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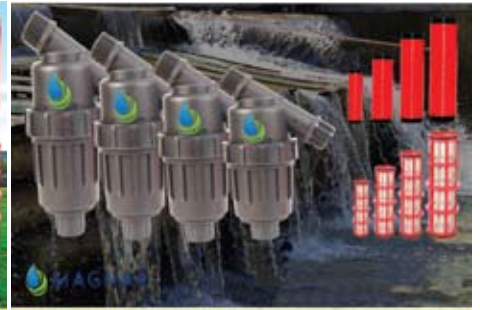
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Joseph Muita, Ornamentals Manager - Kenya
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PO Box 00100 24271 Nairobi, Kenya
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<https://agriculture.basf.com/ke/en.html>
info.eastafrica@basf.com



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The Leading Floriculture Magazine

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Arysta LifeScience (K) Ltd.
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Tel: +254 717 432 174
Email: arysta.kenya@arysta.com



We have the power to imagine better.

The Harry Potter author explored how two phenomena -- failure and imagination -- can be crucial to success.

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However, many of us are oblivious to our own close-mindedness. We picture ourselves as the centres of our own, individual universes, instead of seeing the bigger, more interconnected picture.

If you're automatically sure that you know what reality is and who and what is really important, if you want to operate on your default setting, then you, like me, probably won't consider possibilities that aren't annoying and miserable. But if you've really learned how to think, how to pay attention, then you'll know you have other options.

It will actually be within your power to experience a crowded, hot, slow, consumer hell-type situation as not only meaningful, but sacred -- on fire with the same force that lit the stars:



love, fellowship, the mystical oneness of all things deep down.”

In 2019, format your default settings.

*Masila Kanyingi
Editor.*



Publishers of Floriculture Magazine

P.O.BOX 79396 - 00200 Nairobi.

Tel: 020-2440909 • Cell 0732-558172,

Fax: 020-2244892

Email: info@floriculture.co.ke

Website: www.florinews.com

Floriculture Team

Editor

Masila Kanyingi

Editorial Assistant

Cornelius Mueke

Contributors

Eunice Waitthaka

Logistics Update

IFTF

FHTF

IPM ESSEN

Photographers

Jairus Ndani

Graphic Designer

Evelyne Ndiema

Marketing

Sales & Marketing Dept.

Editorial Consultants

Tom Ochieng : Penta Flowers

Victor Juma : Syngenta EA Ltd

Doris Kawira : Dow Agrosience

Charles Njuki :

Patrick Ngugi : BASF

Daniel Kisongwo : Consultant

Innocent Arunda : Arysta LifeScience

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CropTech (K) LTD
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Tel. +254 722 703 911

For further information please contact: Robert Wachira
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Taming the Beast

How to practice integrated nematode management

The threat from the most numerous multi-cellular animals on our planet is real enough: more than 20,000 nematode species exist worldwide and over 4,100 of them are known plant parasites. Although only around ten are responsible for most of the problems in agriculture, those few species cause massive crop losses. To minimize this damage, farmers need to practice integrated nematode management in order to reduce the number of nematodes in the root zone of plants and help roots to stay healthy.

Integrated nematode management takes two main forms: cultural methods and chemical-biological measures. Neither of

these should be relied on exclusively for nematode management. The secret of success is an integrated program comprising some or all of the following components:

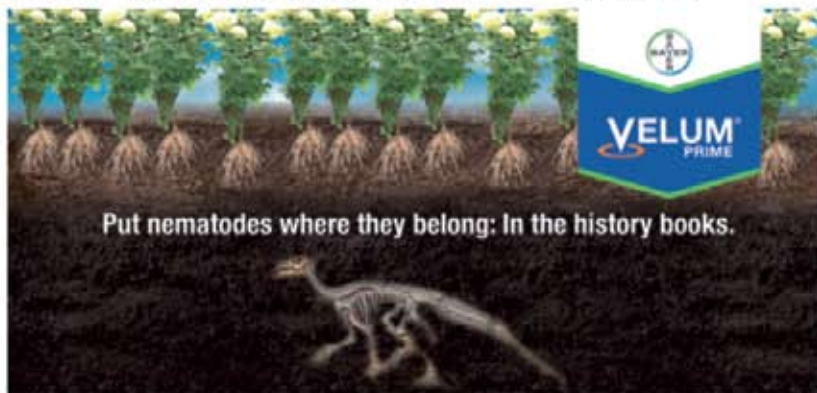
// **Farm hygiene:** Working as cleanly as possible in a field and when moving between fields. If possible remove roots after the crop cycle ends.

// **Field monitoring:** Knowing your species of nematodes and their population, e.g. inspecting your plant roots is a precondition for targeted control.

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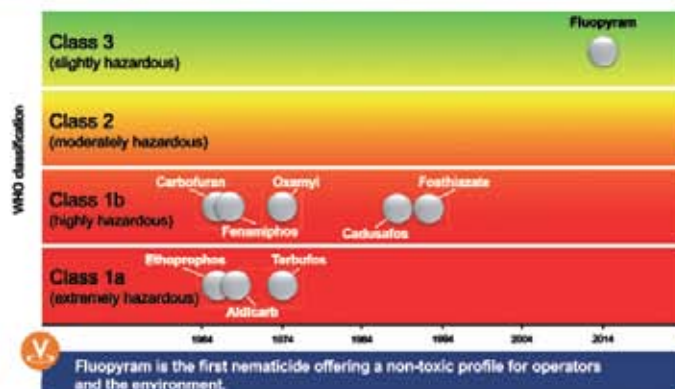
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Cut flower sector wilting under New rules, competition

Hopes by Kenya's flower growers to exploit the lucrative United States market and stop dependence on the European market will not bear much fruit despite the recent launch of direct flights between Nairobi and New York.

Summary

- The decision by KQ to dedicate the New York route to passengers, with only five tonnes allocated to cargo, means Kenya's flower industry cannot penetrate the US market.
- There is also the issue of the return flight flying back empty because Kenya's main imports from the US are bulk machinery, cereals and aircraft that are shipped here.
- The emergence of new cut flower producers, particularly Ethiopia, is causing jitters that Kenya's dominance is diminishing, albeit slowly.

In spite of optimism and excitement after national carrier Kenya Airways (KQ) started direct flights to the US in October, the airline's business strategy of focusing on passengers as opposed to cargo has dashed the hopes of the flower industry of targeting the market that has remained elusive.

This is bad news for the industry which despite being the second leading foreign exchange earner after tea, is grappling with a myriad of challenges that are threatening the country's position as Africa's leading producer of cut flowers.

The sector is currently dealing with challenges ranging from a fertiliser importation crisis, increase in input taxes, delays in tax refunds, stringent phytosanitary requirements in the European Union (EU) market, new demands on fumigation by key market Australia to intensifying competition from emerging flower producers like Ethiopia, Rwanda, Uganda and Tanzania.

In the midst of these predicaments, the decision by KQ to dedicate the new route specifically to passengers, with only five tonnes allocated to cargo, means the flower industry cannot count on the national carrier to penetrate the US market.

Already most of the cargo space has been seized by Export Process Zones-based manufacturers of textiles and apparels that constitute Kenya's main export to the US under the Africa Growth and Opportunity Act.

"There is nothing for Kenya in the US market for now," said Clement Tulezi, the Kenya Flower Council chief executive. He added that although KQ can decide to help the industry by introducing a dedicated cargo flight, there is the issue of the return flight flying back empty because Kenya's main imports from the US are bulk machinery, cereals and aircraft that are shipped here.

Currently, Kenya accounts for less than

one per cent of the US flower market, earning less than \$10 million annually, with Colombia dominating at 70 per cent followed by Ecuador at 20 per cent. These two countries also have the advantage of proximity.

"Although Kenya cannot continue depending on the EU for sustainability, we are protecting our key markets and seeking new ones in Asia," explained Nehemiah Chepkwony, Horticulture Crops Directorate interim head.

Flower markets

In 2017, Kenya exported 450,000 tonnes of cut flowers, with the EU providing 66 per cent of the market. Other key markets





The sector is currently dealing with challenges ranging from a fertiliser importation crisis, increase in input taxes, delays in tax refunds, stringent phytosanitary requirements in the European Union (EU) market, new demands on fumigation by key market Australia to intensifying competition from emerging flower producers like Ethiopia, Rwanda, Uganda and Tanzania.

for Kenya are Japan, Australia and China while efforts are ongoing to increase presence in promising markets like Russia, Turkey, South Korea and India.

Kenya is particularly upbeat on increasing exports to China where volumes stand at 4,000 tonnes annually after President Uhuru

Kenyatta signed a horticulture export deal with his Chinese counterpart President Xi Jinping when he attended the China International Import Expo recently. Last year, the country earned a staggering \$796 million from flower exports representing a 12 per cent growth from the previous year in which the sector earned \$687.4 million.

In the first eight months of this year, the industry has maintained an impressive performance raking in \$746.6 million, a 38 per cent increase from \$539.8 million realised the same period in 2017 according to data by the Kenya National Bureau of Statistics.

Notably, 65 per cent of Kenya's flowers are sold at the world's largest flower auction in the Netherlands, meaning they lose

identity by being branded by the buyers rather than the producers.

The country is trying to increase direct sales from the current 35 per cent to 50 per cent to enhance the visibility of the Kenyan flower brand.

Volumes

Although Kenya is basking in the continuous good performance of the cut flower industry, with land under flower cultivation increasing the industry is in a state of panic over mounting challenges.

"The long term survival of the industry is at stake because we have a feeling the government does not care about the industry but only cares about the taxes it generates," stated Mr Tulezi.

He added that while 60 per cent of sales are recorded during the Christmas season and Valentine Day in February, Kenya might fail to accumulate enough volumes for these high peak seasons due to a biting shortage of soluble fertiliser, a critical input in flower farming.

As part of the war on counterfeits, the Kenya Bureau of Standards (Kebs) recently introduced 100 per cent inspection on all soluble fertiliser shipments entering the country amidst protests by industry players that the accepted trend worldwide is based on pre-shipment inspection.

"Flower farming depends on specialised fertiliser and the decision by Kebs is affecting the industry badly. We are working on resolving it," admitted Mr Chepkwony.

Main Story

Considering that Kebs lacks the internal capacity to inspect the volumes of shipments, the decision has ignited a major crisis with imports that had arrived at the port of Mombasa five months ago yet to be cleared and released.

The problem of inputs has been compounded by the move to introduce 16 per cent value added tax (VAT) on crop protection products like pesticides, a development the industry reckons will increase the cost of production and make Kenya's flowers expensive.

Although it previously costed approximately \$0.21 on average to produce one rose flower, with the new tax, it may rise to \$0.36.

VAT refunds

The issue of fertiliser and pesticides, however, are problems that have cropped up recently. For years, the industry has been at loggerheads with the Kenya Revenue Authority over VAT refunds, with the taxman owing some flower firms as much as \$500,000 with others having not been refunded since 2013.

Yet even as it battles internal

challenges, the flower industry is also under attack. To start with, the EU has continuously introduced new phytosanitary requirements that demand low concentrations of chemicals.

The requirements are forcing flower farms to seek alternatives methods of crop management, with expensive biopesticides and integrated pest management being the main options.

While overcoming these challenges is hard enough, the emergence of new cut flower producers, particularly Ethiopia, is causing jitters that Kenya's dominance is diminishing, albeit slowly.

"Ethiopia is coming up well thanks to government subsidies but we are still 30 per

cent ahead in volumes," noted Tulezi, adding that it might take Ethiopia another 10 years to catch Kenya.

For Ethiopia, factors like availability of land, cheap labour and government incentives coupled with a vibrant logistics industry anchored by Ethiopian Airlines have provided a fertile ground for the flower industry to bloom.

Currently, the Ethiopian cut flower industry is raking in about \$300 million annually and the government is targeting earnings in the region of \$1 billion in the medium term.





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Disruptive Brexit May Create Traffic Jams in Flower Trade

Unless the two bickering parties in this messy divorce reach an agreement bringing about some less disruptive arrangement, goods travelling across the channel are likely to confront customs checks and sanitary inspections.

Summary

- *The European Union has a trade agreement with Kenya that enables imports of flowers free of tariffs.*
- *After Brexit, Britain will have to negotiate its own arrangement with Kenya and other exporters.*
- *Until a deal is struck, flowers sent from Kenya to Britain would stand to incur tariffs of nearly 7 percent, a potential shock for an industry that has become a major source of jobs in the East African nation.*

Far removed from the political posturing and brinkmanship that capture most of the attention in Britain's long and tedious departure from the European Union, Yme Pasma is deeply enmeshed in the mother of all logistical problems.

He is the chief operating officer of Royal FloraHolland, a marketplace where some 12 billion flowers and plants are sold a year — more than one-third of the worldwide trade in such blooms.

Inside hulking warehouses near Amsterdam's Schiphol airport in the town of Aalsmeer, Royal FloraHolland operates a flower auction and a distribution centre.

A fleet of computer-guided forklifts whisks

buckets of roses, boxes of amaryllis and other foliage — some grown in Holland, some flown in from Africa, Asia and Latin America — toward loading docks, to be placed on trucks and shipped to customers worldwide.

The scent of flowers is pervasive, a weirdly anomalous whiff of perfume amid the clatter of machinery.

Nearly \$1 billion worth of this product a year is destined for the United Kingdom, a realm that today is still part of the European Union. Flowers arriving from outside Europe can clear customs and then proceed unhindered to Britain.

But as of next March, when Britain is supposed to bid adieu in a process known as Brexit, the Netherlands and the United Kingdom are set to become separate markets, divided by a newly important border.

Unless the two bickering parties in this messy divorce reach an agreement bringing about some less disruptive arrangement, goods travelling across the channel are likely to confront customs checks and sanitary inspections.

Flowers now shipped duty-free may encounter tariffs.

The word that the British government had struck an agreement in principle with its

European counterparts on how to proceed merely moved the conflict into the British Parliament, where the deal could be voted down or altered.

