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The Leading Floriculture Magazine

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Editorial

People change. Businesses transform. Teachers try to change students, but teaching is the part they do, the students still get the credit for the learning, and learning can be done without a teacher. A pastor or minister helps a member of their church change. But repentance can be done without them also. An addiction recovery group is good at helping people change. Trying to change by oneself can be really difficult. But until a person wants to change, they won't change. Prison may help an inmate change, or it might not. True change can't be forced, although the military has a way of driving significant change. The true measurement of change is whether it is maintained over time. Temporary change is only adaptation ... a counterfeit.

True change is always a do-it-yourself project.

To discuss this in depth I thought of one of my favourite thinkers, the late Dr. Covey. He preached week-at-a-glance: Mission, Vision, Roles and Principles. He said mission is the why, vision is the what, roles are the who and where. He taught that managing what's really important in our lives only happens if we manage our time spent with who is important in our lives. I've been reminded of that a lot lately. It reminds me of keeping clear the importance of who matters most, not just what matters most.

These concepts are Governing Values distilled down to their qualitative essence. They do not change relative to the situation, they are the universal truths that we often argue we can't really break; we can only break ourselves against them. They are the necessary next level beyond.

The concepts focus more on effectiveness than efficiency, doing the right thing more



than doing lots of things: quality over quantity. Dr. Covey taught the need to focus on what is important, before it becomes too urgent. He believed in the "character ethic" or inside-out approach, rather than the "personality ethic" or outside-in strategy, of Tony Robbins and others.

As growers do we?

Masila Kanyingi.



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Tips and Tricks for Monitoring Pests and beneficial insects

Being able to recognise pests and beneficial insects is the basis for an efficient monitoring system. In more and more businesses, monitoring is taking place via sticky traps. But what about pests such as mites, and aphids?

Monitor beneficial insects!

The recognition of pests and beneficial insects is the first step in working out to what extent there is a natural balance in the glasshouse. Today, we often look only at the presence of pests to decide if a correction treatment is necessary. The role of beneficial insects is frequently not sufficiently taken into account.

For example, even in a simple sticky trap for white fly, adult individual *Macrolophus* can be found. This extra counting is a small inconvenience, but offers extra information in relation to the biological battle.

Sticky trap as instrument

Hang the sticky traps 15 cm above the crop and renew these on time. The optimum proximity for the hanging of sticky traps is 1 sticky trap per 200-400m². These take insects away, but give you information about the damage threshold.

Monitor in the crop!

Mites are usually to be found in the top 4 to 5 leaves of the crop. With white fly, their eggs and the adults can be found in the head. In the middle of the crop, the larval stages can be found and underneath are adults and pupa.

Put the pests under pressure and be aware of the beneficial insects in your greenhouse!

If you make a schematic of the presence of pests and beneficial insects in your greenhouse, then you can get rid of your natural enemies in a more targeted and often more efficient way.

How do you get a large beneficial population?!

Put them out early is the message. It is a myth that some don't develop during the cold months in your greenhouse. Their development doesn't depend on light, but on temperature. Once they are introduced, it is important to feed these beneficial insects.

Be alert with the introduction of beneficial insects!

With the introduction of natural enemies, a hyperparasitism can occur. In this way, the biological fight against aphids by parasitic wasps is disturbed by secondary parasitic wasps, who parasitise the primary parasitic wasps. A too large population of beneficial insects can actually damage crop and harvest.



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Rhodos takes center-stage at IFTEX 2015

In the Best Flowers Quality Awards for Breeders under the category of Roses, the Platinum Award was clinched by De Ruiter East Africa Ltd with the standard rose "Rhodos".

De Ruiter East Africa's red rose Rhodos, took center-stage during this year's IFTEX with elaborate displays and much attention from show visitors.

Rhodos is a premium rose with a clean red hue and good shape. The rose enjoys significant market presence and is currently regarded as one of the best reds out of Africa. Rhodos has an average stem length of 80cm and above, and a vase life of up to 15 days. It grows a headsize of average 5cm at 1700 altitude.



New Name for DNA Green Group

DNA Green Group has a new name: Dümme Orange. The company revealed the new name, the logo and the brand values of the company at all facilities in 16 countries on Thursday April 23. The well-known corporate brands Lex+, Bartels, Terra Nigra, Dümme Group, Agribio China, Agribio Colombia, Oro, PLA as well as the production locations are changed their identity immediately to Dümme Orange. Other established brands like Rinplant, Ecke, Oglevee, Red Fox, Fides, Japan Agribio and Barberet& Blanc will convert over limited time.

Biense Visser (CEO) "All companies, that have been acquired, have a rich and successful history. We have always tried to respect that heritage. Doing so, we created confusion for our customers. Our employees expressed a preference for a more uniform approach to the market too. That is what we have chosen for the strategy with

one large umbrella brand that embraces the entire product portfolio. Dümme Orange will therefore take the place of all these established names."



Introducing Felicia by Brown Breeding

South American breeding company Brown Breeding was present at the IFTEX 2015 show through their East African

representatives, Preesman. Together they introduced Felicia BB.



Felicia BB is a Bi-color rose currently being grown at Eldoret based farm Zena Roses on a quarter acre. The rose has an average head size of 5.5cm - 6cm and opens slowly at the vase.

Felicia BB is slightly fragrant when it opens. At an altitude of 2,200 the average production is 160-170 stems/sq m. The flower grows a thick

stem of average 40-60cm and has a vase life of up to 14 days.

New Orleans Win Gold Award at IFTEX 2015



Preesman Kenya Ltd lavender, NEW ORLEANS won the gold award at the IFTEX . The variety distinguishes itself because of the great vasilife performance, equal opening and strong color.

Kordes Roses Introduces Evita®

At the IFTEX show, among the rose varieties Kordes Roses showcased was Evita®, one of their 2015 novelties noted to be similar yet more productive than their well known winning variety, Athena®

The medium sized Evita is a premium white with good production, a long stem and other notable growing and trade characteristics.
Evita at a glance

Production of stems/
m²/a 240-280
Stem length 40-60 cm
Vasilife 18 days



The Olij Long Island Scoops Bronze Award

Long Island, a white/cream standard rose from Olij Breeding scooped the Bronze award in the roses category for The Best Flowers Quality Awards for Breeders. Long Island is a productive

rose variety with very good vase life. At the recently held IFTEX 2015, the Olij breeding team had a busy but productive week, hosting East African rose growers at their stand during the show.



New Pink Rose Flower Named After First Lady.



A new pink rose flower named 'Lady Margaret', after the First Lady, was launched during an international flower expo in Nairobi recently.

Florists are optimistic that the flower, developed for a period of 10 years before introduction to the market, will increase their earnings.

"The rose is eye-catching. The colour pink reflects your vibrant personality," Netherlands Ambassador to Kenya Joost Reintjes told the first lady while presenting a bouquet.

My Pink™ of Danziger takes first place at the best breeder competition.

During the IFTEX Nairobi exhibition, Danziger "Dan" Flower Farm won first prize at the best



flowers quality award for breeders competition for the magnificent My Pink™. The Danziger My Pink™ is an attractive & unique pink Gypsophila, with a large and voluminous inflorescence. Its perfect round-shaped pink flower is an ideal addition to any arrangement or bouquet giving a special touch of color. My Pink™ has erect branches which are easy to separate from the bunch and are very convenient for use in floral arrangements.

Preesman Holds Successful Open Days

Preesman held several open days. They started with Ethiopia at Joytech PLC, subsequently in Kenya, Zena Thika for low altitude and then Nakuru, the main facility for both high and low altitude varieties. Because of a lot of visitors, great team efforts and very positive comments on their assortment it resulted in some excellent (open) days. Those who could not visit, are invited to visit when they can.

Kubota Tractors Launched in Flower Sector

Car and General Launch Kubota Tractors For The Flower Sector. Advancing in a slow but steady pace with the introduction of Kubota tractors, Car and General treated growers into a triple advantage. In a colourful ceremony held in a Naivasha hotel and attended by growers and other stakeholders, Kubota tractors were unveiled to the sector. "Today is a great opportunity to share with you some of the great innovations Car and General has made towards solving your in-house and greenhouse operations, haulage of cargo within the farm and tilling the land in preparation for greenhouses. We will also get an opportunity to learn from your needs and how we can partner together for a solution", said Mr. Joseph Ng'ang'a, Business Manager, Car and General

Kubota Tractors

Growers will have an additional choice to consider for their greenhouse operations. The Kubota B series (B1820 and B2320) are very



good in towing of the flowers from the greenhouse to the pack house. In addition, they can also be used to till between narrow terraces.

Speed is of essence in business and growers do not need to use handcarts or donkeys in ferrying cargo around the farm. Car and general has introduced the L series mainly L3408 and L4508. The two are designed for haulage of medium cargo around the farm

Though not for daily use in the farm, the M series (M7040 and M9540) are best for outdoor cultivation. Therefore investors who intend to add hectares within their farms or elsewhere will not regret using it for land preparation. The tractors are re-engineered and redesigned to provide optimal performance.

EHPEA's Participation on 4th IFTEX Kenya 2015 Effective



The Ethiopian Horticulture Producer Exporters Association (EHPEA) efficiently exhibited its members' products in this year's IFTEX exhibition. The EHPEA Deputy Chairman, Mr. Yassin Legese attended the show. Other member farms, Amhara Regional State Investment Promotion Office, Ethiopian Horticulture Development Agency and others were in attendance to the show.

The Ethiopian stand, illuminated by various products from member farms and other decorations, was visited by many buyers, investors, input suppliers, etc. from different corners of the world. Among the products exhibited were; carnation, roses of different varieties, solidago, limonium, hypericum and others. The Ethiopian coffee ceremony, presented in collaboration with the Ethiopian Embassy to Kenya also gave another color to the stand.

Cut Flower Imports Predicted to Rise in the UK



Industry experts say retailers will turn to the Netherlands following closure of cut flower grower Lincsflo on 23 May. Former Winchester Growers director Mike Mann is a consultant to the company and has taken over its National Dahlia Collection. He is also chairman of the Horticultural Development Company (HDC) protected ornamentals and outdoor flowers panel.

He said: "It's a worrying thing for the cut-flower industry in general. People are telling me that the pound is working against us, imports are very competitively priced and the high street multiples are looking for the best deal - and with imports suddenly being competitive buying British might be what they'd love to do but they are looking for the best price. It's a concern for the industry as a whole."

Hortifloorexpo IPM Shanghai 2015 Ends With a Visitor Plus

China's Horticultural Market Continues to Be on a Growth Course

Hortifloorexpo IPM Shanghai ended with records: This year, 19,280 trade visitors came into the Shanghai New International Expo Centre. That corresponded to a visitor increase of two percent. The number of exhibitors and the area rose substantially: On 26,000 square metres (in 2013: 18,000 square metres), 612 exhibitors from 27 countries (in 2013: 413 exhibitors from 24 countries) presented their innovative products and services in the Plants, Technology, Floristry and Garden Features areas.

"The figures speak for themselves: Hortifloorexpo IPM Shanghai was able to clearly



consolidate its top position as the most important horticultural fair in China.

The need for investment is enormous because of the high demand for flowers and plants.

The fair has noticeably profited from this and, at the same time, was able to provide new stimuli for the green sector," Oliver P. Kuhrt, CEO of Messe Essen, was pleased about the successful event.

Kenyan Flower Exporters Expect Losses

Flower farmers are expecting losses this year due to an unprecedented strengthening dollar and a weakening euro in the international markets, the Kenya Flower Council chief executive officer Jane Ngige has said.

She said production is now expensive because farmers use dollars to buy inputs in the foreign markets while flower exports earnings are low as they are paid mostly in euros.

Ordinarily exporters earn more



money when the shilling is weaker because they are paid in foreign currency.

"We have been hit on both ends because we procure fertiliser

and chemicals using the dollar while a lot of our earnings is in euros. Production cost has risen by 12 per cent and returns are down 15 per cent," she said.

Drone Deliver

Jubilee magazine

MPS is celebrating its 20th birthday this year. Even though this is not a milestone anniversary in the traditional sense, MPS nevertheless decided to celebrate. Business contacts and employees from abroad were received in Rotterdam, where they were provided with information about sustainable developments in the fresh-chain, and MPS chairman Gerrit Ravensbergen received the very first copy of the jubilee magazine, which was delivered by drone. A piece of technology that MPS believes could be very useful in the future.

Drone delivers magazine
Director Theo de Groot's speech covered the necessity of innovation within MPS services. The further use of robots, automation and digitalisation are trends affecting certification. "This could be an auditor with Google Glass, who walks through a greenhouse and notes his observations verbally and records them digitally. But it could also involve the use of drones, for example, releasing dosed bees into the greenhouse." De Groot referred to this as 'disruption', i.e. 'something that is new and still small' possibly eliminating 'something that is current, large-scale and cumbersome' in a very short period. While the old world, to the astonishment of the initiators, stands paralysed, watching developments and 'letting it happen'. To conclude the programme, drone flew in the first copy of the jubilee magazine.

UK Imports rise while exports fall

Plant and flower imports are rising while exports are falling, according to the latest Defra figures.

The annual Agriculture in the UK plants and flowers update was published shows that exports fell to £56m in 2014 from £61m in 2013.

Imports rose to £1,106m from £1,079m. Cut flowers were among the highest risers, up from £663m to £691m, despite campaigns for retailers to sell more British-grown bouquets. But tree imports fell from £62m to £51m after cuts in grants for woodland planting. In 1995, tree imports were £6m and cut flowers £256m.

Bulb imports peaked at £95m in 2011 but reached £82m in 2014 under provisional Defra figures.

Kenya's cut flower exports to Netherlands up



A surge in Kenya's cut flower exports to the Netherlands has cemented the country's position as the second top destination of Kenyan goods.

The Netherlands is now importing from the East African nation an average of goods worth 35 million U.S. dollars a month, against Britain's 33 million dollars, which ranked second before being replaced,

according to new data from the Kenya National Bureau of Statistics (KNBS).

Kenya exports mainly horticultural produce to the European country, in particular, cut flowers. At the end of April, Kenya had exported goods worth 138 million dollars to the Netherlands this year, against Britain's 133 million dollars. Besides flowers, Kenya's other

exports to the Netherlands include tobacco, vegetables and fruits. The Netherlands exports to Kenya are transport equipment, machinery, engines and chemicals.

Trade between the two nations has been strengthening since 2014 despite Kenya not openly reaching out to the country for strong bilateral ties.

Changes to FloraHolland's Handling Services

As of 1 October 2015, FloraHolland will cease the activities of Flower Handling Services (FHS) in Rijnsburg. The change is part of the FloraHolland 2020 strategy that was established by members and customers at the end of 2014. At that point, the decision was made to leave after-sales activities to the market as much as possible. Some FHS activities will be continued for growers. These activities will be clustered and moved to FHS Naaldwijk in consultation with the stakeholders. FloraHolland will continue to perform Dock Services activities in Rijnsburg. These activities will fall under Supply Chain Solutions.



Higher VAT rate would harm Dutch Hort Sector

"If the government does decide to increase the current low VAT rate of 6% for flowers and plants to the high 21% VAT rate, the export position of the Dutch horticultural sector would suffer a major setback, and lower income groups would no longer be able to afford these products." This is the opinion of Lucas Vos, CEO of FloraHolland and Director of the Association of Dutch Flower Auctions (VBN).

