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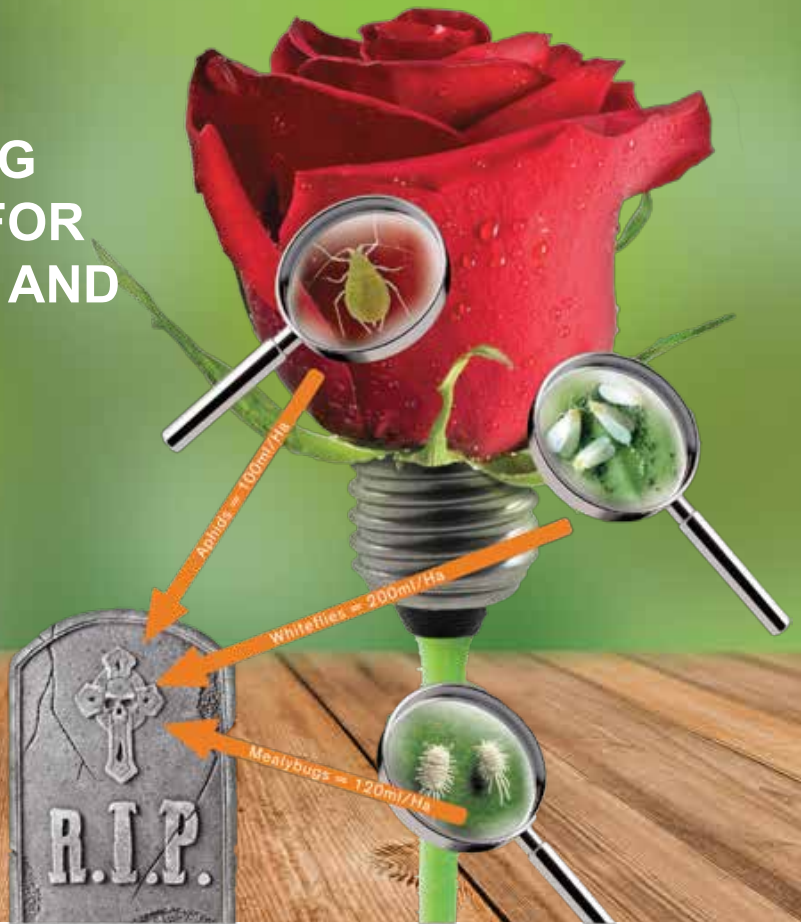
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The Leading Floriculture Magazine

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Time to brand our Flowers.

Branding is one of the most important aspects of any business, large or small. An effective brand strategy gives you a major edge in increasingly competitive markets. But what exactly does “branding” mean? How does it affect business?

Simply put, your brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from your competitors’. Your brand is derived from who you are, who you want to be and who people perceive you to be.

Your brand strategy is how, what, where, when and to whom you plan on communicating and delivering on your brand messages. Where you advertise is part of your brand strategy. Your distribution channels are also part of your brand strategy. And what you communicate visually and verbally are part of your brand strategy, too.

Consistent, strategic branding leads to a strong brand equity, which means the added value brought to your company’s products or services that allows you to charge more for your brand than what identical, unbranded products command. Kenya needs to built a powerful brand equity, that it can charge more and customers will pay that higher price.

The added value intrinsic to brand equity frequently comes in the form of perceived quality or emotional attachment. For example, Kenyan flower sector need to associate its roses with something



special (e.g Equator), hoping customers will transfer their emotional attachment from the associate to the roses. For Kenya, it should not be just the flower’s features that sell the flowers.

Time for flowers from the Equator.

Masila Kanyingi



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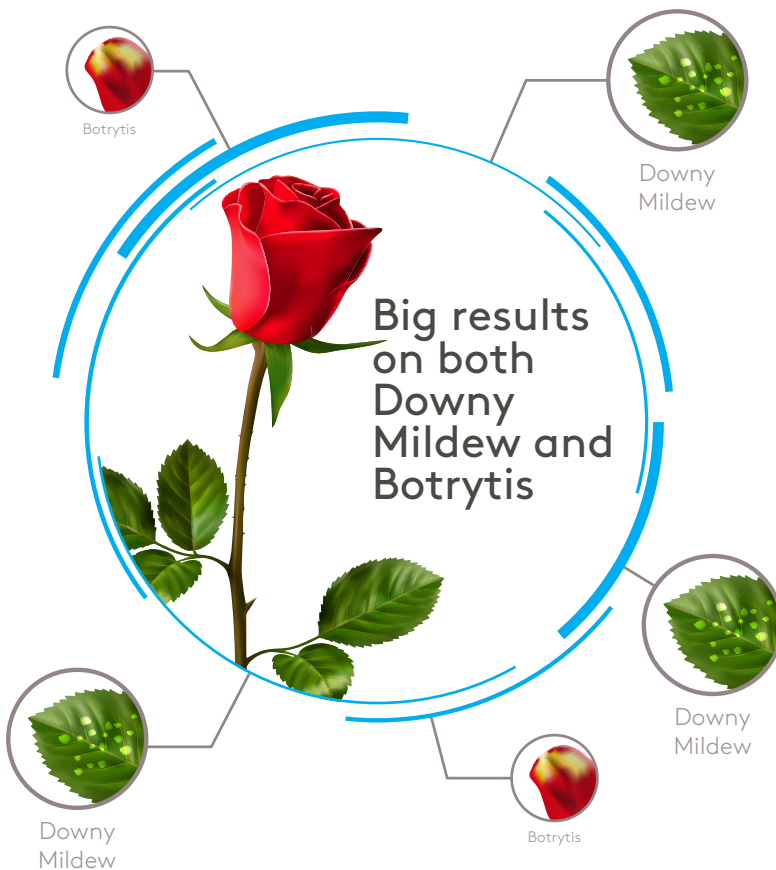
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Mr. Dick van Raamsdonk

The reason why companies invest heavily in IFTEX Trade fair is to build a brand that will be remembered – and preferred. So during the IFTEX, they work hard to make sure attendees will walk away knowing exactly who they are, what they can get from them, and that they are their best choice.

Creating Consistent Brands

IFTEX is the time to refine and define your corporate culture and identity and show your brand meaning to your customers

Good branding doesn't happen overnight and it doesn't happen by accident. In fact, it takes planning, creativity and consistency - executed over time - again and again. This starts with the company logo, corporate identity package and brand guidelines. Then exhibitor should expand the brand from element to element without overlooking even the smallest detail.

When it comes to branding and your exhibition stand, you only really get one chance to impress. This is not only because once the exhibition stand is on the trade show floor it cannot be modified, but also because often exhibition visitors will pass by the exhibition stand once only.

What's the difference between an exhibitor who sizzles and one that fizzles? Sometimes it's hard to find something truly unique on the trade show floor, but an exhibitor must have a few exceptional elements that make him noteworthy. First, positioning the stand, on the first lane of the ground almost opposite the gate space allow them to stand out and appear even larger than the space itself and almost the first booth visitors see. Second, using tall, well projected colours on the wall as a projection surface is a brilliant way to keep the booth minimalistic while still communicating important key messages in a visually impactful manner that makes visitors to stop and take note. Third,

the laser-tight focus on the company's product is a welcome contrast to its graphics-heavy and display-cluttered neighbours.

The booth will attract throngs of onlookers equally arresting, attracting droves of attendees like mosquitoes to a beautiful, glowing bug zapper, the interactive elements are inviting, prompting passersby to snap a picture of the amethyst environ and teasing attendees into entering and exploring. The booth will be a hit, greeting visitors with an attention-grabbing focal point especially when comprising a dramatically lit ceiling structure and a bold brand signage. And best of all, if the spaces are staffed with brand reps ready to help attendees make sense of the special effects.

Companies which are concerned about their brand and usually don't want to be known as second-best. They want to be known as the leader in their industry. However, leadership comes in different flavours, and must ensure their brand will be

seen as high-end and high-quality manufacturer. The company must work round the clock and to be a leading innovator and high-tech

Sound like a fallacy? Let's see how companies will build leadership position through exhibiting in the IFTEX.

In sponsoring the event, a company understands that, branding is based on emotion. Though the task of swaying emotions in people is a very large one, it's not enough to let it lie and become its own. To appeal to emotions, good positioning of their booth is key and the best position could only be achieved through been sponsors. Branding is a process, a business system that fuels and sustains all customer/company relationships! Total consistency, congruity, clarity and focus in every aspect of the exhibition, before, during and after the show must be clearly met during IFTEX.

The reason why companies invest heavily during IFTEX to

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One of the Stands During 2017 IFTEX Exhibition

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build a brand that will be remembered – and preferred. So during the trade fair, they work hard to make sure attendees will walk away knowing exactly who they are, what they can get from them, and that they are their best choice. As a company they bring customer together, to cultivate relationships.

Branding is a basic marketing concept that is designed to set your products/services apart from the competition by creating a unique identity. IFTEX is the time to refine and define your corporate culture and identity and show your brand meaning to your customers. A company brand is an emotional link between them and their customers. It is what people buy when they buy your products. The most important part of your brand's identity is the promise it makes to customers. The essence of branding is simplicity and timelessness. Whenever we talk about product branding ideas or exhibition stands' promotion, we just get one chance to attract customers, this is not for the reason that once your exhibition stand has been designed it cannot be modified, it is because of your visitor once visits your promotional exhibition booth stands out. That is why you'll have to, confidently, prove your ideas, shocking and appealing to get attraction and force to stop visitor at your compelling exhibition stand.

Product branding and Consistency:

Stands must be designed well and have each and every thing on appropriate place, visualized for audience and generating exact messages which the product really is, and it is well constructed and consistent. All the

banners, artworks, product labelling and the display racks must be affixed on the more viewable places. What potential and existing customers see is visually an appropriate level of professionalism.

Bigger exhibition Booth: There's a reason everyone wants to see the Grand Canyon: it's really big! Similarly, one of the key factors in which IFTEX attendees remember most is booth size.

Great graphic impact: Attendees should not ignore the booth due to its bright, bold colours, big images such as banners and posters, and easy to read messages. The designs should create more impact and visitors approach from far away, down the aisle, and in the booth.

Hierarchy of messages: The stand must have a hierarchy of messages, starting highest with who you are, then what you do, and finally what you can do for people. There should be no confusion between the company and product names.

Consistent with other marketing: The booth and the trade show promotions reinforce the look and messages shared by the company via their website, brochures, and advertisements.

A brand experience: IFTEX will be an immersive environment that will take place for three days during which companies must create an experience that activate their brand in the minds of visitors. Visitors must be treated with a high-tech experience by one of the best hosts in the trade fair.

Brand ambassadors: Companies should bring to the show employees who best exemplify their brand. When potential customers visit the stand, they don't deal with people who only have a vague understanding of the products and services. They get specific answers to very specific questions because the stand has carefully selected competent individuals who work effectively as a team. The staff should combine both technical and sales experience, and knowledge. Their uniform should easily distinguish them from other similarly-attired personnel from other companies. They should easily interact with stand visitors, greeting them in a friendly manner, and offering help and advice where needed.

Prior promotions: To attract more people, the company should have pre-show and at-show promotions. They should if possible sponsor the event, run adverts in the show book and other industry magazines, and send direct emails to their customers to visit their stand. They should also offer giveaways which attract more people to their booth, which can easily remind attendees about their brand after the show is over and reinforce the brand image.

Integrating Brand Awareness into the Exhibition: Since exhibiting is a powerful extension of the company's advertising, promotion, public relations and sales function, that automatically mean it is an excellent way to enhance brand awareness. Everything the company stands for, no matter how large or small, should be exhibited on the show floor.