The governments of the 27 remaining nations in the European bloc must bless the deal, an uncertain proposition. For people who sell goods across the channel, clarity remained distant.

"At both sides, the governments are very willing to prepare, but still you need hundreds of people, and you need to train them, and you need warehouses to do the checks, and you have to build the computer systems," Pasma said.

"There are going to be major traffic jams in the Netherlands. If it happens tomorrow, it's going to be a huge problem."

An increasing flow of these roses travels directly to Britain, bypassing the traditional hub in the Netherlands. Even then, Brexit still presents a significant variable.

The European Union has a trade agreement with Kenya that enables imports of flowers free of tariffs. After Brexit, Britain will have to negotiate its own arrangement with Kenya and other exporters.

Until a deal is struck, flowers sent from Kenya to Britain would stand to incur tariffs of nearly 7 percent, a potential shock for



an industry that has become a major source of jobs in the East African nation.

But most of the roses grown in Kenya and destined for Britain still travel toward customers on the traditional route that has dominated the flower industry for decades — through the Netherlands. Buyers may have to bypass the Netherlands

Inside a glassed-in room above the warehouse floor, traders stare at banks of computers as they place bids on this rolling riot of flowers at the auction.

Before making their orders, some of the traders walk down to the floor to inspect the goods, like gamblers eyeing the racehorses before the bugle.

Behind the main auction floor, 13 so-called clocks — electronic displays of trading activity — track the offers and bids in online exchanges, the participants as far away as China, Russia and the United States.

The whole process depends on a continuous, unimpeded flow of goods through the vast operation.

Brexit looms like a giant speed bump. It could prompt merchants to transact directly, outside the marketplace, diminishing the volume of trade at the auctions.



Larger players might adapt fine, but smaller growers — who depend on the marketplace — could suffer declining demand. Pasma is exploring the possibility of separating the flow of flowers into different streams — those that land at Amsterdam and are destined for buyers within Europe, requiring no change to the current system; others that are bound for post-Brexit Britain, and might need to be set aside for new, as-yet-unspecified administrative procedures.

He is hoping he can persuade European and British authorities to institute whatever checks would be required right here, preventing delays. “You have to get the product across the channel quickly,” he said. A perfectly choreographed system may break down.

Main Story

On the warehouse floor, forklift operators don headsets and await instructions from the computer in charge.

The computer reads chips on every cart that identify the product and the buyer, telling the drivers where to go. The drivers affix their gear to the carts and join the flow of traffic, hewing to lanes demarcated across the floor.

It's a precision operation. Many flowers have been plucked from cargo jets that have landed within the hour. European customs agents clear the goods on the premises. Ditto, health authorities. Flowers destined for Britain are either carried by truck through the tunnel underneath the English Channel or dropped at ports in the Netherlands and ferried across the water to England.

Here is where Brexit provokes the most concern. "This is going to be a huge problem in the infrastructure in our nation," Pasma said.

The Dutch Flower Group imports some 350 million euros a year (about \$400 million) into the United Kingdom, roughly half from the Netherlands.

In recent months, the company's chief financial officer, Harry Brockhoff, has met with British and European officials to urge them to maintain the status quo.

If Britain hangs on to European rules, he argues, then flowers crossing the channel should require no additional checks.

If they don't, the British government will need to rebuild the capacity it had before

it entered the European Union in 1973, resuming its own customs and so-called phytosanitary checks of the flowers.

Both the British and European governments have signalled designs to streamline health and safety checks to head off post-Brexit problems.

"There is no certainty, so we have to prepare for the worst," Brockhoff said. "But I am hopeful that everybody wants to come to a decent solution."

'We're All Just in the Dark'

Well before dawn, florists across southern England arrive at New Covent Garden Market in London to select their stock.

So do designers who create floral arrangements for hotels and offices. So do wedding planners and funeral homes.

The market is the largest wholesale source of flowers in Britain. Roughly 80 percent come from the Netherlands. The original Covent Garden market, in central London,

was where Eliza Doolittle worked as a flower seller when she met Henry Higgins in "My Fair Lady."

These days, merchants at the market view the approach of the official Brexit date with a growing sense of concern.

"I'm dreading that a little bit, that we will have aggravation getting our stuff in," said Dennis Edwards, owner of one wholesale outlet.

He excuses himself to take a call from a florist — Prince Charles' florist, he notes — who is on the prowl for a special variety of gerbera known as pasta, because it is shaped something like fusilli.

In pursuit, Edwards has been on the phone with his agent in the Netherlands, who is monitoring the auctions.

At 69, Edwards is accustomed to this sort of clientele. He procured flowers for Princess Diana's funeral, and for the memorial ceremony inside St. Paul's Cathedral after the terrorist attacks of 9/11.

From where he stands — in the midst of roses of every conceivable tint — Brexit amounts to a historical step backward.

"I'm old enough to remember how it was before," he said, meaning when British customs would inspect shipments arriving at the English port of Dover from the Dutch shipping hub at Rotterdam. "We'd be waiting for a consignment of orchids from Singapore and they'd find one insect and condemn the whole lot," he said. He would find himself uttering expensive words to his customers: "Sorry we've let you down."

He frets that Brexit could make these words commonplace again.





Panalpina Targets Growth in Kenya – Expanding Cold Storage at Nairobi Airport

Panalpina has doubled its cold storage space at Nairobi's Jomo Kenyatta International Airport, with the aim of growing the perishable volumes flown out of Kenya. The facility has been expanded by 1,500 m² and offers Jomo Kenyatta International Airport's only dedicated loading bays for skidded or palletised cargo and with separate cold rooms to manage specific temperature requirements.

Panalpina aims to grow its business in Kenya from the current 65,000 tons of flowers, fruits, and vegetables it moves, to more than 80,000 by 2020.

“This facility will provide many business opportunities for our customers to pursue in [Kenya], the region and the world, and that is what we are looking to achieve – solutions that foster growth for our customers, Panalpina and the communities where we operate,” said Stefan Karlen, president and chief executive of Panalpina.

The company has been expanding its presence in the perishables market over the last few years, with the sector seen as useful for providing regular and consistent back-haul traffic. Panalpina first started operations in Nairobi in 2015 with a team of five people, which soon grew to 200 with the acquisition of Airflo, and later to 350 with that of Air Connection.

Thanks to Panalpina's investments in the perishables sector, Kenyan products are becoming more prominent in existing (mostly European) markets, but also in new ones, for example in Asia-Pacific.

Panalpina's growth in perishables has continued elsewhere in Africa, too. This year, Skyservices in South Africa joined the Panalpina family, and FX Logistics, a new agent in Zimbabwe, also became a member of the Panalpina Perishables Network.

Flower Logistics Africa 2018 Focusses on Benchmarking Cold Chain Logistics and Technology

The third edition of Flower Logistics Africa had a full house representing a cross-section of the entire value chain of flower trade. Revolved around the core theme of “Cold Chain Protocols and Common Standard: Keys to Africa’s Flower Industry” the event was held at the Radisson Blu Hotel in Nairobi and attracted participation from Africa and outside.

The participants of the day-long conference deliberated on the typical challenges faced by the flower industry as a whole. The discussions revolved around the need for standardisation that will enhance exports and gain traction for Kenya’s flower industry in the global market.

The changing paradigms like the entry of e-commerce players are expected to drive the flower markets in the coming years. The flower trade players may have to look towards a ‘Look East’ policy as demand from China will increase in the coming years.

Peter Musola, the cargo commercial manager for Kenya Airways, who was part of a panel discussion, emphasised on KQ’s commitment to providing fresh networking opportunities. “Kenya Airways Cargo is expanding our cool chain facility to deal with the over demand during peak seasons. We are also expanding our warehouse infrastructure to accommodate demand,” he said. In regards to KQ launching direct flights from Nairobi to New York, Musola added, “We are looking into partnerships

with the John F. Kennedy Airport with our recently launched flights to New York to enable access for our flowers to Miami, Toronto and Vancouver.

While discussing about setting cold chain protocols and common standards for African flower export, Evans Michoma, manager, cargo Kenya Airports Authority, mentioned, “Plans are underway to launch a cargo service quality surveys for all



exporters & importers. This tool will ensure cool chains standards are maintained both at the receiving & loading phases. These results will be publicized for all suppliers for actions.”

Efficiency and sustainability in the floral

logistics supply chain took centre stage of discussions as participants sought to identify new opportunities that will allow African exporters to compete in global markets. Clement Tulezi, the CEO of Kenya Flower Council emphasized, “We are looking more into improving our market access by working closely with other key partners as we aim to remain the main voice for the Kenya flower industry.”

Kenya is the leading exporter out of Africa with over 16, 000 tonnes perishables per month. Saudia Cargo, according to Ken Mbogo, the Regional Director in Africa, handles approximately 25 percent of those goods. This is the leading cargo serving the African floricultural operations in Kenya. While discussing about how data can improve transport and logistics for Africa, Mbogo mentioned that the airline is taking advantage of their online customer surveys to get insights that influence change in their day-to-day operations.

The event which was organised by Logistics Update Africa, was sponsored by, Kenya Airways Cargo, Holland Flower Alliance, Saudia Cargo and many more. The conference was also supported by industry associations such as Kenya Flower Council (KFC), Cool Chain Association (CCA), Kenya Plant Health Inspectorate Service (KEPHIS), Kenya International Freight and Warehousing Association (KIFWA), and The International Association of Horticultural Producers (AIPH).

Perishables Logistics Africa 2018 calls for collaborative approach to improve Africa's perishable exports

After the successful, Flower Logistics Africa 2018, the second edition of Perishable Logistics Africa happened at the Radisson Blu Hotel in Nairobi, bringing together key stakeholders in the perishables supply chain. The theme was "Collaboration: The Road Ahead to Improve Logistics for Africa's Perishable Produce".

The day-long discussions amplified the call to create industry collaborations to improve Africa's perishable exports through better logistics network and cold chain infrastructure.

The theme on collaboration was timely as earlier in the year, African leaders signed the African Continental Free Trade Area (AfCFTA), a single market for goods and services in Africa. With this FTA, the market size is expected to include 1.7 billion people with over \$6.7 trillion of cumulative consumer and business spending by 2030.

Integration between small scale holder farmers was identified as key to achieving value proposition throughout all conversations. Speaking on the topic, Dr. Isaac Macharia, the General Manager for phytosanitary services in Kenya Plant Health Inspectorate Service (KEPHIS) mentioned that "We train and advise small scale and aspiring farmers on how to access and prepare for the market by providing them with market dynamics. We also link them with associations of help in the supply chain."

Wouter Boekee, the Global Industry Manager for Agriculture and Fresh, Lufthansa Cargo added to the conversation saying, "All partners in the supply food chain need to more open

with their processes. This will give us better insights on the farmers & seasons to prepare adequately."

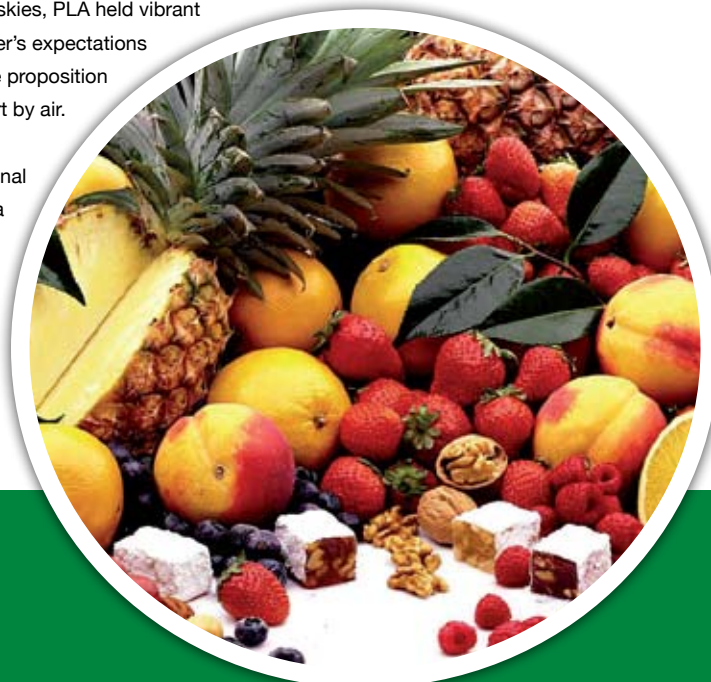
PLA also discussed on how regional and global trade agreements can improve Africa's prospects to become a leader in perishables export. "We support the delegations that bring about the existing trade agreements that help remove tariffs & taxes", said Alice Wanjiru Mathenge, the managing director of Spring Fresh Growers & Exporters. "They are our core reason for trading with great margins & profits."

Inspired by the Agenda 2063 of the African Union (AU), Single African Air Transport Market (SAATM), which was launched to liberalise and unify the African skies, PLA held vibrant discussions on shipper's expectations versus air cargo value proposition in perishable transport by air.

Jane Ngige, the National Coordinator for Kenya Horticultural Council stressed that better information and communication is needed to keep up to date with the dynamics

of logistics. Liege Airport's Cargo Sales Manager, Eric Gysen mentioned that "We have found other ways to attract commodities & carriers. We have implemented central facilities that are profitable for the business & still very affordable for small growers/shippers."

The event which was organised by Logistics Update Africa was sponsored by, Kenya Airways Cargo, Holland Flower Alliance, Saudia Cargo and many more. The conference was also supported by industry associations such as Kenya Flower Council (KFC), Cool Chain Association (CCA), Kenya Plant Health Inspectorate Service (KEPHIS), Kenya International Freight and Warehousing Association (KIFWA), and The International Association of Horticultural Producers (AIPH).



Crop Protection

- Choose resistant cultivars
- wide crop rotation
- Prevent a humid microclimate
- Use hygiene measures



Downy Mildew and Botrytis in Roses

One major headache that flower growers face is the infection of their crops with two important diseases, Downy mildew and Botrytis. These adversely affect the production output and quality of flowers, especially roses. With exporters facing stringent measures on pesticide residues and the market leaning towards sustainable growing practices, growers are required to do much more than their usual practice.