The potential yield for the government set against the enormous damage that would be

caused to the sector and loss of jobs forms a very uneven balance. FloraHolland and the VBN call on the government not to consider raising the VAT rate. Horticultural products respond very flexibly to prices: the higher the price, the greater the drop in demand, according to research conducted by the Agricultural Economics Institute (LEI). An increase in the VAT rate would be transferred in its entirety to the consumer. The sector's turnover would decrease by at least €240 million according to the VBN's estimate, resulting in a loss of 5,220 directly linked jobs.

South African Growers Visit Solar Project At Stokman Rozen Kenya Ltd

Several South African growers visited a solar energy project in Kenya by invitation of Certhon. At Stokman Rozen Kenya Ltd. they saw, a solar energy station running successfully since 2010. Water gets heated to heat the greenhouse.



Due to the low temperatures at night, it's strictly needed to heat the greenhouse. Before 2010, only kerosene was used. Currently, Stokman uses the 'free energy' of sunlight, which warms the water up. This hot water is stored in a completely isolated heat storage tank. With this heat, the greenhouse gets warmed up at night. "Earlier, Stokman sometimes used 1400 litres of kerosene a night! Currently, it uses a maximum of 400 litres. A confirmation of the saving of 1000 litres per night! According to Stokman Rozen Kenya Ltd. the period of return on investment for this project is two years!"

De Wit explains that it's necessary to heat greenhouses at night in several places in South Africa, in order to reduce diseases and increase production. "The South African growers were impressed by the simplicity and robustness of the system, which is nearly free of maintenance."

Restrictions on Re-Exports of Flowers

The Russian government is considering imposing restrictions on the re-exports of flowers from Netherlands, according to recent statements of Sergei Dankvert, head of the Russian Federal Service for Veterinary and Phytosanitary Surveillance (Rosselkhozadzor).

According to Dankvert, those countries, which supply their flowers to Russia via Netherlands should consider other ways to ensure their

further exports to Russia. Dankvert has also added that such a decision will be mainly due to the increase of numerous cases of detection of contaminated objects, which poses a threat to the Russian agriculture. According

to him, another reason of such a decision is the increase of the number of falsified phytosanitary certificates for flowers, which are re-exported to Russia from the Netherlands and which are detected by Russian veterinary service.



Kajiado County Finance\Revenue Bill Session.

Kajiado County held its County Finance Bill discussion with stakeholders on June 18, 2015 at the Isinya Multipurpose Hall. The meeting which was attended by the Kenya Flower Council, flower growers from the area and other business entities was convened by Kajiado County leaders in a bid to involve public participation in all important decision making processes as demanded by the Constitution. The proposals will be taken to the County Assembly where they will be deliberated upon before being brought back again to the public for validation.

Ethiopia to Build Large Air Cargo Hub

Ethiopian Airlines' drive to become a global carrier is to be supported by the construction of a world-class cargo terminal at Addis Ababa Bole International Airport. The \$98m terminal, which will be the size of five football grounds, is to be designed by German engineer Unitechnik Group.

According to Unitechnik, the new terminal will be able to handle 600,000 tonnes of freight a year: more than four times the capacity of the existing facility, which was built by the same firm in 2006.

Kenya's First Lady Lauds Growers

The fourth edition of the Kenyan based flower exhibition IFTEX ended last with good results for all participating companies. Although less international flower buyers attended the show, the quality of visitors was high resulting in a good overall outcome. Overall, 223 exhibiting companies and 2,778 participants attended the three day fair that was held in the Oshwal Center in Westlands, Nairobi.

The expo was opened by Kenya's First Lady, Margaret Kenyatta. In her speech while opening the expo she said, "I wish to reassure all the consumers of our highly acclaimed flowers that the country continuously strives for responsible and safe production of cut flowers. We also strive to protect and conserve the natural environment and promote the welfare of all farm staff for sustainability".

Speaking during the event the First Lady

appreciated the role that the floriculture industry plays in Kenya's economy and especially its contribution to women empowerment. "I wish to appreciate the role of the Kenya Flower Council who have in recent years, sustained campaigns to promote a local culture for flowers. These promotions not only provide jobs amongst innovative and business-minded young Kenyans, but also showcase Kenya as an internationally acknowledged flower producing country. Key activities around Valentine's Day, Mother's Day, Father's Day and other social events including marriage ceremonies are never complete without flowers. Flowers bring a touch of eternity, joy, love and beauty to the world," She added

The highlight of the opening ceremony was the launch of Lady Margaret variety named after H.E Margaret Kenyatta. The variety was bred

by Van Kleef.

On the same occasion, Kenyan Government Agriculture Principal Secretary, Cecily Kariuki, announced that the government is considering possibilities of reducing freight costs to boost the sector's economic potential. She added that the government is consulting different stakeholders so as to create conducive facilities for further growth of the sector. She added that the government was making negotiations to have direct flights from Kenya to the United States.

On his part the Japanese Ambassador noted that Kenya is the largest exporter of cut flowers to Japan. He said that consumption of flowers in Japan is still low and urged the Japanese men to change their mindset and accelerate the consumption of flowers as is happening in Kenya. He noted that flowers



have a therapeutic effect and helps people to relax amidst stress.

H.E Joost Reintjes, the Netherlands ambassador to Kenya lauded the vibrant trade relation between Kenya and Holland noting that most of the flowers going to Europe land in Holland before dispatch to other destinations. He invited the First Lady to Holland to see the biggest flower Market and while there to participate in the Dutch Marathon.

Speaking during the opening, KFC's Chairman Mr Richard Fox said that the floriculture industry does business sustainably- looking after the environment and meeting its socio-economic responsibility. He noted that the industry raked in KES 54.6 billion last year. That it employs over 100,000 people directly most of them women, approximately 500,000 people indirectly and providing livelihoods to at least 2 million people. He appreciated the Government's efforts through the Ministry of Foreign Affairs and Trade to promote Kenya's flower trade around the World.

The quality as well as the number of varieties of flowers displayed flowers was astonishing, bringing the trade fair again to a higher level. National and international visitors walked the show for 3 days in a row and filled the aisles daily from 10:00 am in the morning until closing time of the show at 18:00 hrs. Even on the last day it was a full house until in the late afternoon. In short, IFTEX once more proved to be one of world's leading flower trade shows.

The first lady was honoured to present trophies to the winners of the various categories of exhibitors who included small scale farmers and florists from Kenya. The awards for the participants in the different quality competitions this year went to the following companies:

Best breeder-Roses

The Best Flowers Quality Awards for Breeders in the category "Roses": Bronze was there for Olij Breeding Ltd with the Standard Rose "Long Island". Silver was there for Select Breeding B.V. with the standard rose "Mon Amour". Gold was for Preesman HBV Kenya LTD with the standard rose "New Orleans" and finally Platinum was awarded to De Ruiters East Africa Ltd with the standard rose "Rhodos".

Best Grower-Roses

The Best Flowers Quality Awards in the category "Roses": Bronze was there for Uhuru Flowers Ltd with the standard rose "Tiara". Silver was there for Subati Flowers Limited with the spray rose "Shivani". Gold was for Amor/Omang with the standard rose "Wild Look". Finally Platinum was given to Ayana with the standard rose "Tycoon".

Best Breeder Excluding Roses

The Best Flowers Quality Award for Breeders in the category "Cut flowers, excluding roses": Gold was there for Danziger with Gypsophila "My Pink".

Best Grower Excluding Roses

The Best Flowers Quality Awards for Growers in the category "Cut Flowers, excluding roses": Bronze was there for Elpis Farms with Hypericum "Green Power". Silver was there for Multigrow Investments with Eryngium "Magical Anita". Gold was for Oserian Development Company with Phlox "White Cap". Finally Platinum was given to Utee State with an Eastern Hybrid Lilium "Double Surprise".



Brand Consistency is Essential at Trade Shows

Corporations often need to exhibit at simultaneous trade shows in different localities and for different reasons. They may even have two trade show exhibits in the same city at the same time. Going one step further, a company may even have two separate trade show exhibits at the same trade show.

these trade shows differ, message needed should be consistent in presenting their corporate brand. Trade show visitors may have a different agenda for attending each trade show, but the corporate message must remain consistent and easily identified with the corporate DNA.

Every aspect of trade show exhibit presence also must match up with company promotional materials, advertising, public relations, online

marketing, website and direct mail. Companies lose identity when they dilute their image with mixed messages. Marketing pros say the golden rule is to stay true to your corporate message, reinforce the brand, and let everything else follow suit.

Experts advise corporate marketers to be wary of delegating trade show activities to their product development staff. Product teams understandably tend to focus on products rather than the corporate message. This can seriously undermine the corporate image agenda.

So, in order to avoid mixed messages, pre show briefings with all

the trade show staff team are essential. Then be sure to keep communication channels open and ongoing. Be on guard for any off the wall, wacky surprises that could distort your presentation. Also, have company monitors drop in at the trade show booths on the trade show exhibit hall to assure that the discipline of your corporate exhibiting goals is maintained.

As an example, Floriculture Magazine sites the experience of Dutch Flower Group. With different trade shows, DFG works with its units to develop trade show programs for these multi-market trade shows. They then send staff from head quarters to be part of the executers at the trade show. "Although we all have the objective of moving the flower, we also have to maintain the brand consistency," says director of marketing. That doesn't always fit into what they want to do.

When exhibiting at a trade show, here are a few things to remember about corporate image reinforcement and brand consistency: Understand the basic objectives of the design your corporate look.

Adhere to the parameters of the corporate image guidebook. All visuals must meet specific guidelines. Be aware not only of the physical specifications of visuals but also how to incorporate them for trade shows with multiple audiences and products. Stay true to your corporate colors and fonts and be conscious of how the name of the company is used.

Be consistent in your brand "mindset"—whether it be upscale, sophisticated, young or old. Not only with the way your trade show exhibit looks, but also with the dress style and comportment of your trade show booth staff. Be sure everyone who represents your company is knowledgeable about all communication aspects of the company. Be able to articulate the brand in trade show booth graphics, sales pitches, promotional hand outs, email and web messages, even on business cards.

Although you are in different trade shows, each of your brands is noted for their individual character. All have colorful and consistent images. The brands are distinctive and successful, and the representatives should learn to speak with one voice.

Your company's brand image will have a much great return on investment if you enforce these basic disciplines.



Flower suppliers are an example of a companies exhibiting at two trade shows. Why does this happen?

Quite simply, each trade show appearance has a different objective. One trade show exhibit concentrate on new lead generation, while the other trade show display's focus on new product launches. Even though

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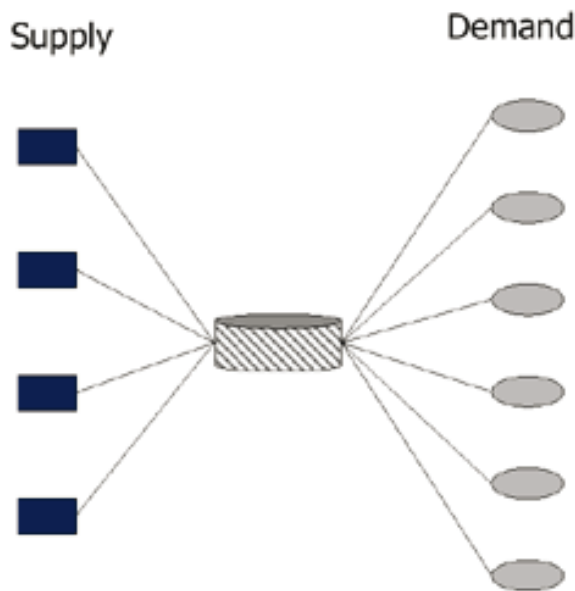
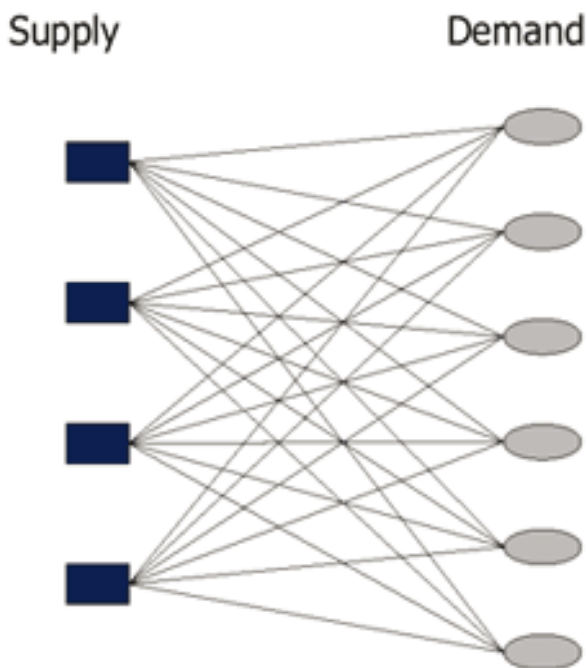
TM

What Are Trade Fairs?

Trade fairs are time- and (often) sector-defined marketing events at which the fundamental products and innovations of an industry or sector are exhibited by a variety of companies referred to as exhibitors and which are targeted at interested buyers and industry participants- the visitors. These trade fairs are usually organised by government, chambers, industry associations, or by specialised exhibition companies.

Trade fairs represent a real-time, interactive environment bringing together supply and demand in a certain industry. They promote the formation and growth of markets and market segments and one can distinguish three economic functions of trade fairs, namely the exchange of goods, the sharing of information and the promotion of products and organisations.

The figures below show how trade fairs facilitate the exchange process.



Trade fairs come in different forms

Trade fairs differ markedly from one another. Some are specialised; others general. Some have an industry focus; others have a consumer focus. Some are local; others international. Some are aimed at buyers; others at sellers.

The table below provides a broad classification of trade fairs.

Characteristics	Type of trade fair
Origin of participants	Local, regional, national or international trade fairs
Range of goods offered	Universal/general, special interest or industry-specific
Type of goods	Consumer goods or industrial goods
Involved associations	Chambers, governments, international organisations, industry associations, specialised exhibitions firms
Direction of Sales Principal Task	Import/buying or export/selling Exchange, information or promotion

Opportunities and challenges for participants

Trade fairs offer participants both opportunities and challenges. These are:

Opportunities for participants

- Gaining a quick overview of the market place
- Fairs help to reduce uncertainty about an unknown market
- Building business contacts and an impression of potential business partners
- Being in the centre of public interest
- Fairs represent a powerful marketing instrument to promote even complex products and services

Challenges for participants

- Choosing the “right” events and locations for participation
- Increasing geographic distance leads to an increase in logistic complexity
- The cost attached to event-specific brochures, staff, stand design etc.
- Defining clear objectives regarding the participation



Trade Fairs and Marketing

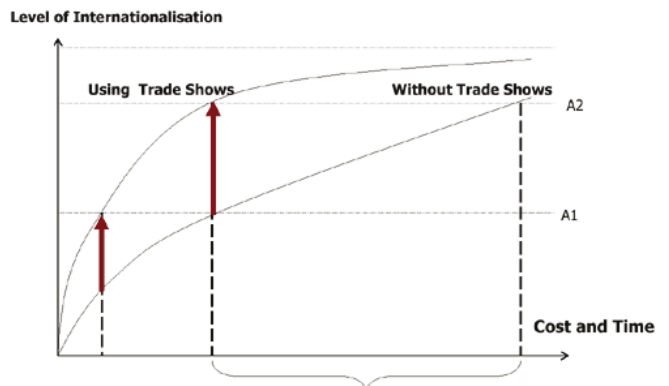
Trade fairs are classified as a form of sales promotion – a sub-category of marketing promotion. They enable companies to undertake market(ing) research and to promote themselves. Some trade fairs even allow companies to sell their products, thereby helping to generate sales. They permit you to advertise your products and to generate positive publicity for both your company and its offerings.