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SILVER AWARD FOR BEST STANDARD PRESENTATION; HARD GOODS AND SERVICES CATEGORY: Here paraded by the Agrichem Africa Limited team (L-R) Peter Muraya (Dept. of Product Trials and Agronomist); Patrick Muthengi (National Sales and Marketing Manager); Shiraz Karmali (Director) (Centre); Murad Karmali (Sales Director – Baba International Trading) and Shirish Ingale (Sales Director)

Connect Face-to-Face at IFTEX

What are the benefits of participating in an exhibition?

One of the questions that always hover our minds: why should Agrichem Africa Limited participate at the annual International Flower Trade Expo (IFTEX)?

Unlike other marketing activities, IFTEX has over the years offered a grand platform for Agrichem Africa Limited to showcase their products and services and communicate their message.

For instance, cold calling can get a bit annoying for any person who might not be in the right place to talk to you about your promotional activities. But on the other hand, IFTEX offers an opportunity for Agrichem Africa Limited to emerge and stand out at their exhibition stands and trade show booths.

Face-to-Face Interaction

Although a part of marketing activities, at IFTEX we as Agrichem Africa Limited have always organized to showcase or demonstrate our products, technological advancements and services to its target audience. It is a platform of face-to-face interaction and encourages utmost consumer engagements. Our diverse range of brands and our target



Agrichem Africa Limited Exhibition Stand at the International Flower Trade Expo (IFTEX) 2017

audience get an occasion to interact. Hence, the approach to necessitate a compelling exhibition stand connect our consumers through the diverse Agrichem Africa Limited range of products and services, which ensures effective communication.

IFTEX help build brand proximity

One of the most important features of participating at IFTEX is that it helps in creating brand proximity. With the help of engaging and appealing exhibition stand, we are able to make our target audience come to our stand and engage in a better way. Once our target audience develop a sense of brand closeness, they automatically connect with diverse Agrichem Africa Limited diverse range of products. This also helps in understanding our target audience, the consumer and their needs even far much more better.

Better platform at IFTEX than annoying cold calling

It usually happens that you are busy in an urgent, may it be at the farm and get startled

by a phone call. And if that platform turns out to be from a sales person then you lose your concentration and it creates a bad brand impression as well. While a study says that you need at least 20 minutes to get back to work. Cold calling comes across like a pushy marketing strategy that can make you lose your potential consumer too. That is why; at IFTEX it is not only a better option but rather the best way to grab that target audience.

During IFTEX, unlike cold calling the exhibition visitors are always in the right frame of mind to attend the show. So even when Agrichem Africa Limited want to capture the nerve of the audience with our exhibition stand, we always have the conformity that the consumer is attentive enough to appreciate the presentation at the exhibition stand and gets the message communicated.

Hence, instead of cold calling or other minor marketing and promotional techniques, participating in IFTEX is the perfect solution that comes with multiple benefits.



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Attention: Nopath Here For Bacterial and Fungal Diseases

Looking at the weather forecast for the next couple of days, it will be cloudy, cool and rainy. These low light, humid conditions combined with a near full greenhouse crop could mean Botrytis and Downey Mildew outbreak. What is your strategy? Do you pay attention to the environment around you? Do you aspire to be innovative? You cannot keep on with your normal strategies and products and yet expect different results. It is time to get better, to innovate and to advance. You have heard from happy growers who have used NoPath and a lot of success stories and testimonials have been drawn from them. "It is my turn to choose NoPath and minimize survival of fungal and bacterial diseases in my crop". This was the talk of almost every grower who attended the NoPath launch and seminar at a Nairobi hotel on Tuesday 20th February 2018.

New innovation

Guided by nature and the passion to listen and learn from it, Koppert Biological Systems has taken the initiative to study nature, extract meaningful and resourceful information, analyzed it and packaged it so as to benefit growers around the world. They have succeeded immensely in this objective as illustrated by the company's impact in agriculture over the years through protecting crops the natural way.

During the said launch cum seminar, Koppert held a session on resilient growing to demonstrate why protection of crops through natural means and utilization of integrated pest management strategies will steer the flower sector forward towards resilient growing of healthy crops. The subject was accorded a lot of emphasis alongside introduction of NoPath – a product which is entirely based on plant essential oils and highly effective for the management of fungal and bacterial diseases. NoPath has a unique blend of ingredients which suppresses plant diseases through disruption of several metabolic and biochemical process in both

fungal and bacterial cells. This activity therefore alters cell growth and its development leading to the cellular death of the pathogens. Around the world, the efficacy of NoPath has been tested and demonstrated on Rhizoctonia, solani, Botrytis cinereal among other diseases. In Kenya, the product has exhibited great performance on Botrytis and Downey mildew on roses, Rust on beans and carnations, Early blight on tomatoes and Soft rot in arabicum.

NoPath antifungal and antimicrobial action

NoPath has a broad range of modes of action, making it a holistic anti-fungal and anti-microbial product. The product alters microbial cell permeability allowing loss of water and macromolecules from the interior towards exterior leading to the drying on the pathogen. In order to achieve the best results, NoPath can be used as a drench ora spray depending on the crop and cultivation method.

Why use Nopath?

Features	Benefits
Unique Mode of action	No risk of resistance
Broad Spectrum of activity	Increased efficiency in management of fungal diseases in a cost-effective way
Natural Product	No adverse effects on the plants, for instance, no negative effect on root hairs when drenched
	No residues
	No pre-harvest interval requirements (PHI)
	Short or sometimes no re-entry periods
Compatible with biological control agents	No disruption of integrated pest management programs
Plant growth promotion	Quick recovery of affected crop and increase in yield while improving quality and vase (shelf) life

It's your turn

Let's not forget to mention, the said product launch and seminar was also held in Nanyuki and Naivasha on the same week. Koppert was keen to take the event as close as possible to the main flower growing regions of Kenya. The company emphasized their commitment to partner with nature in finding solutions for challenges facing growers every day and invited all to join them on this journey.

NoPath

Supporting plants
the natural way



A natural solution based on plant essential oils,
for the preventive and curative control of diseases
such as Downy mildew and Botrytis in crops.

Engaging Local Consumers

DowDuPont Inc (NYSE: DWDP), the US-based chemical giant, will set up an agriculture division that is working to enrich the lives of those who produce and consume in the face of declining global output. Following the successful merger of Dow and DuPont last year, the company launched the corporate brand names that each of its three divisions plans to assume once they are separated as independent companies as intended. The intended Agriculture company will become Corteva Agriscience™ (kohr-'teh-vah), which is derived from a combination of words meaning “heart” and “nature”.

DowDuPont Agriculture Division is Now Corteva Agriscience™

The *Floriculture Magazine* spoke to Corteva Agriscience™ Agriculture Division of DowDuPont Chief Operating Officer **Mr. James C. Collins** in a round table meeting with journalists. We engaged him on the state of agriculture and how technology can be used to boost output and support food security while taking care of emerging environmental and health concerns. He was in Nairobi accompanied by other senior company staff from Africa and Middle East region.

What brings you to Kenya?

Two years ago, Dow and DuPont made a very deliberate decision to merge and create three standalone companies, including a pure play agriculture company. End of February, the company announced brand names for the three independent companies, reflecting ongoing progress towards separations to serve their consumers better. At the same time, we are focusing on building our business in sub-Saharan Africa. As part of that decision, we located our East Africa headquarters in Nairobi. We have a leadership team for East African region here — from where we are trying to build a foundation for agriculture in the region. That's why we are placing a lot of emphasis in this part of the world.

What does this mean to Kenya's Agricultural Sector?

In Corteva Agriscience™, we bring together three businesses with deep connections and dedication to generations of farmers. Our new name reflects our commitment to enhancing their productivity as well as the health and well-being of the consumers they serve. Our name reflects our purpose: enriching the lives of those who produce and those who consume, ensuring progress for generations to come. With the most balanced portfolio of products in the industry, nearly a century of agronomic expertise, and an unparalleled innovation engine, we are creating a new agriculture company that will work together with the entire food ecosystem to produce a secure supply of healthy food sustainably and efficiently.

Other than the regional headquarters, we have also built a state of the art seed production facility which we will be improving to higher standards, we have a research centre, that is part of the Africa Technology hub and we are

investing in talent.

Describe Corteva Products

Corteva represents the most comprehensive and balanced seed and crop protection portfolio in the world and a strong pipeline of new products that will enable us to continue to provide substantial value to farmers now and over the long term. Corteva is known for its Pioneer and Pannar brands in the seed category. In crop protection we have well established product brands like Delegate, Closer and very soon we will be launching Radiant which is a good control for Fall Army Worms. Other than Herbicides and Insecticides, Corteva has also lined up some good fungicides. Our R&D is also lining up some very interesting products which will be launched between now and 2021.

Food insecurity has become a major challenge to Kenya where climate change has become a reality. How is Corteva relevant to this emerging dispensation?

There is no one single solution that addresses the whole challenge. It is a multiple dimensional challenge that requires collaboration from companies like us, Government and other partners. One thing that can make a big impact on this matter is technology. Other than high yielding resilient seed and quality crop protection products, we are also driving customer value through digitization by offering the most advanced digital solutions. These include Farm management software by Granular®, Agronomy software and services by Encirca®, Farmland valuation and research by AcreValue™. When farmers use our products and services and get better harvest, they become part of the solution to food insecurity.

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“Other than Herbicides and Insecticides, Corteva has also lined up some good fungicides”.



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There is also tremendous opportunity of doubling productivity by enabling farmers to access the right products and services. Technology is a great piece of the answer to food security. But for technology to reach the farmer, there is a need for enabling policies that allow companies to develop technology that is tailored for realities of the African farmers and put that technology in their hands.

Is agriculture a profitable economic activity?

Agriculture is profitable when you do the right things, and a great piece of being profitable is to be able to embrace the right technology.

Corteva Agriscience helps farms and farmers flourish, and together we forge meaningful relationships that advance agricultural industry. We are on the ground, innovating collaboratively with producers to help enable their success. We earn the trust of customers and consumers by doing what is right and delivering solutions that meet their changing needs. Partnering with Corteva will lead to a profitable farmer.

Is GMO crop the solution to weather challenges and is Kenya losing out on or failing to harness this opportunity due to policy constraints?

There is no doubt biotech is one of the

tools farmers can use to adopt to changing patterns we face in the world today. It is not a magic bullet but a powerful tool that has helped farmers to manage risks and increase yields as well as significantly reduce the use of pesticides in the fields.

We know technology works and if farmers have access to it, they will improve their productivity and profitability of agriculture as an economic activity. This in turn helps lift growers, especially the millions of small scale-farmers in rural areas out of poverty.

A good point to start with is giving countries the opportunity to choose whatever technology they think is good for their environment. Corteva respects country policies and regulations. Kenya is yet to formulate that policy. Corteva has invested heavily on Biotechnology and we will line up the products when the policies are done.

Farming in Kenya has been Left for the Old and Men. What are you doing to bring the youth and women into farming?

This is not a Kenyan problem but a global problem. Given that agriculture is one of the continent's biggest economic sectors, generating broad economic development and providing much of the population with food, this poses a serious threat to the future of farming and to meeting

the demands of a rapidly growing urban population.

Corteva has set an example in its employment. In this region, 40% of the staff is women. Looking at the age set of the employees most is relatively young.

Likewise, are digitization farming and linking it to social media. The media, ICT and social media can all be used to help better agriculture's image across a broad audience and allow for sharing of information and experiences between young people and young farmers. We will also continue engaging other stakeholders on how to help the situation.

