boost growth of the crop. Levi states that as trade between Kenya and European countries expands, the floricultural sector has been challenged to grow more produce and still maintain the high international quality standards. This and more has been part of the reason why Amiran and Tessenderlo Group have come together to make farming a profitable and enjoyable experience for farmers.

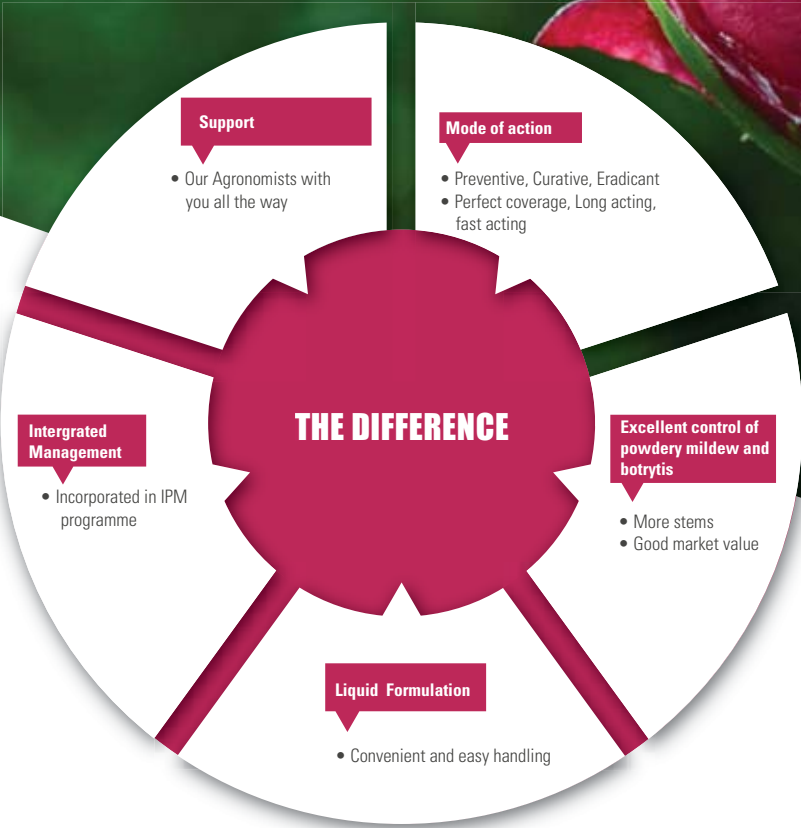


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Go-Ahead For the New Messe Essen

The modernisation measures will not only be architectonically genuine eye-catchers but will, above all, fully meet the exhibitors' and visitors' demands on a modern fair site.

Reconstruction allows for cutting-edge exhibition conditions in Essen Great news for exhibitors and visitors: Messe Essen will implement the modernisation of the fair site as planned. With the reconstruction, Essen will provide one of the most state-of-the-art exhibition centres in Germany and thus become a contemporary and competitive marketplace.

The modernisation measures will not only be architectonically genuine eye-catchers but will, above all, fully meet the exhibitors' and visitors' demands on a modern fair site. Inviting entrance areas, a spacious, completely one-storey hall structure in a consistent look & feel plus latest technology - this mix makes Messe Essen ready for the future. The ground-breaking ceremony for the construction project with an investment volume of Euro 90 million will take place on May 2, 2016.

"The modernisation is an important step towards making our fair venue attractive and competitive," says Oliver P. Kuhrt, CEO of Messe Essen. "I am very pleased that our conversion concept fulfills the wishes of exhibitors and visitors. Short distances, contemporary architecture as well as a spacious, one-storey hall structure with easy access – the 'New Messe Essen' will provide perfect conditions for both trade and consumer fairs."

The most important demand on the conversion includes the elimination of the previous two-storey halls while retaining the area requirements. Five new, large hall areas with optimised logistics are planned instead of the 14 small-scale halls in the north part today. In the east entrance area, the conversion also makes provision for a modern glass foyer with an area of around 2,000 m² as well as new facades in the east and the north.

Moreover, the modernisation of the entire fair site will also encompass the energy supply and the air conditioning. For example, ultramodern ventilation technology will ensure that a stable temperature and a high air quality will exist across various halls. The concept also includes the creation of additional rooms in the area of today's foyer in order to widen the available range of conference and congress areas. A new, classy guest lounge and a VIP club with separate access complete the performance of the New Messe Essen.

"The new plans will create a fair venue which will more than satisfy all the requirements of our current and future fair portfolios," according to Oliver P. Kuhrt. "Now we will get on with the next planning stages and the invitation to tender for the construction measures in order to adhere to the planned ground-breaking ceremony on May 2nd., 2016."



“Smart” Project Kicks-off

On November 12th, the official kick-off of project SMART in Rwanda was launched. The kick-off of this project is part of the economic mission to Rwanda, led by Dutch Minister for Foreign Trade and Development Cooperation, Minister Ploumen. The aim of this project is to enable farmers in Rwanda to develop a sustainable and profitable business where productivity and food-safety are key. By combining Dutch technology and expertise with local expertise of farmers and knowledge of institutes, both parties see a clear win-win-situation.

During the trade mission to Rwanda, Minister Ploumen stated the importance of the cooperation of Dutch suppliers, such as Bosman Van Zaal and Hoogendoorn with local entrepreneurs of small-scale farms in Rwanda. SMART has projects in South Africa and Rwanda, focusing on different types of technological solutions for as well large, mid as small-scale companies.

Small-scale farm Rwanda Best is project partner in Rwanda. The project is co-financed by the Dutch Ministry of Foreign Affairs. Project partners greenhouse constructor Bosman Van Zaal and automation supplier Hoogendoorn Growth Management will realize the greenhouse.

Applicable technology for small-scale farms SMART uses technological solutions to increase productivity and food safety in the horticulture industry. Unique about this project managed by Greenport Holland International, is its focus on small-scale local farmers in Rwanda. A pilot greenhouse will be built at Rwanda Best.

The project is implemented in collaboration with Dutch leading companies greenhouse constructor Bosman Van Zaal and automation supplier Hoogendoorn With Dutch advanced technology of Hoogendoorn and Bosman Van Zaal, fitted to local conditions, a huge contribution to a sustainable and food-safe production is

delivered. Other companies involved in this project are DLV Plant, RijkZwaan, Koppert and knowledge institutes Wageningen University and Research Centre, TNO and Bopic (NGO). The project makes horticulture technologies affordable and applicable for innovative farmers.

Official kick-off SMART project

From Ruzibiza's point of view, the added value for Rwanda as small country, is to maximize the production per square meter and control quality and production costs at the same time. 'By introducing new technology that positively impacts the quality and quantity of vegetable production, the SMART horticulture project at Rwanda Best highly contributes to the developments of horticulture in Rwanda. Rwanda Best has the vision to establish a knowledge transfer center with the use of Dutch expertise. The demonstration farm will be a center of excellence, which enables me to show the community what can be done in horticulture.'