Downy mildew manifests itself on the leaves in yellow, green or white patches on the upper surfaces. On the undersides, these areas are covered with white to grayish, cotton-like fungal growth. As the disease progresses, leaves may eventually turn crisp and brown and fall off even though the plant has ample water. The disease also attacks herbs such as chives and basil as well as crops growing on vines such as cucumbers, grapes and passion fruit. Botrytis, or gray mould as it is commonly known, on the other hand, generally attacks above the ground parts including flowers, buds, canes and growing tips. Under favourable conditions, the spots quickly expand into large, brown, irregular blotches covering much of each petal.

These two destructive diseases can cause massive losses in the production of roses, if not properly managed.

Downy Mildew

Peronospora sparsa is a plant pathogen that causes plant diseases, such as downy mildew of rose and diseases on blackberries, raspberries and other *Rubus* species.

Life cycle and appearance of Downy mildew

Pathogens causing downy mildew are not fungi but Oomycetes and related to *Pythium* and *Phytophthora*. They survive as oospores. From these oospores or surviving mycelium sporangia are formed, structures in which zoospores are produced.

Damage symptoms

Downy mildew pathogens infect mostly the leaves but occasionally also stems and fruits. They cause lesions on the upper leaf surface, bordered by the veins, which are first yellow and then turn brown. On the underside of the leaf fluffy growth appears which is first white and later turns grey-brown. This is, in fact, the sporulation of the pathogens extruding from the stomata.

Management

However, in downy mildews, sporangia often germinate directly and the germ tubes infect the plants either through the stomata or directly by penetrating the cuticula. For germination free water is required. For most downy mildews, the optimum temperature is around 15 °C. The closer the temperature is to these 15 °C, the shorter the leaf wetness period that is required for germination.

Conventionally, growers rely on chemical fungicides to manage these diseases with some level of success. This typically involves frequent foliar sprays particularly when humid weather favours these diseases. However, this approach tends to be reactive and not sustainable. A proactive, preventive approach using natural products such as NoPath is preferable.

Such a strategy entails management approaches that target all the aspects in the disease triangle. This includes good cultural practices, use of effective products that target many aspects of disease development, timely prophylactic application of products and proper application of the said products.

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Over 125 Nationalities Take Their Leave As Shows Draw to a Close



Generally speaking, the floriculture industry is doing pretty well. That's also evident when looking at the number of attendants in Aalsmeer and Vijfhuizen. During the first two days, the FloraHolland Trade Fair (FHTF) in Aalsmeer welcomed 16,000 visitors from all corners of the world. At the IFTF in Vijfhuizen, company representatives from 125 different countries visited.

While the fair in Aalsmeer is at its limits in terms of growth, the IFTF has been steadily growing bigger, with a 15% larger show floor, 10% more exhibitors and more country pavilions. In the aisles, there's plenty of talk about, themes like sustainability, new introductions and expansion.

IFTF: Growers optimistic in challenging times


Even though it has been - and still is - a challenging year for many growers, the atmosphere at the IFTF was positive. It was the time of the year when growers not only meet their European clients, but their clients from all over the world

as well. The first day started off a bit slow, but by the end a milestone had been reached: for the first time in the show's history, a second parking lot had to be opened.

Challenging year

For many growers, 2018 has been a challenging year. In many parts, like East/Southern Africa as well as South America, they have been dealing with unusual and changing climate conditions, which in turn has its effects on the production. However, also in Europe, weather conditions haven't been average. The summer period for example was long and hot and dropped the demand for flowers even

“
In the plants sector, growers are in a positive mood about the market, with only the phalaenopsis lagging a bit.



more than it used to do during that time. Also now, this November, the market is slow. A low demand during this time of the year is usual, but the mild weather is not helping.

In addition to the weather, growers are dealing with more external influences, like currency fluctuations and regulations. The devaluation of the Russian ruble last September for example affected several South American growers. Kenyan growers are also finding ways to deal with, for example, the pesticide shortage and their shipping costs that are now based on the volume instead of the kilos of the freight.

Optimistic

Nevertheless, they all seem to stay optimistic. At the show, many were already thinking about Valentine's Day as orders are being made on the spot. But first was Christmas, which increased the demand for the reds and whites in particular. So, from Christmas on, the busy season will start again with Valentine's Day, Women's Day and Mother's Day, just to name a few.

And many growers saw opportunities to expand to other markets, like Asia, as they see the demand changing there. Whereas traditional flowers used to be in high demand, one now notices that more and more Asian countries were adopting the US holidays and seasons and the corresponding colored flowers. Valentine's Day (on February 14) and Halloween, for example, are more and more celebrated.

FHTF

Concurrently with the IFTF, the FHTF took place in Aalsmeer. At this growers' show, everything seemed to point to a successful season. In the plants sector, growers were in a positive mood about the market, with only the phalaenopsis lagging a bit. "There's just too much too often," as one of the orchid growers at the show said, although he foresaw a change for the better the following weeks. In cut flowers, the growth was less strong, which is mostly due to weather conditions - heat and drought in the Dutch market, but also lots of rain in Kenya - rather than consumer interest. All in all though, even with the decreasing trade to England, it seems the sector is headed towards a similar result to last year.



Winrose Joyce Maria

Professional Credibility and Reputation a Necessity



What is your personal back ground?

I have a degree in Bachelors of Science with Majors in Zoology and thereby entomology is what has landed me in the industry.

Why did you choose to be an agronomist?

I didn't choose to be an agronomist, my former boss, Nikolai saw the potential in me first and send me to the field to go and do trials with a product I had pioneered for the market in his company. When I did the trials and the product worked, I was thereby told to go and market the product. Being in the field and controlling pests became interesting and I am loving every bit of it that is offering solutions to farmers.

How long have you been working with farmers?

This is my eighth year working with farmers both in flowers, cereals, vegetables and fruits.

Briefly discuss the challenges you go through daily?

First, is the challenge of balancing family and work as my job entitles travelling long distances and spending days and nights away from my family. I have to ensure that they have most of the necessities they will require before I leave. Secondly, I work for a company that is relatively small compared to the so well-known companies and thus sometimes to new clients, it's not easy to get a first time appointment. I am in charge of the whole country and this poses a challenge of not getting to all my clients on time. The other challenge is competition from competing suppliers with competing molecules as all of us are targeting one market and with several solutions to particular agronomical challenges.

What would you point out as your strongest attribute that has made you succeed?

I would attribute my success to firstly God for enabling me. Secondly to having worked in companies that I have introduced into the market together with products with molecules that are not versely found in my competition suppliers e.g. nucleopolyhydrovirus in my previous employer and

now Pyrethrins. The other attribute is the fact that I have been the person on the ground to do trials at the farms and the positive results give me more confidence while presenting the products to new clients. I can also attribute my success to my employer in that he ensures on consistency of the quality of the products that I market without compromise. The other thing is Persistency and not giving up when given a no as an answer by clients.

In your experience, discuss some of the challenges farmers are facing?

Farmers are being faced by the cropping in of 'new' pests that they have not faced before, for example pests like False Codling Moth that was generally known for fruits and citrus is now a common pest in floriculture. There is also the issue of resistance of pests and diseases to molecules that is caused by the overuse of some molecules due to the control of markets like MPS on the molecules they are supposed to use by banning of what farmers have known to be working for them, e.g. neonicotinoids. In floriculture also, farmers are faced by the increase in production by expansion of growing areas leading to sometimes high supply of flowers and low prices.

How do you rise up to the greatest challenge that your job presents?

Having a bigger area to cover, I plan my work beforehand and book appointments earlier. by knowing where and who my clients are, I also book the appointments in a flowing way i.e. I give a day to clients in a particular

My late grandmother, taught me how to wake up early in the morning and go to the shamba to plant, weed and harvest.

location to save time.

Briefly discuss entomology, how is it of help to farmers

In a nutshell, entomology is the study of insects. The pests that causes damage to the farmers' crops are insects. It is said, for one to attack their enemy, then they must know their enemies. In this case, farmers knowing their pests and when they attack, how they feed, how they reproduce, insect behaviours and their hibernation ways, they will be able to control them with the right molecules as presented by the agro-input suppliers.

What is the role of the agrochemical sector to the development of the farming?

Its role is to offer solutions like chemicals for control of pests leading to quality and quantity produce to the farmer. Apart from the chemicals for pests and diseases, and fertilizers, advice to farmers on all round agronomical issues.

How do you see Kapi Ltd contributing to the future of the farming in Kenya?

Kapi Ltd is offering unique products to the farmers, i.e. Pyrethrins that are a control of a broad spectrum of pests and with no recorded resistance. Flower DS 4% EC as a spray for the pests e.g. thrips, aphids, caterpillars, mites, mealybugs, whiteflies etc. and the remnants of pyrethrum flowers referred to as FLOWER DUST as organic matter with a benefit of control to the pests in the soil and media. Our products are

ensuring that farmers are not subjected to MRLs issues as they leave no MRLs and thereby used as the final products for use on harvesting blocks of all crops.

Growing up, who was your inspiration?

My late grandmother, She taught me how to wake up early in the morning and go to the shamba to plant and also weeding and harvesting. I remember one time I got so tired and told her that when I grow up I will work hard and make sure if its weeding I will employ people to do it for me. I thank God that I am living this dream.

What decisions have you made in your career that looking back you feel were mistakes and you learned from them?

I take every mistake as a learning experience and I grow through it. The mistake I ever remember is having no personal employee contract that was specific for me but for the company that made me loose benefits.

Describe your ordinary day? Do you have enough personal time?

My ordinary day involves waking up, praying, taking breakfast with family, checking oil and water for the car and heading to visit my clients when not spending away from home. Personal time is very little but I dedicate my Saturdays to myself like visiting salon and nail parlor or watching movies. Sundays are for worship and family

What legacy do you want to leave behind in the agricultural sector?

It is an industry populated by 95% male and I would like to be remembered as a female agronomist that offered unique molecules to the industry that were of quality in consistency.

Give your final comments

If I was to be young again and be asked to choose what to become in life, I would shout Agronomist as I enjoy and love what I do, seeing a farmer happy.





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African Roses Are U.S.-Bound as Ethiopian Growers go Global

- National carrier may fly flowers through Miami, L.A. or NYC
- New air-services deal would open way for export push

Ethiopia's burgeoning flower-growing industry is setting its sights on the U.S. in a bid to break the dominance of Latin American producers in supplying roses and other blooms to the world's largest economy.

State-owned Ethiopian Airlines Enterprise is evaluating freighter flights through Miami -- the main entry point for U.S. flower imports -- Los Angeles or New York, regional manager Girum Abebe said in an interview. The company currently transports stems there only in the bellies of passenger jets.

Ethiopia has become a major force in global floriculture in the past two decades, exploiting a tropical high-altitude climate that provides year-round natural light combined with hot days and cold nights perfect for bringing plants into bloom. The conditions mirror those found in the Andes, where growers in Ecuador and Colombia currently dominate flower exports to the U.S.

“Ten or 15 years ago Ethiopia was not exporting a single rose, but now we have earned our position in the world market,” Girum said. “North America has been the major importer of horticulture products from other parts of the world, so we want to have part of that.”

Ethiopian flower exports are currently focused on Europe, and have made the country Africa’s second-biggest producer after Kenya and fourth-equal worldwide, according to Rabobank research. About 80 percent of Ethiopian production is flown to the Netherlands, the center of the global flower trade, and re-exported from there.

‘Bigger Blooms’

“Most people don’t know it but the flower market is very much a global one,” Amsterdam-based Rabobank floriculture analyst Cindy van Rijswijk said. “Ethiopia is doing so well because its labor costs are a bit cheaper than Kenya and if anything its climate is even better, producing bigger blooms.”

European flower sales have been flat in recent years, encouraging growers to look at opportunities for penetrating trans-Atlantic markets, she said.

The expansion of North American flights will require a revision of existing air-service treaties between Ethiopia and the U.S. and Canada, said Girum, who spoke in Buenos Aires and oversees his company’s

Latin American business. The African Growth and Opportunity Act, aimed at fostering U.S. trade with the sub-Saharan region, has helped encourage flower exports on a limited basis and was extended for 10 years in 2015.

Land Grant

Ethiopia aims to boost foreign-exchange earnings from flowers and other plants to more than \$1 billion a year from \$280 million now, according to the Ethiopian Horticulture Producer Exporters Association.

In order to achieve that the government plans to release a further 6,100 hectares of land mostly dedicated to floriculture -- almost four times the amount currently under cultivation -- while opening up the market to foreign development, according to EHPEA executive director Tewodros Zewdie. Dutch, German, French and Kenyan groups, as well as local ones, are undertaking studies and so far there’s “committed interest” for 1,500 hectares, he said.

Flower growing has also attracted tax breaks and state-backed loans as it becomes more important to a country that generally lacks access to foreign-traded currency. The sector has faced security challenges over two years of sporadic anti-government protests, with up to a fifth of farms facing attacks, though with the ending of a state of emergency the situation has eased.

Ethiopian Airlines, Africa’s largest carrier, handles 90 percent of horticultural exports via Addis Ababa’s Bole International airport, where a new 150,000-square-meter cargo hub has capacity for 1 million metric tons of sensitive produce annually, including fresh flowers. The airline has a fleet of six Boeing Co. 777F freighters and last month ordered four more at the Dubai Air Show worth \$1.3 billion at list prices.

A new passenger route to Buenos Aires will operate five times weekly starting March 8, with aircraft flying via Sao Paulo. Ethiopian will then evaluate whether the Argentinian city might support direct flights, Girum said.



Seven Critical Steps to Successful Warehouse Automation

Flower operators are turning their attentions to warehouse automation. The reasons may be all too apparent, but the path to a successful project is not so obvious.

Why is sector players suddenly taking an interest in automating their warehouses? Until very recently the sector had tended to shy away from making such investments, preferring instead to take on a large labour force to manually process orders. However, that thinking appears to be changing – and rapidly so.