Are you investing in Post-harvest Solutions?

Reducing the postharvest losses, especially in developing countries, could be a sustainable solution to increase food availability, reduce pressure on natural resources, eliminate hunger and improve farmers' livelihoods. However, as Corteva we believe on holistic approach. We cannot solve this problem singly. We are teaming up with other stakeholders like USAID, Governments etc. In Ethiopia we have started village Silos and we will be thinking on Kenya and other countries in the region.



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Creating Sustainability, Together.



Signing acceleration initiative in 2017 by Dutch Flower Group, Waterdrinker, Royal FloraHolland, Royal Lemkes and FleuraMetz (not on the picture).

Dutch Flower Group is a unique family company that specializes in the international trade of flowers and plants. With 30 individual companies, we supply all distribution channels, importing wholesalers (who supply florists) and the large-scale retail sector (including supermarket chains, DIY stores and garden centers).

Together with our marketing companies in Europe and the USA we are committed to work towards a better world. We have created 4 drivers within our CSR policy: Sustainable Floral Chain, Sustainable World, Sustainable Partnerships and Sustainable Employees. In 2018 we have started the acceleration initiative to speed up the sustainability process within the chain. We have committed ourselves to a shared ambition:

90% sustainable sourcing in 2020!

Floriculture Sustainability Initiative (FSI)

Dutch Flower Group is founding father of FSI. The Floriculture Sustainability Initiative is a market-driven initiative that brings together members of the international floriculture supply chain. FSI members are collaborating to improve practices and drive positive change towards sustainable production and trade of flowers and plants.

All founding members share the goal of finding more sustainable solutions for growers, for the environment, and for the future of the sector, and therefore set themselves the ambition to have 90% flowers and plants responsibly produced and traded by 2020.

Why a sustainable production and trade?

1. We all want to leave a better world for future generations, don't we?
Together we can boost the image of the floricultural sector.
2. The demand from society, and especially from European consumers, for fair, reliable and sustainable products is growing.
3. Sustainability and transparency throughout the entire chain is essential to continue to trade responsible flowers and plants. Sharing knowledge and cooperation within the chain is extremely important.
4. Retailers, including the big international supermarkets, DIY stores and garden centres and e-commerce companies, have increasing demands in terms of sustainability.

How do you ensure sustainable production?

1. Certification is an important part of the process to contribute to our shared vision of sustainability and keep up with the market developments.
2. Growers' certification must fit within the criteria set by the FSI – the basket of standards – in order to comply to sustainably sourced and achieve our ambition of 90% by 2020, together.

What steps can you take?

Obtain more information from a certified body, like Kenya Flower Council.

Sustainable production? Use the FSI basket of standards

The great variety of standards and certifications in the floriculture sector contribute to higher levels of sustainability, but can also create confusion, transparency issues, lead to duplication of certification, and increase costs within the chain. Floriculture standards in the FSI Basket are successfully benchmarked against international basic requirements and legislation. The FSI Basket is also used as verified and independent reference for responsible sourcing:



Local partnerships

Dutch Flower Group works together with local partners in Kenya to create and develop the stand on the IFTEX. All flowers and other decoration will be sourced locally. Fresh from Source, DFG Africa and RosaLink will be your hosts during this event. **Please join them at the IFTEX – stand D2.12.**

For more information:

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e-mail: ronald.de.vos@dfgafrica.com

Creating a sustainable future.



Together.



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 **Rosa Link**



Industry Addresses Sustainability

Certification responds to increasing demand for sustainability

Sustainability in the horticultural sector is essential to be able to continue producing and trading flowers and plants in a responsible manner.

Growers must ensure their international horticultural chain is more sustainable and has a concrete objective to ensure flowers and plants produced and sold are sustainable. The horticultural sector has no future without sustainable products, and the Kenyan flower sector is obliged to take the initiative as a global player.

Sustainable cultivation means that growers meet the requirements for producing with the future in mind. Sustainability is a precondition for a healthy future. Growers should work to achieve a future-proof horticultural sector, in which flowers and plants are grown and marketed with respect for people and the environment.

The demand from consumers and customers for sustainably produced flowers and plants continues to increase. To address the complex challenges for growers, a clear chain approach is required. In this way, they will improve the reputation of flowers and plants. In this chain growers and their customers are key.

Growers must work together on solutions for matters threatening the image of the products and the sector's reputation. The result is a clear approach to sustainability and communication about it. International

market parties and advocacy organisations should also join hands for a healthy, vital and sustainable horticultural sector.

The key to unlocking a move towards a mainstream sustainable floriculture sector is the development of a shared vision, reverse the fragmentation of standards, and to create a structure where current and future sustainability issues can be tackled on a sector level. In line with the Sustainable Development Goals all stakeholders must join forces to accelerate sustainable volumes and create impact on key sustainability topics.

Strengthening the capacity of the sector to take action at farm level is a key aspect to improve social conditions and enhance the sustainability of supply chains. Initiatives towards decent wages, gender equality, and health & safety have proven to benefit workers and improve results for the business.

Responsible use and management of agrochemicals is critical to protect the safety and health of workers, the environment, and security in the supply chain.

Improvements towards responsible use of natural resources and the reduction of CO₂ emissions are necessary not only for the environment but also for our economies and communities. Scalable solutions within the supply chain should be put in place to soften impacts of energy use, water, transport and waste among others.

Increased transparency and traceability in the supply chain is critical to support social and environmental improvements of the sector. This includes topics such as health, safety, working hours, wages, as well as the use of chemicals, substrates, water management, and many more.

The UN Sustainable Development Goals form an important guideline for making business operations more sustainable. We should actively work on improving our own CO₂ footprint, and by reducing the effects on the environment. Purchasing activities play a strategic role, and should encourage sustainability among chain and sector partners.

If we want to continue giving a flourishing future with our beautiful flowers and plants, sustainability is paramount for the international consumer. And hence expects a sustainable product. Sustainability is then defined as a flower or plant where on both social and environmental-technical aspects, according to international standards, cultivation are met. And those standards are embedded in certifications, which growers achieve and which are regularly checked by independent auditors.

Sustainability affects everyone on the supply chain and concerns ways of residing, working and living. Ornamental growers must, according to the initiators, realize that without sustainable products they have no future. In addition to words and deeds.

Agrichem Africa Limited



IFTEX

International Flower Trade Expo

2017 in Pictures



Peter Muraya (front-row sitted 2nd left) and Shirish Ingale (front-row sitted 3rd right) follow proceedings during the IFTEX 2017 Opening Ceremony

Shirish Ingale, Sales Director accepts the Silver Award during IFTEX 2017 from Richard Fox, KFC Chairman



Shiraz Karmali (right) in discussion with a guest at our exhibition stand during IFTEX 2017



Shirish Ingale (left) welcomes a guest at our exhibition stand during IFTEX 2017



Guests enjoy entertainment performance at IFTEX 2017



Shiraz Karmali (front-left) and Murad Karmali (front-right) entertain at our exhibition stand during IFTEX 2017



Shiraz Karmali (left) Shirish Ingale (second-left) and Patrick Muthengi (centre) engage consumers at our exhibition stand during IFTEX 2017



Shirish Ingale in celebratory together with our exhibition stand attendants at IFTEX 2017



A Dynamic Market

Growers in Africa are the busiest during the months of February till May, the months leading up to occasions like Valentine's Day and Mother's Day. Visibly, cut flowers are the commodity that exchange maximum hands during these occasions, in an expression of love. While they did the same this year, at the backend remains a story untold.

Premium Quality Produce

Air cargo industry does see a dynamic market in flower transportation and is honing its skill to facilitate an integrated cool supply chain.

Currently more than 300 types of boxes are used; there's a great variety in box sizes and quality, and that brings along a lot of challenges such as building and breaking down of ULD's. We see a lot of benefits which can be gained from creating more standardised flower boxes. Hence, one of our focuses is related to the standardisation of these boxes," van den Berg says.

Growers in Kenya were hoping to do brisk business during this Valentine's Day when they were caught in tangle as a logistics logjam seemed lurking around the corner due to an inbound freight crunch, causing a dearth of outbound cargo flights from Kenya.

Amid the accelerating global economic recovery, cargo aircraft had diverted to more-profitable routes in Europe, the US and Asia, and away from less profitable ones in Africa. A Wall Street Journal report says that with air carriers insisting on flexibility and waiting till the last minute to commit to cargo flights, Kenya's freight crunch around Valentine's Day was hard to circumvent given the short life of cut flowers.

Confirming the crisis situation, Conrad Archer, country manager, Panalpina Kenya revealed that this caused increased costs of extra freighters for Valentine's and International Women's Day and indeed affected the flower business in Kenya. "The costs were unprecedented this year. Many of the supply chains were locked and not prepared for any additional logistics costs, especially at the levels charged. The volumes were still moved, but it was not without difficulties. Since Chinese New Year was on February 16th this year, Kenya was not able to take advantage of the Chinese

downturn during that time. Flights operated on days that were not convenient for shippers. On top of that, the problems arising from the local plant health authority system, again affected the documentation process."

Growing awareness among shippers

It is worth mentioning here that the cut flower industry in Africa, particularly in Kenya and Ethiopia, has flourished rapidly in the past few years, as Netherlands- traditionally the centre of production for the European floral market, shifted its attention towards flower trading instead of production. This has brought focus on Africa, the next nearest region to European countries that produces flowers in huge quantity for trade, favoured by its climatic conditions. Apart from government initiatives to improve the poor state of infrastructure for a smoother trade route, growers as well as logistic players are also increasingly getting aware about measures that can boost production and bring more returns.

During the second edition of Flower Logistics Africa, organised by Logistics Update Africa, growers as well as the entire cross section of the supply chain unanimously called for standardisation across the value chain to make it lean.

In other words, emphasis was laid on a uniform code for all stakeholders including the shippers, supply chain industry, airlines and airports that could be linked to IATA standards.

"Increasingly it is becoming very clear that no one association can cover all the areas of concern. No one association has the competence to deal with all the issues across the value chain. And therefore they need to realise or appreciate the strengths of each association and see how we can tap into that strength and come up with a product that is of value to the common membership we have of the business folk in the industry," said Jane Ngige, chief executive officer of Kenya Horticulture Council on the sidelines of the event.

Technological upgradation is another important part which is also being taken care of, to facilitate the delicate process. The less often flowers are physically handled during their transportation the longer they are likely to maintain their beauty. The ideal situation is a stable logistics 'cold chain' that ensures quick and efficient transportation to keep the flowers as fresh as possible.

To Page 25

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NAIROBI, KENYA
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“

We can handle different products with different temperature

Mr. Conrad Archer



From Page 23

“The advent of vacuum cooling has had a major impact on the cold chain management. Panalpina is in the process of fitting its third double-maindeck unit as part of the \$3.5 million expansion in Nairobi. We now also deliver our built-up pallets in reefer trucks to the ground-handling agent to ensure the cold chain is maintained. The fact that some producers have changed to a composite box, all pre-skidded prior to delivery, is an improvement. However, it requires us to invest in new facilities designed for unloading and pallet building with forklifts. Our new facility will also have several chambers, allowing us to handle different products with different temperature regimes, such as berries, flowers and plant cuttings,” informs Archer.

Meanwhile, Eline van den Berg, program manager at the Holland Flower Alliance (HFA) shares, “The Holland Flower Alliance was formed in 2016 with the aim to unite the floral logistics supply chain in order to optimise the entire ‘farm to vase’ process. We currently put our focus on the trade lane Nairobi-Amsterdam, where we seek to optimise and increase the speed and efficiency of the supply of freshly cut flowers.”