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Some years ago we were being advised to buy UK-grown fresh produce to avoid the 'food miles' associated with importing air-freighted fruit and vegetables due to concerns over how this was contributing to the release of CO2 emissions. But it seems that that these concerns were far too simplistic.

Research led by Bangor University into the social and environmental benefits of food grown locally and overseas, was the first ever rigorous life cycle assessment of the entire crop production chain included farming, transport, storage and cooking.

Working with Surrey University, research by the team at the University's School of Environment, Natural Resources & Geography concluded that agricultural inputs outweigh transportation considerations alone. There was no straightforward relationship between the transport distance and the overall environmental impacts of the commercial life-cycle of crops.

When the results were shared with industry, the realisation that transport or 'food miles' was only a very small percentage of the CO2 expenditure related to any crop was instructive in moving the onus of responsibility from the purchaser to the provider. The emerging picture was a highly complex one of inputs and outputs concerning everything from the type of soil on which a crop is grown, to where and how it is stored and packaged for sale to the customer. It's true to say that the picture is far from complete- with current interest focussing on the CO2 released from different soil types.

Although intercontinental transport of vegetables contributes significantly to greenhouse gas emission, growing vegetables in UK greenhouses through the winter was found to be less energy efficient than transporting them from Spain where they were grown outside. "Everyone's focus was on food miles, but it was far too simplistic an analysis," says Ed Moorhouse of G's Fresh, the UK's largest fruit and vegetable production and distribution company. "The analysis done by Bangor clearly demonstrated objectively that the very hypothesis of food miles was flawed. Some supply chain distances were less significant to the carbon footprint of the final product than the growing conditions we had to operate under."

Scientists, growers and supermarkets alike are now far more concerned and engaged with the carbon footprint of the whole process of growing, delivering and selling our food. The research has provided the impetus for some major UK companies to make significant changes to the way they work in order to reduce their CO2 emissions. A number of companies are also funding to continued research in this area. G's Fresh is one company who have really engaged with the research, having made significant changes and commissioning further work.

UK: What Happened to 'Food Miles'?

A true assessment of the 'footprint' of foodstuffs requires an audit of every aspect of the associated activities, from sowing the seed to consuming the produce.

Ed Moorhouse, again:

“The initial footprint research work from Bangor gave great insight into key hotspots within the product chain and gave us a framework to think seriously about how to tackle the whole area of greenhouse gas footprint for our produce and supply chain.” “Bangor’s research was really good, instead of something done on the back of a fag packet, it provided hard numbers. It was very much the catalyst to take the business forward and spawned individual areas of interest.”

One of the changes the company made was to move salad onion production to Senegal, with the crop freighted by ship rather than being grown and flown from Mexico and Egypt. This reduced greenhouse gas emission by nearly 8000 kg CO₂ per tonne of produce- a reduction of over 90%. This was as a result of further work (by Bangor) looking at the supply chain and comparing- specifically, air freight from Mexico, road freight from Spain, sea shipping from Senegal and a mix of air and sea from Egypt- which found that the best proposition was Senegal, freighting the produce by sea.

Moorhouse continues

“This information gave us the basis and the confidence to move forward with our strategic planning. It informed our thought process and planning for our future supply strategy and has given us confidence to invest in Senegal as the best long term solution in terms of energy efficiency and greenhouse gas emissions.”

It’s not solely about greenhouse gas. Moorehouse also mentions that the work has enabled them to reduce their energy use and become more energy efficient- which he sees as becoming a more expensive resource in the future. Paul Cross of Bangor University explains: “Sadly there’s no simple guiding principle for the consumer. A tomato grown outdoors in Spain will have had fewer inputs, despite being transported, than one grown in the UK, for example.”

“Having this understanding puts us in a stronger financial position and is a foundation for our greenhouse gas reduction plan. Our target is to reduce greenhouse gas emissions by 30% by 2020 based on working with Bangor we are already, with 6 years to go, well ahead of our targets and in hindsight we were not ambitious enough.”

But the producers and distributors have grasped the nettle, realising that there are significant benefits for the companies in getting to grips with the whole-life inputs- as there’s also a focus on efficiency and waste reduction goes hand in hand with... overall reduction of waste to landfill of 15% Waitrose also came on-board working with G’s Fresh and also commissioning their own work- and to date, have ‘carbon footprinted’ 50 fresh produce supply chains. Since 2008, Waitrose have funded research which has led to reduction of carbon footprint of Waitrose and its’ suppliers- sharing the research findings with its entire supply chain.

For them, the research validated major changes such as a change in refrigerant gas used to chill products.

Bron: Bangor University.



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ETHIOPIA

Expansion



Delays in issuing permits have stalled the expansion

Horticultural farmers in Ethiopia want to expand their farms to remain competitive worldwide, but delays in issuing permits have stalled production. The Ethiopian Horticultural Producers Exporters Association (EHPEA) has therefore written a letter to Prime Minister Hailemariam Desalegn, to look into this problem.

In order to meet the ever increasing market demand, local and foreign investors in Ethiopia are demanding to expand their farms, states EHPEA, but many farms in Oromia National Regional State have already requested to expand a couple of years ago but their requests have not yet been properly addressed.

“Hence, the foreign currency to be generated from the sector and potential job opportunities to be created were not achieved”, writes EHPEA, that also praises the Ethiopian government for its ‘unreserved and consequent efforts’ extended to the horticultural sector’ to make the country an important player in the world.

“Such a development has attracted many buyers and investors to the country creating a favourable image. These investors have capacitated their human resource, improved their quality

of produce and became competitive in the world market”, the letter explains.

Meanwhile EHPEA has agreed with the Ethiopian Agricultural Transformation Agency (ATA) to collaborate on boosting the export of fruits and vegetables. Both parties agreed to capitalise EHPEA members’ export experience and ATA’s accumulated experience in value chain development as a positive combination.

Representatives of ATA in the Household Irrigation Project and Technical Expert in Value Chain Development (horticulture) clarified that their agency has an established program geared towards the development of the horticulture value chain in which key products have already been identified.

From the side of EHPEA it was stressed that some of their commercial member farms have an established market linkage. The current EHPEA project on the Ethio-Dutch Horticulture Development Program is also taken as a vital instrument to increase the export of fruits and vegetables. The agencies further agreed to combine their marketing strategies to identify key areas of development according to market requirements.

Chrysal Total Chain Concept

All Chrysal products have been especially developed to meet the specific needs of cut flowers and plants at every stage of the chain. Using the right flower and plant care products at every stage of the chain ensures minimal loss in flower and plant quality and waste. To this end, Chrysal distinguishes three user groups throughout this chain and seeks to cater for their specific needs. The result: more profit and increased customer satisfaction. Chrysal Africa offers products and services suitable for each stage of the chain.