It is also a forum where you can make contact with potential customers and to sell to them on a face-to-face basis (linking personal selling to direct marketing). A trade fair is like a shopping mall; a one-stop-shop where you can buy everything that you need at home. It enables you to do all of your marketing compressed into a short time-frame and single venue.

We Strongly Recommend Trade Fairs

Floriculture is confident that international trade fairs are one of the best marketing channels available to the South African exporter. A trade fair represents a one-stop-shop where industry buyers and sellers come together for a few days to show what they have, to see what is available and to do business. There is no other business channel that provides such an intense marketing forum as a trade exhibition.

The figure below illustrates the fact that trade fairs facilitate and speed up foreign market-entry strategies



Trade fairs are not for everyone

Unfortunately, trade fairs are not for every exporter. It may be that there is no suitable trade fair for your particular industry in a specific country. Trade fairs are quite costly and may be beyond your financial capabilities (perhaps you should attend the fair not as an exhibitor but as a participant).



Pomp and Colour as FUNGAFLOR 100 EC, Teppeki Launched

Expectations filled the air as one of the biggest chemical companies in the world, Arysta LifeScience, launched a fungicide for the control of Powdery mildew and botrytis and an insecticide for the control of all major insects mainly aphids, thrips, whiteflies, mealy bugs and hoppers and a miticide.

Time almost audio recorded voice of Mr. Richard Gitonga, the Regulatory and Development Manager-East Africa asked, Are you concerned by the ever increasing threat of resistance build up on fungicides and insecticides? Are you concerned of scotching flowers and leaving residues? Are you concerned of WHO class of your choice of product? Do you want to achieve your goals of IPM farming? Each of these questions received a resounding “yes” from the growers in attendance. “Today I stand in front of you to offer you solutions, Fungaflor, Teppeki and Kanemite”, he said

Welcome Fungaflor Bye.. Bye Powdery Mildew and Botrytis on Ornamentals

Growers preparing their Powdery mildew and Botrytis spray programs will have many options to choose including the newly launched Fungaflor. It was pomp and dance in a Nairobi hotel as Arysta Lifescience unveiled their new broad spectrum fungicide with preventive and curative treatment against mildew and excellent activity against botrytis. The fully systemic product has Imazalil as the active ingredient

and targets all plants parts when sprayed. With a one day Pre-harvest interval, the product has no residual effects on beneficial insects and bees.

Mode of Action

Imazalil is a systemic fungicide from the group of N-substituted imidazoles. Members of this chemical class affect the cellular permeability barrier of the fungi. The fungitoxic action of imazalil on fungi may also involve the inhibition of the cell membrane functions. Uptake and membrane effects noted in several studies suggest that imazalil inhibits ergosterol biosynthesis in fungal cells.

Under natural conditions, the probability of the development of resistant strains of fungi is much lower with the polygenic system of imazalil than with the oligogenic system of the benzimidazole type fungicides. Most probably, occurrence of resistant strains to imazalil under field conditions is an extremely rare phenomenon which must involve 21 genes on 8 loci, linked with 6 groups (Laville et al., 1977; van Tuyl, 1977).

Characteristics

Fungaflor has a Novel Mode of action and does not inhibit sporulation or spore germination. It inhibits elongation and subsequent penetration of germination tube into plant tissues and has no cross resistance against other



Teppeki and Kanemite are

conventional fungicides is unlikely to occur (FRAC class: 3 G1).

Application

On Powdery mildew, it is advisable to start the first application at disease occurrence when symptoms appear. However, on Botrytis it should be applied as a preventative spray. In order to achieve a good level of control it should be repeated every 7-10 days but in a high disease pressure situation; it is necessary to shorten the interval to 7 days.

Apply as a fine spray to ensure coverage, particularly the underside of leaves with a maximum of three treatments per crop cycle.

TEPPEKI: Hard on Pests Soft on Beneficials.

During the same meeting, Arysta Lifescience discussed Teppeki, its most spoken broad spectrum systemic insecticide. The insecticide is effective against all major insects namely aphids, thrips, whiteflies, mealy bugs and hoppers. Speaking to growers, Mr. Gitonga, said, "Teppeki" whose active ingredient is

flonicamid, should be a flower farmer's best friend.

Teppeki has shown to be safe to a wide range of insects and mites used in IPM for roses such as *Bombyx mori*, *Apis mellifera*, *Harmonia axyridis* and *Phytoseiulus persimilis*". The company says the active Flonicamid was discovered by the ISK Biosciences Europe, the manufacturing company and is betting on Teppeki to provide a new option to IPM programmes, thus in a way becoming a standard setting option.

Mode of Action

It acts by contact and ingestion. It is particularly effective against thrips (*Frankliniella occidentalis*), and also against other species such as aphids, mealybugs (*Planococcus* sp.), the greenhouse whitefly (*Trialeurodes vaporariorum*), yellow tea thrips (*Scirtothrips dorsalis*), green tea leafhopper (*Empoasca onukii*) or rice brown planthopper (*Nilaparva talugens*). There is a significant but limited knock down effect, as the insects cease to eat within a few hours after ingestion or contact. Unless ingested,





spider mite. When used early, it can provide season long protection. It is Safe on beneficials and has a favorable worker safety profile. It is safe to the key mite predators and has an excellent fit in an Integrated Pest Management system. It has no cross resistance to other acaricides.

Mode of Action

Kanemite has a unique mode of action, research has shown that it inhibits electron transfer by binding to Complex III in mitochondria. This gives it a contact and quick knock down action to motile. It is among the few products which cover all mite stages from egg to adult with excellent efficacy on spidermites e.g Tetranychus spp and Panonychus sp. Kanemite has a long residual performance and excellent efficacy on low temperatures and has no cross resistance with conventional miticides

including Mitochondrial Electron Transport Inhibitors (METIs).

Safe to beneficial, environment and sprayer.

Research has shown that kanemite is the best product for your Integrated Pest Management (IPM) and hence a must use in your spray program. Before the recommendation, Kanemite was tested by International Organisation for Biological Control (IOBC) on beneficial on the different species of predatory mites, it was found to be harmless on Typhlodromus pyri, Amblyseius andersoni, Amblyseius womersleyi, Typhlodromus occidentalis and Phytoseiulus persimilis. On other beneficial, Kanemite was tested on differen species of parasitic Wasp namely; Aphidius rhopalosiphii and Encarsia Formosa. The results showed it was harmless. The product was also tested on carabid beetle, rove beetle, spider, green lacewing and lady bird. It was found to be harmless and safe to all beneficials.

Additionally, the product has Low oral, dermal and inhalation toxicity. It is non irritant to skin and eye and non sensitizing. This makes it very safe to the user. Kanemite breaks down readily in water and soil and then absorbed tightly to soil particles. It also has low toxicity to non-target organism except Daphnia magna. This makes it very safe to the environment.

Global registration status & Safety to Consumers.

Mr. Richard Gitonga further presented detailed MRLs data drawn from different tests done globally. He mentioned to the growers that the product is registered and is widely used in 9 European countries amongst them being Germany since 2006, Latin America, North America, Middle East, Asia and Africa. In comparison to the global standards in the different markets, the product proved to be very safe. This showed that the product is very safe for consumers hence can be recommended for any export markets.

it is also harmless to humans. In fact the company classifies it as non-eye and skin irritant.

Application

After maximum two consecutive applications, it should be alternated with at least two applications of products with a different mode of action. The application of Teppeki should be based on insect infestation and pressure. In so doing, cross resistance against other conventional insecticides is unlikely to occur. Its persistence when applied is between two to three weeks. That coupled with the fact that one only needs 120-140g/ ha makes Teppeki very economical for cut-flower farmers.

At the Oserian Development Company greenhouse where trials were done, the population of mealy bugs (*Planococcus* sp.), was reduced significantly to less than 10 bugs per plant when compared to untreated control after 21 days following two treatment applications applied at 7 days intervals.

Kanemite® - Promising Tool for Combating Mites

Let us jog our memories", Mr. Gitonga said. "As a grower, when you see small brown dots on the leaves of a plant what comes in your mind? Out of curiosity, you tend to observe further and more closely, then your eyes meet very small strands of silk or webbing of plant especially underneath the leaves, what rings in your mind? One thing comes in your mind". They all answered, "Mites". "You need to add something else in your mind immediately you see these symptoms, Kanemite, your promising tool for combating mites", he said.

Why Kanemite

Kanemite is a unique class of acaricide with good knockdown and excellent residual performance for both red mite and two-spotted

Kanemite[®]

15SC

An acaricide for the control of Spider mite on ornamentals



- ▶ **Highly effective acaricide with unique mode of action**
- ▶ **Safe on predatory mites**
- ▶ **Excellent control of all stages of mites on ornamentals**
- ▶ **Good knock down effect**

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Arysta LifeScience



Trials at Kreative Roses and Maridadi Flowers

A climate management green farming project in East Africa was set in Kreative Roses (Kordes) and Maridadi Flowers to realize a more favourable growing climate in greenhouses through the use of movable screening systems. Greenhouse climate optimization should result in higher production levels with better quality and less use of pesticides and water. Green Farming wishes to convince the East African horticulture sector that this technology, although having higher initial investment costs, will be most cost-effective and environmental-friendly in the long run because of the reduced use of inputs and the increased output.

Expected results

- 10 percent reduction in extreme temperature levels in the greenhouse.
- 10 percent reduction in extreme humidity levels in the greenhouse.
- Reduction in the use of water (per stem) and crop-protection chemicals.
- Reduction in the running costs.
- 20 percent Increase in annual production.
- Increase in product quality in terms of produced weights per square meter by up to 20 percent.
- Increase in level of sustainability of the production system.



High grade light diffusion

A white climate screen with an open structure for enhanced light diffusion and shading, Ludvig Svenssons Harmony 3015 O has been chosen for the specific conditions in Kenya. The screen textile consists of white, transparent and open strips. The balance between the three determines the amount of radiation that is reflected, which for the screens used in these projects is 30 percent. It also determines the degree to which the screen diffuses the radiation. The white strips reflect part of the radiation and diffuse the part that goes through. The transparent strips allow all radiation through, but diffuse it. The open strips are applied for

ventilation. The haze of the screening material used in these projects is 40 percent, which means that the textile diffuses 40 percent of the radiation that goes through. Total radiation is let through by 70 percent. The screen is installed horizontally as a hanging structure and slides over polyester support wires. The screen is linked to a computer with climate management software. With this software automated settings can be made for the amount of crop screening, in combination with adjusted irrigation. Based on weather data and climate recordings inside the greenhouse, the screen will be (partially) closed or opened to optimize the greenhouse climate.

Favourable Situation for the Tenth Edition Plant Show in the Gulf Region

From October 5 to 7, 2015, IPM DUBAI will take place in the Dubai World Trade Center for the tenth time. The economic prerequisites for the anniversary edition of the most important plant show in the Arab area could not be better: Experts are confirming an annual increase of 20 percent for the green market in the United Arab Emirates. World of Perishables (WOP), the show for temperature-sensitive produce, will once more supplement the range on offer.

Already IPM DUBAI, companies from Germany, China, Egypt, Ecuador, Ireland, France, Kenya, Korea, Spain, Turkey and the United Arab Emirates confirmed to take part in the show. They will present their innovations

from the sections entitled Plants, Technology, Floristry, Garden Features, Logistics, Plant Maintenance as well as Garden and Landscaping. Last year, the trade show was able to clearly consolidate its position as the most important horticultural show in the region.

The signs are indicating growth for the coming IPM DUBAI, too: The high demand for flowers and plants in the Gulf states has made the United Arab Emirates the trading centre of the plant market there. An annual growth rate of nine percent is predicted for the cut flower market alone.

The interest from the official side is great,

too. Sheikh Ahmed Bin Saeed Al Maktoum, President of the Dubai Civil Aviation Authority and Chairman of Dubai Airports, has again agreed to become the patron of IPM DUBAI 2015.

World of Perishables

WOP DUBAI, International Perishables Expo Middle East, will again take place parallel to IPM DUBAI. As the only trade show for fruit and vegetables in the entire Middle East, attention will focus on produce safety, technical equipment as well as the transport, trading and service for temperature-sensitive produce. Both shows will complement each other in an optimum way and will offer the visitors a high value added.

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Ethiopia The Next Horticultural Power House

John Giles, a market research consultant and the divisional director at Promar International, a leading UK-based agri food supply chain consulting firm, gives a sneak peek about emerging future sources of supply for UK buyers

Your presentation at LPS15 focus on a market analysis of increasingly important potential sources of supply. It include Ethiopia among others. Why Ethiopia in particular?

John Giles (JG): The idea is to present something different. We all know probably quite a bit about the likes of Chile, Turkey, South Africa, Kenya and Egypt as suppliers. I want to move away from the familiar suspects and look at lesser-known countries around the world as an educational guide.

Ethiopia, is deliberately-chosen country of which people will have some sense, but probably won't know a great deal, yet it is becoming more influential and important. It can produce a wide range of produce – a combination of fruits and vegetables – it is known for some products and some participation in international markets.

My objective is to give some insight into Ethiopia as potential exporter or as in-country supplier.

Why do you feel UK buyers need to take notice of Ethiopia?

John Giles (JG): At any forward-thinking produce company part of the role as a buyer is to be well informed about current sources of supply but also about future sources. You should be looking at what is happening in new areas and asking what is their potential.

If you look back in history, developing a modern fresh produce industry doesn't happen overnight. Some 20 years ago Chile was only just coming on the scene and now it's a firmly established supplier. Morocco, Thailand and Turkey are other good examples.

Ethiopia, is just an interesting source. Their fruit and vegetable sectors have grown quite significantly in the last 10 years. It has shown what they can do in various products and they are all improving rapidly. In all three countries, the best of the best are already very good.

Over the next five to ten years I'd expect more businesses in Ethiopia to master the skills that international buyers are looking for, whether that's the technical know-how, the commercial prowess or the accreditations required. It is only going to continue to get better and be more successful. Buyers should be considering it.

Tell us more about Ethiopia. Why should this East African nation in particular pique buyers' interest?

John Giles (JG): Ethiopia will be remembered for a lot of the wrong reasons and while the images don't fade easily, we mustn't get trapped into that way of thinking. It's a

very different country to what it was 30, 20 and even 10 years ago. The reality is that the horticulture industry is now booming and it's becoming increasingly impressive. Ethiopia is the fourth-largest exporter of cut flowers after the Netherlands, Kenya and India, and a growing exporter of vegetables. Just 10 years ago, you wouldn't have dreamt of that scenario.

What has happened to change things?

John Giles (JG): Ethiopia has had a sustained period of economic growth – 5-10% per annum – and its economy is booming [it's the largest economy by GDP in East Africa and Central Africa]. There's a population of over 90 million people [it's the most populous landlocked country in the world and the second-most populated nation on the African continent]. There are movements towards democracy, like we've seen in Nigeria, and the politics are modifying.

Ethiopia is essentially still a poor country, but it has a massive aspiration. It's seeking to become a middle-income country in two decades' time. Turkey used to be a poor country, but now it's a modern, thriving nation that's a geographical hub with a per capita income of US\$10,000 per year (£6,650). But Ethiopia can only achieve that with economic growth and political stability.

Already, there's been ambitious investment in the horticulture sector. Money is flooding in from China, the Middle East and India too. And there have been significant developments in infrastructure, such as at the airport and across both the road and rail systems.

As a landlocked country, is water availability an issue in Ethiopia? What obstacles does this present for produce?

John Giles (JG): Certain parts of the country are well provided with water. In the Upper Awash Valley and south of Addis Ababa there are reservoirs and irrigation schemes. In other parts of the country, yes, water availability is more problematic. But Ethiopians are acutely aware of the problem. Saudi Arabia is investing in Ethiopian water projects, however they are short of water themselves. So, there needs to be massive investment in water and that may be helped through external finances.