“The HFA sees great opportunities in the digitisation of the supply chain. Currently, for instance, different systems are used to forward shipment data among different parties and therefore with different parties we work on building an information platform together which can be used for information sharing, but also tracking and tracing of the flower boxes. Another topic is packaging.

Currently more than 300 types of boxes are used; there’s a great variety in box sizes and quality, and that brings along a lot of challenges such as building and breaking down of ULD’s. We see a lot of benefits which can be gained from creating more standardised flower boxes. Hence, one of our focuses is related to

the standardisation of these boxes,” van den Berg adds further.

She also informs that from the total import supply of roses of The Netherlands, 85 percent is coming from Africa. “Especially the first quarter of each year and the volumes received are extremely high because of two important flower holidays i.e. Valentine’s Day (14 February) and International Women’s Day (8 March).

There is no denying the fact that the air cargo industry does see a dynamic market in flower transportation and is honing its skill to facilitate an integrated cool supply chain, however, the freighter shortage was a stark reality.

Tapping opportunities from unexplored markets

While European countries have remained the primary markets for flower growers, Africa is gradually looking beyond its traditional consumers to find new markets in China, Australia, Japan and the US. According to a Rabobank Report, Europe and North America are likely to see a 2 percent growth per year in cut flower and potted plant expenditures, while Asia will see a 6-8 percent growth annually. It is because of such scenarios that Kenya is trying to get the four percent levy that China has imposed on flower exports, scrapped.

Kenya Airways Commercial Manager in Charge of Cargo, Peter Musola recently stated that bilateral talks between Kenya and China were at an advanced stage as the latter eyes the hugely untapped market.



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More than 90 per cent of florists think Brexit will impact on their business, and we're already losing high-street florists at the rate of five a week due to the falling pound.



Business won't be Blooming for Florists after Brexit

A ROSE by any other name might still smell as sweet, but what if the price increased by 14 per cent and you had to drive 10 miles to the supermarket because your local florist had been forced to close? While floristry is a big industry, it's composed of many small local retailers, all of whom are in serious danger. Not that I'm advocating you rush out right now and buy a bumper bouquet for your nearest and dearest (although we could all do with getting brownie points while we can), but this is just one example of the unforeseen consequences of Brexit.

It's also a pretty fascinating area. I must confess I wouldn't have immediately looked up the British Florist Association or Florint, the International Florist Organisation when researching Brexit outcomes and projections, but these folk are exceptionally savvy and well-informed when it comes to action plans and briefings for their membership. They have to be. More than 90 per cent of florists think Brexit will impact on their business, and we're already losing high-street florists at the rate of five a week due to the falling pound.

Things look bleak for our local florists because time really is money in this industry – flowers that have been stuck in a queue at customs cost the same but sell for much less. "Buy British then!" I hear the Brexiters cry. Well, flowers are an import-based business, with 70 per cent of them coming from the Netherlands. The UK's imports of cut flowers outstrip its exports by 30 times. That's a lot of daffodil farms Andrea Leadsom is going to have to accommodate along with those decent British butterflies.

Most of the talk around Brexit has been around the importance of UK exports to the EU and elsewhere, but trade regimes tend to be reciprocal, and so import-reliant businesses and their customers are likely to be deeply affected by Brexit. We import so many flowers because it's not feasible for us to produce the volume we need to meet demand.

Currently, we enjoy free trade because we're part of the club. Losing EU trade agreements could well mean that flower prices increase dramatically. Without that protection, there's a serious risk that prices

could rocket by 14 per cent, according to Florint. The overwhelming majority of the millions of freight vehicles passing between the UK and the rest of Europe do so via the Channel Tunnel or Dover ferries, free of customs clearance queues and faff at the port.

Out of the EU, that will change, and shipments will be forced to submit to customs control, slowing down their vehicles for up to four hours. That's a lot of crushed freesias and droopy tulips. Nobody voted for their local florist to go out of business. Nobody voted to be priced out of buying a bunch of daffodils for their mum or a bouquet for an anniversary.

Nobody voted to walk down the aisle with empty hands because the florist wasn't able to secure a supplier. This is one more example of how Brexit isn't cocking a snook at some faceless bureaucrat. Instead, this hard Brexit is taking bread out of the mouths of ordinary people who did nothing to deserve it.

Save Upto 20m Annually; Invest In Quality Control Greenlight

Production of flowers which does not fully meet the specifications of the market contributes to a serious loss. Almost 50% of problems encountered within the supply chain arise at the airport due to paper work being incomplete; this creates inconsistency, inaccuracy and lack of accountability causing growers to spend excess resources trying to get it right.

While growers strive to deliver to the best standards possible in cool chain management to ensure consistency, good pest management, enhancement of vase life, speed and accuracy in terms of data collection. The process still demands more as it requires heavy investment, professional approach and investment in reliable systems to execute, monitor and assess the success of the cool chain program.

Motivated by these challenges experienced by growers which are: cooling and re-cooling which attracts extra costs, additional of management time which results in high wastage and compromises made to the cool chain's speed; **Muddy boots software** designed a comprehensive software to emphasize on quality foundation at **pre-harvest, pack house and dispatch** points respectively and having the data collected from the three assessment points made available in real time within the system.

How can working with quality control greenlight help supply chain be sustainable?

The software has comprehensive and intense assessment activities which are supposed to be performed at pre-harvest point, pack house and at the dispatch location. During the pre-harvest, workers at

the green houses get to monitor the growth of flowers so as to manage the threats caused by pests and diseases enabling them to detect any compromises on the quality in real time so as to get agronomists curb the challenge early enough. Once the data is recorded, they upload to the system and store at the cloud. At the pack house, workers perform quality assessment tests referred to as self assessment before flowers are dispatched and the last assessment is executed at the dispatch point when flowers are loaded to the plane. Recorded data in the system is made visible and available throughout the supply chain. The process creates confidence and trust in the entire supply chain, emphasizes on quality, and complements cool chain management processes, increases shelf life and also thermal degree hours; hence cutting on costs incurred in management of quality and cool chain programs. The software contributes immensely to sustainability because when wastes are reduced, quality increased and data made available and visible in real time then revenue will definitely rise.

Quality control greenlight is the industry architecture with the right capacity to help growers to formally engage data collection capability of their existing army of quality control officers in the flower industry and ensure they harness the increase in data collection realized from the usage of the software in a push to cut wastage and increase revenue.

Benefits of Quality Control Greenlight

Grower- The growers get to integrate quality assessment checks at all levels into their farms so as to ensure that every staff member gets it right when it comes to quality production. Data collection

creates confidence and contributes to the farms reputation through being visible and transparent concerning the quality of their flowers. The growers are able to cut on the wastage they incur annually which are approximately 20 million shillings and increase revenue and their recognition in the market.

Retailer- Retailers and customers are able to trace their orders at the point of dispatch because the system will notify them in real time that what they ordered has been completed and dispatched. They will also be assured of quality because of the confidence they already have towards the supply chain.

Kenya Regulators (KEPHIS, FPEAK, KFC)

They are able to trace data uploaded to the cloud and get to understand the volume of flowers dispatched from different farms on real time updates, get data on the amount of revenue gained by the government from the exports Furthermore KEPHIS is able to trace quality control assessment data of the farms from the system and compliance which saves on time and costs incurred and in turn speed up the cool chain process.

Call for action

With technological advancement, it is indisputable that we ought to automate the processes within the farm so as to save on the costs, avoid misuse of time and enhance quality management of data. Appreciate the technological milestones that have been achieved, tested and proofed to work successfully in the flower sector by trying **quality control greenlight** today which is accredited. Get in touch with **Muddy boots software** to secure a 30 day free trial of the software in your farm.



Ensure product quality meets your customer requirements

Centralise your product specifications to ensure you deliver an accurate and consistent approach to quality control, driving waste and cost out of your business.

Greenlight Quality Control ensures that all aspects of quality are available in one centralised location for you and your stakeholders to easily access, update and share information instantly. This gives you complete visibility on the performance of your sites, suppliers and products in real-time.

With all of this data available at your fingertips, your teams can focus on the high risk products/suppliers; ensuring attention is being paid to the right things at the right time, reducing the risk of poor quality product getting onto the shelf.

Key benefits:

Demonstrate compliance

Give all supply chain members real-time access to a centralised product specification, so they can always meet your customers quality and compliance standards.

Connect with suppliers

Members of your supply chain can easily access, update and share quality data in real-time; giving you total visibility of the performance of your products and sites.

Monitor and measure performance

All quality inspection data from grower to retailer is collected in a consistent format online via a mobile device; adding rigour to the compliance process and removing the need for paper. This generates invaluable real-time data and metrics on supplier and product performance.

Reduce waste

Improve the consistency in the product offer to the customer. Drive rejection waste out of your supply chain and identify key areas for improvement.

Success story:



Traceability, quality assurance and compliance is paramount for the products destined for our shelves. Muddy Boots' dashboard capability gives teams a real-time view of the performance of our supply base. We can now view site, supplier and product performance in one place, which has enabled us to drive significant efficiencies through waste reductions, and identify and mitigate risk from our supply chain.



Hugh Mowat
Head of Quality - Produce and Horticulture

Download a free 30 days trial of the software at [iOS](#) or the [website](#)
Contact: Stephen Ng'ang'a: 0720 893 421, David Lawrence: 0722 523 477

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Mr. Okisegere Ojepat, CEO FPC

Coming together, sharing together, working together, and succeeding together.

Fresh Produce Consortium of Kenya one of the industry's leading trade association committed to driving the growth and success of produce companies and their partners. FPC Kenya represents the interests of member companies [including family-owned, private and publicly traded businesses as well as local, regional and international companies] throughout the fresh produce supply chain. The association was founded in 2013 as then Kenya Association of Fruits and Vegetable Exports [KEFE] to represent the need to address challenge face by players in the domestic market space. FPC Kenya will continue the mission of promoting the growth and success of produce companies and their partners, with great focus on the domestic market.

Lobbying and Advocacy

The main focus will be on lobbying and advocacy as the focal point for the stakeholders in both the domestic and export market space. Issues affecting the industry will be brought to the attention of relevant authorities for speedy conclusion.

Food safety compliances

Food safety has gained increasing importance domestically because of its significance both for health and for the economy. The production of safe food is essential for protecting consumers from the hazards of food borne illnesses and is important both in the domestic food business as well as for increasing competitiveness in export markets.

It is therefore of benefit to all stakeholders in the food chain to be made aware of ways to address issues that would lead to food safety concerns, and those that would improve efficiency in the production systems.

The introduction of KS 1758-Code of conduct for the horticulture industry is expected to help streamline the industry in terms of food safety standards, introduce efficiency in the production systems and ensure traceability of horticultural produce, especially that which is produced and consumed for the domestic market.

Fresh Produce Consortium of Kenya is Born

FPC Kenya will adopt and assist its members this standard in their establishments whose expected result will be a better structured domestic market for local produce, and the adoption of a domesticated version of Good Agricultural Practices [GAP] for export companies that is better suited to our local needs / requirements.

Creating market and market linked

Supplying formal markets such as supermarket chain, groceries and fast food restaurant offers both higher income and improved business relations for farmers. However, accessing these markets requires higher product quality, secure supply chains, and more efficient marketing and business management. To meet these conditions and engage with these higher value markets in the long term, need increased levels of bonding social capital and strengthened bridging social capital through partnerships with service producers and market chain actors. The use of collective action, combined with strong leadership and an iterative, market-led learning process, will enable smallholders to supply to a modern food outlet market with stringent quality parameters and safety requirements. Success in this market linkage will be possible through effective support from both development and research providers and a strong entrepreneurial drive through FPC Kenya.