The Grower:

Products: Chrysal Post-harvest products: CVBN, SVB, Chrysal Inicial, AVB + AVB Booster & BVB

Effects: Protects flowers against physiological disorders and stimulates water uptake

Services: Audits, "Chrysal Code of Practice" and technical consulting.



Tablets



Tablets



Powder



Liquid



Liquid



Liquid

The Wholesaler / Bouquet Maker:

Products: Chrysal Professional Line; RVB Clear

Effects: Chrysal Professional 2 keeps the flower in optimum condition and can be used for transportation or display of flowers.

Services: POS material, audits, "Chrysal Code of Practice" and consulting support on e.g. automation, waste and cost management processes.



Liquid



Liquid

The Consumer:

Products: Chrysal cut flower food – Powder and Liquid Formulations

Effects: Chrysal cut flower food provides nutritional supplements to the flower for optimum bloom and a long and enjoyable (vase) life for the consumer.

Services: Private label design, FAQ and care information.



Clean Touch



Professionals
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- Kills bacteria, effective up to 4 weeks
- Not harmful to flowers
- Easy to use

That's the beauty of Chrysal

For more information please contact us locally or visit www.chrysal.com



CHRYSA

PREMIUM FLOWER & PLANT CARE

Mealybugs A Menace

Mealybugs have sucking mouthparts and inject toxic substances while feeding causing deformation of the plant. Some species transmit viruses

By Technical Correspondent

Mealybugs are Part of the insect group collectively known as scale insects, family pseudococcidae, which are the least scale-like of the group. They are soft-bodied, no outer shell unlike other scale insect families, body usually covered with a white waxy powder, and have filamentous projections around the perimeter.

There are two main mealybug pest species: the citrus mealybug, planococcus citri, and the longtailed mealybug, pseudococcus longispinus. They originate from the tropics and do not undergo complete metamorphosis i.e. There are no clear larval, pupal and adult stages.

Morphology and behavior

Mealy bugs are small, sap-sucking insects measuring 1.5mm to 3.1mm and extreme cases 6.2mm. They are usually pink in colour and females are smaller than males, wingless and have flattened, soft, oval-shaped bodies up to 4mm in length. They have legs and can move. The females do not change completely and are likely to be neotenic (exhibiting nymphal characteristics).

Males are winged and do change completely during their lives. Wings develop externally. Males exhibit a radical change during their life cycle, changing from wingless, ovoid nymphs to “wasps-

like” flying adults and are short-lived (3-7 days) as they do not feed at all as adults and only live to fertilize the females.

Mealybug females feed on plant sap, normally in roots or other crevices. They secrete a powdery wax layer (therefore the name mealybug) used for protection while they suck the plant juices. Some species lay their eggs in the same waxy layer used for protection in quantities of 50–100 while other species are born directly from the female. Mealybugs only tend to be serious pests in the presence of ants; exhibits symbiotic relationships with ants.

Symptoms

Plant leaves have honeydew - a shiny, sticky sugary substance left behind by certain insects, leaves have a black fungus-sooty mold, which finds a host in the honeydew left behind. They wilt and appear translucent brown with a soft, jelly-like consistency. They also appear yellow or greyish in colour and plant growth is slow or stunted. They are visible undersides of leaves, in the leaf axils and in or near the crown of the plant. Heavy mealybug infestation appears as white, waxy masses of mealybugs on stems, and along the veins on the underside of leaves

Economic importance/ damage by mealy bugs

Feeding weakens and stunts plants, causing leaf distortion, yellowing, and even total leaf loss. In some cases, plants can be killed. Honeydew coat plants and surrounding surfaces with a sticky layer makes it unsightly. They raise cost of production due to regular pesticide sprays. In addition to loss of quality, production and revenue.

Why are mealy bugs difficult to control?

Colonies develop on leaves, stems and consist of egg masses, juveniles and adults clustered together. They attach themselves to the plant and secrete a powdery wax layer for protection while they suck the plant juices. Female mealy bugs hide their eggs in the fluffy white excretions.

The wax layer makes it difficult for pesticides to penetrate and reach its target. The presence of all life cycle stages in a population and which live within the soil and above ground worsens the situation. Inside greenhouse conditions encourage faster multiplication of the population. Ipm programmes limits use of some pesticides and leave growers with limited choices on effective pesticides and BCAs-excessive use pesticides can lead to resistance developing

Management of mealy bugs

Preventing introduction and spread is the best control measure for mealy bugs pests of ornamentals. The best control for mealy bugs is defensive. Healthy, vigorous plants are less susceptible to infestation than weak plants. Act fast and don't procrastinate- give equal attention to the bugs as to diseases and other insect pests. It is important to combine both cultural and chemical control.



MENNOFLORADES

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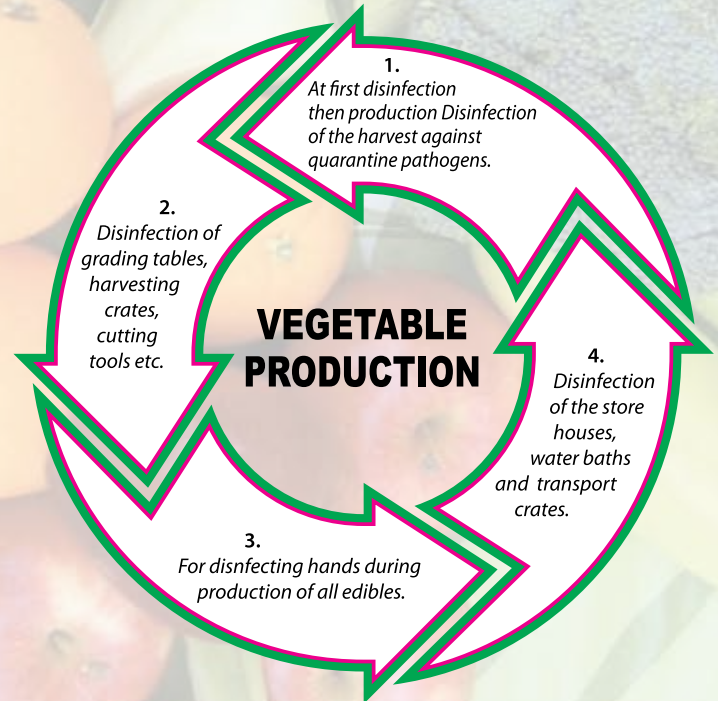
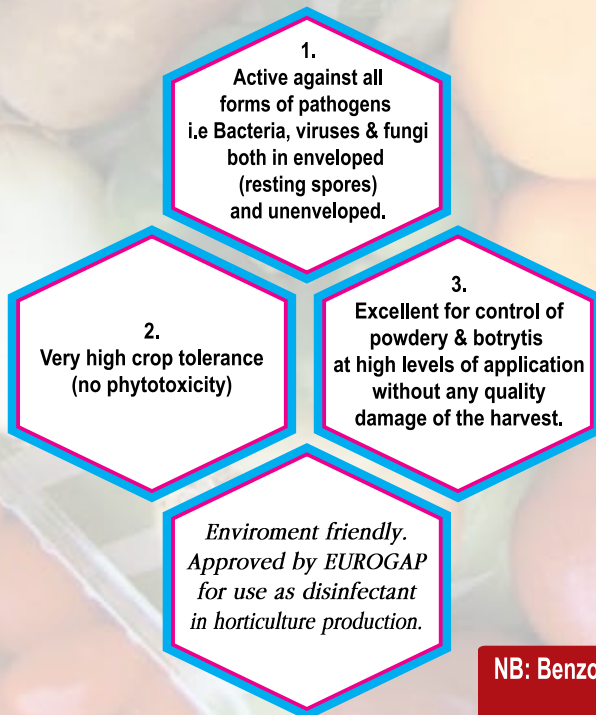
- ⇒ Hands, Feet & Equipment/tools disinfectant
- ⇒ Plant sanitizer
- ⇒ Fungicide Enhancer (Tank mixing) for downey products)
- ⇒ Excellent Fungicide against powdery and botrytis.
- ⇒ 100% Compatible with IPM programme.