A number of leading retail brands are now actively engaged in adopting high levels of automation. The reasons are clear to see, but the right approach needs to be taken if

agility and operational performance are to be leveraged to full advantage.

Several significant factors have come into play to alter the balance between the use of man or machine. Firstly, shoppers are shifting online in a big way. The Office for National Statistics estimate that consumers spent £1bn a week with UK online retailers, up 20.7 percent from last year. Internet shopping now accounts for 15.3 percent of all retail spending.

This massive and continuing growth in online purchases, with its requirement for single item picking, packing and dispatch, as well as increasing SKU proliferation, has placed a huge strain on finite labour resources in the all-important logistics hot spots. Even outside

these areas, the pool of available labour is diminishing fast.

Then there are the competitive pressures within the market place. Consumers expect ever-faster delivery, greater choice and multiple options for pick-up, home delivery or returning goods. Critically, the leading retail brands are choosing to actively compete on service, with later and later cut-offs and same-day delivery options. Simply put, manual fulfilment operations are at their limits and the only sensible option is to introduce some degree of automation or mechanisation.

Whilst a fully automated warehouse can provide significant cost benefits, it is not

always the best approach. For those businesses lacking the throughput, suffering restricted access to capital or where growth trajectory and product mix are uncertain, the targeted application of automation technology to key operations is a good option. Labour intensive processes such as picking, sorting and packing lend themselves well to focused automation. The use of carton erectors, auto-bagging machinery, putwalls and conveyor runs can positively affect the cost per single being processed.

More integrated automation can certainly provide impressive bottom-line benefits and may take the form of semi-automated pick stations, automated packing and fast sortation systems – pouch sorters too can provide flexible storage, buffering and transit benefits.

But before launching into any productivity-boosting project, there are important steps to consider if the pitfalls are to be avoided. Here are seven top tips to ensure automation is a success:

1. Understand the volumes

Key questions are: What is the forecast growth? Will any increase in volumes be across particular SKUs, involve more SKUs or impact other product types? What effect does peak trading and promotions have on throughput?

Accurate scenario modelling is of critical importance as it helps determine the robustness of any proposed solution to changes in volume or depth and breadth of stock. How do different growth patterns impact the proposed modularity or expansion potential of the solution?

2. Consider service levels

It is important to consider, not only current service levels and cut-offs, but also future alternatives that may offer competitive advantage. Service levels often suffer at peak, so it is critical for the system to be able to process the volume within the available window. Always, overlay alternative growth

rates to ‘stress test’ solutions.

3. Plan the integration

How will the automated systems fit within the facility? Will manual areas be impacted? Are there enough doors? How will any extension fit within the proposed plot? All simple questions, but again, these must be clearly thought-through to ensure the success of the project.

4. Define the role of the facility

It is essential to engage with the wider business to determine future supply chain flows and the requirements of the facility – not everything may be needed on day one of the operation. Examples may include the implementation of cross-dock operations for key lines, returns streaming, inbound quality control and supplier conformance.

5. Set processes and design

Future ways of working and detailed processes must be thoughtfully incorporated within any design. This will require close co-operation and co-ordination with the automation supplier to ensure that each step of the process is validated, and future changes are understood and catered for. This equally applies to the layout itself, ensuring for example, that sufficient buffering conveyor is in place to allow for downtime or stoppages.

6. Co-ordinate software integration

This step should consider which warehouse management system should be used, how it will integrate into the ERP and who will be responsible for the infrastructure. Importantly, will the control room have access to the necessary levels of data to maximise the efficiency of the operation?

7. Ensure smooth commissioning and transition

A key element of the project is the commissioning phase.

Thought needs to be given to ensuring that sufficient time and budget is applied to testing the system, transitioning stock and to ensuring that realistic figures for productivity are factored in.

There are many potential dangers. Failure to fully understand the dynamics of the business, its growth expectations – in terms of volumes, SKUs, product types – and the impact of peak trading and promotions on the warehouse, can result in an inflexible and under-performing investment.

Importantly, the right questions need to be asked, but operational managers, distracted with the essential every-day running of the business, can often find themselves too short of time and too close to the operation to be able to undertake a full analysis of future needs.

Expert advice and guidance from experienced consultants, well-practiced in the application of a wide range of automated warehouse solutions, can help ensure a successful project –avoiding the anguish of a sub-optimal investment.



Kenya's \$800 Million Flower Market is Seeing a Boost, Thanks to China

Red Lands Roses in Kenya produces some of the boldest shades of roses, from a glossy red to a bright yellow and even a vivid pink. Every single bundle of flowers is carefully prepared for export to several countries, with China being one of their markets. This flower farm is just one of many in Kenya, which is the fourth largest exporter of cut flowers in the world. In fact, Kenya's floriculture industry earned more than \$800 million in 2017. "On a daily basis we export 36,000 tons from this country," said Clement Tulezi, the CEO of Kenya Flower Council. "So we are moving into a place where we want to market ourselves better, we want to brand ourselves better as a country, and also brand the Kenyan

flower." And now, Kenya's fragrant beauties are finding their way to farther shores.

China's demand

"We are doing Beijing, we are doing Shanghai, and we are doing Guangzhou," said Irene Nkatha, the sales manager of Red Lands Roses. "We started with one shipment per week, now we are doing two to three shipments per week. The distance is short. It's only one day to go to Guangzhou, it's only two days to go to Beijing." One of the main companies Red Lands Roses exports to is Jiuye Supply Chain in Guangzhou. "We chose to introduce flowers from Kenya to China because of the vast number of varieties they grow, including some that you can't find in other regions," said Qi Bo, the director of Jiuye

Supply Chain's flower department. The length of Kenya's flower vase life is also an attractive quality for many.

Red Lands Roses - potential to export 30 percent to China. "When you export like a stem today, it will take 14 days to 21 days in vase," Nkatha said.

Qi Bo said there is a 25 percent yearly increase in demand for flowers from Kenya in China, and the company expects to double its imports to five million in 2018. "In 2017, we imported 2.5 million flowers from Kenya," he added. "Kenya has advanced breeding and planting skills as well as the cool-chain storage and transport technologies, which China is lacking. The

Kenyan Rose Floods into China

At the China International Import Expo, flowers becomes an important exhibit and decoration in the Kenya Pavilion.

Fourth Largest Fresh Cut Flower Exporter

The geographical advantage of Lake Naivasha in Kenya is suitable for roses' growth. The roses have a strong competitive edge in international flower market! In Kenya, the flower industry has become an important pillar of Kenyan economy after tourism and tea. As the world's fourth largest exporter of fresh cut flowers, Kenya's flower industry is mainly served for the European market, and nearly half of it is sold to the world through the Dutch auction market.

New Favorite for China's Consumers

In recent years, the flower consumption has risen so fast that domestic supply has been unable to match the demand. The increasing consumption gives rise to the sales of high-quality imported flowers. Kenyan flowers, as medium and high-end variety in China, have become the new favorite in suppliers and consumers.

Furthermore, the flower growers in Kenya are fully aware that China is a very promising market. In addition, the direct flights from Nairobi to Guangzhou have been opened, and flowers can be delivered to Chinese consumers in about 20 hours, which brings big rewards for flower trade in both countries. From the statistics, Kenya exported more than 330 tons of flowers in 2016, 1000 tons in 2017. Qi Bo in charge of Flower Department in Jiuye Supply Chain reveals that they will have in-depth cooperation with Kenya and plan to set up a joint venture company. In 2018, the import volume has access to reach 5 million.

The Kenyan President led the Kenya delegation to the China International Import Expo and signed a series of documents. What they did has brought more than 40% of Kenya's agricultural products to the globe.

From Canton Fair to CIIE, China opens her door wider to the world. In response to national policy and economic demand, Flower Expo China spares no effort to bring in overseas superior fresh cut flowers and related horticulture, striving for industrial development. More importantly, the organizing committee of Flower Expo China has devoted to connecting home and abroad for 13 years, so that the industry has chance to be developed in all aspects.

flower industry in China started late, and the overall product quality and its criteria is not mature, especially in terms of transportation. It's very far behind Kenya's."

Export challenges

Red Lands Roses said it is exporting 11 percent of its production to China and has the potential to do approximately 30 percent if they were not facing obstacles.

"The biggest challenge is the flight," Nkatha said. "We find we have only Kenya Airways, which is going only to one Guangzhou. So if you have another shipping going to Beijing, going to Shanghai, they need to use a domestic, which makes it not convenient and a bit expensive."

High tariffs also pose an issue for both sides.

"We have heavy taxes and dues when importing agricultural products," Qi Bo said. "To solve this problem, we use a strategy called single import and centralized distribution. That means we import multiple batches of products at a single time and distribute them to Jiuye's warehouses around the nation to reduce the influence of taxes and dues." "Our product is being charged higher taxes in China which makes us not competitive in that market," Tulezi said. "Our hope is that the government will come in so that we can be able to negotiate favorable trade protocols and agreements with China."

It's a move that many believe could help Kenya's flower industry reach full bloom in China.

Nairobi Trade Tariff Talks with China to Boost Flower Exports

In Summary

- *The opening up of the Chinese market now offers bigger opportunities for Kenyan flower farmers and also Chinese importers, who have over the years developed strong interest in the produce.*
- *Currently, Kenya's cut flowers are sold to a single economic bloc, the European Union, exposing export trade to vulnerabilities. Most Kenyan flower reach China via the Netherlands-based international flower auction.*
- *Logistics is, however, still a challenge since only Kenya Airways through its code share with China Southern Airlines flies directly to Guangzhou.*

Kenyan flowers growers will be banking on the recently formed working committee, to thrash out tariff issues with China, possibly easing their entry into the world's largest market. Kenya and China formed a technical work group that will oversee the withdrawal of the four per cent duty on most Kenyan exports to China. If successful, this will allow flower growers to tap into the growing Chinese market and boost the earnings of the sector, as part of the country's effort to diversify its markets.

"We are going to have the first meeting in January with China and we hope to have completed negotiations by the end of February. Our target is to do away with this four per cent tariff to make our products competitive," Kenya's Trade Cabinet Secretary Peter Munya said.

In July 2010, China removed tariffs charged on 60 per cent of the goods that it imports from Kenya and 32 other developing countries but retained the levy on cut flowers.



Beijing and Nairobi also signed a memorandum of understanding to drive exports of over 40 per cent of Kenya's fresh produce to the Chinese market that has over 1.3 billion consumers.

Currently, Kenya's cut flowers are sold to a single economic bloc, the European Union, exposing export trade to vulnerabilities. Most Kenyan flower reach China via the Netherlands-based international flower auction.

However, Kenya enjoys a duty and quota-free export arrangement in the EU market, and also has a duty-free flower arrangement with Japan. In the region, it is only Ethiopia that enjoys a duty-free flower arrangement with China.

"This agreement will facilitate export of agricultural products from Kenya to China. We would love to see more of Kenya's products on our shelves," Guo Ce, the economic and commercial counsellor at the Chinese embassy in Kenya, said.

For Kenyan growers — who earned \$822.5

million last year — this new development is a boon.

"I haven't seen the actual documents signed but we are interested in expanding our footprints in China. Currently our flowers are being charged higher taxes in China, which makes them uncompetitive. We hope that the government will negotiate favourable trade protocols and agreements with China," Clement Tulezi, the chief executive officer of the Kenya Flower Council, said.

Bobby Kamani, the managing director of Primarosa Flowers Ltd said the government talks with China were welcome development, especially for the flowers sector, given the potential it has.

"We were in China with government officials and we saw the interest. It was an eye opener for us at the expo because Kenyan growers had an unexpected reception in the Chinese market. We got contacts of flower suppliers who have traditionally dealt with Ecuador and Colombia and having an African connection further opens up our access," Mr Kamani said. He added that Primarosa has turned around



The Rise of Daily Consumption of Imported Cut Flowers

As China's urbanization is developing rapidly, people put down the step to seek for more leisure life and to satisfy their own spirit. Joining to Floral Training Center is another choice for parents to send their children to holiday's class in the recent 5 years.

its business model and now does more than 70 per cent of its sales to individual buyers with 30 per cent sales in auctions, a model he believes the Chinese market will sustain.

Some Chinese flower importers have been forced to use a single import and centralised distribution system to lower costs as it allows them to import multiple batches of products at a single time and redistribute them in warehouses scattered across China, which also reduces their tax obligations.

The opening up of the Chinese market now offers bigger opportunities for Kenyan flower farmers and also Chinese importers, who have over the years developed strong interest in the produce.

Chinas Jiuye Supply Chain in Guangzhou has emerged as one of the leading contact firms that Kenyan flower exporters are using.

"We chose to introduce flowers from Kenya to China because of the vast number of varieties they grow, including some that you cannot find in other regions. We were also impressed by the length of the flowers vase life," said Qi Bo, the director of Jiuye supply chain department, adding that with a 25 per cent annual increase in demand for the Kenyan flowers should see them double imports from Nairobi to five million stems by the end of this year.

Logistics is, however, still a challenge since only Kenya Airways through its code share with China Southern Airlines flies directly to Guangzhou.

The other options are Ethiopian Airlines flights from Addis to Shanghai, with a two hour transit time, while the Gulf carriers are costly because of connections.

At this time, local flower market's wholesaler had started to sell high quality imported cut flowers and horticulture products from Holland, now even from the production base, such as Ecuador, Kenya, Ethiopia, Colombia, Israel, Japan, etc, like Guangzhou LinNan Flower Wholesale Market. It indeed attracts Chinese people and changing them to purchase it from festival consumption to daily consumption. Much more imported varieties and high-quality products are welcomed to meet the need of Chinese consumption in the further.

Why Guangzhou?

For branding and releasing new products in China, Guangzhou must be the best place to explore market. Best market system, Mature port center, Earlier floriculture developing origin place, and 3 production bases for flower, breeder and bonsai, even nearby Yunnan flower production base. The show, Flower Expo China 2019, is your must-attend event next March in Guangzhou.

What Flower Expo China 2019 Has to Offer?