Collaborations and partnerships

FPC Kenya appreciates the support of our partners both in the private and public sector.

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Transforming Infrastructure

The perishable industry stakeholders are hoping that the Kenyan government would look at more supportive policies to encourage the industry as a whole. The maiden edition of 'Perishable Logistics Africa' held in Nairobi concluded with the hope of transforming Africa's logistics infrastructure landscape to support African perishable exporters.

Kenya has been exporting perishables, especially flowers to the world market in large quantities. With increasing agricultural produce, the country aspires to explore more global destinations. Currently, the major volumes are exported to Europe. The decline in domestic floricultural production in Europe favours more imports from Kenya.

Over the past few years the flower exports from Kenya rose considerably. Thousands

of tonnes are exported every week. Nairobi is slowly becoming the hub for transporting flowers, an exciting thing. Themed 'Creating Africa's future logistics grid for perishables', the first edition of Perishable Logistics Africa 2017, deliberated on the challenges and solutions to enhance Africa's perishable trade.

"We need to focus on infrastructure to make the industry better. Industry has become a victim of its own success. It is crucial that we find a binding thread to bring in collaboration. We need to focus on sustainability to create an enabling environment for better cohesion amongst the service providers," said Jane Ngige, CEO, Kenya Horticulture Council. Peter Musola, cargo commercial manager, Kenya Airways, highlighted the need of government interventions and support. He said, "Creation and negotiations of policies is critical for the

trade. The industry's growth will also depend on how governments drive the policy."

The pressing issues of lack of infrastructure especially that of road connectivity, storage facility, and inadequate temperature-controlled transportation facilities were highlighted as the crucial issues seeking concentrated attention.

It is estimated that 1.3 billion tonnes of food items are wasted globally in a year. The case is no different for African countries. The percentage of wastage is higher in Africa as well.

Dr. Isaac Macharia, general manager, Kenya Plant Inspectorate Services, said they will continue to create an environment to assist the industry meet the market requirements. "Better logistics will come with better



Jomo Kenyatta International Airport: Region's Flower Hub

understanding of what is to be done pointed out Gladys Maina, technical director, DYSA Consulting.

However, David Onyango, senior operations manager, Flamingo Horticulture, defined good logistics as having better quality equipment, warehousing, clubbed with seamless processes. He added, "Better logistics will come about with some government support. As a private sector we need to have a collective understanding of our needs locally before we go international."

"There is need for evaluation procedures for everyone in the value chain. This and taking responsibility amongst us will help us all enjoy the profits at the end of the day," commented Lucy Njeri, MD, Saipei Foods. Though the participants raised their concern over the

laborious process of documentation, the panellists emphasised on the importance of documentation while shipping the product.

"We need to avoid the cumbersome processes locally through export documentation processes. Let us work together with the public sectors to reach our desired potentials. We need to have an open discussion on air cargo high rates to end the disconnect between the shipper and the carriers," said Conrad Archer, MD, Panalpina Africa. The seamless flow of information will enhance the efficiency in the value chain pointed out Wouter Boekeke, global industry manager for perishables, Lufthansa Cargo. He said, "For an airline, our customers, shippers and growers are our main source of information." "The information is there. Our dialogue should focus on what to do with what we have. We need

to collaborate to a level of trust in the supply chain for us to grow in the industry," said Nick Mwaura, direct sourcing manager, International Procurement and Logistics.

"If we in the supply chain keep working in silence then it ceases to exist. We need to stop talking about the supply chain and talk about the supply community. And sharing information from the source to the end is key in this business," commented Bart Pouwels, director business development, Schiphol Cargo. "A future of more flights access and more competitive players will add value to the supply chain," signed off Gadhia. However, technology will be the driver in the near future pointed out Mwaura. "Block chain systems and technology is the future of this industry," added Onyango.

New Feature



Union Fleurs new Board of Directors 2018-2020: From left to right: Augusto Solano (Asocoflores, Colombia), Frank Zeiler (BGI, Germany), Richard Fox (Kenya Flower Council), Sylvie Mamias (Union Fleurs Secretary General), Matthijs Mesken (VGB, the Netherlands) and Paolo Di Massa (ANCEF, Italy). (Missing: Martin Estad, Flora Dania, Denmark)

Union Fleurs, the International Flower Trade Association, has recently elected a new President and Board of Directors on the occasion of its Annual General Meeting held in San Remo, Italy. The new Union Fleurs Board of Directors will work for the next two years.

Reflecting the global reach of Union Fleurs and its unique position as the representative organisation for the international floricultural trade, the new Union Fleurs Board is made of an international team, namely:

- Richard Fox, President (Kenya Flower Council, Kenya)
- Frank Zeiler, Vice-President and Chairman of the EU section (BGI, Germany)
- Matthijs Mesken, Chairman World Trade Committee (VGB, the Netherlands)
- Augusto Solano, Chairman Americas Committee (Asocoflores, Colombia)
- Martin Estad, Chairman Pot Plants Committee (Flora Dania, Denmark)
- Paolo di Massa, Relationship Manager (ANCEF, Italy)

In the 60 years of history of the organisation, it is the first time that the Presidency of the association goes to a representative from a non-European country, as noted by Richard Fox during his introductory speech as new President of Union Fleurs. This adequately reflects ongoing developments in the floriculture supply-chain at global levels which has seen in recent years an intensification of the role played by flower businesses operating in or sourcing from origin countries in Africa and South America.

The election of Frank Zeiler, the Managing Director of BGI – the German Association of Flowers & Plants Wholesalers and Importers, as Vice-President and Chairman of the EU section shall also be seen as a much welcome step with the aim of strengthening the coordination, representation and promotion of the common interests of floriculture wholesalers & traders across the EU within the association but also in the context of Union Fleurs' daily dialogue with the European institutions in Brussels. This will also be completed by upcoming initiatives to stimulate

engagement, coordination and greater visibility of the pot plants membership within the EU section of Union Fleurs.

Building on the refreshed strategic direction and key priorities for Union Fleurs worked out since 2014 by the outgoing Board of Directors together with the membership under the leadership of outgoing President Herman de Boon, the new President and Board of Directors will work closely together to steer the redefined strategic areas of activities of Union Fleurs and promote visibility and delivery for the benefit of the international membership of the association going forward.

Over 25 participants from 11 countries attended the Union Fleurs Annual General Meeting in San Remo. Guests from other international organisations of the floriculture industry AIPH, CIOFORA and FSI were also present.

To pay tribute to the outgoing President Mr. Herman de Boon, he was unanimously conferred title of Honorary President



Mr. Richard Fox Elected Union Fleurs President

Richard Fox is the current chairman of the Kenya Flower Council ; he has been extensively involved in the Kenyan horticultural sector for the past 25 years and has played a leading role in the promotion of socially and environmentally sustainable business practises in the industry. He has been serving on the Union Fleurs Board of Directors since 2008, holding the position of Vice-President since 2014.



Elizabeth Kimani
General Manager Masai Farm

Investments in Cool Chain Necessary

The second edition of Flower Logistics Africa, held in Nairobi, concluded on a high note with industry stakeholders calling for a more integrated and collaborative approach to take flower logistics to new levels. The industry is enthusiastic about the new found markets beyond Europe. Adaptation of technology and knowledge sharing were propagated as key measures for simplifying processes.

Kenya continues to be the leading exporter of flowers from the African region. As per the official data, the country exports over 200,000 tonnes of flowers per annum to 60 international destinations. Though the growth rate is slow for last couple of years, the Kenya Flower Council (KFC) sees the segment currently growing at 2 percent, and expects to improve here onwards.

During the second edition of Flower Logistics Africa 2017, themed “Enhancing Africa’s flower power through better logistics,” the stakeholders deliberated on various subjects ranging from the steps to enhance trade; industry standardisation; challenges in packaging; and role of technology in cool chain management, transport and supply chain.

The event in Nairobi attracted participation from Africa and outside. During the conference, the industry in single tone called for standardisation in flower logistic on high priority.

Speaking during the conference, Elizabeth Kimani, General Manager Sian Roses elaborated on how the members of

the trade value chain should look at a collaborative approach that would be the way forward for the flower industry. Sharing information and data with each other is crucial in this process.

Liege Airport's cargo sales manager, Eric Gysen highlighted that the Liege airport on an experimental basis started sharing data with the flower value chain operators.

"We are taking a risk by sharing information on an experimental basis for improving efficiency among stakeholders. Find and build relationships to earn each other's trust then work on trust mechanisms that will better processes," said WicoSantbutle, director, Cargo Development, KLM Cargo. Jane Ngige, chief executive officer of Kenya Horticultural Council (KHC) emphasised the need for a single standard for the flower industry. "Now growers follow different standards that are set over the period, the supply chain industry follows a different code, airlines follow IATA standards. So what we are looking at is to create a uniform code and link it to the IATA standards as it is followed by every operator in the world," she said.

Though KHC may be able to put together a single code for the flower trade industry, who will take the lead to implement the process remains a question.

For the Kenyan flower growers, Europe continues to be a key market; however the demand from the East (especially from China) has surged in the recent past which forces them to look beyond Europe now. Key issues that need attention from the industry include - inadequacies in infrastructure, co-operation among members, high transportation cost and standardisation in packaging.

Packaging is crucial in ensuring the quality and freshness of flowers from the farm to the destination. The Kenyan market is

flooded with different types of packaging boxes. As there is no standardisation, the supplier dictates the market. Standardised packaging will also bring in consistency.

"As a sector, we all need to speak the same language for consistency. As stakeholders, it is our responsibility to ensure standards are maintained," said Eddy Verbeek, general manager, Florensis, a Netherlands based breeder and plant supplier.

Parit Shah, Director, Silpack Industries said, "We are raising standards by avoiding previous mistakes in all matters packaging. This is to provide consistency from suppliers to ensure delivery is of standard." Jeroen van der Hulst, director, FlowerWatch, added by saying, "Standards means investing more on coaching the workers at the farms and the processing process. We need to borrow from our partners by incorporating innovation in our processes."

Technology adaptation is different at each level of the flower trade value chain. This is again pointing to the pressing need for a single integrated platform that makes the communication easier.

Peter Musola, cargo commercial manager at Kenya Airways, pointed out, "We would like to encourage our stakeholders to digitalise to ease and fasten the process." "Processes need to be simplified, and technology will help in this. Effective regulations are required to keep the industry in check. But those should not be laborious ones," said Susan Akwesi, manager, Saudia Cargo.

It is also important to maintain appropriate temperature while transporting cargo across the continents. The shipper is the best judge to decide what temperature is to be maintained during cargo transportation, the size of the box etc. However, there exists a gap.



Sharing information and data with each other is crucial in this process.

The participants concluded that the government should take the lead as policy formation is crucial to the growth of the industry. At the same time the industry is of the opinion that the value chain associations fits the bill better. Going forward, the collaboration with the associations will play a significant role in bringing in changes and addressing the challenges of Kenya's flower trade.

The event which was organised by Logistics Update Africa, was sponsored by Saudia Cargo, Holland Flower Alliance, Kenya Airways Cargo, Africa Flight Services, Astral Aviation, Network Aviation Group, Liege Airport, and FlowerWatch.

The conference was also supported by industry association such as Kenya Flower Council (KFC), Cool Chain Association (CCA), Kenya Plant Health Inspectorate Service (KEPHIS), Ethiopian Horticulture Producer Exporters Association (EHPEA), The International Association of Horticultural Producers (AIPH), Union Fleurs – the international flower trade association, Kenya International Freight and Warehousing Association (KIFWA) and WCA Perishables.