NB: Disinfection is the essential part of the plant protection strategy and have to be done first of all and consequently

Registration No. PCPB(CR) 1259

ATTRIBUTES



NB: Benzoic acid is for instance allowed as preservative in food stuffs with 9g/kg as e.g. in sausage and mayonnaise

Manufactured by:
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Ecuadorian Flowers For Middle East

Ecuadorian roses are positioned as the best in the world

Ecuator wants to promote its exports of flowers, cocoa, coffee and fisheries through the program 'Exporta País'. Within that framework, the Institute for Export and Investment Promotion (Pro Ecuador) carried out a socialization workshop for the market research for roses in Middle East countries, in charge of the international expert Milko Rikken, last Tuesday in Quito.

Rikken is a member of the Centre for the Promotion of Imports from Developing Countries (CBI), an Agency of the Ministry of Foreign Affairs of the Netherlands, who was hired by Pro Ecuador to carry out market researches in Japan, Ukraine and, precisely, the Middle East. "The objective is to meet and support the specific needs of a company and a market", pointed out Carolina Arcos, specialist in the flower sector of Pro Ecuador.

14 Ecuadorian flower growing companies applied for the program "Exporta País" and 12 of them passed audits with regard to their

exports. Action plans and various trainings are currently being developed for those companies to get connected with international markets.

In that respect and in relation to the market researches, the specialist of Pro Ecuador said that they are carried out to "get to know the culture, tastes, preferences, ways of doing business and logistics of those countries, as well as the way to reach them". "Ecuadorian roses are positioned as the best in the world, because we grow them at 3,000 meters above the sea level, on average, and this results in a longer production cycle of 180 days, which yields longer and thicker stems and larger buds", she added.

Between September 2013 and May 2014, annual period known as "the flower year" because of the celebrations of St Valentine's Day, Women's Day and Mother's Day, Ecuadorian flowers worth 840 million dollars were sold in about 110 countries worldwide, according to the specialist of Pro Ecuador.



Colombian Exports To Russia SPEED UP

“Our flowers, fruits and vegetables are able to arrive in less time in Russia and also reach other European countries”.

Colombian exporters have reduced the travel time of their products to Russia from seven days to 48 hours through the airport of Punta Cana. The International Airport of Punta Cana, in the Dominican Republic, is a new alternative for Colombia to reach the Russian market with perishables such as flowers and fresh fruits and vegetables.

“We have been working on this for seven years. The airport has recently fitted out a warehouse with cold storage rooms for the handling of cargo in transit and we also have refrigerated trucks not to break the cold chain”, explained Édgar Fernández, member of Américas Cargo, a local logistics company that handles air cargo.

In addition, the Ministry of Agriculture of the Dominican Republic approved the reception, transfer and transit of cut flowers and fresh fruits and vegetables from Colombia, Ecuador, Chile and Peru on June 6 this year. Colombia has already sent 814 kilos of cut flowers, a type of export that could take up to seven days in the past, because they first arrived in Holland and from there they were transported by truck to Moscow. Now the flowers arrive in 48 hours.

Although the re-export procedure from the Dominican Republic is in charge of the logistics companies and not of Colombian exporters, because the export of these products is on a FOB (free on board) basis, the time saved increases the competitiveness of Colombia. “It is a good alternative to have a more effective logistics, which is essential because it increases Colombia’s attractiveness as an international supplier.

Now our flowers, fruits and vegetables are able to arrive in less time in Russia and also reach other European countries, Canada, United States and other Caribbean islands”, said María Claudia Lacouture, president of Procolombia. To make the most of that potential, Procolombia carried out a seminar entitled ‘Business Opportunities to the Caribbean, Canada, Europe and Russia: the New Logistic Platform in Punta Cana’, which was attended by 40 Colombian growers of flowers, fruits and aromatic herbs as well as cargo companies.

New transit destination

The conferences held by Procolombia about Punta Cana as a logistic platform for Colombian goods explained that during the winter season in the northern hemisphere, from November to April, some charter flights arrive, especially from Russia and Canada, and they return with little cargo, leaving free space at their cargo holds. This situation created the opportunity for a new logistic hub and a new alternative for the export of Colombian products in less time.



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Floriculture encourages the pursuit of joint activities in areas of mutual interest with national and international societies, companies and organizations. Agreements have been reached between Floriculture, leading growers and suppliers and trade associations. This unique partnership includes a complimentary copy for each member of the registered associations. Floriculture is proud to announce the cooperation with the above corporates.