In 2018, it welcomed close to 300 exhibitors from nation and abroad to exhibit their latest products and ideas, such as Brighten Floriculture, AVIV, The Flower Hub, Danziger, Pindstrup, SAVISA S.A., Logiztik Alliance, HAYLEYS FIBRE, Prime Group, Upendo Flowers FZE/Batian Flowers Ltd, HANSA Flower, Green Horizon Farms, etc.

In 2019, the show will be expanded into 23,000 sq.m. Exhibits range from flowers to horticulture, floriculture, gardening, and relevant supportive products. Two concurrent activities are another highlight of Flower Expo China, which is The flower Arrangement show of 10 -12 renowned Floral and Florist Plus Conference.

Data Gaps Big Hurdle in Fresh Produce Exports, Says Forum

Lack of information sharing among the players in the fresh produce value chain has been identified as a key set back in the industry, degrading its potential in the agricultural industry. From farmers, transporters, cold storage chain providers and exporters, the silence along the chain is said to be a costly scenario with calls for data sharing and information exchange to unlock the industry's potential that is now gathering pace.

At a recent logistics conference held in Nairobi, the perishable goods dealers agreed to create a seamless information sharing that would ensure their operations are run according to plan and minimise wastage occasioned by poor information flow.

Lufthansa Cargo Global Industry Manager, Agriculture and Fresh, Wouter Boekeke said lack of information sharing has been a key logistic headache for the airline in planning for the peak season for various fresh produces whose logistic needs vary.

"We find it hard for example to tell what volumes of which fresh produce we should expect from one region in different seasons. When we have either under planned or over planned, either players end up at a loss," said Mr Boekeke who was among the panellists at the conference. "Information sharing is a critical conversation we must start having for an efficient flow of business in this industry."

The losses include wastage when the cargo reaches the airport and has to wait for cargo space to be available to export them, as well as an empty cargo provision when the products are under-delivered by the farmers and exporters.

The conference organised by the Flower Logistics Africa (FLA) on and Perishable Logistics Africa (PLA) also heard that the lack of a proper fresh produce database with accurate production projections has caused a deficiency in cold storage facilities investments, creating massive losses for the products.

Cold storage facilities, which is a capital-intensive venture, would require accurate data to help potential investor project the rate of return on the investments and to avoid falling into the loss trap with under supply or missed business opportunities when the fresh produce volumes surpass their installations capacity.



“We are almost left firefighting all the time because we are handling fresh products with very strict standards prescribed by the international market. I agree with the fact that we need to share information so that we also understand other market dynamics like what is expected to be in supply in different periods,” said Miyonga Fresh Greens founder Yvonne Otieno.

The Kenya Plant Health Inspectorate Service (Kephis), which assist fresh produce dealers understand the different phytosanitary standards countries set for their products, also said there is need to establish a proper information exchange among players including the regulator to enable it play its role in facilitating the fresh produce trade.

Kephis general manager for Phytosanitary Services Dr Isaac Macharia said the regulator will continue to give the required support for the fresh produce dealers in issuing plant passports which are mandatory for any plant crossing borders. “Every trader must have a plant passport to move their produce and we at Kephis would equally benefit from such data to enable us prepare to provide the passports to the fresh produce dealers. This an industry where planning is key and information drives the planning process,” Dr Macharia said.

Horticulture exports, which earned the country some Sh104 billion in the first eight months of 2018 due to proper rainfall, is expected to earn more with the direct flights between Nairobi and New York. A recent deal with China is also expected to open more market for cut flower dealers who have traditionally relied on a single economic bloc, the European Union, exposing them to trade vulnerabilities.

Most Kenyan flower reach China through the Netherlands-based international flower auction.

New Standards By Australia Threaten Kenya Flower Exports

Most consumers do not think ordinarily about the origin of the cut flowers they purchase. Though many people are informed, conscious consumers who do know to hunt for eco-friendly products for many aspects of their lives such as food, beverages, and body care, when it comes to the flowers at the center of their dinner table, they often don't consider sustainability.

Kenya is desperately trying to comply with new demands imposed by Australia to ensure the country's cut flowers continue to access the fast growing market. Early this year, Australia introduced new requirements that all flowers exported to the country be fumigated at the country of origin as part of new biosecurity rules. Before the new regulations, exporters were undertaking the fumigation process in Australia.

Although the rules introduced on March 1 were to take effect in August, the Kenyan government managed to negotiate for an extension and got a deadline of December. "Australia's new rule that every exporter fumigates flowers at source is a big challenge for Kenyan growers and exporters because we do not have fumigation facilities," said Nehemiah Chepkwony, Horticulture Crops Directorate interim head.

Deadline

With the deadline fast looming and amidst efforts by Kenya's ambassador in Australia to seek an extension of the grace period, the country is frantically racing against time to install the necessary facility to ensure the country continues to access the Australian market.

The Horticulture Directorate has already issued permits to

three private companies to invest in the facilities, one of which is SGS Kenya. The company is setting up a facility at the Jomo Kenyatta International Airport.

The other firms are Vegpro Group and Panalpina Kenya Ltd. "We are hoping to have the facilities ready in the next two months to enable exporters comply with the requirement because the Australian market is important for Kenya," said Mr Chepkwony. Being the leading flower exporter to Australia, Kenya cannot afford to lose the market that has been on a growth trajectory with exports averaging 30 tonnes per month.

Indeed a partnership between Kenya Airways and Australia's Qantas Airways has significantly boosted the exports due to the creation of an efficient supply chain that makes it easy to reach key cities like Sydney and Melbourne. Official data by Australia's Federal Department of Agriculture shows that in 2017 Kenya exported cut flowers worth \$16.2 million to Australia followed by countries like Malaysia (\$12 million), Colombia (\$9.1 million), and Ecuador (\$9.1 million).

In February this year alone, Australia imported 5.22 million rose stems from Kenya, up from 4.37 million stems in the same period last year.



HFA Looks at Cloud-Based Community Platform to Provide Real-Time Information

To be categorised as a perishable centre, a facility must have features such as cool storage, and specially trained handlers, optimising the facility for the specific requirements that come with the handling of perishables, says Bart Pouwels, director Business Development Cargo, Amsterdam Airport Schiphol, in an exclusive interview.

What are the three main challenges that need attention in the handling of flowers and perishables?

Linking flower cargoes with their air cargo information on box level continues to be a challenge for grower countries, and the Holland Flower Alliance (HFA) is investigating how procurement data can link to logistics data (Air Waybill). If you combine them, you have got really, for the entire chain, from manufacturer to the buyer, transparency in the chain.

The HFA is working with local governments in Kenya and the Netherlands to see how we can speed up the digitalisation of the paperwork that governments need to submit for shipments - this includes the inspection process that takes place in the flower industry, e.g., the phyto paperwork that needs to be submitted.

These phyto tests must be done by law to check exports for injurious pests, diseases, noxious weeds, or any contagious conditions which could affect native flora.

Digitisation of the cool chain is a big issue. This is something the HFA is addressing with the development of a Cloud-based platform which all stakeholders can use

to monitor the status of shipments via a track and trace function, and are working towards being able to monitor aspects such as temperature.

Quantify the jump witnessed in flower/fruits exports. And which geographical area would export more perishables into Amsterdam?

The country sending the largest amount of fresh cut flowers to Europe is Kenya, and 90 percent of all Kenya's exports are bound for the Netherlands. Kenya produces more than 50 percent of all flowers flown by Kenya, Ethiopia, Ecuador, Colombia, and Miami, USA, combined. The second largest producing country for the Netherlands is Ethiopia. The South American production is equal to 20 percent of the East African production.

The Netherlands is the biggest importer of fresh cut flowers in Europe with 90 percent market share. In Amsterdam, fresh cut flowers represent almost 15 percent of Schiphol's annual cargo volume.

Elaborate on the infrastructure facilities for perishable handling in the airport?

We have extensive facilities for perishable



cargoes in multiple controlled-temperature zones, featuring refrigerated/deep-freezer and heated storage/handling facilities. Many members of the Schiphol Cargo Community have dedicated perishables centres at the airport. A few of these are forwarding and handling companies Kuehne & Nagel, Interfresh, IP Handlers, Panalpina which has recently invested in their perishables operations by acquiring the Dutch perishables agent Airflo, and Hellmann Perishable Logistics, part of Hellmann Worldwide Logistics, which has its dedicated perishables centre at Amsterdam Airport Schiphol.

Last year, Kuehne + Nagel decided to make Amsterdam Airport Schiphol their European perishables hub.

To be categorised as a perishable centre, a facility must have features such as cool storage, and specially trained handlers, optimising the facility for the specific requirements that come with the handling of perishables. Each organisation that deals with perishables at Schiphol has decades of experience.



Throw some light on the technology adaptation in cargo handling. What percent of investments are allocated for technology up-gradation / mechanisation?

For technology to make an improvement to the quality of the cool chain, it must be implemented on a large scale. It must be generic so that each organisation can apply them, across their existing platforms, and connect their own system to their partners'. Cloud-based solutions; track and trace scanners, RFID, and temp loggers can all help us demonstrate the quality of our operations to our shippers, but only when it is rolled out across the whole chain. This is why the HFA is working on a Cloud-based community platform that will

help all stakeholders in the flower supply chain, from the grower to the auction in the Netherlands, have real-time information throughout the chain.

Here's an example - if the farm updates the platform in real-time with quantity of stems, type of rose etc., and then as soon as the shipment reaches the forwarders' facility at the airport, they add Air WayBill information, the receiver - whether that be Royal FloraHolland or a handler - can now see exactly which carton boxes are being loaded onto the aircraft in Nairobi. If there is a delay in the flight, the receiving party in the Netherlands knows immediately and is able to adjust their planning to accommodate this.

“The country sending the largest amount of fresh cut flowers to Europe is Kenya, and 90 percent of all Kenya's exports are bound for the Netherlands. Kenya produces more than 50 percent of all flowers flown by Kenya, Ethiopia, Ecuador, Colombia, and Miami, USA, combined”.

IPM partner country Belgium gives Messe Essen a *tilia platyphyllos* ‘Zelzate’ as a gift



‘Bobo’ and exhibit white, subsequently delicately pink-coloured panicles from July to September.

“Belgium is one of the most important exhibitor nations at IPM Essen and has been involved since the first edition. We are connected by a long partnership. We would like to express our sincere gratitude for this unique gift which we see as a living symbol of our trusting cooperation. We

are eagerly awaiting the next world’s leading fair for horticulture,” said Oliver P. Kuhr.

The summer linden in Essen is being planted as a representative of the entire Belgian tree nursery sector which constitutes an important branch of the green sector in the kingdom. Tree nursery products worth all of 104 million Euro have been exported in the past year. Thus, Belgium is one of the top-five European exporters.

Around 870 tree nurseries are located in Belgium and produce their plants on an area of 5,300 hectares. 80 percent of this area is accounted for by ornamental trees and shrubs. Nearly one third of the tree nursery products are exported. Thanks to the short delivery routes, Germany is in fourth place amongst the most important purchasers of Belgian tree nursery products behind France, Great Britain and the Netherlands.

Belgium will be the partner country of the IPM Essen in 2019. The partnership was put under the motto ‘Rooted in Craftsmanship Together’. The words have now been followed by deeds within the framework of a tree planting event. Since November 12, a summer linden has decorated the Messe Essen site. The tree has found its place in front of the new East Fair Building on the side towards Norbertstrasse.

from six to twelve centimetres. They are slightly hairy on the underside. Hanging yellow panicles form in June and July and round fruits with delicate hairs emerge from these later on. This extremely disease-resistant *Tilia* grows up to a height of twelve to fifteen metres and a width of four to five metres in the crown. The foot of the tree is decorated by ten hydrangeas which are called *Hydrangea paniculata*

“We are pleased to have an enduring monument to our commitment as the partner country of IPM ESSEN 2019 by planting the ‘Zelzate’. We are all the more pleased about that because we can also make a small but valuable contribution to climate protection with this event,” according to Koen Vanswijgenhoven. The summer linden has a permanently compact crown with an oval to pyramidal shape and is characterised by tightly closed foliage coverage. The dark-green leaves are almost round and have diameters





IPM Essen Focuses on Young, Urban Target Groups

Above all, the young, urban (and mostly also affluent) purchasers want healthy, sustainable and regional products. This new customer generation is increasingly bringing different requirements to the green sector. But how should the producers and the trade best serve this target group which is becoming ever more important? Answers to this will be given by experts in the Speakers' Corner of the IPM Discovery Centre at IPM Essen on the Fruit, Vegetables and Herbs Days on January 24 and 25, 2019.

The young customer generations are different. For example, they no longer buy their plants in a customary nursery but instead order them and obtain information about them using the Internet and the social media channels. The classic retail nurseries and garden centres are losing these customer groups. How can these consumers be won back? What must the horticultural production and the green retail trade do in order

to be noticed? In how many and what new media should it be possible to find a horticultural company? What products attract the young generations? In their lectures, the speakers on the Fruit, Vegetables and Herbs Days will keep an eye not only on the perspectives of the production but also on those of the trade and the consumers. They will explain what specific characteristics exist and are worth changing over the production for. Moreover, they will illustrate what that means for the procedures and the marketing in the company. Because this is often associated with a rethink for entrepreneurs and employees.

Rethinking: Gastronomy as a customer magnet in the garden centre

The Fruit, Vegetable and Herbs Days will take place in the IPM Discovery Centre, the POS experience world at IPM Essen. From 10 a.m. to 3 p.m. on the Thursday and Friday of the fair, experts will pass on their knowledge in Hall 8A. For example, Carsten Markus, Brand Manager for Experience Green at Sagaflor, will explain how the appropriate gastronomic concept supplements the sales area in the garden centre. Markus Kobelt, Managing Director of the Lubera Fruit and Berry Tree Nursery, will report on the optimum utilisation of new media for a tree nursery. In total, there will be ten lectures on the programme on the Fruit, Vegetables and Herbs Days which are being organised by Haymarket Media. All the interested visitors to IPM who would like to obtain suggestions from successful practitioners will be invited to this event. Concrete examples will show what concepts and ideas may function and where any possible limits are too.