FPEAK

Fresh Produce
and Exporters Association

ng Horticulture to th

HOW WE

Mr. Hosea Machuki

I look forward to a time when fresh produce will be considered as the number one income earner for majority of the farming community due to its short production cycles and high value. I also look forward to a time when the sector will be able to attract many young people as entrepreneurs.

BUILDING

Horticulture Industry Flourishing

Who is Hosea Machuki (Personal, educational and professional background)?

Hosea Machuki is the Chief Executive Officer Fresh Produce Exporters Association of Kenya (FPEAK). He has served the agriculture sector for the past 22 years in research, horticulture, natural resources management, biodiversity conservation, food security, irrigation technology, agronomy, agricultural extension and extensive value chains development.

Hosea has extensive knowledge and experience in organisational management and administration and he has an excellent understanding of the horticulture industry in Kenya and within the region having vast experience working with private sector both in Kenya and within the East and Southern Africa region. He holds a Master of Science in Agricultural Extension from Egerton University and a Bachelor of Science in Agriculture from the University of Nairobi.

Other than FPEAK have you worked in an agriculture related organisation before?

Hosea started his career in 1997 as an Agricultural Extension Officer with the Ministry of Agriculture. He has since served as a Project Coordinator – Agriculture for Self Help Africa, Programme Manager – Horticulture for Solidaridad Network and Regional Manager East and Southern Africa for Rainforest Alliance. Hosea has implemented and managed sustainable agriculture projects in Burundi,

Eritrea, Ethiopia, Kenya, Malawi, Rwanda, South Africa, Tanzania, Uganda, and Zimbabwe, and a consultant for various international organizations.

With so many great organizations to work with why FPEAK?

FPEAK became a natural fit given my skills, knowledge and experience honed over the years as its one organization in which one interacts with and serves smallholder farmers, private sector companies, key government agencies, international clients, development partners, academia, media just to name a few.

How would you describe your time as the CEO-FPEAK? Are you passionate about what you do?

I joined FPEAK on 15th May 2017 at a time when there was a lot on the plate for a new CEO. It has been both exciting and challenging to steer the organization to date. The road ahead appears very promising as the industry grows, and incomes to FPEAK members and the supplying farmers continues to grow. I am always passionate not only for the work I do at FPEAK, its my work ethic. Excellence, delivery and rigour.

What is FPEAK's vision for the sector?

FPEAK's vision is to Make Kenyan horticulture the Global choice. This vision will continue to facilitate the diversification and expansion of horticultural exports through systematic and related growth in innovations, product range and market

segments. It will also continue to identify income streams that offer competitiveness while assuring profitability for FPEAK members and their suppliers

What are your top priorities?

At FPEAK my priorities are; Ensuring that we represent our members interests to government to continue creating an enabling environment for business; Provide specific services to our members including capacity building, compliance to standards and marketing; Ensuring that FPEAK becomes a sustainable entity with respect to income in the coming years. This way, we can be assured that we can provide world class services to our members and clients.

In a nutshell describe FPEAK products and services to the farmers

FPEAK services and products are based on our four key strategic objectives which are; to undertake advocacy aimed at improving the business environment both locally and abroad; to undertake capacity building at all levels; to undertake measures that will ensure compliance in response to quality and food standards, environmental and social Concerns and; to promote and brand Kenyan fresh produce globally

Briefly discuss the FPEAK Management and team

FPEAK has a board of 9 directors elected by the members during an annual general meeting. The current directors have a term of 6 years and they retire on rotation.

Personal Profile



The board appoints a CEO who heads the secretariat composed of 6 staff. We employ more staff as and when we have more work to do especially if we get specific projects.

What's the biggest challenge YOU feel your farmer faces, and how do you inspire the rest of the team to meet it head on?

The Kenyan horticulture export sub-sector continues to experience challenges that include; Emerging market issues like new regulations from the marketplace, Limited diversification of Agricultural production: Narrow base of agricultural products, especially exports leads to high vulnerability of incomes to the international market trends. Non-compliance to international market standards, Retrogressive regulatory environment that continue to undermine trade, Stringent food safety market requirements in the EU market, Lack of public-private engagement geared towards investment and market development, Increased cost of production discouraging new investment in the sector, poor infrastructure, Lack of crops diversification in the making, Lack of coordinated marketing approach; climate change among others. We continue to strengthen our skills and knowledge in these matter through trainings and partnerships with our partners in order to provide solutions to these issues.

Where do you see the horticulture sector globally in the next 5 and 10 years from now? How are you prepared for this change in the industry?

Currently in Kenya only 4% of total annual fresh fruits and vegetables (FFV) output is exported. In 2016 for example, the fruits and vegetables exports earned Kenya over US\$ 1 billion. Kenya is a major supplier of

high-value produce, such as green beans, snow peas (mange-touts), runner beans, okra, chillies, avocados, and mangoes and also a major exporter of flowers especially roses and carnations. In terms of markets, Europe is the main market for Kenyan FFVs and flowers, with the UK, Germany, France, Switzerland, Belgium, Holland and Italy leading. Other importing countries include Saudi Arabia, UAE, South Africa, India, Pakistan, Ireland, and Uganda. Colombia, Peru and Guatemala are Kenya's main competitors on the global scale. Major export markets for Kenya vegetables include the UK, the Netherlands, France, India, Pakistan, Germany, Ireland, Belgium, Uganda and South Africa, while the USA, the Netherlands, France, Germany, United Kingdom, Hong Kong, Japan, Spain, Belgium, and Bahrain are the leading importers of Kenya fruits. FPEAK has 17 member companies that export flowers mainly to Holland and the UK. Over dependence on traditional markets is turning into a disadvantage owing to changes in legislations due to increase in food safety concerns. There is need for promotional activities in emerging markets in the Far East, Middle East, SADC, and USA, among others. We are currently working with the various government agents and other development partners to expand our market share especially into new and emerging markets including China and India.

What is your personal work ethic, and how does this affect the organisation culture?

I believe in a collegiate working environment where people can bring out their best skills and expertise. I ensure that staff are able to meet deadlines, deliver quality work and

be proactive. This creates the tempo for results delivery within the organization.

Describe your ordinary day? Do you have enough personal time? Is there a particular moment or memory that stands out

Given the nature of my duties, I do not have a routine. Each day presents a different procedure. However, normally, I will check mails and respond to issues, attend meetings, plan for days ahead, consult with colleagues and my board members on particular issues. Most evenings and weekends is my personal time. I go to church on Saturdays with family and unless I am out of town, always takes my family out for lunch every Sunday.

Who are the most important people in the industry today?

Our members. They provide employment to hundreds of thousands of Kenyans, provide ready markets for smallholder farmers and contribute to foreign exchange earnings.

What do you think other people should know about holding such a high esteem position you hold at Fpeak?

Any hard working person can be a CEO. What is different is how much one delivers once there and the strategic decisions and actions that one makes. This is what separates the average CEO for an excellent performer.

Is there anything else you would like to share with me?

I encourage every kenyan to enter the fresh produce sector, learn from the best in the business and lets all make Kenya horticulture the global choice now and in the future.



Keep your Gypsophila beautiful and fresh longer

Starting off with a very small cultivation acreage, Gypsophila as a crop, has gained prominence in Kenya over the last 5 years.

Currently, the crop is being cultivated on an acreage of 180 to 200 ha in Kenya and is still growing. Due to this increase production, Chrysal developed a strategy to support the importance of the crop and therefore decided to develop a post-harvest protocol and solution for this crop. Chrysal GypMix is a new and unique, all-in-one solution to enhance the brightness and whiteness of Gypsophila. Recently conducted trials showed that Gypsophila that are treated with Chrysal GypMix have a better shelf life, bigger and more white flowers.

Chrysal GypMix

Chrysal GypMix is a combination of two existing Chrysal post-harvest treatment products with the addition of our new enhancer Chrysal OptiGyp. Combining Chrysal RVB Clear, Chrysal AVB and Chrysal OptiGyp will enable an improved percentage of opening of the flowers, increased weight of stems and will keep the flowers beautiful and fresher for up to 20 days. It is the optimal solution in reducing costs of sourcing and wastage. Using the full combination of the Chrysal products gives the best result.





Powering on for Horticulture



Packaging staff in a packhouse (Photo: courtesy of KHE)

has been one of the most dynamic agriculture sub-sectors over the last 10 years. This is attributed to the high demand for the products both locally and internationally. The sector is characterized by small-scale production (80%) on horticulture plots of less than a hectare, frequently subsistence in nature

How significant is horticulture to Kenya's agriculture and how does FPEAK relate with farmers?

The sector Employs about 6.5million people annually majority being women (about 65-70%); contributes significantly to food security, nutrition improvements and economic growth; provides livelihood for rural households with more than Kshs 200 Billion farm gate value of produce sales annually; and more than Kshs 100 billion earnings in foreign exchange. Contributes to poverty reduction by generating income to smallholders and workers.

FPEAK helps Farmers in providing training on market requirements, market standards, sustainable farming and agribusiness. We link smallholder farmers to our members

Describe the horticulture industry

Horticultural crops in Kenya include flowers, fruits, and vegetables. The horticulture sub-sector is one of the top foreign exchange earners for the country generating approximately US \$ 1 billion annually. Currently the horticulture industry is the fastest growing agricultural sub-sector and is ranked third in terms of foreign exchange earnings from exports after tourism and tea. Horticultural industry



Packaged and ready for export (Photo courtesy of KHE)

who buy from them, pack and export to various destinations. They also give advice on crops they need to grow for the export market.

How much is consumed locally? Quantify.

The local market takes up to 95% of total country's production.

Describe the local market for fruits and veg.

The local horticultural market is very open; hence prices are determined by supply and demand factors as well as prevailing weather conditions. The domestic market has concentrated on vegetables and fruits, such as cabbages, kales, bananas (cooking and table), avocados, coconuts, citrus, mangoes, pineapples, plums and papaws etc. Majority of horticultural produce is consumed locally.

Demand for safe fruits and vegetables in the domestic market is on increase from the growing numbers of high end food outlets and consumers.

Lately we have seen a more aggressive fresh produce sector, what can you attribute this to?

The continued growth is attributed to the dynamic private sector and the effective facilitative role provided by the relevant public and private



There has been minimal interception based on MRLs after efforts to regulate the industry paid off. This had put the over 6.5 million Kenyans who rely on the sector for income and employment at risk.

sector institutions. This has been brought about by intensive market promotion programmes implemented by the sector stakeholders.

Describe the weather in the last quarter of 2017? Any effect on the production?

The rains for the last quarter of the year were insufficient in many the horticulture growing zones thus affecting production, whereas in some areas the rains were stormy destroying crops too. Most water resources were not well recharged making water scare and therefore affecting crop production.

We have had interceptions leading to the banning of export of some products. Briefly tell us about that, describing the current status.

Kenyan produce has faced challenges due to frequent interceptions of exports due to documentation and the presence of regulated pests in export consignments. There has been minimal interception based on MRLs after efforts to regulate the industry paid off. This had put the over 6.5 million Kenyans who rely on the sector for income and employment at risk.

Kenya's horticultural industry has unveiled a cloud based system that will now make it possible to trace



6 The industry has shown alot of resieliency over the last decade with positive growth in volume and value.

of the country as an avocado exporter.