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Aaa- Flowers-Simba		Nakuru	Banerjee	0704788852	banerjee@aaagrowers.co.ke
Aaa Growers	Vegetables/Flowers	Nairobi	Musa Sando	0787866022	sando@aaagrowers.co.ke
Aaa-Chestnut		Narumoru	Kiai/Sando	0722944030	sando@aaagrowers.co.ke
Aaa-Growers Simba Farm		Nakuru	Moses Sando	0787866022	sando@aaagrowers.co.ke
Aaa-Hippo		Thika	Steve	0721778736	steve@aaagrowers.co.ke
Aaa-Turi		Nanyuki	Japhet Mbaabu	0722-926663	turiagronomy@aaagrowers.co.ke
Acacia Farm-Sunripe		Naivasha	Antony	0711827785	naivasha@sunripe.co.ke
Africala		Limuru	Rob	0721-837968	sales@africala.com
African Blooms		Nakuru	Samir	0735384552	samir.chandorkar@xflora.net
Afriscan Kenya Ltd		Naivasha	Khaemba Andrew	0722431170	andrew.khaemba@afriscan.co.ke
AgriFlora Ltd	Flowers	Nakuru	Laban Koima	0722544199	lkoima@sianroses.co.ke
Akina Farm		Nakuru	Arfhan	0722728441	arfhan@fontana.co.ke
Altitude Flowers	Flowers	Nakuru	Dominic	0723684277	
Aquila Development Co		Naivasha	YoGesh	050 50609/10	info@aquilaflowers.com
Ayana Farm		Nakuru	Gideon	0718980566	gideon@fontana.co.ke
Bamboo Farm-Sunripe		Nakuru	Reuben	0723920237	
Baraka Farm		Nakuru	Lucy	0720554106	lucy@barakaroses.com
Batian		Nanyuki	Dirk Looj	0720102237	dirk@batianflowers.com
Beautyline		Naivasha	Peter Gathiaka	0722676925	peter@beautyli.com
Bigot Flowers	Flowers	Naivasha	Kakasaheb Jagtap	0722,205,271	jagtap.kt@bigotflowers.co.ke
Bila Shaka Flowers	Flowers	Naivasha	.Joost	0722204489/07	bilashaka.flowers@zuurbier.com
Black Petals		Limuru	Nirzar Jundre	0722848560	nj@blackpetals.co.ke
Blissflora Ltd		Nakuru	Sajin / Prabha	0789101060	appachu7@yahoo.com
Blue Sky		Naivasha	Mike	0720005294	info@blueskykenya.com
Blooming Dale Roses Kenya Ltd	Flowers	Nanyuki	Sunil	0718991182	info@bloomingdaleroses.com
Buds and Blooms		Nakuru	Shivaji	0720895911	shivaniket@yahoo.com
Carnation Plants		Athiriver	Ami R.	0733626941	amir@exoticfields.com
Carzan Kipipiri		Naivasha	Nicholas	0721844367	kipipiri.production@carzankenya.com
Carzan Kipipiri		Naivasha	Justus Metto	0722755396	gm@carzankenya.com
Carzan Rongai		Nakuru	Francis	0720890920	rongai.production@carzankenya.com
Carzan Rongai		Nakuru	Mtembei	0720639392	rongai.production@carzankenya.com
Charm Flowers	Flowers	Athiriver	Ashok Patel	020 352583	ashki@wananchi.com
Color Crops		Timau	Ken	0716389472	colourcrops@tmu.com
Colourcrops		Nakuru	Maina	0722578684	bahati@colourcrops.com
Colourcrops Naivasha		Naivasha	Geoffrey	0722200972	nva@colourcrops.com
Countrywide Connections		Nanyuki	Peterson Thuita	0724786004	bondet.production@kariki.biz
Delemere Pivot		Naivasha	Rose Ngina	0721954082	rose.ngina@vegpro-group.com
Desire Flowers	Flowers	Isinya	Rajat Chaohan	0724264653	rajatchaohan@hotmail.com
Duro Farms		Naivasha	George	0723665509	
Enkasiti Thika	Flowers	Thika	Tambe	0734256798	enkasiti@gmail.com
Equator Roses	Flowers	Eldoret	Charles Mulemba	0721311279	cmulemba@sianroses.co.ke
Equinox	Flowers	Nanyuki	Tom Lawrence	0722312577T	tom@equinoxflowers.com
Everflora Ltd.		Thika	-	0735873798	everflora@dmbgroup.com
Fairy Flowers	Flowers	Limuru	Sylvester	0753444237	sylvesterkahoro@yahoo.com
Fides		Embu	Kirima Nturibi	0714026988	k.nturibi@fides.com
Finlays Flamingo Farm	Flowers	Naivasha	Peter Mwangi	0722204506	peter.mwangi@finlays.net
Finlays- IbiS Farm	Flowers	Nanyuki	Purity Thigira	0722279176	purity.thigira@finlays.net
Finlays Kingfisher Farm	Flowers	Naivasha	Charles Njuki	0724391288	charles.njuki@finlays.net
Finlays Kingfisher Farm	Flowers	Naivasha	Jacob Wanyonyi	0722773560	jacob.wanyonyi@finlays.net
Finlays Ibis Farm	Vegetables	Nanyuki	Augustine Mwebia	0721447430	augustine.mwebia@finlays.net
Finlays-Siraji Farm	Flowers	Nanyuki	John Magara	0722763628	paul.salim@finlays.net
Finlays Kericho	Flowers	Kericho	Elijah Getiro	0722873539	elijah.getiro@finlays.co.ke
Finlays Kericho	Flowers	Kericho	Japheth Langat		japhet.langat@finlays.co.ke
Finlays Kericho	Flowers	Kericho	Aggrey Simiyu		aggrey.simiyu@finlays.co.ke
Finlays Kericho	Flowers	Kericho	Richard Siele		richard.siele@finlays.co.ke
Finlays Londiani	Flowers	Kericho	Francis Maimba	0710602719	francis.maimba@finlays.co.ke
Flora Delight		KiamBu/ Limuru	Marco	0710802065	marcovansandijk@yahoo.com
Florensis Ltd		Naivasha	Eddy Ver Beek	0722204308/	verbeek@florensis.co.ke