What are the opportunities for the British produce buyers and, also, UK suppliers perhaps looking to extend their availability?

John Giles (JG): Ethiopia wants to accelerate growth, so it needs expertise and technology to achieve that. There are opportunities for training, technology and management skills to be transferred to Ethiopia from other countries, and obviously for produce supply itself. We might see international produce companies setting up joint ventures in Ethiopia as a way of creating year-round supplies.

British companies are already supplying polytunnels to the flowers companies and Ethiopian growers/exporters are also using British accreditation schemes.

What's on offer in Ethiopia for buyers from the UK in particular?

John Giles (JG): The UK is already an importer from Ethiopia, but the country plans to send a lot more fresh produce to western Europe. The UK will be a clear target market within that objective, so we are bound to see more Ethiopian produce arriving on our shores.

Do you see any other African country like Ethiopia, which hold promising supply potential?

JG: There are a whole range of East African nations that have threatened to make a breakthrough in horticulture or floriculture, such as Tanzania and Uganda. For whatever reason they've not done it, but they will. Zimbabwe and Zambia have historically exported to Europe but they've found it increasingly difficult in recent years. A lot is to do with the macro-economic and political situation there.

How can any buyers interested in these countries get involved in sourcing opportunities?

John Giles (JG): From my experience, and definitely for Ethiopia, if any country wants to accelerate the growth of an industry their relevant institutions will be promoting a range of inward investment schemes. For Ethiopia, we at Promar could help depending on what the buyer is looking to do. A combination of trade associations and government institutions will welcome you with open arms if you wish to do business.

In general, trade associations are very responsive because they're looking for investment or trading relationships to help buyers build relationships with growers and exporters, which can often lead to joint venture agreements. In a lot of these countries the natural resources are there but sometimes what's lacking is the knowledge of export markets or their requirements and how to meet those demands. The learning process can be quite long so it helps to do it in association with someone else.

Increasingly, exporters are coming to markets like the UK to do business. But buyers obviously need to go to a country of interest themselves to visit the market and learn about the structure of the industry. So, if you're going to Kenya, why not visit Ethiopia as part of your trip?

NB: Edited version of the original article

A Call for Greater Intra-African Connectivity

Over the next 20 years, the continent of Africa is expected to experience a 5 percent-per-year expansion in its airfreight business, but it still must overcome significant challenges in terms of infrastructure, economic development and, above all, connectivity if it is ever to live up to its enormous potential, said Tony Tyler, the director general and CEO of the

International Air Transport Association (IATA). He said Safety, regulations, infrastructure and environment should be addressed.

Safety, Tyler said, is the first priority. "Africa experienced zero jet hull losses in 2014, an excellent result. The all-aircraft accident rate, however, remains considerably higher than the global average," he said. The Abuja

Declaration, a 2001 pledge for participating Africa governments to increase funding for healthcare to at least 15 of their annual budgets, must be followed up with action to increase compliance with International Civil Aviation Organization (ICAO) standards, he added.

Regulations, Tyler continued, can be made "smarter," to enable better aviation connectivity, such as the liberalization of the intra-African air transport market via the Yamoussoukro Decision. Such open-skies agreements for African carriers, he said, can allow for more air cargo routes to be established across the continent. On the infrastructure side, he said "offering the right capacity at the right price" is essential.

Regarding environmental goals, Tyler said IATA is committed to achieving its goal of carbon-neutral growth. "The negotiations for a global market-based measure to tackle carbon emissions from aircraft are entering a crucial phase ahead of the 2016 ICAO assembly," he said. "African governments should support a workable solution, in order for a measure to be in place in time for the industry's 2020 goal of carbon-neutral growth."

Government and industry leaders in attendance at the Aviation Day event included John Kipngetch Mosonik, Kenya's principal secretary for infrastructure and transport; Dzifa Attivor, minister of transport for Ghana; Barry Kashambo, regional director eastern and southern Africa at ICAO; Elijah Chingosho, secretary general of the African Airlines Association; and Gilbert Kibe, director general of the Kenya Civil Aviation Authority.



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- New approach for water collection.
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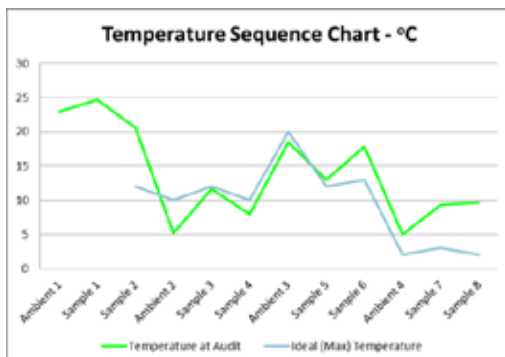
Technical Support Anytime, Anywhere

All Chrysal customers are entitled to **free of charge technical support services.**

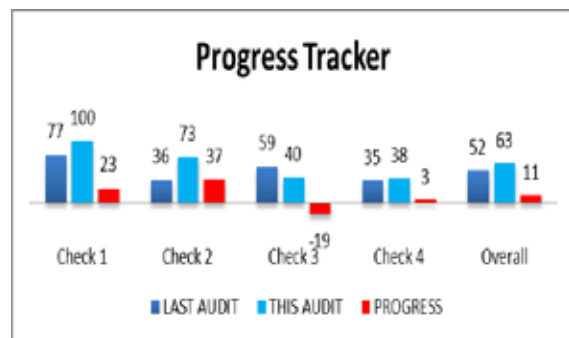
Chrysal Africa's Technical Consultants are available year-round to support all Chrysal customers in their post-harvest processing. The team has extensive combined experience in post-harvest processing, flower growing, soil and water analysis, water management and an excellent understanding of what it takes to be a grower in the region.

Travelling around East Africa to growers and bouquet makers, the team provides:

- **Private, personalised audits with progress tracking,**
- **On farm and off-farm training,**
- **Experienced support,**
- **Support for trials and R&D,**
- **Backup for trials and testing in Nairobi and Holland,**
- **Post-harvest water use management,**
- **Links to Buyers and Processors in Europe, the Americas, Australia and the Far East.**



Chrysal Africa's confidential audits cover post-harvest solution quality, hygiene, temperature and humidity, packaging and handling. Audit reports score each section, and provide a progress tracker so growers can track how well they are performing.



Chrysal Africa's technical team is integrated with that of Chrysal International to bring you the most up to date technical innovations and information from Australia and Japan through Europe to the Americas.

Trials and tests can be undertaken in Chrysal Africa and Chrysal International in Holland; further follow ups can be requested in each of these locations.

For any technical queries, support and information, the Chrysal Africa technical team is available to visit your farm, check your processes, recommend improvements, provide international backup networks and lend a hand when and where you need it the most.

For More information on our Services -

Contact us at:
info@chrysal.co.ke

Chrysal presents its range of **Post-Harvest Products** targeting Cultivars with specific treatments aimed and delivering Beautiful

RVB Clear 1ml/l - this is a multi-ranging biocide combined with surfactants and acidifiers to ensure efficacy and results - **This Premium Rose post-harvest treatment** is recognized as a global Market Leader



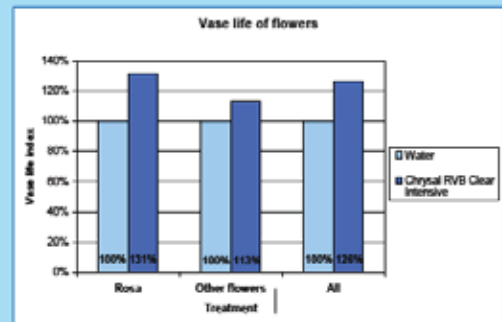
AVB 1ml/l – a treatment for **Ethylene Sensitive Crops:** Applicable to Carnations, lilies, Delphiniums, Agapanthus, Alstromeria's, Spray Roses and Standard roses for longer storage.



Chrysal Inicial: 0.2ml/l – this is a field based **Post Harvest solution** with long lasting and slow release Chlorine for hygiene reasons combined with Aluminum Sulphate for acidity and flocculation properties.

Test Results

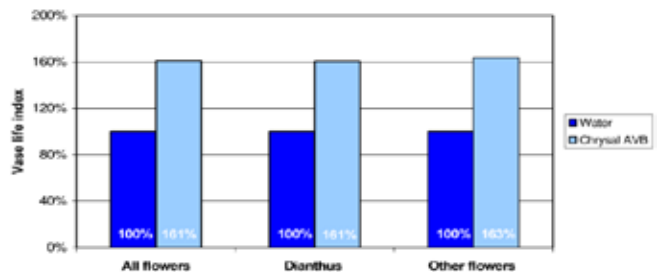
The following graph shows the effect of Chrysal RVB Clear intensive on the vase life of Roses and other flowers compared to water alone.



The following table shows test results on various Kenyan Rose cultivars. Chrysal RVB Clear Intensive is compared to the current treatment used by the grower, mostly 'homebrews'.

Variety	Average vase life days in: Current treatments	Chrysal RVB Clear	Improved vase life (%)
Revue	7	10	42%
Circus	8	11	38%
Pascha	8	16	100%
Red one	9	16	77%
Akito	10	15	50%
Red calypso	13	15	15%

Vase life



Naivasha Horticultural Fair is Doing it.

Helping reconstruct a street boy emerging from the tough life in the Kenyan streets is not about the talk, it's about the walk. It's not about the what, it's about the how. And it's never about the will, it's about the will. But how can you get it right if you are on the

which are of great help to the community at large.

One of the greatest secrets of the rich and mighty is giving to the needy part of what they profit. This not only goes in tandem with the saying that "For every action, there must be some reaction" but also unleashes some power that the smartest of all investors in the world has never been able to explain. This could not necessarily be a reason the hortifair but the greater need for the horticultural

growers and exporters to look at the problems of the local people with a human eye.

The corporate involvement in development in this regard has been left a-new concept based on the traditional belief that it is only the government that is mandated with the responsibility of initiating development. NH Fair has in this regard created a great possibility in a short time since it takes the government quite a while to study the

feasibility of any needed project before approving and hence implementing it.

The Naivasha Horticultural Fair, which marks the joint initiative of horticultural growers and related stakeholders in the industry, will be held in September. The aim still stands as convening to raise some funds towards the

need in the communities within which they operate.

Naivasha Horticultural Fair started in 2003 as a much limited initiative attracting a small bundle of the industry investors. The few participants in the fair barely filled the provided space and were scantily spread in it that it could take only an ambitious and optimistic person to look up to a bright future for the event.

This year's event comes at a time when the sector has faced the most traumatizing experience and tremendous challenges of global financial crisis/credit crunch, devaluation of Euro and ugly famine. All the stakeholders of the sector felt the effects.

Compliments

Naivasha Children Shelter thanks the NHFair Trust for its amazing support every year. In the past, they have sent more children to Government schools and have been able to buy more educational books, equipments and tools for their own school.

The Safe House, a rescue shelter home for abused children, sponsored by the Rotary Club of Naivasha, has received millions of shillings from the NHFair Trust. NHFair also donates to many other Joint Effort community projects with the Rotary Club, who are very active in improving the quality of life for people in Naivasha, and make sure that every cent raised is used diligently.

NHFair Trust sponsors the Red Cross office in Naivasha, the Naivasha Disabled Persons, the Kijani Clinic (a community clinic at the Chief's Compound in Karagita); have donated millions of shillings to build a maternity wing at Karagita Dispensary; the Feed the Hungry Campaign has been implemented and numerous HIV AIDS Projects exist because of the effort of NHF, updating and/or building toilet facilities in many local schools, and many small scale water projects.

As this goes on, it is anticipated that the fair will continue to brighten more lives in Naivasha and make it a symbol of human effort of supporting one another for a better tomorrow.



wrong part of the world? Naivasha Horticultural Fair is doing it again this year. Their generous contribution in many areas has helped enormously. They have involved themselves in plentiful charitable projects

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NAIVASHA 2015 HORTICULTURAL FAIR

Contact Details:

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Website: www.naivashahortifair.com



Since its inception in 2002, NH Fair has consistently grown over the years. The events show cases products and services from stakeholders in the Horticultural Industry (primarily flowers, but also car manufacturers, accessories and financial institutions etc) the event is open to members of the public and provide a range of entertainment, and also knowledge of what has become Kenya's largest industry.



NH fair is the largest trade show of its type in Africa and expands each year. The atmosphere of the fair, is very relaxed and the exhibitors are able to demonstrate the advantages of their companies and products, and by doing so they receive valuable feedback from clients and potential clients / visitors and this information helps to develop and evolve products and market research.



All profits from NH Fair go to charity, mainly child based, it has managed to build and sustain a number of projects e.g. Naivasha Safe House, Red Cross Office, NA-COHAG and many more, details of which can be found on our web site, www.naivashahortifair.com. This year, we have built a Children's Protection Unit, at the Naivasha Police station.



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By S.K. Bandyoa Padhay- (Mr. Barnejee)

How balanced mineral nutrition can prevent disease infestation for rose plants

Flower production costs in Kenya have increased significantly due to outbreak of disease like downy mildew, powdery mildew and botrytis and since this has become a limiting factor for production, it has become a concern for the investor.

Most growers use high amount of chemicals to control the disease, unaware of the fact that a timely and balanced mineral nutrition can prevent the disease as this enables the plants to develop the resistance against the disease, but in reality most growers resort to use of high level of chemicals which not only raises concern on environment and safety but also leaves economical consequences as well.

Essential plant nutrients in proper combination, concentration and ratio depending on the media type and climatic condition make the plants healthy and tolerant or resistant to disease where as the deficiency of them make the plants susceptible to diseases.

As soil pH, soil type, ionic forms of nutrients and their availability contributes the utilization and uptake

of nutrients, a proper and balanced fertigation program can help the growers to achieve adequate disease control to a great extent.

This balanced fertigation program involves the composition of fertilizer stock solution in respect to all essential elements and their optimum level for physiological activities of the plant and also importance to be given for proper media management as media influence the nutrients availability to the plant for their utilization and uptake.

As it is known also that nutrient uptake greatly influenced by the prevailing weather condition, media pH, soil type (this determines the interval between irrigations), crop stage and variety, it is important to note that these factors to be kept in mind while composing stock solution and its discharge per certain volume of water. As it is well known that a balanced nutritional feeding makes the plants develop resistance by strengthening the cell wall forming mechanical barrier which makes the fungus difficult to penetrate the plant body, in addition to that, this also enables plant to produce defense or anti- fungal compounds.

There are many nutrients like Calcium and other elements when utilized in optimum level and in proper ratio the plant cell becomes stronger which makes the fungus difficult to penetrate plant body and there are other

nutrients like Manganese, Copper and others which activate the enzymic activity to produce antifungal compounds. Potash plays an important role in metabolic activity of the plant as well in reducing the sensitivity of the disease. Sulphur as nutrient play a great role in reducing and inhibiting the disease directly or indirectly both in media and foliar disease as well.

An authentic and genuine water and media analysis should be done and studied thoroughly in terms of chemical composition and other aspects in order to decide on the amendment to be applied to make them suitable for plant growth and development and this in turn enables the plant to utilize the nutrients by increasing their availability if plants are receiving balanced fertigation program.

Therefore, a proper combination of fertigation program, cultural practices and cautious use of chemicals should be an essential approach for the grower to control diseases and successfully induce systemic acquired resistance to the plant against the disease and increase the productivity of the crop.