Horticultural Crops Directorate (HCD), which facilitates the development, promotion, coordination and regulation of the horticultural sub-sector in Kenya, together with the industry agreed on the timeliness for the export of hass and fuerte avocados which are the main exported avocado varieties in Kenya. The season for the same was due and thus immature fruits were finding way to the market. The Fuerte variety started getting to the market in February, and the Hass in March. The main season for Kenya

any shipment that does not comply with market standards on arrival in the export market to be traced back to source, with a view to instituting immediate remedial actions.

The industry has made strides in creating awareness and training of producers to use pesticides which are allowed. Increased surveillance by regulators and de registration of harmful pesticides.

What measures have you taken as FPEAK to tackle the issue of interception?

FPEAK led the private sector through consultative meetings to undertake implementation of critical steps towards improving compliance by strengthening official control systems such as adoption of food safety systems including a pesticide residue sampling and monitoring program, a national horticulture traceability system, and adherence to production and post-harvest produce handling guidelines outlined in the horticulture standard for produce supplied to the export and domestic market. FPEAK is a key member of the Horticulture Competent Authority structures where decision are made on issues facing the industry and therefore participates in the decision making process.

Lately we have read about the ban on avocado export. Please give us the status

The recent embargo on avocado exports was not a ban but an industry initiative to manage better the quality of avocado exports which were being shipped while immature and affecting the image



Fruit juice : Ready to drink



avocados is March to September with Fuerte avocados available from February and Hass variety being available from March.

How much of the avocados is exported and what is the value.

How much is consumed locally?

The production of avocado in Kenya is estimated at 115,000 metric tons per year About 387.2 tonnes worth Sh5.4 billion was exported in 2016

Will the embargo affect the sector? How and to what extent?

The embargo was a self ban to improve the face of the Kenyan avocado sub sector and it was done before in the last four years although some people still continued exporting immature avocados secretly thus affecting the customer perception of the kenya avocado to date with it not being a preference but the last option when other countries supplies are unavailable.

Any impact on the economy that comes with the embargo?

Quantify.

On the contrary, the embargo was to improve then quality for avocado by attaining the correct maturity index and build customer confidence in the Kenyan Avocados



For several years the EAC EU EPA has been on top of discussions. What is the current status? What is outstanding?

Kenya signed her part after some the other countries raised some issues following the available options of variable geometry country and gave the country an opportunity to still get access. However, the agreement was being pushed through to the EU market quota and tariff as the rest of the EAC partners sign up . There were moves to have the EAC Summit (Presidential) to give directions on the way forward in compelling the rest of the members to sign or otherwise.

Describe the impact of Brexit to the horticulture sector

Other than the currency devaluation which happened to the Sterling Pound immediately after the brexit (to the companies being paid through the Pound), the impact has not been very significant and ultimately the value of the pound stabilised. There was no significant change on trade volumes or orders based on the issue of brexit

Tell us about the National Traceability System and the progress so far.

The National Traceability System is a tool which is supposed to ensure traceability of horticultural products in kenya. This tool was developed so as to guarantee the EU market traceability of Kenyan products.



Kenya's horticultural industry has unveiled a cloud based system that will now make it possible to trace any shipment that does not comply with market standards on arrival in the export market to be traced back to source, with a view to instituting immediate remedial actions.



Packaging for export (Courtesy KHE)

How many people does the fruits and veg employ?

The fruits and vegetable sub sector employs more than a half the workforce in the horticulture sector and almost three quarters of the smallholder horticulture producers in the country.

What promotional events are key for the horticulture industry at large and which one do you participate in.

There are quite a number of promotional events that we participate in. They include

- Fruit Logistica – Berlin Germany
- Mac Fruit – Italy
- London Produce Show – England
- World of perishables – Dubai

We participate in all these events as we look to expand market targets of our Products. However, you notice that we do not have a kenyan event where people from across the world converge in kenya to meet our companies. With the Fruits, Vegetables and Herbs Conference and Exhibition which is in Nairobi, we hope to make it as big as these world promotional events.

Describe compliance in the fruits and veg sub-sector. What measures have FPEAK taken to ensure compliance

Most of the export companies have complied to the requirements of exporting fresh fruits and vegetables. However, some companies are not able to comply due to the high costs of compliance. This provides a grey area where if the products in one reason or another the products are intercepted, its the Kenyan image on the line and not for that particular company.

One of the requirements of being an FPEAK member is to make sure you have complied with the export requirements set by the regulatory bodies in Kenya. We also support our members to comply.

Describe the usefulness of KS 1758 standard in horticulture

This standard is the code of practice for the horticulture sub sector.

It provides guidelines to all the players across the horticulture value chain.

Who are the other stakeholders FPEAK partners with?

FPEAK works with a number of partners namely Global Communities, SNV, USAID, ITC, UNIDO, EU, TMEA among others.

Do you have any on going project at FPEAK currently?

At the moment we do not have any running project. However, there are initial activities starting in collaboration with COLEACP on capacity building

Any projections in regard to performance

Performance of the horticulture will go up because of improved technologies. The improved seed varieties, farming practices are aimed to improve production. The industry has shown a lot of resiliency over the last decade with positive growth in volume and value.

Where do you see the horticulture sector in five years?

With concerted growth witnessed over the last couples of years, the industry is expected to grow on average at between 5-10% especially on the fruits subsector, herbs and spices

What is the outlook for the horticulture industry?

The horticulture industry is on the upwards because of various reasons chief among them being increased population growth. This increases the demand of fresh fruits and vegetables. Another reason for growth is that other markets are opening up e.g. the launch of direct flights to America. This will increase the demand of kenyan horticultural products in the U.S.A. there are also efforts to towards south to south trade- ie the Asia



Mr. Maarten Piet

Built with Integrity

EAPI General Manager Maarten Piet witnessed first-hand in the earlier stages of his career in Holland how cartons from growers were crushing and unable to survive the cool chain. At a later stage in his career, he received complaints of cartons received crushed at the market place. He also teamed up with others to decide the best carton for the different markets and Supply Cool Chains (Direct or auction). “The way innovation and technology grew always inspired me, but the flower box had not really changed in 30 years.” Maarten tells *The Floriculture Magazine*.

“I wanted to be useful and contribute to this growth, and I knew that if I took part in this transformation, I could make a contribution, he says.” One year ago, Maarten Piet turned this into a reality by joining EAPI, a corrugated carton manufacturing powerhouse that handles the majority of the flower farm packaging solutions.

Packaging Solutions

For nearly 60 years, their customers have come first. EAPI is focused and committed to finding the best solutions to their packaging needs. Whether it is carefully managing a farm installed project, offering multiple ordering options, and letting customers choose between normal or innovative packaging, they are relentless in the pursuit of helping their customers succeed.

Today, East African Packaging Industries LTD (EAPI) boasts two facilities (Mombasa and Nairobi) with thousands of square feet of manufacturing, warehousing, packaging, parking and office space. From the two facilities, EAPI offers packaging solutions to the Cement and Tea sectors with quality sacks, and manufactures corrugated boxes for the horticulture, tobacco and FMCG sector.

The company’s corrugated manufacturing facilities allow them to create and produce a wide range of innovative corrugated products to meet customer needs from small boxes to sophisticated die-cut boxes, high graphic packaging and promotional packaging. Simple or complicated, EAPI is ready to create customized solution on time and in

budget.

For the horticulture, they offer various solutions for Avocados, Vegetable and Fruits boxes, and various designs for the different flower types from carnations to Roses among others. The company has solutions for growers who need the 6-7Kgs, the smallest 100 stems box to the 60Kgs 2,000 stems medium coffin boxes which are largely for the UK direct market. No idea is too radical for the company’s manufacturing unit. They are able to handle different designs; cartons for the different supply cool chains and different stem lengths and head sizes.

To ensure this, they don’t simply offer standard off-the-shelf boxes, but rather, take time to fully understand customer needs and issues, and find the best solutions to solve them. They strive to be a complete packaging solutions provider.

EAPI is committed to giving customers the very best service through:

- Quick turnaround to deliver the order within customer’s stipulated time frame.
- Reliable services with excellent customer support system in place.
- Superior quality products that meet best industry standards.
- The best price that one can possibly ask for.

State of the Art Investment

In order to make sure that customers get a constant supply of corrugated boxes, corrugated cartons and other packaging materials for all-round purposes, EAPI

upgraded their machines to the newest technology. This has made their in-house design and production processes better and more efficient. The state of the art machinery boasts a new corrugator and four high-speed printer / conversion machines that can handle any board combination of single, double, or triple wall which allows them to meet individual structural specifications. This machines produces a large variety of corrugated boards, gives them the flexibility to change from one flute to another or from bleach white paper to kraft in a short

“ EAPI offers Flower Packaging Solutions.





time, allowing them to respond quickly to your needs as one of the top packaging manufacturers.

“This means that you only have to come to us for getting endless options in terms of corrugated packaging. Choose any colour, prints and even the most complex form of designs, and we will deliver the simplest to the most complex products that match your specifications down to the very minute detail”, says Maarten. Adding, “We are widely recognised for meeting the requirements of our customers by offering tailor-made cardboard boxes and corrugated cartons. On-time delivery with the quality and quantity intact is our speciality, giving customers exceptional results always”.

Customer Service

“A corrugated box does more than just hold an item; the box creates a sense of brand identity and protects the product from harm during every step it takes from the farm to the market”, says Mr. Maarten. Adding, “Flower growers are looking for a reputable supplier. They are looking for a supplier who can do more than designing, manufacturing, and transporting their boxes. They are looking for a supplier who has an eye on sustainability and can redesign their packaging to reduce cost of freight and reduce the carbon footprint. They would be looking for a supplier who can help them to save money end to end of the supply chain. EAPI would be the right partner”.

EAPI makes their customers a priority, when working with their customers, the external and internal sales and customer service teams answers all questions about their process and what to expect. They ensure they keep their lead time of maximum five working days. In case of customer complaints, the quality team works with the customer’s packaging team to identify the genesis of the complaint and solve it. The quality department trains customer packaging staff on corrugated carton handling

if the problem emanates from the grower. They do everything they can to meet their needs and resolve any issues they are facing.

Accreditation

EAPI continues to strive for excellence by supporting the requirements of their customers to meet their ever evolving needs. To that end, it has sought certification in Quality Management Systems (QMS) and Environmental Management Systems (EMS). This has earned them ISO 22000, ISO 9001/2008 QMS and ISO 14001/2004. EAPI is also a member of Forests for All Forever. This ensures they buy paper from forest stewardship council approved members.

Environmental Sustainability

In a real sense, EAPI has been recyclers for long. Their commitment to sustainable practices is not a new fad for EAPI because of stringent requirements; it is part of who they are. They are committed to producing high quality products and conducting business in a responsible and sustainable manner to minimize environmental impact.

EAPI ensure they comply with environmental laws, regulations and other requirements related to environmental aspects. They conduct their operations in an environmentally sound manner and strive to prevent pollution. The company promotes environmental responsibility among their employees and strive to ensure that their suppliers and subcontractors agree to comply with environmental regulations. They also pursue continual improvement in their environmental policies, practices, and impact to employees, customers, suppliers, subcontractors, visitors and the local community.

The challenges

Challenges are a part of every business and, for EAPI, one of the main challenges is cost of paper, their main raw materials. For the last 18 months, there is shortage of paper caused by China’s stringent environmental regulations

which resulted to closure of a number of paper mills. This changed China from a producer to a consumer. The E-commerce in Europe has also seen them add more demand in the market. This has seen the skyrocketing of paper prices. Additionally, the cost of doing business is also high.

The importance of integrity

At the end of the day, the company is governed by integrity. “We believe in building trust with all our stakeholders,” Maarten says. “We complete all our tasks without compromising on the focus and quality of the work. Before we start any project, we appraise it to find the best solutions, taking into consideration the client’s price expectation.”