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Fontana Ltd		Nakuru	Kimani	0718158434	fontana@africaonline.co.ke
Fontana Ltd		Nakuru	Girrish Appana	0726089555	production@fontana.co.ke
Fox Ton Agri		Naivasha	Jim Fox	0722204816	jim@foxtonagri.com
Fpeak		Thika	Mutiso/Titus	0711214396	anthonymutiso@gmail.com
Frigoken K Ltd	Vegetables	Nairobi	Nicholas Kahiga	0722797547	nicholas.kahiga@frigoken.com
Gatoka Roses	Roses	Thika	Chris	0723408471	gatoka@swiftkenya.com
Gladioli Ltd		Naivasha	Pieriguichi / Claudia	0722206939	torres.palau@yahoo.com
Golden Tulip		Nakuru	Umesh	0738359459	
Golden Tulip		Nakuru	Ashok	0738359459	ashok@btl.co.ke
Gorge Farm		Naivasha	Purity	0714639100	pnjue@vegpro-group.com
Groove		Naivasha	Marklow /John Ngoni	0724448601	grovekenya@gmail.com
Hamwe		Naivasha	Maina / Njoya	0724255059	hamwe@kariki.biz.co.ke
Harvest / Manjo Plants		Naivasha			
Harvest Ltd		Athiriver	Mr. Farai Madziva	0722-849329	farai@harvestflowers.com
Imani Flowers	Flowers	Nakuru	Moses	0722977214	
Indu Farm		Naivasha	James	0733959722	jimboyia@gmail.com
Indu -Olerai Farm		Nakuru	Everline Debonga	0723383160	everlyne.adhiambo@indu-farm.com
Interplant Roses	Roses	Naivasha	Geoffrey Kanyari	0712215419	info@interplantea.co.ke
Isinya	Flowers	Isinya	Pradeep	0736586059	pm@isinyaroses.com
Jatflora		Naivasha	James Oketch	0724418541	jatflora@gmail.com
Jesse AGA		Mweiga	Thuranira	0754444630	davidt@eaga.co.ke
Karen Roses	Flowers	Nairobi	Peter Mutinda	0723353414	pmutinda@karenroses.com
Kariki Ltd.		Thika	Samwel Kamau	0723721748	production@kariki.co.ke
Karuturi/Twigia Flowers	Flowers	Naivasha	Pius	0750873258	pius@karuturi.co.ke
Kenflora Limited		Kiambu/ Limuru	Abdul Aleem	0722311468	info@kenflora.com
Kentalya		Naivasha	Linnet	0733549773	lynette@kentalya.com
Kenya Cuttings	Flowers	Ruiru	James Ouma	0725217284	john.odhiambo@syngenta.com
Kenya Cuttings	Flowers	Thika	Kavosi Philip	0721225540	philip.munyoki@syngenta.com
Kenya Pollen Flowers	Flowers	Thika	Joseph Ayieko	0733552500	joseph.ayieko@syngenta.com
KHE		Nanyuki	Elijah Mutis	0722254757	mutiso@khekenya.com
Kisima Farm		Nanyuki	Martin Dyer	0722475785	operations@kisima.co.ke
Kongoni River Farm-Gorge Farm		Naivasha	Anand	0728608785	anand@vegpro-group.com
Korongo Farm		Naivasha	Macharia	0721387216	
Selecta Kenya		Thika	Alnoch Ludwig	0738572456	l.allnoch@selectakenya.com
Kreative		Naivasha	Julius Kinyanjui	0734505431	manegenejulius@yahoo.com
Kudenga Ltd		Nakuru	Rotich/Juma	0723248600	production@kudenga.co.ke
Lamorna Ltd		Naivasha	Mureithi	0722238474	accounts@lamornaflowers.com
Lathyflora		Limuru	Mbauni John	0721798710	mbaunij@yahoo.com
Lauren International	Flowers	Thika	Chris Ogutu/Carlos	0722783598	laurenflowers@accesskenya.co.ke
Lex International			Nyaribo	0722771351	
Liki River	Flowers	Nanyuki	Madhav Lengare	0722202342	madhav@vegpro-group.com
Liki River	Flowers	Nanyuki	Nitin	0700000342	nitin.golam@vegpro-group.com
Livewire		Naivasha	Esau	0727439610	management@livewire.co.ke
Lobelia Ltd/ Sunland		Nanyuki	Simon Koech	0707-286956	info@lobelia.co.ke
Loldia Farm		Naivasha	Gary/Rotich	0720651363	
Longonot Horticulture		Naivasha	Chandu	0724639898	hmilbank@vegpro-group.com
Longonot Horticulture		Naivasha	Patrick Mulumu	0722498267	patrick.mulumu@vegpro-group.com
Maasai Flowers	Flowers	Isinya	Andrew Tubei	0722728364	atubei@sianroses.co.ke
Magana		Nairobi	Lukas	0788695625	farmmanager@maganaflores.com
Mahee		Nakuru	Anbarasan	0789777145	maheefm@eaga.co.ke
Mahee Wilham		Nakuru	Mureithi	0733700270	muriithimr@gmail.com
Maji Mazuri Roses	Flowers	Eldoret	Wilfred Munyao	0725848912	wmunyao@majimazuri.co.ke
Maridadi Flowers		Naivasha	Jack Kneppers	0733333289	jack@maridadiflowers.com
Maua Agritech	Flowers	Isinya	Madan Chavan	0738669799	production@mauaagritech.com
Mauflora		Nakuru	Mahesh		mahesh@mauflora.co.ke
Milmet/Tindress Farms	Flowers	Nakuru	Pravin		pravinyadav.29@gmail.com
Molo River Roses	Flowers	Nakuru	A. Wambua	0724256592	awambua@moloriverroses.co.ke
Morop Flowers		Nakuru	Sammy	0720467551	agribiz@africaonline.co.ke