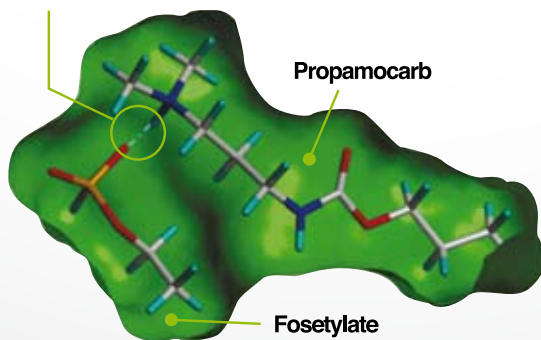
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paralleled efficacy.

- Previcur Energy thus provides a higher and a more consistent level of efficacy than Propamocarb-HCl, Fosetyl-AI and their mixture.

Root and growth stimulant effect

- Previcur Energy stimulates roots, growth and production through:

- Disease control (Pythium and Phytophthora)
- Increased number of healthy transplants
- Enhanced plant vigor also observed in absence of disease

- The root and growth stimulant effect, well known for many years from Previcur N, is now boosted by Fosetyl-AI in Previcur Energy.

Flower imports drop in the United States

Flower trade in the United States is undergoing a transformation as consumers now prefer ornamental plants. Flower imports are decreasing continuously and flower shops are closing in the U.S., giving way to the more dynamic market of ornamental plants.

Holland, one of the largest suppliers of cut flowers to this market, has practically disappeared as a supplier of these products, according to the latest figures of the U.S. Department of Agriculture.

While the imports of cut flowers have dropped from 850 to 670 million dollars in the last five years, the imports of ornamental plants have increased from 630 to more than 1,050 million dollars in the same period.

Colombia, also a large supplier of cut flowers to the U.S., has reduced its exports of cut flowers from 550 million dollars in 2010 to some more of 490 million dollars last year. In contrast, the country has significantly increased the sale of ornamental plants, which went from 13 million dollars in 2010 to 170 million dollars last year.

Ecuador remains as the second largest supplier of cut flowers to the U.S., with exports worth 135 million dollars last year, a figure that has remained stable in recent years.

Other suppliers, such as Mexico, Guatemala, Taiwan and Holland, could barely reach a little more than 30 million dollars among all of them. Holland had a turnover of 5 million dollars last year, in comparison to the turnover of 50 million dollars in 2010. With regard to the supply of ornamental plants —such as orchids and tulips— to the U.S.

market, Canada is increasingly stronger with exports worth over 320 million dollars in 2014, followed by Holland with around 190 million dollars, Colombia and finally Taiwan, Costa Rica, Ecuador, Mexico and China.

The greatest impact of the decrease in flower imports can be seen at the retail sector, as flower shops are increasingly closing. According to statistics of the U.S. Census

Bureau, the number of flower shops has decreased from 20,000 in 2006, to fewer than 14,000 in 2013, with the respective job losses. According to the same source, more than 35,000 jobs were lost within this sector at a national scale during the last eight years. Currently, there are 60,000 active job posts. On the other hand, the U.S. Labor Department expects that the opportunities in this sector will continue declining in the years to come

By growers for growers...

The infographic features several circular images with text labels for plant health products:

- Thrips**: AMBLYTECH C[®], BEAUVITECH[®] (with a red rose image)
- Red Spider Mite**: AMBLYTECH[®], PHYTOTECH[®] (with a rose leaf showing mite damage)
- Whiteflies**: LECATECH[®] (with a rose leaf showing whiteflies)
- Thrips**: NEMATECH S[®] (with a soil sample image)
- Soil Health**: VERMITECH[™], RHIZATECH[™], TRICHOTECH[®], MYTECH[®] (with a rose root system image)

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Kenyan Pepper Threatened by Pest

Kenya's pepper exports to the European Union (EU) risk a ban following the emergence of a new and lethal pest that has wrecked havoc on the crop in different parts of the country.

Farmers in pepper growing areas of central Kenya, Naivasha, Athi River, Kitengela and Isinya have been placed on high alert following the outbreak of the pest called False Codling Moth (FCM).

Scientists said no pesticide has been identified to deal with the new threat which has already seen capsicum produce from Uganda banned from the EU market.

According to Samuel Kagumba, a sanitary and phytosanitary consultant, the FCM pest threatens Kenya's grip on the fresh produce market in Europe. He noted the pest has devastated peppers in Uganda hence their rejection in the EU market.

"The False Codling Moth has affected pepper exports in the EU market due to rigorous phytosanitary requirements imposed on the crop," Kagumba from Naivasha.

He revealed importers from the EU demanded that any commodity infected by the moth should be banned. Kagumba urged the ministry of agriculture to conduct a national surveillance to ascertain the geographical spread of this lethal pest.

The moth, whose scientific name is *Thaumatotibia*, has shifted from citrus to capsicum produce and there are fears that it could spread to roses.

The new threat comes at a time when the Kenya is grappling

with the aftermath of the tomato disease (*tuta absoluta*) that has wrought havoc to the crop in many parts of the country.

According to experts from government and the Fresh Produce Exporters Association of Kenya (FPEAK), no known treatment for the pest has been discovered.

The *Thaumatotibia* (FCM), which is not a quarantine pest, has seen EU members embark on the process of enacting a law against any produce contaminated with the insect.

FPEAK technical manager Francis Wario noted the horticulture sector could lose 70 million U.S. dollars due to stringent rules imposed by EU on Kenyan fresh produce.

He regretted the Kenyan fresh produce was facing a resistant EU market due to growing concerns on issues related to food safety, pests, quarantine and growing environment.

"There is an urgent need to train horticulture growers on how to deal with emerging pests and diseases. The market is concerned about the maximum residual levels (mrls) in fresh produce and there is need to engage farmers to ensure they meet these requirements, standards," said Wario.

He disclosed that Kenya Plant Health Inspectorate Service (KEPHIS) was addressing phytosanitary standards to enhance competitiveness of Kenyan fresh produce in the overseas market.

"We should be keen on policing, enforcement of the law, traceability while providing farmers with credible information on market dynamics," Wario remarked.

Horticultural Exporters to Get Codes in Uganda

The Ministry of Trade of Uganda is to issue codes to all exporters of fresh fruits and vegetables as one of the measures to clean up the sector which is facing an impending ban from European markets.

This was revealed by the minister of Trade, Industry and Cooperatives, Amelia Kyambadde. She added that the other measure is to ensure that each exporter has a nucleus farm which can then be used as a training ground of farmers on the best agronomic practices.

Mr. James Kanyije, the managing director of KK fresh produce exporters blames government for not availing extension services to farmers to learn the best practices.

"The work of extension service provision has been left to the private

companies. We can only train a few and yet there is a growing number of farmers joining the horticulture sector but have limited skills," said Kanyije James.

He also wants the ministry of agriculture to increase vigilance among traders of agro inputs such as fertilizers, pesticides to eliminate fake and adulterated items from the market.

"There are many adulterated chemicals on the market and yet farmers may not be in a position to buy genuine products from companies such as Balton so they end up buying the adulterated ones which sometimes stay longer in the products or may not kill the pests like the moth," explained Kanyije.

The products in question include colored pepper which is said to be in demand and flowers.



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Mealy Bugs On Roses.

By Oscar Shilliebo

Mealybugs in Kenya were original pests that attacked the coffee plants in the eighties but as the flower and rose growing industry begun to thrive, the pests found a new host and were transferred through to roses from the coffee bushes through coffee stakes that were used to hold the rose beds together and as well through grafted roses.

Before the onset of IPM and use of biological methods to manage especially the red spider mites in roses, Mealybugs were not a major pest in rose growing. The reason being that most Miticides used to manage the spider mites were also controlling the mealy bugs and other pests on the rose crop. But as the pest management practices shifted more towards IPM and biological control especially for the spider mites which use to account for more than 40% of the total chemical cost the attentions then shifted and other pests begun to be of importance. One such pest is the Mealy bug.

The mealybugs that attack roses in Kenya are scientifically known as *Planococcus kenyae* the coffee mealybug. Close relatives of scales, mealybugs are small insects that grow to about 2/3 inch. Adult females can lay up to 600 eggs and look like small cotton balls. They've got an oval body outline, and functional legs allow them to be mobile in their immature stage. Some mealybugs are more ornate than others, having filaments around the edge of their bodies or even "tails." Immature males and females look similar, but they're very different as adults: The adult male looks like a gnat with one pair of wings. (Only the adult males fly) Female crawlers go through four developmental stages until they reach maturity. The male goes through five. On average, within six to 14 days, the eggs start to hatch, and immature scale crawlers emerge. This stage varies with plant species and indoor temperature. When it does occur, it's the time when dispersal to new plant parts or new plant hosts occurs. So in other words: This is when you want to target treatment!

In addition to sooty mold, mealybugs damage plants with their toxic saliva, causing leaves to drop, inhibiting plant growth and creating yellow spots. Mealybugs can be difficult to treat because they hide in crevices where stems meet leaves and can reach damaging population levels rather quickly.

They are normally located on the underside of plant leaves and stems, and populate many outdoor plants such annuals, bushes and shrubs. Mealybugs will heavily infest almost any plants in greenhouses, homes or businesses. They feed by forcing their needle-like piercing mouthparts into the plant and use a sucking action to remove the plant juices. Mealybugs attract ants by excreting honeydew, a sticky, sweet substance that the ants feed on. Plants infested with mealybugs

usually have leaves that turn yellow and wilt, and if the infestation is not eliminated, the plant may eventually die.

Mealybugs Damage

Once the crawler selects a feeding site, it inserts its mouthpart (called a stylet) and begins feeding on plant sap. While eating, a sticky waste substance is excreted by the insect (commonly called honeydew).

This liquid adheres to leaves and provides a medium for sooty mold to colonize and grow. Sooty mold is black and eventually covers leaves and stems. This mold inhibits infected portions of the plant from photosynthesizing and causes aesthetic damage.

In addition to the sooty mold, plant damage is caused by the mealybugs sucking plant sap and the pests' toxic saliva, both resulting in distorted plant growth and premature leaf drop. Plant leaves also develop yellow chlorotic spots.



Management and Control of Mealybugs.

It's important to always inspect any plant before you bring it home. Not doing so is how most people get pest problems. Because of the woolly nature of mealybugs and cotton like webs they form around them, mealybugs are proving very difficult to control. If mealybugs do find their way to your plants, there are a few control methods you can try.

Yellow sticky cards can be used to trap the flying adult males, preventing them from mating.

Insecticidal soaps and horticultural oils work great in controlling this pest. The tricky part is mealybugs tend to hide very well where leaves attach to the stem, so make sure you get coverage there. Horticultural soaps and oils don't have systemic properties, which means when spraying, the product must come in contact with the pest. So know where your pest is on the plant.

A word of warning: You can burn leaves with horticultural soaps and

Oils. These products need to be applied when the air temperature is cool. Make sure your plants were watered well the day before you apply



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From page 40

your control – never spray wilted plants. Following labeled rates also reduces the risk of leaf damage. More is not better. Also, make sure beneficial insects are not present when you spray. (Insecticides can kill the good guys, too.)

Biological Control: There are a few beneficial insects that can help you with mealybug treatment, too. Green lacewings (*Chrysoperla* sp.) Feed on the crawler stage of almost any mealybug, where some others are more specialized – like the mealybug destroyer (*Cryptolaemus montrouzieri*). This beneficial insect is a type of ladybug that loves to feed on most mealybug species (although it doesn't do well on the long tail mealybug). There is also a parasite specific to the citrus mealybug that's commercially available. All these are available through the Internet.

Mealybugs can be controlled if you catch them early and time your treatment correctly. Crawlers are the easiest to kill, so time your spray right, and you can win the war against mealybugs.

Dow AgroSciences has recently registered and will be launching in the recent future in Kenya a new chemistry product that is systemic and targeted at managing mealybugs and other sap sucking pests on many crops. Closer 240SC is powered by Isoclast™ active (sulfoxaflor), discovered by and proprietary to Dow AgroSciences, currently is the sole member of a new chemical class of insecticides, the sulfoximines. Isoclast has been developed globally for use in major crop groups, including roses, carnations, cotton, leafy and fruiting vegetables, apples, soybeans, rice (outside of the U.S.), Cereals, citrus, colecrops, grapes, and other crops. Isoclast controls economically important and difficult-to control sap-feeding insect pests including most species of aphids, jassids, leafhoppers, mealybugs, plant bugs, plant hoppers, stink bugs, and whiteflies, and certain species of psyllids and scales.

Noteworthy Features

- Effective at low use rates
- Excellent knockdown and residual control
- Excellent translaminar and systemic activity
- Effective against insect pest populations resistant to other insecticides
- Valuable rotation partner with other chemistries
- Minimal impact on beneficial insects, including bees and natural enemies, when applicators follow label directions for use.

Mode of Action and Resistance Management

Available data indicate Isoclast™ active exhibits complex and unique interactions with insect nicotinic acetylcholine receptors (nAChR) that are distinct from those observed with neonicotinoids. Isoclast is a high efficacy nAChR agonist with low affinity for the imidacloprid binding site. Numerous studies have been conducted to determine whether insects resistant to other insecticides are cross resistant to Isoclast. Available data for Isoclast indicate a broad lack of cross-resistance

in many sap-feeding insect strains resistant to other insecticides. In several field studies, Isoclast controlled insect populations known to be resistant to neonicotinoids and to insecticides with other modes of action (e.g., carbamates, organophosphates, pyrethroids). The broad lack of cross-resistance between Isoclast and neonicotinoids is due primarily to differences in metabolism by monooxygenase enzymes, which are the predominant mechanism of insecticide resistance in the field. Laboratory studies have demonstrated a monooxygenase that degrades neonicotinoids has no effect on Isoclast. The novel chemistry of Isoclast and the lack of cross-resistance suggest that efficacy of Isoclast will be retained even in the presence of sap-feeding insect strains that are resistant to other insecticides, including neonicotinoids. For reasons indicated in the preceding paragraphs, sulfoxaflor* was classified as a Group 4, Subgroup 4C insecticide in the Insecticide Resistance Action Committee Mode of Action Classification Scheme (Version 7.2, April 2012, <http://www.irac-online.org>). Sulfoxaflor is the sole member of this subgroup. Neonicotinoids insecticides are classified in Group 4, Subgroup 4A in the IRAC Mode of Action Classification Scheme. Because of its unique properties and broad lack of cross-resistance, Isoclast will be a useful rotation partner with other insecticide chemistries, enhancing insect resistance management (IRM) strategies.

How Isoclast™ Active Kills Insect Pests

Isoclast™ active kills insect pests both on contact and through ingestion to provide both knockdown and residual control. Isoclast displays translaminar movement (moves to the opposite leaf surface) when applied to foliage and is xylem-mobile.

Biological Activity

Background

Sap-feeding insects, especially those in the sub-orders Hemiptera and Homoptera, are among the most destructive insect pests in the world, annually causing economic losses in both row crops and horticultural crops. Management of sap-feeding insects often requires diverse and intensive control tactics, including the use of insecticides. Consequently, populations of sap-feeding insects have developed resistance to many insecticides representing a wide range of insecticide modes of action. Isoclast's efficacy and unique mode of action suggest that it will be a key tool for controlling economically important pests and a useful rotation partner in IRM programs.