Plenty of Market Opportunities

Russia: A Nation of Flower Lovers

In recent years, the Russian government has made self-sufficiency a top priority. This has already resulted in a large number of new greenhouse projects for vegetable cultivation. But also in flowers and plants, Russia aims to become less dependent on imports. That's not all bad news for foreign companies, however. The expansion of domestic growers opens up opportunities for suppliers from other countries, while Russia's increasingly affluent population drives up demand for flowers and plants, both from within the country and abroad.

It's not just vegetable greenhouses that are popping up across the country - Russian ornamental growers are doing good business too, expanding for the sake of self-sufficiency. For instance, a new greenhouse in Saint Petersburg is to meet up to 60% of the city's demand in flowers for flowerbeds. A few months later, in June 2018, construction of a tulip greenhouse near Smolensk was announced. Other recent expansions include a rose greenhouse in North Ossetia, while a rose grower near Moscow just announced a 6 hectare expansion.

These are just a few examples that show how the flower business in Russia is stabilizing - a development also noticed by the organizers of the annual FlowersExpo, who are seeing an increasing number of domestic participants.

Opportunities for suppliers

These expansions offer chances for suppliers. One such supplier, Schneider, is seeing constant growth in the Russian market. As Zsófia Simó, marketing & communication specialist at the company, said: "Russian growers always strive to expand their businesses and Schneider youngplants is happy to provide valuable knowledge and advice in order to allow them to reach their goals."

This sentiment was echoed on the trade show floor, where it became apparent that several growers were expanding or planning to expand their greenhouses. In turn, the breeders at the show also

“
Russian growers always strive to expand their businesses and Schneider youngplants is happy to provide valuable knowledge and advice in order to allow them to reach their goals.”

reported seeing an increasing interest for their varieties from the Russian growers.

The number of growers in Russia seems to be growing as well. "In the last five years, the quantity of farms has grown, and it is now bigger than 10 years ago. Every year, new producers and farms pop up", a Russian grower told us. In order to make this all happen, growers receive financial support from the government.

European know-how

The increasing number and size of Russian companies is good news for European companies. "In order to produce a good quality product, many growers invite Dutch horticulturalists for advice", the aforementioned grower continues. And Dutch Agricultural

Counsellor Meeuwes Brouwer confirms this. He informed us that the drive to become more self-sufficient results in a need for Dutch knowledge, products and techniques. "The demand for Dutch starting material, for example, increased by 25%."

One example is Zheleny Dom. This outdoor rose grower tests a lot of varieties from Dutch and German breeders. The company grows roses on 5 hectares, not only in the open field, but also in several greenhouses. In 2019 the new 4.5 hectare greenhouse will be ready.

Another Russian company, Da!Rosa, grows several Kordana varieties, from German breeder Kordes Roses. Denis Kolpakov of Da!Rosa, sees the number of



Russian ornamental growers increase as well. Finding qualified staff can be difficult though, which is why Russian farms are bringing in Dutch growers to give advice.

Export opportunities

While the quest for self-sufficiency has only just begun, there are still opportunities for flower exporters to Russia. After all, it's a flower-loving country, whose appetite for ornamentals isn't easily satiated. We'll highlight some crops in more detail.

Roses

According to Eurostat figures, Russia is the biggest non-EU market for EU roses, at €28 million (45% of the total extra-EU exports of roses). The biggest suppliers of roses to Russia are traditionally Colombia and Ecuador, however - although both countries have seen demand slide a bit.

"Several years ago, Russia was a very important market to us, but since the crisis, the volumes and prices dropped. We therefore decided to focus more on other markets, like the US and Europe", George Ortega of Colombian rose farm Matina Flowers explains. "We used to sell

about 35-40 percent of our volume to Russia, but due to the crisis, the volumes and prices decreased drastically. We see the volumes recovering slowly, about 1.5 percent increase in volume a year, but volumes remain low. And personally, I do not think, they will reach their old levels again." Currently about 8 to 12 percent of their volume goes to the Russian market.

Ecuadorian rose grower Eco Roses also reduced its exports to Russia, but it is still an important market to them; around 30 percent of their production volume goes to this market.

So while Russia is still a significant market for Latin American countries, a gap is opening up - and others are ready to fill it. Klaus Wolf of Rosen Tantau, on the other hand, sees the Russian market growing. "They love roses and red is still the most popular color (40%) followed by white (20-25%)", he told us at the FlowersExpo. And according to Damien Cabaret of Meiland, there is a high potential for local growers. At this year's FlowerExpo, the French breeder showed only scented garden type cut roses. "These are challenging to ship,

“ While the quest for self-sufficiency has only just begun, there are still opportunities for flower exporters to Russia. After all, it's a flower-loving country, whose appetite for ornamentals isn't easily satiated. ”

but therefore offer an opportunity for local growers to diversify themselves from the imported flowers.”

Chrysanthemums

Another Russian favorite is the chrysanthemum. Traditionally, disbudded chrysanthemums were the best sellers in Russia, but over the last few years the demand has shifted to spray chrysanthemums and santinis, Danny van Uffelen of Zentoo says. Russia is their major market and due to the change in demand, they changed the assortment of their Zentoo-branded mums accordingly.

Russia is a chrysanthemum-loving country, and most of the chrysanthemums sold in Russia are imported from the Netherlands. And the Russian consumer seems to have money to spend again. "The prices are about 30 percent higher compared to last year, which was a mediocre year. [...] This year, growers focused on a more stable supply, and the lack of summer flowers on the market might uplift the demand for chrysanthemums even further."

Tulips

The tulip is always in short supply, according to John Elstgeest of Flower Circus. This means there's always a shortage of Russian tulips, making import necessary. "Despite the fact that Dutch tulips are a bit shorter, lighter and less



“Russians love cut flowers, but the annual exodus to the dacha in summer shows they’re also fans of a bit of gardening and the accompanying plants.”



mature than Russian tulips, they do well”, John says, analyzing the market ahead of Women’s Day. In order to meet the increasing demand, domestic tulip growers are also expanding their acreage.

Cut flowers

While roses, mums and tulips are the most popular flowers, Russians appreciate cut flowers of all sorts. Flower consumption is traditionally high, but when the rouble goes down, like last year, normally expensive flowers get an extra push, as evidenced by figures from Royal FloraHolland.

John Elstgeest also noticed a shift away from just the traditional top three, seeing more summer flowers, as well as muscaris, hellebores and roses from Ecuador and Africa, with shorter stems.

Colombian carnation grower Turflor is one of the parties to benefit from this trend. “Around 8 percent of our production is going to Russia. There we see a trend towards more smaller flowers in large bouquets”, according to CEO Mauricio Briceño.

Hydrangeas

It’s not just about smaller flowers though. Russian consumers looking to make a statement can also go for hydrangeas. According to Catalina Arango, Commercial Director at Colombian hydrangea grower Flores del Este, Russia is an interesting market for hydrangeas from Colombia, since it grew 44.1 % in value and 52.5% in volume.

“I believe that flowers for the Russians are still a very important and essential attribute of holidays, family events and public celebrations. And despite the crisis of the past years the demand for flowers is still at a sufficiently high level”, she says.

Phalaenopsis

The Russian market for phalaenopsis orchids has been stable for many years now, but Mischa Groothuizen of Levoplant still sees potential for development. The Dutch phalaenopsis nursery has been supplying this market for about a decade now, and sees room for improvement in two main areas: transportation and presentation.

“From the Netherlands to Moscow, it takes about three days and then, some

need to travel even further to the smaller cities surrounding. On top of that, they are repacked.” It all affects the quality of the product. “Fortunately, the quality of our phalaenopsis is high when leaving the nursery, but it’s also necessary to keep this quality during transport.”

Next to transportation, presentation can be an important point to increase the sales in this country. “We are exhibiting at the FlowersExpo for about nine years now and we see that all visitors at the exhibition love phalaenopsis. However, when visiting flower shops or retail stores, we see that the phalaenopsis aren’t presented to their full potential. There is a lot to gain when we could address this locally.”

Garden plants

Russians love cut flowers, but the annual exodus to the dacha in summer shows they’re also fans of a bit of gardening and the accompanying plants. Poland is the largest supplier of ornamental plants to Russia, so it’s no wonder the company had a large presence at the FlowersExpo this year.

The top sellers in the garden plants segment, according to Schneider, are Begonias, Petunias, Coleus, Ageratum and Pansy varieties. “The customers are always looking for new colors and varieties, thus Schneider youngplants will be presenting the newest additions to their assortment at the show alongside its most popular products (annuals, biannuals and perennials included)”, Zsófia Simó commented ahead of the show.

Conclusion

Just like the greenhouse vegetable sector, the floriculture industry in Russia is also growing fast. Expansion at domestic companies creates opportunities for suppliers, while the increasingly affluent flower-loving consumers ensure a fertile market for foreign producers of ornamentals.



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New Kenyan Rose Farm Altima Grows At 2550 Meters

“A little higher, but it makes a real difference”



The competition and diversification which has been around in the Netherlands for quite some time, is also developing here. Moreover, everybody has good varieties, because of good nursing the neighbor also has more production, and in that regard, the profit is not only in meters. Pure physical expansion is not an objective in itself. Our primary goal, both now and in the future, is to properly manage the company.”

Simon van der Burg, grower and owner of Timaflor in Kenya, is enthusiastic about the launch of the new farm Altima. “We are expanding more out of passion than necessity, but the opportunity is there, you know what to do, and you like it, so why not?” The farm of 10 hectares has recently been opened, and the first stems were auctioned on November 30, in Rijnsburg, the Netherlands.

Rose farm Timaflor was founded by Simon senior on the flanks of Mount Kenya in 2006. By now, the company has grown to 116 hectares, and provides work to about 1400 employees. Because there are possibilities to further distinguish themselves with even bigger flowers, the new farm has been built at a very high altitude. Timaflor is already at 2400 meters, and Altima - a contraction of altitude and Timaflor - at 2550 meters. “A little higher, but it makes a real difference. You lose a little on the numbers, but are able to supply a heavier quality consistently.”

Until recently, the stems were always sold in Aalsmeer, but the flowers of Altima will only be auctioned in Rijnsburg, Simon: “We grow for wholesale - not many types and in large quantities - and for that you have to be in Aalsmeer. There are also large buyers in Rijnsburg, and the buying power has been growing significantly in the past years, but at the same time there has always been more room for the smaller and more exclusive parties. In the past years, we exclusively spoiled Aalsmeer, and now we are going to spoil Rijnsburg.”

This choice has another motivation, according to Simon. “Most suppliers are present on many markets with their product. It has its merits, but we really believe in auctioning. There is almost no party which is consistently and reliably present in these volumes, but if you are, you get the best results on the auction. That is why we sell 100% on the auction.”





Just as in Aalsmeer, there is an exclusive cooperation with Fresco Flowers in Rijnsburg. “Gerjan and my father go way back. When Gerjan started investing, they found each other easily, and it turned out they complemented each other rather well. Also, a good handler in the Netherlands is essential to us.”

Growing in Africa

The word passion has already been mentioned, and Simon certain has enthusiasm. That becomes



clear by the way he leads his company; according to him, he is never in the office, is working on all days from 6 to 6, can be found among the crops and employees all the time, and is involved in all related activities.

But it also shows in the way he tackles social questions. “Now, everything is measured in labels and certificates, but when my father started, none of that was around. Still, you wanted to go to bed with a clear conscience. Things have to be taken care of, everyone deserves respect, whoever or wherever. And if you take good care of your personnel, they take care of you. Labels are not really necessary, but because you can explain this as well as possible and still people will not believe you, labels exist.”

For that matter, Simon is proud of the labels they have, particularly of the KFC (Kenya Flower Council) certification. “Maybe not really important in Europe, but in Kenya it really means something.”

Changing market

Timaflor has grown enormously in recent years. 1400 employees are now at work, and with the Altima farm, 350 more are added. The objective is that Altima will expand by another 10 hectares in the near future. “Still, the dynamics are now completely different than 10 years ago. The bar is set higher, and upscaling is no longer a given. The competition and diversification which has been around in the Netherlands for quite some time, is also developing here. Moreover, everybody has good varieties, because of good nursing the neighbor also has more production, and in that regard, the profit is not only in meters. Pure physical expansion is not an objective in itself. Our primary goal, both now and in the future, is to properly manage the company.”

Altima exclusive for Royal FloraHolland Rijnsburg

The Altima roses are exclusively sold by auction at Royal FloraHolland Rijnsburg. Altima starts Friday November 30, 2018 with selling 3 varieties, the Copacobana, Memory Lane, and the Red Lion (new). The Athena and Pink Athena will follow soon (before the end of 2018)

“A little higher, but it makes a real difference. You lose a little on the numbers, but are able to supply a heavier quality consistently.”





FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
AAA- Flowers-Rumuruti	Roses	Rumuruti	Shailesh	0722 203750	shailesh.rai@aaagrowers.co.ke
AAA- Flowers -Chui Farm	Roses	Timau	Shailesh	0722 203750	shailesh.rai@aaagrowers.co.ke
AAA-Hippo	Vegetables	Thika	morris Wanyoike	0723404528	morris.wanyoike@aaagrowers.co.ke
Farm-Sunripe		Naivasha	Antony	0711827785	naivasha@sunripe.co.ke
Africala	Cuttings	Eldoret	Meindert	-	meindert@africala.com
Africa Blooms	Roses	Salagaa	Ravindra Chaudhari	0723159076	ravindra.chaudhari@xflora.net
African Kenya Ltd	Hypericum	Naivasha	Charles Mwangi	-	-
Van Kleef Kenya Ltd	Roses		Judith Zuurbier		roses@vankleef.nl
Aquila Development Co	Roses	Naivasha	Abhay Marathe	0729776656	gm@aquilaflowers.com
Balaji Flowers	Roses	Olkalou	Vijay	-	-
Baraka Farm	Roses	Ngorika	Lucy Yinda	-	lucy@barakaroses.com
Batian Flowers	Roses	Nanyuki	Dirk Looj	0720102237	dirk@batianflowers.com
Beautyline	Flowers	Naivasha	Peter Gathiaka	0722676925	peter@beautyli.com
Big Flowers	Roses	Timau	Simon Blinco	0723234927	simon@mauflora.co.ke
Bigot Flowers	Flowers	Naivasha	Kakasaheb Jagtap	0722205271	jagtap.kt@bigotflowers.co.ke
Bila Shaka Flowers	Roses	Naivasha	Joost Zuurbier	0722204489	bilashaka.flowers@zuurbier.com
Black Petals	Roses	Limuru	Nirzar Jundre	0722848560	nj@blackpetals.co.ke
Bliss Flora Ltd	Roses	Njoro	Appachu Sachin	0789101060	appachu7@yahoo.com
Blue Sky	Summer Flowers	Naivasha	Mike	0720005294	info@blueskykenya.com
Bloom Valley		Salgaa	Ramnath Sarbande	0780314387	ramnath.sarbande@xflora.net
Blooming Dale Roses Kenya Ltd	Roses	Nanyuki	Sunil	0718991182	info@bloomingdaleroses.com
Buds and Blooms	Roses	Nakuru	Shivaji Wagh	0720895911	shivaniket@yahoo.com
Carzan (K) Ltd	Summer flowers- Hypericum, Carnations	Salgaa	Mahesh		seb.chambers@carzankenya.com
Charm Flowers	Flowers	Athiriver	Ashok Patel	020 352583	ashki@charnflowers.com
Colour Crops	Hypericum	Nanyuki	Kennedy Wanyama	0716389472	colourcrops@tmu.com
Chestnut	Flowers	Mt. Kenya	Gabriel Kiai	-	gabriel.kiai@aaagrowers.co.ke
Colour crops	Summer Flowers- Hypericum, Veronica	Bahati	Patrick Kipkurui	0727806184	kipkirui89@gmail.com
Colour crops Naivasha	Flowers	Naivasha	Geoffrey Mwaura	0722200972	nva@colourcrops.com
Credible Blooms	Flowers	Rumuruti	Eliud Njenga	0722382859	eliud@pigeonblooms.com
Credible Blooms	Flowers	Ngong	Eliud Njenga	0722382859	eliud@pigeonblooms.com
Dale Flora	Roses	Mogotio	Ajay Sutar	0711102266	ajay.sutar24@gmail.com
Delemere Pivot	Vegetables	Naivasha	Daniel Ondiek	0720395963	daniel.ondiek@vegpro-group.com
Desire Flowers	Flowers	Isinya	Rajat Chaohan	0724264653	rajatchaohan@hotmail.com
De ruiters	Breeder Roses	Naivasha	Fred Okinda	0722579204	Fred.okinda@deruiter.com
Dummen Orange	Flowers Breeders	Naivasha	Steve Outram	0733 609863	s.outram@dummenorange.com
Elbur flora- kimman	Roses	Nakuru	Daniel Moge	0721734104	kimmanexp@gmail.com
Enkasiti Thika	Flowers	Thika	Tambe	0734256798	enkasiti@gmail.com
Equinox	Flowers	Nanyuki	Harry Kruger	0707266956	harry@equinoxflowers.com
Everest Flowers Ltd	Flowers	Mt. Kenya	Peter Njagi	-	-
Everflora Ltd.	Flowers	Thika	Bipin Patel	0735873798	everflora@dmbgroup.com
Evergreen Crops		Nairobi	Arun Singh	0721941009	arun@evergreencrops.com
Exotic Peninah	Roses/ Carnations	Athiriver	Dan	0734626942	dan@exoticfields.com
Fairy Flowers	Flowers	Limuru	Sylvester	0753444237	sylvesterkahoro@yahoo.com
Fides Kenya Ltd	Cuttings	Embu	Bernard Marindany	0726 366 752	B.Marindany@DummenOrange.com
Finlays -Tarakwet	Flowers	Kericho	Lelon Chepkwony		
Finlays Chemirel	Flowers	Kericho	Aggrey Simiyu	0722601639	aggrey.simiyu@finlays.co.ke
Finlays- Lemotit	Flowers	Kericho	Japheth Langat	0722 863527	japheth.langat@finlays.co.ke
Fontana Ltd-Salgaa	Roses	Salgaa	Kimani	0733605219	production@fontana.co.ke
Fontana Ltd - Akina farm	Roses	Njoro	Mahindra Patil	0798254199	--
Fontana Ltd - Ayana Farm	Roses	Mau Narok	Gideon Maina	0721 178974	gideon@fontana.co.ke
Flamingo Holdings Farm	Flowers	Naivasha	Peter Mwangi	0722204505	peter.mwangi@flamingo.net
Flamingo Holdings-Kingfisher Farm	Flowers	Naivasha	Mr. Isaac Karanja	0720473502	kingfishercarnations@flamingo.net
Flamingo Holdings- Kingfisher Farm	Flowers	Naivasha	Jacob Wanyonyi	0722773560	jacob.wanyonyi@flamingo.net
Flamingo Holdings-Siraji Farm	Carnations, Roses	Nanyuki	Peris Muturi	-	-
Flower City	Flowers	Nairobi	Pradeep Kumar	0790309600	info@flowercitykenyaltd.com
Flamingo Flora	Roses	Njoro	Sam Nyoro	0721993857	s.ivor@flamingoflora.co.ke
Flora ola	Roses	Solai-Nakuru	Lucas Choi	0721832710	lucas.floraola@gmail.com



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Flora Delight	Summer flowers	Kiambu/ Limuru	Marco	0710802065	marcovansandijk@yahoo.com
Florensis Ltd	Cuttings	Naivasha	Anne Marie		annemarie@florensis.co.ke
Florenza Flowers	Roses	Solai	Yogesh	0737453768	farm.florenza@megaspingroup.com
Fresh Gold Flowers Ltd	Flowers	Mt. Kenya	John Karimi	0721622294	karimi@freshgolkenya.co.ke
Frigoken K Ltd	Vegetables	Nairobi	-	-	-
Gatoka Roses	Roses	Thika	Herman Njuguna	0728 854 844	info@gatokaflowers.com
Golden Tulip	Roses	Olkalao	Umesh Choudhery	0739729658	umesh@bth.co.ke
Gorge Farm	Vegetables	Naivasha	Patrick Mulumu	0722498267	pmulumu@vegpro-group.com
Greenlad Mount Kenya	Vegetables	Mt Kenya	Joseph Misire	0723 316 962	nanyukivegreenlands@gmail.com
Greenlad Mount Kenya	Vegetables	Mt Kenya	David Mwanza	0722 140 792	hornbil@greenlands.co.ke
Greenlad Mount Kenya	Vegetables	Mt Kenya	Sylvester Sayia	0729 828 488	pioneer@greenlands.co.ke
Greenland Makuyu	Vegetables	Nairobi	David Thurania	0780 666 810	jenem@greenland.co.ke
Groove	Flowers	Naivasha	John Ngoni	0724448601	grovekenya@gmail.com
Harvest / Manjo Plants	Roses	Olkalao	Paul Salim	0722 470 717	paul.salim@harvestflowers.com
Harvest Ltd	Roses	Athiriver	Paul Salim	0722 470 717	paul.salim@harvestflowers.com
Harvest Flowers Group	Roses	Murungaru	Paul Salim	0722 470 717	paul.salim@harvestflowers.com
Highland plantations	Cuttings & Herbs	Olkalao			production@highlandplants.co.ke
Imani Flowers	Summer Flowers	Nakuru	Raphael Otieno	0792302466	raphael@imaniflowers.co.ke
Interplant Roses	Roses	Naivasha	Gavin Mouritzen	0733220333	info@interplantea.co.ke
Isinya	Flowers	Isinya	Rajesh	-	pm@isinyaroses.com
Jim Fresh	Flowers	Nairobi	Dan Agawo	0722 894 822	danagawo@mbogatuu.com
Karen Roses	Flowers	Nairobi	Peter Mutinda	0723353414	pmutinda@karenroses.com
Kariki Ltd- Thika	Flowers	Thika	Samwel Kamau	0723721748	production@kariki.co.ke
Kariki Ltd - Nanyuki	Eryngiums	Nanyuki	Richard Fernandes	062-31023/6	bondet.production@karik.biz
Kariki Ltd - Naivasha	Hypericum	Naivasha	Peter Kamwaro	0721758644	hamwe.fm@kariki.biz
Kariki Ltd - Molo	Fowers	Molo	Joseph Juma	0725643942	production.fm@kudenga.co.ke
Kenflora Limited		Kiambu/ Limuru	Abdul Aleem	0722311468	info@kenflora.com
Kentalya	Cuttings	Naivasha	Linnet	0733549773	lynette@kentalya.com
KHE		Nanyuki	Elijah Mutiso	0722254757	mutiso@khekenya.com
KHE Nairobi	Vegetables	Nairobi	Juliah Mwakisha	0720 901 224	grp.agronomy@khekenya.com
Kisima Farm	Roses	Timau	Martin Dyer	0722593911	martin@kisima.co.ke
Kongoni River Farm - Gorge Farm	Roses	Naivasha	Anand Patil	0728608785	anand.patil@vegpro-group.com
Kongoni River Farm - Liki River	Flowers	Nanyuki	Madhav Lengare	0722202342	madhav@vegpro-group.com
Kongoni River Farm - Star Flowers	Flowers	Naivasha	Prabakaran	0739906040	prabakaran@vegpro-group.com
Kongoni River Farm - Kongoni	Flowers	Timau	Oppaso Bandgar	07120070053	opposobandgar@vegpro-group.com
Kongoni River Farm - Bemack	Flowers	Timau	Rakesh Kuttaiah	0724631299	rakesh.kuttaiah@vegpro-group.com
Kongoni- Galaxy	Roses	Naivasha	Kiran Nangare	0787787544	kiran@vegpro-group.com
Lamorna Ltd	Roses	Naivasha	Mureithi	0722238474	admin@lamornaflowers.com
Lathyflora		Limuru	Mbauni John	0721798710	mbaunij@yahoo.com
Lauren International	Flowers	Thika	Chris Ogutu/Carlos	0722783598	laurenflowers@accesskenya.co.ke
Laurel Investment	Roses	Nakuru	Rajendra Jadhav	0738359459	rajendra.laurel@bht.co.ke
Livewire	Hypericum	Naivasha	Esau Onyango	0728606878	management@livewire.co.ke
Lobelia Ltd/ Sunland	Roses	Timau	Peter Viljoen	0721632877	info@lobelia.co.ke
Lolomarik	Roses	Nanyuki	Topper Murry	0715 727991	topper@lolomarik.com
Longonot Horticulture		Naivasha	Chandu	0724639898	chandrakant.bache@vegpro-group.com
Magana	Roses	Nairobi	Nicholas Ambanya	0732 779 987	ceo@maganaflores.com
Mahee Flowers	Roses	Olkalao	Rao Venkatesh	0705401431	maheefm@eaga.co.ke
Maridadi Flowers	Flowers	Naivasha	Jack Kneppers	0733333289	jack@maridadiflowers.com
Maua Agritech	Flowers	Isinya	Madan Chavan	0738669799	production@mauaagritech.com
Mau Flora	Roses	Molo	Mahesh	0787765684	mahesh@mauflores.com
Mara Farming Group	-	Nairobi	Joshua Nyalita	0722 336 968	joshua.nyalita@marafarming.com
Milenium Growers	Summer Flowers	-	Sushant Wankara	0731316000	sushant@marvelgreens.com
Molo Greens	Summer Flowers	Molo	Justus Metho	0722 755396	justus@mologreens.com
Mt. Elgon Flowers	Roses	Eldoret	Bob Anderson	0735329395	bob@mtelgon.com
Mwanzi Flowers Ltd	Roses	Rumuruti	Ram	0722265845	-
Mzuurie Flowers - Maji Mazuri	Roses	Eldoret	Mark Juma	0727471034	mjuma@majimazuri.co.ke
Mzuurie Flowers - Molo River Roses	Flowers	Kilelwa	Andrew Wambua	0724256592	awambua@moloriverroses.co.ke
Mzuurie Flowers - Winchester Farm	Roses	Karen	Raphael Mulinge	0725848909	rmulinge@winchester.co.ke