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Mt Elgon Orchards		Eldoret	Bob Anderson	0735329395,	bob@mtelgon.com
Mweiga Blooms		Nanyuki	Stewart/ Mburu	0721674355	mweigablooms@wananchi.com
Newholland		Nakuru	Ashok	0738359459	
Nini Farms		Naivasha	Menjo / Philip	0720611623	production@niniLtd.com
Nirp International			Michael	0720477717	michaeltsm@nirpinternational.com
Ol Njorowa		Naivasha	Charles	0723986467	mbegufarm@iconnect.co.ke
Olij Kenya Ltd		Naivasha		0737888028	v.bhosale@olijkenya.com
Oserian	Flowers	Naivasha	Musyoka	0722888377	stephen.musyoka@oserial.com
Panda Flowers		Naivasha	Chakra	0786143515	chakra@pandaflowers.co.ke
Panocol Flowers		Eldoret	Mr. Paul Wekesa	0722748298	paul.wekesa@panocol.co.ke
Penta	Flowers	Thika	Tom Ochieng	0723904006	tom@wananchi.com
Pj Dave	Flowers	Isinya	Promina	0733333230	pjdaveflowers@wananchi.com
Pj Flora	Flowers	Isinya	Palani Muthiah	0752607651	muthiah.palani1971@gmail.com
Pj Thande Farm		Kiambu/Limuru	Elizabeth Thande	0722380358	elizabeth@wetfarm.co.ke
Plantation Plants		Naivasha	William Momanyi	050 20 20282	pplants@kenyaweb.com
Porini Ltd	Flowers	Nakuru	Pitambar	0726774955	porini@isinyaroses.com
Pp Flora		Nakuru	Robert /Prakash	0718045200	ppflora2010@gmail.com
Primarosa I		Athi RiVer	Dilip Barge	0731000404	dilip@primarosaflores.com
Primarosa li		Nakuru	Vj/Kadam	0721823675	anand@nyh.primarosaflores.com
Racemes Ltd		Naivasha	Bonny	0721938109	bonny@kenyaweb.com
Ravine Roses Flowers	Flowers	Nakuru	Peter Kamuren	0722205657	(pkamuren@karenroses.com)
Redland Roses		Thika	Aldric Spindler	0733603572	aldric@redlandsroses.co.ke
Redwing Flowers	Flowers	Nakuru	Simon Sayer	0722227278	sayer@redwingLtd.co.ke
Rift Valley Flowers Ltd	Flowers	Naivasha	Peterson	0721216026	fm@riftvalleyroses.co.ke
Rimiflora Ltd		NaivaSha	Richard / Stephen	0722357678	richard@rimiflora.com
Riverdale Blooms Ltd		Thika	Antony Mutugi	0202095901/	rdale@swiftkenya.com
Roseto		Nakuru	Mahindra	0717617969	gm.roseto@megaspingroup.com
Rozzika Gardens –Kamuta Farm		Naivasha	Mbuthia	0721849045	jwachiram@yahoo.com
Schreus		Naivasha	Roddy Benjamin	0733207729	roddy@schreusnaivasha.com
Shades Horticulture	Flowers	Isinya	Mishra	0722972018	info@shadeshorticulture.com
Shalimar Flowers	Flowers	Naivasha	Mr Anabarasan	0733604892	anbarasan@eaga.co.ke
Sierraflores Ltd		Nakuru	Sherif	0787243952	farm.sierra@megaspingroup.com
Simbi Roses		Thika	Mr. Karue	067 44292	simbi@sansora.co.ke
Sirgoek Flowers	Flowers	Eldoret	Andrew	0715 946429	sirgeok@africaonline.co.ke
Solai Milmet/Tindress	Flowers	Nakuru	Mr Ravindra	0788761964	tindressmilmet@gmail.com
Star Flowers Flowers	Flowers	Naivasha		0722203750	
Subati Flowers	Flowers	Nakuru	Patel	0712 584124	naren@subatiflores.com
Subati Flowers - Naivasha	Flowers	Naivasha	Charles / Tushar	0717719003	
Suera Flowers Ltd	Flowers	Nakuru	George Buuri	0724622638	gbuuri@suerafarm.sgc.co.ke
Tambuzi		Nanyuki	Kahiga Godfery	0723059230	production@tambuzi.co.ke
Timaflo Ltd	Flowers	Nanyuki	Brian Allen	0715 270037	info@timaflo.com
Transebel		Thika	Mr. David Muchiri	0724646810	davidmuchiri@transebel.co.ke
Tropiflora		Kiambu/Limuru	Veronica/Joseph	0724319935	tropiflora@africaonline.co.ke
Tulaga		Naivasha	Steve Alai	0722659280	tulagaflores@africaonline.co.ke
Tk Farm		Nakuru	Gichuki	0721499043	davidgichuki20@yahoo.com
Uhuru Flowers	Flowers	Nanyuki	Ivan Freman	0713889574	ivan@uhuruflores.co.ke]
V.D.Berg Roses	Flowers	Naivasha	Johan Remeeus	0721868312	
Valentine Ltd		Kiambu/Limuru	Maera Simon	0721583501	simon.maera@valentinegrowers.com
Van Kleef Ltd		Nakuru		0738461111	
Vegpro K Ltd Vegetables		Nanyuki	John Kirunja	0729555499	john.kirunja@vegpro-group.com
Vegpro K Ltd	Vegetables	Nairobi	Judy Matheka	0721245173	jmatheka@vegpro-group.com
Vegpro K Ltd	Vegetables	Nanyuki	John Nduru	0722202341	jnduru@vegpro-group.com
Waridi Ltd		Athiriver	P. D.Kadlag	0724-407889	kadlag@waridifarm.com
Wildfire		Naivasha	Lucas / Boni	0720830146	roses@wildfire-flowers.com
Wilmer	Summer Flowers	Thika	Wilfred M.Kamami	0733714191	kamami@wilmar.co.ke
Winchester Farm	Flowers	Nairobi	Raphael Mulinge	0725848909	rmulinge@sianroses.co.ke
Windsor		Thika	Vikash	073705070	vikash@windsor-flowers.com
Xpression Flora		Nakuru	Mangesh Rosam	0720519397	mangesh.rasam@xflora.net



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Zena	Roses	Thika	Peter	0722825429	productionthika@zenaroses.co.ke
Zena Asai Farm	Roses	Eldoret	Phanuel Ochunga	0722506026	phanuel@zenaroses.co.ke
Zena Roses Sosiani	Roses	Eldoret	Rakesh Kuttaiah	0734834097	Rakesh@zenaroses.co.ke

FLOWER FARMS IN UGANDA

TYPE	FARM NAME	CONTACT PERSON	LOCATION	PHONE NUMBERS	E-MAIL
Roses	Rosebud	Ravi Kumar	Wakiso	0752 711 781	ravi.kumar@rosebudlimited.com
Roses	Maiye Estates	Premal	Kikwenda wakiso		premal@maiye.co.ug
Roses	Jambo flowers	Patrick Mutoro	Nakawuka Sisia Wakiso	(254) 726549791	pmutoro80@yahoo.co.uk
Roses	Pearl Flowers	Raghibir Sandhu	Ntemagalo Wakiso	0772 72 55 67	pearl@utlonline.co.ug
Roses	Aurum flowers	Kunal Lodhia Shiva	Bulega, Katabi Wakiso	0752 733 578	kunal@ucil.biz
Roses	X-pressions	Ali Droiya	Katabi Wakiso	0712 787788	xpressions@utlonline.co.ug
Roses	Eruma roses	Kazibwe Lawrence	Mukono	0776 049987	kazibwe@erumaroses.com
Roses	Uga rose	Grace Mugisha	Katabi Wakiso	0772 452 425	ugarose@infocom.co.ug
Roses	Kajjansi	K.K rai	Kitende Wakiso	0752 722 128	kkrai@kajjansi-roses.com
Roses	Uganda Hortech	M.D hedge	Lugazi Mukono	0703 666 301	mdhedge@mehtagroup.com
Roses	Melissa Flowers	Tobby Maddison	Katabi Wakiso	0755 722 262	toby.maddison@melisa-flowers.com
Chrysanthemums	Fiduga	Jacques Schrier	Kiringente , Mpingi	0772 765 555	j.schrier@fiduga.com
Chrysanthemums	Royal Van Zanten	Jabber Abdul	Namaiba Mukono	0759 330 350	j.Abdul@royalvanzanten.com
Impatiens, poinsetia	Wagagai	Olav Boenders	Iwaka Bufulu Wakiso	0712 727377	olav@wagagai.com
Chrysanthemums	xclusive cuttings	Peter Benders	Gayaza- Zirowe rd	0757 777 700	pbenders@xclusiveuganda.com

FLOWER FARMS IN TANZANIA

TYPE	FARM NAME	CONTACT PERSON	LOCATION	PHONE NUMBERS	E-MAIL
Roses	Kili flora	Jerome Bruins	Arusha	255 27-25536 33	jbruins@habari.co.tz
Roses	Mt. Meru	Heikki Niskala	Arusha	255 27 2553385	office@mtmount-meru-flowers.com
Roses	Tengeru Flowers	Mark Ngalo	Arusha Tanzania	255 27 255 3834	teflo@africaonline.co.tz
Roses	Hortanzi	Mr Micheal Owen	Arusha	255 784 200 827	hortanziagm@cybernet.co.tz
Roses	La fleur de Afrique	Greysom Mrema	Arusha	0784 363 570	fda@ars.bol.co.tz
Hypericums	Kilimanjaro flair	Greg Emmanuel	Arusha	255 784 392 716	greg@kilimanjaroflair.com
Crysenthemums	Multi flower Ltd	Tjerk Scheltema	Arusha	255 27 250 1990	tjerk@arushacutting.com
Crysenthemums	Fides	Greg Emmanuel	Arusha	255 27 255 3148	fides@habari.co.tz
Crysenthemums	Dekker Bruins	Lucas Gerit	Arusha	255 27 255 3138	info@tfl.co.tz
Crysenthemums	Arusha cuttings	Tjerk Scheltema	Arusha	255 27 250 1990	tjerk@arushacutting.com