Efficacy of Isoclast Against Insect Pests

Isoclast provides excellent efficacy against target pests at low use rates. Proposed application rates of Isoclast range from approximately 12 to 150 grams of active ingredient per hectare depending on the target pest and the crop. Field efficacy trials with Isoclast have been conducted worldwide on many crops against a wide range of sap feeding insects. Results from these trials have revealed that Isoclast provides excellent control of many species of sap-feeding insects, including tarnished plant bug (*Lygus lineolaris*) and western tarnished plant bug (*Lygus hesperus*) in cotton; cotton/melon aphid (*Aphis*



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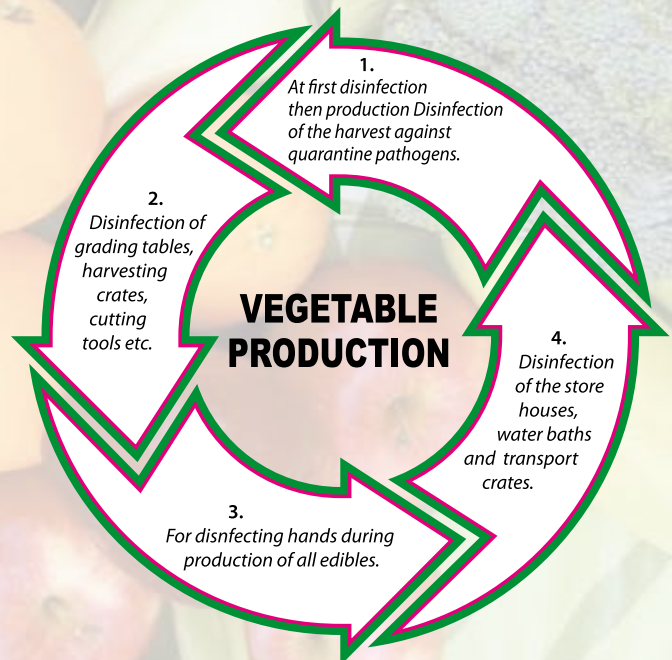
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NB: Disfection is the essential part of the plant protection strategy and have to be done first of all and consequently

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ATTRIBUTES



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

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gossypii) in cotton and cucurbits; several species of aphids in cereal crops; soybean aphid (*Aphis glycines*) and stink bugs in soybean; green peach aphid (*Myzus persicae*) and whiteflies (*Bemisia* species) in multiple crops; Asian citrus psyllid (*Diaphorinacitri*), citrus thrips (*Scirtothripscitri*), and several species of scales in citrus; woolly apple aphid (*Eriosomalanagerum*) and other aphids in pome fruits; brown plant hopper (*Nilaparvatalugens*) and other plant hoppers in rice; black margined aphid (*Monelliacaryella*), grape leafhoppers (*Erythroneura* species), and several other sap-feeding species in tree nuts and vines; cabbage aphid (*Brevicorynebrassicae*) in cole crops; and lettuce aphid (*Nasonoviaribisnigri*) and other aphids in leafy vegetables. Isoclast does not control lepidopteran and coleopteran pests.

Impact of Isoclast™ Active on Natural Enemies of Insect Pests

Field studies have been conducted to measure the impact of Isoclast™ active on several predatory and parasitic arthropods (natural enemies): assassin bugs, big-eyed bugs, braconid wasps, green lacewings, lady beetles, minute pirate bugs (including *Orius insidiosus*), and spiders. When applied at field-use rates in these studies, Isoclast had no significant impact on population levels of any of the natural enemies measured.

In addition, Isoclast has had no impact on beneficial mite species. Based on the results from these studies, as well as on observations from other field trials, use of Isoclast is not expected to cause outbreaks of secondary insect pests (often referred to as “flaring”).

Crop Tolerance

Tolerance of formulations of Isoclast is high for the many major crop species that have been tested. At labelled use rates, Isoclast exhibited no phytotoxicity in seedling emergence and vegetative vigor tests in ten crop species. No crop injury has been observed in any field trials over a range of environmental conditions, and no differences in varietal sensitivity have been observed. Since being registered in multiple countries, Dow AgroSciences has received no reports of any negative plant responses or phytotoxicity from application of Isoclast.

Isoclast™ Active and Non-Target Organisms

Isoclast™ active does not persist in the terrestrial environment and degrades rapidly to products that exhibit low toxicity to non-target organisms. Consequently, when Isoclast is used according to label directions, exposure of non-target organisms to Isoclast is expected to be minimal. Based on available data, use of Isoclast in the manner consistent with label directions will not cause any unreasonable adverse effects in the environment.

Isoclast and Bees

The effects of Isoclast on honey bees (*Apis mellifera*) and bumble bees (*Bombus terrestris*) have been studied in laboratory experiments and in tunnel tests that simulate field conditions. In laboratory studies, Isoclast exhibits acute toxicity to bees when consumed by or applied directly

to bees. However, in tests designed to mimic use conditions, toxicity of Isoclast to bees was significantly reduced after the spray droplets had dried.

Acute Toxicity (Laboratory Studies). Under laboratory conditions, Isoclast exhibited acute toxicity to bees when the bees were exposed by oral or contact routes of administration. Isoclast technical and formulated products had similar toxicities to honey bees. The primary metabolite was not toxic to honey bees. The following table shows available acute toxicity data.

Test material Oral toxicity Contact toxicity

Honey bee (*Apis mellifera*)

Isoclast technical (95.6% a.i.) 48-hr LD50 = 0.146 µg a.i./Bee 72-hr LD50 = 0.379 µg a.i./Bee

SC formulation of Isoclast 48-hr LD50 = 0.0515 µg a.i./Bee 48-hr LD50 = 0.130 µg a.i./Bee

WG formulation of Isoclast 48-hr LD50 = 0.08 µg a.i./Bee 48-hr LD50 = 0.244 µg a.i./Bee

Bumble bee (*Bombus terrestris*)

SC formulation of Isoclast 72-hr LD50 = 0.027 µg a.i./Bee 72-hr LD50 = 7.554 µg a.i./Bee

Based on data for technical materials reported in the US EPA Pesticide Ecological Effects Database (<http://www.ipmcenters.org/ecotox>), the laboratory

Contact toxicity of Isoclast is in the middle of the range of reported contact toxicity values for insecticides used to control sap-feeding insects.

Semi-Field and Tunnel Studies on Isoclast. Isoclast does not exhibit Extended Residual Toxicity on foliage. In semi-field studies during which honeybees were exposed to dried residues of Isoclast on alfalfa foliage that had been field-aged for 3, 6, and 24 hours, mortality rates of bees were significantly reduced at all three observation times. In tunnel tests in which honey bees from small colonies were allowed to forage among plants (*Phaceliatanacetifolia*) in plots treated with Isoclast™ active and commercially available insecticides, foraging activity by honey bees in Isoclast-treated plots was similar to foraging activity by bees in the non-treated controls. Foraging activity in plots treated with two commercially available insecticides in these same studies essentially ceased for several days. Based on available data for Isoclast, no long-term effects on brood development have been observed.

Summary.

At the time of publication of this bulletin, the findings from all of the completed studies suggest that although Isoclast is acutely toxic to bees in laboratory studies, the risk of adverse effects on bees should be low under field conditions when applicators follow label directions for use. Because potential exposures to honeybees may vary among crops and field conditions at the time of application, it is important to read and follow all label directions regarding honey bees.

IRON EARTH

FE 6% WSP + 40% HUMIC ACIDS

100% Water Soluble Iron Humate for soil & foliar application

- **Environment friendly** source of iron versus traditional chelated sources
- **Increases** iron and nutrient uptake through the roots
- **Immediate** availability of iron
- **Contains** humic and fulvic acids, which **prevents oxidation** of iron and other existing micronutrients
- **Improves** water holding capacity of soils over time
- **Reduces** leaching
- **Natural** chelating agent for microelements in alkaline & calcareous soils
- Acts as an **anti-stress agent**
- EDDHA chelates contain sodium unlike ironearth



Ironearth is a 100% water soluble iron humate in powder form containing 6% iron in chelated form plus humic acids in a readily available form for plants. It is made through extraction of leonardite and addition of mineral iron salts.

Iron in plants is associated with the formation of chlorophyll, an essential element to ensure plant health. Deficiency of Iron can be seen on the leaves where the leaves have interveinal chlorosis and appear light green to yellow in colour.

Ironearth provides iron in an easily absorbed form through foliage when sprayed on the leaves or through the roots when used through irrigation systems. It can be used for all horticultural and floricultural crops for correction of iron deficiency. In addition to iron, the presence of humic acids in Ironearth assists in improving the overall health of plants and resistance against stress. Applied to soils, it can improve the performance of regular fertilisers.

COMPOSITION OF IRONEARTH:

- Humic Acids 40%
- Chelated/complexed Iron 6%
- Solubility in water 100%
- Saturated solution ~100 g/L
- Stability pH range 6-11
- pH-value (in 20% solution) 8-9

DIRECTION FOR USE: PLEASE READ THE LABEL CAREFULLY

- Ironearth should be used for correction of iron deficiency, soil conditioning and increase of soil fertility.
- Mix the recommended amount into water (the chart below is a guideline) in a spray / mixing tank and apply as a foliar, drench or soil application through sprinkler, drip or surface irrigation systems.
- Ironearth can be used on its own or mixed with soluble fertiliser formulations (soluble NPK, MAP, DAP or urea) and herbicides. However always carry out a miscibility test before first application of a mixture.
- Always carry out a phytotoxicity test on a small area before large scale application.

CROP	RECOMMENDED FOLIAR APPLICATION	RECOMMENDED SOIL APPLICATION
Roses	0.5g/L week	40-50g / 100m ²
Green House Vegetables (tomatoes, peppers, eggplant, cucumbers, zucchini)	0.5-1g/L	6-8 Kg/Ha divided into several doses (1Kg/Ha)
Fruit Trees (citrus, banana)	5-10g/10L per tree	6-8 Kg/ (1Kg/Ha) or 100-150 g /tree
Field Vegetables (potatoes, beans, onions, tomatoes etc.)	1-1.5 Kg/1000L per Ha	4-6 Kg/Ha divided into several doses (1Kg/Ha)
Cereals (wheat, barley maize & other grains)	200g/L	4-6 Kg/Ha divided into several doses (1Kg/Ha)
Ornamental Plants, Trees & Shrubs, Grass	250g/L	6-8 Kg/Ha divided into several doses (1Kg/Ha)
All crops in general	300g/1000L water every 2-3 weeks	4-6 Kg/Ha divided into several doses (1Kg/Ha)

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Recycle Paper

IPM ESSEN 2016: Advisory Board Sets Points for the 34th Edition

The starting signal has been given: After an IPM ESSEN 2015 of seemingly record proportions with an international visitor plus and 1,604 exhibitors from 49 nations, the Specialist Advisory Board set the points for the next edition of the world's leading trade fair for horticulture at its last meeting. There was particular praise for the comprehensive supporting programme. It is to be continued and extended even further.

The preparations for the next IPM ESSEN are in full swing. Even now, all the market leaders have communicated that they will be present at Messe Essen again from January 26 to 29, 2016. The current number of registrations is on the same high level as at the preceding event and is thus emphasising in an impressive way the outstanding position of the trade fair as the largest trading and information platform of the green sector anywhere in the world. With an exhibition area of around 110,000 square metres, the world's leading trade fair for horticulture will once more occupy the entire trade fair site in Essen.

International Horticultural Forum: Great Britain is the Partner Country

A few highlights of the comprehensive supporting programme have already been finalised. For example, Great Britain will be the partner country of the International Horticultural Forum. In cooperation with INDEGA - Interessenvertretung der deutschen Industrie für den Gartenbau e. V. ("Representation of interests of the German horticulture industry") and Verlag Eugen Ulmer, experts will provide information about chances and challenges of horticulture in Great Britain.

Moreover, Sue Biggs, Director General of the Royal Horticultural Society, will deliver a welcoming address during the opening ceremony of IPM ESSEN.

Fair Trade: Important Subject for the Green Sector, too
Commerce is attaching ever more significance to fair trade products. The awareness of the ultimate consumer is rising. Behind coffee, cut flowers occupy second place amongst the most-distributed fair trade products in Germany. According to the latest annual report of TransFair, it was possible to achieve a turnover of more than Euro 118 million in 2014 - with an upward tendency. Fair trade, the certification possibilities and the various testing seals will therefore play greater roles at IPM ESSEN 2016. There are plans for a compact presentation area for exhibitors who have already had their products certified with the Fair Trade seal as well as for an accompanying Information and Discussion Forum.

Platform for Awards Ceremonies

IPM ESSEN is traditionally the place where the newest plant breeds and creations are introduced and honoured for the first time. The

Innovation Showcase and the Show Your Colours Award will now be supplemented by another renowned prize. For the first time, the international umbrella association called AIPH (International Association of Horticultural Producers) will present the "Grower of the Year Award" at Messe Essen. For their outstanding performances, plant breeders from all over the world will be distinguished in the following categories: Finished Plants and Trees, Young Plants as well as Cut Flowers and Foliage.

IPM on Tour

The IPM team is present at numerous events in the green sector all over the world with its own trade fair booths and, from person to person, provides exhibitors and trade visitors with information in situ. This year, the stations will include not only the trade fair's own foreign offshoots but also trade fairs in Germany, Italy, Colombia, the Netherlands, Poland and Turkey. The IPM team will offer the next possibility for individual discussions at Cultivate '15 in Ohio/ USA in July.

Small Scale Flower Growers Eager to Expand

Kenyan small scale growers are eager to expand their business and increase the quality of their flowers. This was clearly visible at the IFTEX. Take Mult grow

Investments for example, a 20ha sized farm that grows summer flowers in a 0.5ha sized greenhouse and in the open field. They are increasing the quality of their flowers and were awarded for that, and are planning to expand their export market soon.

Enhance flower quality by using best practices

Mult grow Investments was awarded with the Silver Best Flower Quality award for its eryngium called Magical Anita at the IFTEX in Nairobi, Kenya. They received this Silver prize because the Magical Anita has a long vase life (16 days) and is disease and pest-free, and has a low residue level.

Increase export market

"The IFTEX is a good opportunity to meet direct buyers" says Murimi. At the moment, Mult grow Investments mainly exports to the Dutch auction: FloraHolland. "In the future, we would like to expand our export market and supply to the consumers more directly, with strategic supply to the auction. In order to achieve this, we want to attend more exhibitions. The IFTEX was a very good show for us and at the moment we are evaluating the possibilities to attend the IFTF in Vijfhuizen, The Netherlands, that will take place in November 2015."



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- Prestige 02 extremely successful in current changing climate due to global warming.
- Prestige 02 well suited to medium and low altitudes.
- Prestige 02 provides better yield in well managed as well as stress conditions.
- Prestige 02 capacity to yield up to 35-40bags (90kg) per acre.
- Prestige 02 matures in 90-95 days and dried cob can be harvest in 120-125 days
- Prestige 02 have excellent stay green property with average height of 7-8 feet without lodging
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- Prestige 02 good tolerance to all major diseases and pest especially stem borer.