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Mzuurie Flowers - Winchester Farm	Flowers	Bahati	Raphael Mulinge	0725848909	rmulinge@winchester.co.ke
Ngong Veg	Vegetables	Nairobi	John Macharia	0721 387 216	macharia@ngongveglt.co.ke
Nini Farms	Roses	Naivasha	Philip Kuria	0720611623	production@niniltd.com
Nirp East Africa	Roses	Naivasha	Danielle Spinks	0702685581	danielles@nirpinternational.com
OI Njorowa	Roses	Naivasha	Charles Kinyanjui	0723986467	mbegufarm@iconnect.co.ke
Oserian	Flowers	Naivasha	Christine Karambu	0702350689	christine.karambu@oserial.com
Panda Flowers	Roses	Naivasha	Geoffrey Kanyari		
Panocol International	Roses	Eldoret	Mr. Paul Wekesa	0722748298	paul.wekesa@panocol.co.ke
Penta	Flowers	Thika	Tom Ochieng	0723904006	tom@pentaflowers.co.ke
Pendekeza	Roses	Nanyuki	Richard Siele	0722716158	tambuzi.sales@tambuzi.co.ke
PJ Dave	Flowers	Isinya	Sanjiv Dogra	0737576966	pjdaveflowers@wananchi.com
PJ Flora	Flowers	Isinya	Palani Muthiah	0752607651	muthiah.palani1971@gmail.com
PJ Flowers Ltd	Roses	Isinya	Sanjiv	0737576966	sanjiv@pjdave.com
PJ Flora	Roses	-	Santos Kulkarni	0738990521	santosh@pjdave.com
Kentalya	Cuttings	Naivasha	-	-	-
Plantech Kenya Ltd	Propagators - Herbs, Roses & Vegetables	Naivasha	Idan Salvy	0702187105	idan@plantechkenya.com
Porini Flowers	Roses	Molo	Vivek Sharma	0731040498	gm@poriniflowers.com
Primarosa Flowers Ltd	Roses	Olnjororok	Shantaram	0701464049	production.p2@primarosaflores.com
Rain Forest Farmlands Ltd	Roses	Naivasha	Mr. George Onguko	0725762099	george@durofarms.com
Ravine Roses Flowers	Flowers	Nakuru	Peter Kamuren	0722205657	pkamuren@karenroses.com
Redhil Nurseries	-	Nairobi	Collins Omuga	0722 598 498	production@red-hill.farm
Redland Roses		Thika	Aldric Spindler	0733603572	aldric@redlandsroses.co.ke
Redwing Flowers	Flowers	Nakuru	Simon Sayer	0722227278	sayer@redwingltd.co.ke
Rift Valley Roses (K) Ltd	Flowers	Naivasha	Peterson Muchuri	0716589898	fm@riftvalleyroses.co.ke
Rimiflora Ltd	Hypericum	Njoro	Richard Mutua	0722357678	richard@rimiflora.com
Riverdale Blooms Ltd		Thika	Antony Mutugi	0202095901	rdale@swiftkenya.com
Roseto	Roses	Roseto	Arvind	0734848560	gm.roseto@megaspingroup.com
Rozzika Gardens - Kamuta Farm		Naivasha	Mbuthia	0721849045	jwachiram@yahoo.com
Savannah international	Geranium	Naivasha	Ignatius lukulu	0728424902	i.lukulu@savanna-international.com
Selecta Kenya		Thika	Robert Khamala	0727 467 464	r.khamala@selectakenya.com
Solai Roses					
Sojanmi Spring Fields	Roses	Njoro	Ashesh Mishra	0792217088	ashesh@xflora.net
Schreus	Roses	Naivasha	Haiko Backer	-	-
Shades Horticulture	Flowers	Isinya	Ashutosh Mishra	0722972018	info@shadeshorticulture.com
Shalimar Flowers	Flowers	Naivasha	Dinka	-	-
Sian Roses - Maasai Flowers	Flowers	Isinya	Andrew Tubei	0722728364	atubei@sianroses.co.ke
Sian Roses - Agriflora (K) Ltd	Roses	Nakuru	Charles Mulemba	-	cmulemba@sianroses.co.ke
Sian Roses - Equator Roses	Roses	Nakuru	Nehemiah Kangogo	0725848910	nkangogo@sianroses.co.ke
Sierra flora	Roses	Njoro	Sharieff	0787243952	farm.sierra@megaspingroup.com
Simbi Roses	Roses	Thika	Karue Jefferson	067 44292	simbi@sansora.co.ke
Sirgoek Flowers	Flowers	Eldoret	Andrew Keittany	0725 946429	sirgoek@africaonline.co.ke
Solai Milmet/Tindress	Flowers	Nakuru	Vinoj J. Kumar	0737801646	solairoses@gmail.com
Subati Flowers	Roses	Subukia	Naren Patel	0712 584124	naren@subatiflowers.com
Subati Flowers	Roses	Naivasha	Naren Patel	0712 584124	naren@subatiflowers.com
Suera Flowers Ltd	Roses	Nyahururu	George Kimathi	0724622638	gkbuuri@gmail.com
Sunland Timau Flair	Roses	Timau	Peter Viljoen	0723383736	info@lobelia.co.ke
Stockman rozen	Roses	Naivasha	Julius muchiri	0708220408	julius@srk.co.ke
Syngenta Flowers - Kenya Cuttings	Flowers	Ruiru	James Ouma	0725217284	john.odhiambo@syngenta.com
Syngenta Flowers - Kenya Cuttings	Flowers	Thika	Kavosi Philip	0721225540	philip.munyoki@syngenta.com
Syngenta Flowers - Pollen	Flowers	Thika	Joseph Ayieko	0733552500	joseph.ayieko@syngenta.com
Tambuzi	Roses	Nanyuki	Richard Siele	0722716158	tambuzi.sales@tambuzi.co.ke
Terrasol	-	Nairobi	Jacques	0705 519 633	jacques@pvdhaak.nl
Timaflo Ltd	Flowers	Nanyuki	Simon van de Berg	0724443262	info@timaflo.com
Transebel	Flowers	Thika	David Muchiri	0724646810	davidmuchiri@transebel.co.ke
Tulaga Flowers	Roses	Naivasha	Steve Alai	0722659280	tulagaflower@africaonline.co.ke
Tulaga Flowers	Herbs	Rumuruti	Gideon Kariuki	0701153844	tulagamarmant@africaonline.co.ke
Tk Farm		Nakuru	Gichuki	0721499043	davidgichuki20@yahoo.com



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Uhuru Flowers	Flowers	Nanyuki	Ivan Freeman	0713889574	ivan@uhuruflowers.co.ke
Utee Estate	Flowers	Nairobi	Mane	0737 513 844	mane.uel@btfgroup.com
United Selections	Roses -Breeder	Nakuru	Jeroen Van Marrewijk	0700176556	jvanmarrewijk@united-selections.com
V.D.Berg Roses	Flowers	Naivasha	Johan Remeus	0721868312	johan@roseskenya.com
Valentine Ltd		Kiambu/Limuru	Joseph Kariuki	0728 093 379	joseph.kariuki@valentinegrowers.com
Van Kleef Ltd	Roses	Njoro	Rathan	0787266007	rathan@vankleef.nl
WAC International	Breeder	Naivasha	Richard Mc Gonnell	0722810968	richard@wac-international.com
Waridi Ltd		Athiriver	Cameron	0722 745 478	cameron@waridifarm.com
Wilham Kabuku	-	Nairobi	Natarajan	0735 792 063	natarajan@eaga.co.ke
Wildfire	Roses/summer	Naivasha	Eliud Kimani	0727598349	roses@wildfire-flowers.com
Wilfay Flowers	Gypsophila/hypericum	Subukia	Makori	0723358644	makoriwilfay@gmail.com
Wilmar Agro Ltd	Summer Flowers	Thika	Alice Muiruri	0722 321203	alice.muiruri@wilmar.co.ke
Windsor		Thika	Pradeep Bodumalla	0736 586 059	farm@windsor-flowers.com
Xpressions Flora	Roses	Njoro	Brijesh Patel	0715469732	brijesh.patel@xflora.net
Zena -Thika Farm	Roses	Thika	John Magara	-	sales@zenaroses.co.ke
Zena - Asai Farm	Roses	Eldoret	Phanuel Ochunga	0722506026	pochunga@zenaroses.com
Zena Roses - Sosiani Farm	Roses	Eldoret	Jackson Mbanya	-	-

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	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
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- Zirobwe rd	0757 777 700	pbenders@xclusiveuganda.com

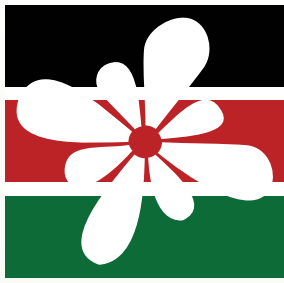
FLOWER FARMS IN TANZANIA

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	Tretter	Arusha	255 27 2553385	office@mtmount-meru-flowers.com
Roses	Tengeru Flowers	Tretter	Arusha	255 27 255 3834	teflo@africaonline.co.tz
Crysenhemums	Multi flower Ltd	Tjerk Scheltema	Arusha	255 27 250 1990	tjerk@arushacutting.com
Crysenhemums	Dekker Bruins	Lucas Gerit	Arusha	255 27 255 3138	info@tfl.co.tz
Crysenhemums	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
Cuttings	Absinia flowers	Toon Van Kessel	Legedadi	+251 116653911	tvankessel@yahoo.com
Roses	Addisfloracom PLC	Kitema Mihret	Holeta	+251 912 264190	tasfaw@addisflora.com
Folwers	Afriflowers PLC	Mauricio Castillo	Holeta	+251 937977849	topigs@grepodelago.com
Fruits & Vegetables	Africa Juice Tibila S.C	Abayeneh Essayas	Adama	+251 221191203	info@africajuce.com
Roses	Agriflora		Holeta	+251 922 397760	flowers@ethionet.et
Roses	Alliance Flowers PLC	Navale	Holeta	+251 116184341	navele@nehainternational.com
Roses	Arsi Agricultural Mecahanization		Holeta		arsiflower@ethionet.et
Cut Flowers	Assela Flowers Farm PLC	Friedrich Wilhelm	Wolliso	+251 911431417	info@asellaflowers.com
Roses	AQ Roses PLC	Frank Ammerlaan	Ziway	+251 464414277	frank@aqroses.com
Cut Flowers	Beti Ornamentals	Henock Zerihun	Debre Zeit	+251 116521211	betiornamentalz@gmail.com
Roses	Bukito Flowers	Anteneh Tesfaye	Debra Zyeit	+251 911 615571	
Roses	Braam Flowers PLC	Ben Braam	Ziway	+251 464413137	braam.roses@gmail.com
Cuttings	Desa Plants PLC	Ben Depraeter	Mojo-Ejersa	+251 116569195	ben@desaplants.com
Roses	Dire Highlands Flowers PLC	Seifu Bedada	Holeta	+251 113870308	dhf@ethionet.et
Roses	Dire flowers 2	Abenet Fiktu	Sebata	+251 911 149 329	abifiktu@yahoo.com
Roses	Dugda Floriculture Dev't PLC	Aduugna Bekele	Debre Zeit	+251 4336142/43	general@dugdaflora.com
Roses	Ethio dream PLC	Jan Prins	Holeta	+251 11 2372334/35	ethiodream@ethionet.et
Roses	Ethio Agri- CEFT	Asfaw Kejela	Welmera	+251 112372415/18	ethioagriceft@ethionet.et
Roses	Enyi Ethio Roses	Endale Yirga	Kara Kore Sebata	+251 113482143	enyi@ethionet.et
Roses	Eden Roses	Vaibhav Aggarwal	Sebata	+251 8959343	vaibhav@edenroses.com
Roses	Ethio passion Agro PLC/Oda Flowers	Roshan Muthappa	Sebata	+251 111561572/73	ethiopassion@ethiopassion.com
Roses	ET Highland Flora PLC	Tsegaye Abebe	Sebata	+251 113383710	bnf2etf@ethionet.et
Roses	Euro Flora PLC	Shiranda Pia	Holeta	+251 118602075	euroflora@gmail.com
Roses	Evergreen Farm	Hiwot	Debra zyeit	+251 912 18 5065	Hiwot.Ayaneh@yahoo.com
Hydragiums	Ewf Flowers	Humphrey	Sebata	+251 920 35 1931	production-manager@Ewf-flowers.com
Cuttings	Ethiopia Cuttings PLC	Sunil Hemdev	Koka	+251 224590151-55	akalu.ermias@syngenta.com
Cuttings	Ethiopia Magical Farm	Daniel Bentora	Sendafa	+251 118606534	emf@ethionet.et
Summer Flowers	Freesia Ethiopia PLC	Ronald Vijverberg	Sebata	+251 118101018	freesia@ethionet.et
Roses	Friendship Flowers	A. Tsegelassie	Debre zeit	+251 91 130 49 67	friendship.flowers@yahoo.com
Roses	Flowerama PLC	Srinivasan Mini	Holeta	+251 112849349	floweramaa@hotmail.com
Cuttings	Florensis Ethiopia PLC	Ronald Vijverberg	Koka	+251 116525556/57	florensis@ethionet.et
Roses	Gallica Flowers PLC	Stephane Mottier	Menagesha	+251 112849368	gallicaethionet.et
Roses	Golden Rose Agro Farm Ltd	Ryaz Shamji	Sebata	+251 113520282/84	goma@ethionet.et
Roses	Herburg Roses PLC	Huub Van Der Burg	Ziway	+251 464414281/79	huu@herburgroses.nl
Roses & Veges	JJ Kothari PLC	Jay Prakash Kothari	Sululta	+251 111860021	j.jkothari@gmail.com
Fruits & Veges	Jittu Horticulture PLC	Jan Prins	Tikurwuha	+251 116189313/14	info@jittuhorticulture.com
Roses	Joe Flowers PLC	Wondirad Firdu	Holeta	+251 112372016	joeflowersplc@gmail.com
Roses, veges, herbs	Joytech PLC	Jagdish Eknath	Debre Zeit	+251 122370877	jagdish@joytechplc.com
Cut Flowers	Karuturi Farm/Ethiopia meadows	Anil Tumu	Holeta	+251 11 6632437/39	eth.meadows@gmail.com
Roses	KAF Flowers	Baker Elkadi	Holeta	+251 913 202 460	baker-elkadi@yahoo.com
Cut Flowers	Klaver Flowers PLC	Danny Koppes	Hawassa	+251 110916581769	klaverflowers@gmail.com
Roses	Lafto Roses PLC	Gerard van der Deiji	Sebata	+251 115541485/83	pm@laftoros.es.com
Roses	Linssen Rose	Peter Linssen	Addis Alem	+251 11 3205668	linssenroseset@ethionet.et
Fruits, Veges	Luna Fruits PLC	Tesfalidet Hagos	Koka	+251 116627894	lunaexport@ethionet.et
Cut Flowers	Maranque Plants PLC	Marc Driessen	Merti	+251 22 1190750	md@maranqueplants.com
Veges, sum. flowers	Marginpar Ethiopia PLC	Andrians Vanrol	Holeta	+251 116547005	marginpar@ethionet.et
Roses	Metrolux Flowers	Akiko Siyum	Holeta	+251 114669273	export.mtx@ethionet.et
Roses	Minaye Flowers PLC	Yidnekachew Ayele	Debre Zeit	+251 113728666/67	minaye@ethionet.et
Summer Flowers	Mullo Farm PLC/ Derba PLC	William Koerts	Chancho	+251 116553910	office@derbaflowers.com
Roses	Oromia Wonders	Navale Kodaje	Holeta	+251 112372378	mekdesoromia@gmail.com



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