FLOWER FARMS IN ETHIOPIA

TYPE	FARM NAME	CONTACT PERSON	LOCATION	PHONE NUMBERS	E-MAIL
Roses	Linsen flowers	Peter Linsen	Holeta		Elinsenroset@ethionet.et
Roses	Karuturi Farm/Ethiopia meadows	Peter Pardoen	Holeta	0922 750602	Peter.Pardoen@karuturi.com
Roses	Alliance flowers	Navale	Holeta		navale@nehainternational.com
Roses	Ethio dream Rishi	Holeta	Ethiopia	011 23 72335	holeta@jittuhorticulture.com
Roses	Holeta Roses Navale	Holeta	Ethiopia		navale@nehainternational.com
Roses	Arsi Agricultural Mecahanization		Holeta		arsiflower@ethionet.et
Roses	Supra Flowers	Kaka Shinde	Holeta	0911 353187	kakashind@rediffmail.com
Roses	Agriflora	M. Asokan	Holeta	0922 397760	flowers@ethionet.et
Roses	KAF Flowers	Baker Elkadi	Holeta	251 913 202 460	baker-elkadi@yahoo.com
Roses	Rose Ethiopia	Betemarian Kiflu	Holeta	0911 91 22 81	betemariankiflu@yahoo.com
Roses	Ethio- Agricerft	Alazar	Holeta	0910 922 312	alazar@yahoo.com
Roses	Flowerama	Admin manager	Holeta	0912, 9311 81	flowerama@ethionet.et,
Roses	Dire flowers	Seifu Bededa	Holeta	251-11-5156888	dhf@ethionet.et
Roses	Addisfloracom P.L.C	Kitema Mihret	Holeta	0912 264190	tasfaw@addisflora.com
Roses	Joe flowers	Mihrtu Tafare	Holeta	0911 370519	miheretuta@yahoo.com
Roses	Enyi- Ethio	Teshale	Sebata	0911 464629	enyi@ethionet.et
Roses	Lafto Roses	Andrew Wanjala	Sebata	0922 116 184	irrigation@laftorose.com
Roses	Eden Roses	Vibhav Agarwal	Sebata	0930 011228	vaibhavaggarwal1@hotmail.com
Roses	Ethio-passion	Roshen	Sebata	0911 511 711	roshanmuthappa811@gmail.com
Roses	Golden Rose	Mr. Sunil	Sebata		
Roses	E.T Highlands		Sebata	0 911 50 21 47	bnf2etf@ethionet.et
Roses	Dire flowers 2	Abenet Fiktu	Sebata	0911 149 329	abifiktu@yahoo.com
Roses	Sharon Flowers		Sebata		saronfarm@ethionet.et
Roses	Zagwe roses	Melaku Terefe	Sebata	0912 426635	zagweflora@yahoo.com
Roses	Selam Flowers	Etsegenet Shitaye	Sebata	0913 198440	etstgshita@yahoo.com
Roses	Joy Tech	mulugeta Meles	Debra Zyeit	0911 302804	mulugeta@joytechplc.com
Roses	Dugda floriculture	sayalfe Adane	Debra Zyeit	0911 50 48 93	general@dugdaflora.com.et
Roses	Minayе flowers	Eyob Kabebe	Debra Zyeit	011-3728667/8/9	minayefarm@ethionet.et
Roses	Bukito Flowers	Anteneh Tesfaye	Debra Zyeit	0911 615571	
Roses	oilij	Bas Van der lee	Debra Zyeit	0911 507 307	b.vanderlee@oilijethiopia.com
Roses	Yassin Flowers	Tesfaye Gidissa	Debra zyeit	0911 89 78 56	kemevision@yahoo.com
Roses	Z. K Flowers	Abebe Mamo	Debra zyeit	0911 52 65 29	abemic/2006@yahoo.com
Roses	Friendship flowers	Alemayehu	Debra zyeit	(251)91 130 49 67	friendship.flowers@yahoo.com
oses	Evergreen farm	Hiwot	Debra zyeit	0912 18 5065	Hiwot.Ayaneh@yahoo.com
Roses	Rainbow colours	Tadessa Kelbessa	Debra zyeit	0911 389 729	rainfarm@yahoo.com
Roses	Sher	Ramesh Patil	Ziway	0912 131940	rmpatilpune@yahoo.com
Roses	Braam farm	Ben Braam	Ziway	0920 7462 70	braam.roses@hotmail.com
Roses	Sher- Koka farm	Alemitu Biru	Ziway	0912 09 78 24	
Roses	Ziway Roses	Ermiyas Solomon	Ziway	0921 094373	ermiasziwayroses@yahoo.com
Roses	Herbug	Hubb	Ziway		hubb@herburgroses.nil
Roses	AQ	Wim	Ziway		wimjr@aqroses.com
Hypericum	Margin par	Hayo Hamster	Holeta	251 911 505 845	marginpar@ethionet.et
Gypsophila	Tal Flowers	Mr. Uri	Sebata		uridago@walla.co.il
Hydragiums	Ewf Flowers	Humphrey	Sebata	0920 35 1931	production-manager@Ewf-flowers.com
pelargoniums	Red fox	Michel Zevenbergen	Ziway	0911 49 00 23	m.zevenberge@ethiopia.redfox.de
Hypericum	Abssinia flowers	Sendafa			ggh_link@ethionet.et
Geraniums	Ethiopia cuttings	Scott Morahan	Koka		scott.moharan@syngenta.com
Budding plants	Florensis Ethiopia	Netsanet Tadasse	Koka		flrensis@ethionet.et
Crysenthemums	Maranque	Mark Drissen	Merjetu	(251) 22 1190750,	md@maranqueplants.com
Freesia & Statice	Freesia Ethiopia	Ronald Vijvrborg	Sebata	(251) 115 156259,	freesia@ethionet.et
Hypericum	Yelcona	Andreas	Sebata	0921 146 930	Andreasndieolens@hotmail.com



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Aphids



Whiteflies



Leafminer



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Thrips



Whiteflies



Mealy bugs



Caterpillar



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A photograph of a greenhouse filled with rose bushes. In the foreground, a white bag of Solucros fertilizer is visible. The bag has an orange label with the Solucros K logo and a picture of various fruits. A large orange circle with a white border is overlaid on the center of the image, containing the text 'When Quality really counts!'.

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