Certified Hybrid Maize Seed

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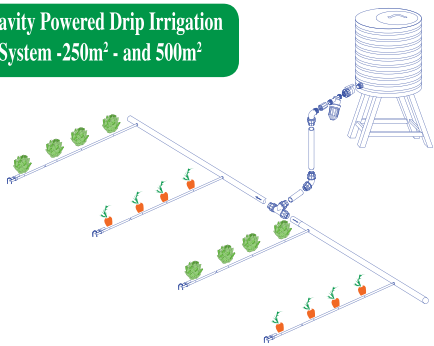
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CAN 26% N

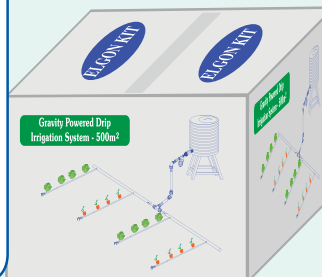


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- ◆ **Portable system:** it can be easily disassembled and stored
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Floriculture encourages the pursuit of joint activities in areas of mutual interest with national and international societies, companies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



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
AAA- Flowers		Nakuru	Banerjee	0704788852	banerjee@aaagrowers.co.ke
AAA Growers	Vegetables/Flowers	Nairobi	Musa Sando	0787866022	sando@aaagrowers.co.ke
AAA-Chestnut		Narumoru	Kiai/Sando	0722944030	sando@aaagrowers.co.ke
AAA-Growers		Nakuru	Moses Sando	0787866022	sando@aaagrowers.co.ke
AAA-Hippo		Thika	Steve	0721778736	julius@aaagrowers.co.ke
AAA		Rumuruti	Julius Ruto	0720330039	turiagronomy@aaagrowers.co.ke
Acacia Farm-Sunripe		Naivasha	Antony	0711827785	naivasha@sunripe.co.ke
Africala		Limuru	Rob	0721-837968	sales@africala.com
African Blooms	Roses	Nakuru	Samir Chandorkar	0735384552	samir.chandorkar@xflora.net
Afriscan Kenya Ltd	Hypericum	Naivasha	Reuben Kanyi	0723920237	
AgriFlora Ltd	Flowers	Nakuru	Clement Kipngetich		cngetich@sianroses.co.ke
Akina Farm	Roses	Nakuru	Arfhan	0722728441	arfhan@fontana.co.ke
Alani Gardens	Roses	Nakuru	Judith Zuurbier	0722 364 943	alani@alani-gardens.com
Altitude Flowers	Flowers	Nakuru	Dominic Koeh	0723684277	
Aquila Development Co	Roses	Naivasha	Prakash Shinde	0710791746	pm@aquilaflowers.com
Ayana Farm	Roses	Nakuru	Gideon Maina	0721178974	gideon@fontana.co.ke
Bamboo Farm-Sunripe		Nakuru	Reuben	0723920237	
Balaji	Roses	Olkalou	Balasaheblingawae	0735593016	balasaheb.ingawale4@gmail.com
Baraka Farm		Nakuru	Lucy	0720554106	lucy@barakaroses.com
Batian		Nanyuki	Dirk Looj	0720102237	dirk@batianflowers.com
Beautyline	Flowers	Naivasha	Peter Gathiaka	0722676925	peter@beautyli.com
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		Limuru	Nirzar Jundre	0722848560	nj@blackpetals.co.ke
Blissflora Ltd	Roses	Nakuru	Apachu Sachin	0789101060	appachu7@yahoo.com
Blue Sky		Naivasha	Mike	0720005294	info@blueskykenya.com
Blooming Dale Roses Kenya Ltd	Flowers	Nanyuki	Sunil	0718991182	info@bloomingdaleroses.com
Buds and Blooms		Nakuru	Shivaji	0720895911	shivaniket@yahoo.com
Carnation Plants	Roses	Athiriver	Ami R.	0733626941	amir@exoticfields.com
Carzan Kipipiri	Flowers	Naivasha	Nicholas	0721844367	kipipiri.production@carzankenya.com
Carzan Kipipiri	Flowers	Naivasha	Justus Metto	0722755396	gm@carzankenya.com
Carzan Rongai	Flowers	Nakuru	Francis	0720890920	rongai.production@carzankenya.com
Carzan Rongai		Nakuru	Paul M.	0711838689	rongai.production@carzankenya.com
Charm Flowers	Flowers	Athiriver	Ashok Patel	020 352583	ashki@wananchi.com
Color Crops		Timau	Ken	0716389472	colourcrops@tmu.com
Colour crops	Flowers	Nakuru	Maina	0722578684	bahati@colourcrops.com
Colour crops Naivasha		Naivasha	Geoffrey Mwaura	0722200972	nva@colourcrops.com
Countrywide Connections		Nanyuki	Peterson Thuita	0724786004	bondet.production@kariki.biz
Delemere Pivot		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
Double Dutch	Cuttings	Naivasha	James Opiyo	0723516172	Opiyojames160@gmail.com
Duro Farms (Rain Forest land)	Roses	Naivasha	Julius Kigamba	0723665509	jkigamba@fleurafrica.com
Elbur flora	Roses	Nakuru	Daniel Moge		
Enkasiti Thika	Flowers	Thika	Tambe	0734256798	enkasiti@gmail.com
Equator Roses	Flowers	Eldoret	Charles Mulemba	0721311279	cmulemba@sianroses.co.ke
Equinox	Flowers	Nanyuki	Tom Lawrence	0722312577T	tom@equinoxflowers.com
Everflora Ltd.		Thika	-	0735873798	everflora@dmbgroup.com
Fairy Flowers	Flowers	Limuru	Sylvester	0753444237	sylvesterkahoro@yahoo.com
Fides		Embu	Kirima Nturibi	0714026988	k.nturibi@fides.com
Finlays Flamingo Farm	Flowers	Naivasha	Peter Mwangi	0722204505	peter.mwangi@finlays.net
Finlays- IbiS Farm	Flowers	Nanyuki	Purity Thigira	0722279176	purity.thigira@finlays.net
Finlays Kingfisher Farm	Flowers	Naivasha	Charles Njuki	0724391288	charles.njuki@finlays.net
Finlays Kingfisher Farm	Flowers	Naivasha	Jacob Wanyonyi	0722773560	jacob.wanyonyi@finlays.net
Finlays Ibis Farm	Vegetables	Nanyuki	Augustine Mwebia	0721447430	augustine.mwebia@finlays.net
Finlays-Siraji Farm	Flowers	Nanyuki	John Magara	0722763628	paul.salim@finlays.net
Finlays -Kericho	Flowers	Kericho	Elijah Getiro	0722873539	elijah.getiro@finlays.co.ke
Finlays -Tarakwet	Flowers	Kericho	Japheth Langat	0722863527	japhet.langat@finlays.co.ke
Finlays Chemirel	Flowers	Kericho	Aggrey Simiyu	0722601639	aggrey.simiyu@finlays.co.ke



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Finlays- Lemotit	Flowers	Kericho	Richard Siele	0721486313	richard.siele@finlays.co.ke
Flamingo flora	Roses	Njoro	Sam Nyoro	0721993857	s.ivor@flamingoflora.co.ke
Flora ola	Roses, Hypericum	Solai-Nakuru	Wafula	08382972	floraolaltd@gmail.com
Flora Delight		Kiambu/ Limuru	Marco	0710802065	marcovansandijk@yahoo.com
Florensis Ltd	Cuttings	Naivasha	Anne Marie		annemarie@florensis.co.ke
Florenza	Roses	Nakuru	Yogesh	0715817369	
Fontana Ltd-Salgaa		Nakuru	Kimani	0733605219	production@fontana.co.ke
Fontana Ltd		Nakuru	Girrish Appana	0726089555	production@fontana.co.ke
Fox Ton Agri		Naivasha	Jim Fox	0722204816	jim@foxtonagri.com
Fpeak		Thika	Mutiso/Titus	0711214396	anthonymutiso@gmail.com
Frigoken K Ltd	Vegetables	Nairobi	Nicholas Kahiga	0722797547	nicholas.kahiga@frigoken.com
Gatoka Roses	Roses	Thika	Chris	0723408471	gatoka@swiftkenya.com
Gladioli Ltd		Naivasha	Pieriguichi / Claudia	0722206939	torres.palau@yahoo.com
Golden Tulip	Roses	Nakuru	Ravi	0723159076	ravi@bth.co.ke
Golden Tulip (Laurel Inter.)	Roses	Nakuru	Ashok	0738359459	ashok@btl.co.ke
Gorge Farm		Naivasha	Patrick Mulumu	0722498267	pmulumu@vegpro-group.com
Groove	Flowers	Naivasha	John Ngoni	0724448601	grovekenya@gmail.com
Hamwe	Hypericum	Naivasha	Peter Kamwaro	0721758644	hamwe.fm@kariki.biz
Hamwe- Molo	Fowers	Nakuru	Joseph Juma	0725643942	production.fm@kudenga.co.ke
Harvest / Manjo Plants	Roses	Naivasha	Phanuel Ochunga	0722506026	phanuel.ochunga@gmail.com
Harvest Ltd	Roses	Athiriver	Mr. Farai Madziva	0722-849329	farai@harvestflowers.com
Highland plantations	Cuttings & Herbs	Olkalou	Amos Mwaura	0726726392	production@highlandplants.co.ke
Imani Flowers	Flowers	Nakuru	Moses	0722977214	
Indu Farm		Naivasha	Wesley Koech	0715546908	
Indu -Olerai Farm		Nakuru	Everline Debonga	0723383160	everlyne.adhiambo@indu-farm.com
Interplant Roses	Roses	Naivasha	Gavin Mouritzen	0733220333	info@interplantea.co.ke
Isinya	Flowers	Isinya	Pradeep	0736586059	pm@isinyaroses.com
Jatflora		Naivasha	James Oketch	0724418541	jatflora@gmail.com
Jesse AGA		Mweiga	Thuranira	0754444630	davidt@eaga.co.ke
Karen Roses	Flowers	Nairobi	Peter Mutinda	0723353414	pmutinda@karenroses.com
Kariki Ltd.		Thika	Samwel Kamau	0723721748	production@kariki.co.ke
Karuturi	Flowers	Naivasha	Rob		rob.paul@twigaroses.co.ke
Twiga Flowers	Flowers	Naivasha	pius Kimani	0721747623	pius.kimani@gmail.com
Kenflora Limited		Kiambu/ Limuru	Abdul Aleem	0722311468	info@kenflora.com
Kentalya		Naivasha	Linnet	0733549773	lynette@kentalya.com
Kenya Cuttings	Flowers	Ruiru	James Ouma	0725217284	john.odhiambo@syngenta.com
Kenya Cuttings	Flowers	Thika	Kavosi Philip	0721225540	philip.munyoki@syngenta.com
Kenya Pollen Flowers	Flowers	Thika	Joseph Ayieko	0733552500	joseph.ayieko@syngenta.com
KHE		Nanyuki	Elijah Mutiso	0722254757	mutiso@khekenya.com
Kisima Farm		Nanyuki	Martin Dyer	0722475785	operations@kisima.co.ke
Kongoni River Farm-Gorge Farm	Roses	Naivasha	Anand Patil	0728608785	anand.patil@vegpro-group.com
Korongo Farm		Naivasha	Macharia	0721387216	
Kreative	Roses	Naivasha	Bas Smit	0722 200643	info@kordesroses.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
Lex International	Roses	Naivasha	Steve Outram	0733 609863	steve@lex-ea.com
Liki River	Flowers	Nanyuki	Madhav Lengare	0722202342	madhav@vegpro-group.com
Liki River	Flowers	Nanyuki	Nitin	0700000342	nitin.golam@vegpro-group.com
Livewire	Hypericum	Naivasha	Esau Onyango	0728606878	management@livewire.co.ke
Lobelia Ltd/ Sunland	Roses	Nanyuki	Peter Viljoen	0721 632877	info@sunlandroses.com
Loldia Farm		Naivasha	Gary/Rotich	0720651363	
Longonot Horticulture		Naivasha	Chandu	0724639898	chandrakant.bache@vegpro-group.com
Longonot Horticulture		Naivasha	Patrick Mulumu	0722498267	patrick.mulumu@vegpro-group.com
Maasai Flowers	Flowers	Isinya	Andrew Tubei	0722728364	atubei@sianroses.co.ke
Magana	Roses	Nairobi	Lukas	0788695625	farmmanager@maganaflowers.com
Mahee	Roses	Nakuru	Senthil Bharathi	0789777145	maheefm@eaga.co.ke
Mahee Wilham	Vegetables	Nakuru	Missire	0754444629	maheevgef@eaga.co.ke
Maji Mazuri Roses	Flowers	Eldoret	Wilfred Munyao	0725848912	wmunyao@majimazuri.co.ke



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Maridadi Flowers	Flowers	Naivasha	Jack Kneppers	0733333289	jack@maridadiflowers.com
Maua Agritech	Flowers	Isinya	Madan Chavan	0738669799	production@mauaagritech.com
Mauflora	Roses	Nakuru	Mahesh	0787765684	mahesh@mauflora.co.ke
Milmet/Tindress Farms	Flowers	Nakuru	Pravin		pravinyadav.29@gmail.com
Molo River Roses	Flowers	Nakuru	A. Wambua	0724256592	awambua@moloriverroses.co.ke
Mwanzi Ltd	Flowers	Rumuruti	Peter Wekesa	0723027208	
Mt Elgon Flowers	Roses	Eldoret	Bob Anderson	0735329395,	bob@mtelgon.com
Mweiga Blooms		Nanyuki	Stewart/ Mburu	0721674355	mweigablooms@wananchi.com
New holland - Laurel Investment	Roses	Nakuru	Ashok	0738359459	
Nini Farms	Roses	Naivasha	Menjo / Philip	0720611623	production@niniltd.com
Nirp East Africa	Roses	Naivasha	Danielle Spinks	0702685581	danielles@nirpinternational.com
Ol Njorowa	Roses	Naivasha	Charles Kinyanjui	0723986467	mbegefarm@iconnect.co.ke
Olij Kenya Ltd	Roses	Naivasha	Sally Nicholas	0737888028	v.bhosale@olijkenya.com
Oserian	Flowers	Naivasha	Musyoka Stephen	0722888377	stephen.musyoka@oserian.com
Panda Flowers	Roses	Naivasha	Chakra	0786143515	chakra@pandaflowers.co.ke
Panocol International	Roses	Eldoret	Mr. Paul Wekesa	0722748298	paul.wekesa@panocol.co.ke
Penta	Flowers	Thika	Tom Ochieng	0723904006	tom@wananchi.com
Preesman	Roses	Nakuru	Benard Ndungu	0721630887	
Pj Dave	Flowers	Isinya	Promina	0733333230	pjdaveflowers@wananchi.com
Pj Flora	Flowers	Isinya	Palani Muthiah	0752607651	muthiah.palani1971@gmail.com
Pj Thande Farm		Kiambu/Limuru	Elizabeth Thande	0722380358	elizabeth@wetfarm.co.ke
Plantation Plants	Cuttings	Naivasha	William Momanyi	050 20 20282	pplants@kenyaweb.com
Porini Ltd	Flowers	Nakuru	Pitambar Ghahre	0726774955	porini@isinyaroses.com
PP Flora	Roses	Nakuru	Robert /Prakash	0718045200	ppflora2010@gmail.com
Primarosa	Flowers	Athi RiVer	Dilip Barge	0731000404	dilip@primarosaflowers.com
Primarosa	Roses	Nakuru	Kadam	0721274413	kadam@zuri.co.ke
Racemes Ltd		Naivasha	Bonny	0721938109	bonny@kenyaweb.com
Ravine Roses Flowers	Flowers	Nakuru	Peter Kamuren	0722205657	pkamuren@karenroses.com
Redland Roses		Thika	Aldric Spindler	0733603572	aldric@redlandsroses.co.ke
Redwing Flowers	Flowers	Nakuru	Simon Sayer	0722227278	sayer@redwingltd.co.ke
Rift Valley Flowers Ltd	Flowers	Naivasha	Peterson Muchuri	0721216026	fm@riftvalleyroses.co.ke
Rimiflora Ltd		NaivaSha	Richard / Stephen	0722357678	richard@rimiflora.com
Riverdale Blooms Ltd		Thika	Antony Mutugi	0202095901	rdale@swiftkenya.com
Roseto	Roses	Nakuru			gm.rosoto@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	Alnoch Ludwig	0738572456	l.allnoch@selectakenya.com
Soljanmi	Fowers	Njoro	Kirani Nangare	0787787544	kiran.nangare@xflora.net
Schreus	Roses	Naivasha	Roddy Benjamin	0733207729	roddy@schreusnaivasha.com
Shades Horticulture	Flowers	Isinya	Mishra	0722972018	info@shadeshorticulture.com
Shalimar Flowers	Flowers	Naivasha	Anabarasani	0733604890	anbarasan@eaga.co.ke
Sierra flowers Ltd	Flowers	Nakuru	Sherif	0787243952	farm.sierra@megaspingroup.com
Simbi Roses		Thika	Karue	067 44292	simbi@sansora.co.ke
Sirgoek Flowers	Flowers	Eldoret	Andrew Keitany	0715 946429	sirgeok@africaonline.co.ke
Solai Milmet/Tindress	Flowers	Nakuru	Ravindra	0788761964	tindressmilmet@gmail.com
Star Flowers Flowers	Flowers	Naivasha	Dinkar	0789487429	dinkar@vegpro-group.com
Subati Flowers	Flowers	Nakuru	Naren Patel	0712 584124	naren@subatiflowers.com
Subati Flowers	Flowers	Naivasha	Naren Patel	0712 584124	naren@subatiflowers.com
Suera Flowers Ltd	Flowers	Nakuru	George Buuri	0724622638	gbuuri@suerafarm.sgc.co.ke
Sun buds	Hypericum Gypsophilla, Army	Naivasha	Reuben Kanyi	0723920237	kanyireuben@gmail.com
Stockman rozen	Roses	Naivasha	Julius muchiri	0708220408	julius@srk.co.ke
Tambuzi	Roses	Nanyuki	Paul Salim	0722 716158	paul.salim@tambuzi.co.ke
Terra nigra	Breeder--1ha	Naivasha	Peter van der meer		petervandermeer@terrannigra.com
Timaflo Ltd	Flowers	Nanyuki	Brian Allen	0715 270037	info@timaflo.com
Transebel		Thika	David Muchiri	0724646810	davidmuchiri@transebel.co.ke
Tropiflora		Kiambu/Limuru	Niraj		tropiflora@africaonline.co.ke
Tulaga	Roses	Naivasha	Steve Alai	0722659280	tulagaflower@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 Freman	0713889574	ivan@uhuruflowers.co.ke]
V.D.Berg Roses	Flowers	Naivasha	Johan Remeuus	0721868312	
Valentine Ltd		Kiambu/Limuru	Maera Simon	0721583501	simon.maera@valentinegrowers.com
Van Kleef Ltd	Roses	Nakuru	Judith Zuurbier	0722 364 943	judith@vankleef.nl
Vegpro K Ltd Vegetables		Nanyuki	John Kirunja	0729555499	john.kirunja@vegpro-group.com
Vegpro K Ltd	Vegetables	Nairobi	Judy Matheka	0721245173	jmatheka@vegpro-group.com
Vegpro K Ltd	Vegetables	Nanyuki	John Nduru	0722202341	jnduru@vegpro-group.com
WAC International	Breeder	Naivasha	Richard Mc Gonnell	0722810968	richard@wac-international.com
Waridi Ltd		Athiriver	P. D.Kadlag	0724-407889	kadlag@waridifarm.com
Wildfire	Flowers	Naivasha	Boniface Kiama	0722780811	roses@wildfire-flowers.com
Wilmer	Summer Flowers	Thika	Wilfred M.Kamami	0733714191	kamami@wilmar.co.ke
Winchester Farm	Flowers	Nairobi	Raphael Mulinge	0725848909	rmulinge@sianroses.co.ke
Windsor		Thika	Vikash	073705070	vikash@windsor-flowers.com
Xpression Flora		Nakuru	Mangesh Rosam	0720519397	mangesh.rasam@flora.net
Zena	Roses	Thika	Arun Mishra	020 2328970	sales@zenaroses.co.ke
Zena Asai Farm	Roses	Eldoret	Laban Koima	0722554119	koima@zenaroses.co.ke
Zena Roses - Sosiani	Roses	Eldoret	Sylvester Saruni	0722635325	saruni@zenaroses.co.ke

FLOWER FARMS IN UGANDA

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

FLOWER FARMS IN TANZANIA

TYPE	FARM NAME	CONTACT PERSON	LOCATION	PHONE NUMBERS	E-MAIL
Roses	Kili flora	Jerome Bruins	Arusha	255 27-25536 33	jbruins@habari.co.tz
Roses	Mt. Meru	Heikki Niskala	Arusha	255 27 2553385	office@mtmount-meru-flowers.com
Roses	Tengeru Flowers	Mark Ngalo Arusha	Tanzania	255 27 255 3834	teflo@africaonline.co.tz
Roses	Hortanzi	Mr Micheal Owen	Arusha	255 784 200 827	hortanziagm@cybernet.co.tz
Roses	La fleur de Afrique	Greysom Mrema	Arusha	0784 363 570	fda@ars.bol.co.tz
Hypericum	Kilimanjaro flair	Greg Emmanuel	Arusha	255 784 392 716	greg@kilimanjaroflair.com
Crysenhemums	Multi flower Ltd	Tjerk Scheltema	Arusha	255 27 250 1990	tjerk@arushacutting.com
Crysenhemums	Fides	Greg Emmanuel	Arusha	255 27 255 3148	fides@habari.co.tz
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
Roses	Linsen flowers	Peter Linsen	Holeta		Elinsenroset@ethionet.et
Roses	Karuturi Farm/Ethiopia meadows	Peter Pardoen	Holeta	0922 750602	Peter.Pardoen@karuturi.com
Roses	Alliance flowers	Navale	Holeta		navale@nehainternational.com
Roses	Ethio dream Rishi	Holeta	Ethiopia	011 23 72335	holeta@jittuhorticulture.com
Roses	Holeta Roses Navale	Holeta	Ethiopia		navale@nehainternational.com
Roses	Arsi Agricultural Mecahanization		Holeta		arsiflower@ethionet.et
Roses	Supra Flowers	Kaka Shinde	Holeta	0911 353187	kakashind@rediffmail.com
Roses	Agri flora	M. Asokan	Holeta	0922 397760	flowers@ethionet.et
Roses	KAF Flowers	Baker Elkadi	Holeta	251 913 202 460	baker-elkadi@yahoo.com
Roses	Rose Ethiopia	Betemarian Kiflu	Holeta	0911 91 22 81	betemariankiflu@yahoo.com
Roses	Ethio- Agricerft	Alazar	Holeta	0910 922 312	alazar@yahoo.com
Roses	Flowerama	Admin manager	Holeta	0912, 9311 81	flowerama@ethionet.et,
Roses	Dire flowers	Seifu Bededa	Holeta	251-11-5156888	dhf@ethionet.et
Roses	Addisfloracom P.L.C	Kitema Mihret	Holeta	0912 264190	tasfaw@addisflora.com
Roses	Joe flowers	Mihrtu Tafare	Holeta	0911 370519	miheretuta@yahoo.com
Roses	Enyi- Ethio	Teshale	Sebata	0911 464629	enyi@ethionet.et
Roses	Lafto Roses	Andrew Wanjala	Sebata	0922 116 184	irrigation@laftorose.com
Roses	Eden Roses	Vibhav Agarwal	Sebata	0930 011228	vaibhavaggarwal1@hotmail.com
Roses	Ethio-passion	Roshen	Sebata	0911 511 711	roshanmuthappa811@gmail.com
Roses	Golden Rose	Mr. Sunil	Sebata		
Roses	E.T Highlands		Sebata	0 911 50 21 47	bnf2etf@ethionet.et
Roses	Dire flowers 2	Abenet Fiktu	Sebata	0911 149 329	abifiktu@yahoo.com
Roses	Sharon Flowers		Sebata		saronfarm@ethionet.et
Roses	Zagwe roses	Melaku Terefe	Sebata	0912 426635	zagweflora@yahoo.com
Roses	Selam Flowers	Etsegenet Shitaye	Sebata	0913 198440	etstgshita@yahoo.com
Roses	Joy Tech	mulugeta Meles	Debra Zyeit	0911 302804	mulugeta@joytechplc.com
Roses	Dugda floriculture	sayalfe Adane	Debra Zyeit	0911 50 48 93	general@dugdaflora.com.et
Roses	Minaye flowers	Eyob Kabebe	Debra Zyeit	011-3728667/8/9	minayefarm@ethionet.et
Roses	Bukito Flowers	Anteneh Tesfaye	Debra Zyeit	0911 615571	
Roses	oilij	Bas Van der lee	Debra Zyeit	0911 507 307	b.vanderlee@oilijethiopia.com
Roses	Yassin Flowers	Tesfaye Gidissa	Debra zyeit	0911 89 78 56	kemevision@yahoo.com
Roses	Z. K Flowers	Abebe Mamo	Debra zyeit	0911 52 65 29	abemic/2006@yahoo.com
Roses	Friendship flowers	Alemayehu	Debra zyeit	(251)91 130 49 67	friendship.flowers@yahoo.com
oses	Evergreen farm	Hiwot	Debra zyeit	0912 18 5065	Hiwot.Ayaneh@yahoo.com
Roses	Rainbow colours	Tadessa Kelbessa	Debra zyeit	0911 389 729	rainfarm@yahoo.com
Roses	Sher	Ramesh Patil	Ziway	0912 131940	rmpatilpune@yahoo.com
Roses	Braam farm	Ben Braam	Ziway	0920 7462 70	braam.roses@hotmail.com
Roses	Sher- Koka farm	Alemitu Biru	Ziway	0912 09 78 24	
Roses	Ziway Roses	Ermiyas Solomon	Ziway	0921 094373	ermiasziwayroses@yahoo.com
Roses	Herbug	Hubb	Ziway		hubb@herburgroses.nil
Roses	AQ	Wim	Ziway		wimjr@aqroses.com
Hypericum	Margin par	Hayo Hamster	Holeta	251 911 505 845	marginpar@ethionet.et
Gypsophila	Tal Flowers	Mr. Uri	Sebata		uridago@walla.co.il
Hydragiums	Ewf Flowers	Humphrey	Sebata	0920 35 1931	production-manager@Ewf-flowers.com
pelargoniums	Red fox	Michel Zevenbergen	Ziway	0911 49 00 23	m.zevenberge@ethiopia.redfox.de
Hypericum	Abssinia flowers	Sendafa			ggh_link@ethionet.et
Geraniums	Ethiopia cuttings	Scott Morahan	Koka		scott.moharan@syngenta.com
Budding plants	Florensis Ethiopia	Netsanet Tadasse	Koka		flrensis@ethionet.et
Crysenthemums	Maranque	Mark Drissen	Merjetu	(251) 22 1190750,	md@maranqueplants.com
Freesia & Statice	Freesia Ethiopia	Ronald Vijvrborg	Sebata	(251) 115 156259,	freesia@ethionet.et
Hypericum	Yelcona	Andreas	Sebata	0921 146 930	Andreasndieolens@hotmail.com

Till Roses Do us Apart !

There is a chance that even as you read this third rate column I'm facing a commission of enquiry investigating my character for the last six months. The commission most likely to be chaired by my father in-law with his first born, as the lead counsel will have the mandate to probe, investigate and recommend to the whole chain of Eve's descendants if I'm a man enough to take care of their daughter.

As I fix these words to make some sense, the hosts of divorcees are knocking my door. This has nothing to do with being incapacitated to perform my duties as a husband but it is purely malice from the enemies of my family developments. But it can all be blamed on IFTEX, the self-proclaimed international exhibition. It all started when they requested the first lady to open the 4th show in Kenya.

She caused all this because I had informed Officerless, the Eve's descendant I swore in front of a mammoth crowd that I will never look left, right or backward when am walking with her till death does us apart that all roses grown in Kenya are for export. I had convinced her that the only time Kenyans are allowed to buy roses is during valentine and funerals.

So, during the material day, my PMQ 700 AM snaked into the compound at ungodly hours as usual. To my amazement the woman I delivered total dowry to own had not slept yet. When I stepped into the house and our eyes met, I knew I had courted problems. Her face looked like a cobra ready to attack its prey with teeth florins like River Nile heading to Mediterranean Sea. She resembled steaming Mandazi. "We are fed up with your newspaper and manerless puffing mouth. Do I look like a shay woman? When every husband has bought a rose flower for his wife today, you can only bring a newspaper". Before I could understand her bitterness she had already started packing threatening to go back to her parents and wait till she gets a total man.

As I knelt down to show my loyalty, Larry Madowo came with what he calls late night news. The news started with the first lady Her Excellency Madam Margaret Kenyatta telling exhibitors and participants that real men buy flowers for their wives. She went on to ask, what will a flower mean to your wife when you giver her in her funeral. The time is now, for flowers bring a touch of eternity, joy, love and beauty to her

world. First I thought I should lie to her that she was addressing European consumers after her Netherlands marathon or I tell her those were Kenyans living abroad where the flowers are exported. But I remembered she had chewed enough books to differentiate between Visa Oshwal and abroad. So as "Kenyans buy Kenyan flowers for your spouses" slogan was born, my marriage was dying.

God forbid but it is also rumoured that the birth has caused a number of other deaths including those of other prominent Kenyans. And so with my marriage, sinks many other marriages. As I contemplated the next lie, the TV station aired the first lady, visiting Flower Vendors Association stand. I gawked in wonderment as the late news anchor fried me, and before she had finished reporting I realized Officerless had already left.

After several visits to my in-laws, his father accepted to form a commission of inquiry into the circumstances, which led into the demise of our marriage.

Being neither too stupid nor too clever, I've joined a club known as "till roses do us apart" for the sake of my survival and the club has accepted to finance my legal fee to fight for the survival of my marriage, I have also teamed up with them to ensure that roses will not continue breaking marriages.

But again, as a flower writer, I'm left wondering, why can't I join her Excellency and use the same zeal to market Kenyan Roses in Kenya. I'm thinking of a TV commercial with the first lady telling Kenyans, "Buying Kenyan Roses Starts With You".

Meanwhile, I'm afraid on the future of my union with officerless. Going by the history of this country were commissions of inquiry are never respected and results remain locked into the AG's office, I may remain wifeless for the rest of my lifetime. However, thank God officer Junior, popularly known as 'Boy' and officerless Junior Christened 'Mum' who are the only other members of my clan are still nagging me. I hope officerless will reconsider her position before I dispatch the rest of the remaining clan to her which will make my budget and social status friendly.

So if you see an advert like we wish to announce the untimely death of officer's marriage which was caused by roses. Officer Junior and officerless Junior survive the marriage. Friends and Relatives are meeting daily in the greenhouses to plan for the burial. Don't be surprised for it is only roses that can do us apart.



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2

GERMINATION

Spores germinate on the insect after application. The hyphae penetrate the wax, chitin & protein matrices of the cuticle without an obvious detrimental effect upon the insect other than local discolorization. By then, the insect stops feeding or reproducing itself.

3

GROWTH

Once Pacylos penetrates the host cuticle, fungal multiplication takes place through formation of thymal bodies or blasto spores in the host hemocoel within 48 hrs.

4

SPORULATION

The mycelium is present on the dorsum of the insect body within 48 hrs & sporulation occurs within 72 hrs. In high relative moisture conditions (>50% RH) the fungus can grow outside the insect and produce new infective spores.

1

ATTACHMENT

At contact, the spores identify the insect cuticle & attach to it through hydrophobic interaction between spore wall & lipid layer of epicuticle.

MODE OF ACTION PACYLOS 18WP BENEFITS

COMPLEX MODE OF ACTION

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- Long residual activity.

LOW MRLs

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