Future Plans

There are a lot of areas EAPI wants to capitalise on to keep the business growing into the future. “In terms of short-term goals, we need more auxiliary equipment to ensure high graphic finish. The next, is more solutions especially on SFKs. For our long-term goals, we want to invest in emerging markets. We intend to expand into the region. Finally, we want to continue to be innovative by constantly studying the market, says Maarten.”

Conclusion

We work to understand the needs of our customers, turning packaging issues into worry-free packaging solutions. We foster an environment of innovative thinking and excellence. We’re like a family business. We know that long-term relationships are built one decision at a time, with trust, teamwork and mutual success in mind.

Even though ordering corrugated boxes may seem like a small detail, remember that this is much more than just a box. It is brand identity. It is a safeguard for your products. Let a Quality Corrugated Box Manufacturer like EAPI help you get it right.

PACKAGING MATERIALS LTD

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Plastic Blends



Carton Bindings



Power Blocks



Plastic Strapping Rolls
Plain and Printed



Stretch Film



PET Strapping



Box Binding



Packaging Tapes



Palletization



Manual strapping
machine



Newspaper Bindings



Plastic Strapping
Sealer



ROTO GRAVURE[®]

PRINTING MACHINE

Introducing..
A New Innovation
Make Impressions
that Last!

Why Our Roto Gravure

10 colour printing

Latest
Computerized
Technology

Precise Graphics
Printing

Fast Turnaround time



Printed Flower
Sleeves



CABI and Koppert sign Agreement

CABI (Centre for Agriculture and Biosciences International) and Koppert Biological Systems signed an agreement to formalize the joint effort for organizing plant doctor trainings in Kenya. The agreement was signed during the Koppert Biocontrol Dinner Event At a Nairobi hotel. These trainings aim to equip existing plant doctors (beginning in Kenya) with more practical knowledge and skills related to Integrated Pest and Disease Management in small holder farms.

CABI and Koppert were also presented



with a € 32.500,- cheque from the Koppert Foundation. This Foundation contributes to projects that make sustainable farming inputs available and accessible in areas where that is not taken for granted. This sum enables the development of the curriculum and some pilot trainings in Kenya. All are convinced that

this is the beginning of a trajectory of capacity building that finally can reach an enormous number of small farmers. CABI and Koppert believe it will help them to utilize the untapped potential of beneficial organisms from nature, as well as commercially available biocontrol products.

A Milestone in the History of Biocontrol

The Biocontrol Africa 2018 Conference, organised by 2BMonthly and New Ag International, took place 19-20 March in Nairobi, Kenya.

It welcomed delegates from over 30 countries,. Mr. Henri Oosthoek, Managing Director, Koppert Biological Systems, shared with delegates Koppert's 50 year history in the biocontrol market and his strong belief in sustainable agricultural systems using biocontrol. Dr. Henry Wainwright, General Manager of Real IPM Kenya, now a part of the Biobest Group, provided insights from his experience building a biocontrol business in Africa and future pest challenges where biocontrol may contribute. Tom Mason, Managing Director of Dudutech and current President of BPG (BioProtection Global) also took the stage to give his thoughts on the way and means a global Association can help boost biocontrol penetration in African markets, in particular by encouraging harmonization of regulatory procedures between countries.



The conference technical program included talks from over 20 speakers from 11 countries covering topics on biocontrol market developments, regulatory issues for biocontrol products, botanical and plant extract based biopesticides, new bioinsecticide solutions, and practical applications of biocontrol.

Dr. David Sands, Professor of Plant Pathology,

Montana State University and Dr. Peter Lueth, P Lueth Consulting, closed the conference with an intriguing story on the development of biocontrol approach for Striga hermonthica employing host specific pathogens. Their presentations combined the science of discovery and development along with the commercial development challenges in Africa that must be overcome to successfully deliver new technology to smallholder farmers. Creative approaches were key to solving both technical and commercial challenges in the project.

This was the first truly international conference on biocontrol that ever took place on the African continent. Its strong success was also due to the official support of IBMA and SABO and to the strong support of sponsors: Arysta LifeScience, Bayer Crop Science, Biobest-Real IPM, GreenCorp and Koppert.

The next Biocontrol Conference & Exhibition organised by 2BMonthly and New Ag International, in conjunction with IBMA and with the full support of ASOBIOCOL (Colombia) and ABC Bio (Brasil) will take place in Medellin, Colombia in November 2018.



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
AAA- Flowers-Rumuruti	Roses	Rumuruti	Shailesh	0722 203750	shailesh.raiaaagrowers.co.ke
AAA- Flowers -Chui Farm	Roses	Timau	Shailesh	0722 203750	shailesh.raiaaagrowers.co.ke
AAA Growers	Vegetables / Flowers	Nairobi			
AAA-Chestnut		Narumoru			
AAA-Growers		Nakuru			
AAA-Hippo	Vegetables	Thika	Vincet	0726999080	vincet@aaagrowers.co.ke
Acacia Farm-Sunripe		Naivasha	Antony	0711827785	naivasha@sunripe.co.ke
Africala	Cuttings	Eldoret	Meindert	-	meindert@africala.com
Africa Blooms	Roses	Salagaa	Ravindra Chaudhari	0723159076	ravindra.chaudhari@xflora.net
Afriscan Kenya Ltd	Hypericum	Naivasha	Charles Mwangi	-	-
Alani Gardens	Roses	Nakuru	Judith Zuurbier	0722 364 943	alani@alani-gardens.com
Aquila Development Co	Roses	Naivasha	Abhay Marathe	0729776656	gm@aquilaflowers.com
Bamboo Farm-Sunripe		Nakuru	Reuben	0723920237	
Balaji Flowers	Roses	Olkalou	Erastus Simiyu	0711393248	erastus190@gmail.com
Baraka Farm	Roses	Ngorika	Lucy Yinda	-	lucy@barakaroses.com
Batian Flowers	Roses	Nanyuki	Dirk Looj	0720102237	dirk@batianflowers.com
Beautyline	Flowers	Naivasha	Peter Gathiaka	0722676925	peter@beautyli.com
Big Flowers	Roses	Timau	Simon Blinco	0723234927	simon@maufloa.co.ke
Bigot Flowers	Flowers	Naivasha	Kakasaheb Jagtap	0722205271	jagtap.kt@bigotflowers.co.ke
Bila Shaka Flowers	Roses	Naivasha	Joost Zuurbier	0722204489	bilashaka.flowers@zuurbier.com
Black Petals	Roses	Limuru	Nirzar Jundre	0722848560	nj@blackpetals.co.ke
Bliss Flora Ltd	Roses	Njoro	Appachu Sachin	0789101060	appachu7@yahoo.com
Blue Sky	Summer Flowers	Naivasha	Mike	0720005294	info@blueskykenya.com
Bloom Valley		Salgaa	Ramnath Sarbande	0780314387	ramnath.sarbande@xflora.net
Blooming Dale Roses Kenya Ltd	Flowers	Nanyuki	Sunil	0718991182	info@bloomingdaleroses.com
Buds and Blooms	Roses	Nakuru	Shivaji Wagh	0720895911	shivjaniket@yahoo.com
Carzan (K) Ltd	Summer flowers- Hypericum, Carnations	Salgaa	Mahesh		seb.chambers@carzankenya.com
Charm Flowers	Flowers	Athiriver	Ashok Patel	020 352583	ashki@charmflowers.com
Colour Crops	Hypericum	Nanyuki	Kennedy Wanyama	0716389472	colourcrops@tmu.com
Colour crops	Summer Flowers- Hypericum, Veronica	Bahati	Patrick Kipkurui	0727806184	kipkirui89@gmail.com
Colour crops Naivasha	Flowers	Naivasha	Geoffrey Mwaura	0722200972	nva@colourcrops.com
Credible Blooms	Flowers	Rumuruti	Eliud Njenga	0722382859	eliud@pigeonblooms.com
Credible Blooms	Flowers	Ngong	Eliud Njenga	0722382859	eliud@pigeonblooms.com
Dale Flora	Roses	Mogotio	Ajay Sutar	0711102266	ajay.sutar24@gmail.com
Delemere Pivot	Vegetables	Naivasha	Daniel Ondiek	0720395963	daniel.ondiek@vegpro-group.com
Desire Flowers	Flowers	Isinya	Rajat Chaoohan	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	Hypericum	Naivasha	George Anguko	0725762099	george@durofarms.com
Dummen Orange	Flowers Breeders	Naivasha	Steve Outram	0733 609863	s.outram@dummenorange.com
Elbur flora	Roses	Nakuru	Daniel Moge	0721734104	kimmanexp@gmail.com
Enkasiti Thika	Flowers	Thika	Tambe	0734256798	enkasiti@gmail.com
Equinox	Flowers	Nanyuki	Harry Kruger	0707266956	harry@equinoxflowers.com
Everflora Ltd.	Flowers	Thika	Bipin Patel	0735873798	everflora@dmbgroup.com
Exotic Peninah	Roses/ Carnations	Athiriver	Dan	0734626942	dan@exoticfields.com
Fairy Flowers	Flowers	Limuru	Sylvester	0753444237	sylvesterkahoro@yahoo.com
Fides Kenya Ltd	Cuttings	Embu	Francis Mwangi	068-30776	francis.mwangi@dummenorange.com
Flamingo Holdings Farm	Flowers	Naivasha	Peter Mwangi	0722204505	peter.mwangi@flamingo.net
Flamingo Holdings-Kingfisher Farm	Flowers	Naivasha	Charles Njuki	0724391288	charles.njuki@flamingo.net
Flamingo Holdings- Kingfisher Farm	Flowers	Naivasha	Jacob Wanyonyi	0722773560	jacob.wanyonyi@flamingo.net
Flamingo Holdings-Siraji Farm	Carnations, Roses	Nanyuki	-	-	-
Finlays -Tarakwet	Flowers	Kericho	Lelon Chepkwony		
Finlays Chemirel	Flowers	Kericho	Aggrey Simiyu	0722601639	aggrey.simiyu@finlays.co.ke
Finlays- Lemotit	Flowers	Kericho	Japheth Langat	0722 863527	japheth.langat@finlays.co.ke
Flamingo Flora	Roses	Njoro	Sam Nyoro	0721993857	s.ivor@flamingoflora.co.ke
Flora ola	Roses	Solai-Nakuru	Lucas Choi	0721832710	lucas.floraola@gmail.com
Flora Delight	Summer flowers	Kiambu/ Limuru	Marco	0710802065	marcovansandijk@yahoo.com



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Florensis Ltd	Cuttings	Naivasha	Anne Marie		annemarie@florensis.co.ke
Florenza Flowers	Roses	Solai	Yogesh	0737453768	farm.florenza@megaspingroup.com
Fontana Ltd-Salgaa	Roses	Salgaa	Kimani	0733605219	production@fontana.co.ke
Fontana Ltd - Akina farm	Roses	Njoro	Mahindra Patil	0798254199	--
Fontana Ltd - Ayana Farm	Roses	Mau Narok	Gideon Maina	0721 178974	gideon@fontana.co.ke
Fox Ton Agri		Naivasha	Jim Fox	0722204816	jim@foxtonagri.com
Frigoken K Ltd	Vegetables	Nairobi			
Gatoka Roses	Roses	Thika	Robert Mutembei	0720639392	info@gatokaflowers.com
Gladioli Ltd		Naivasha	Pieriguichi / Claudia	0722206939	torres.palau@yahoo.com
Golden Tulip	Roses	Olkalao	Umesh Choudhery	0739729658	umesh@bth.co.ke
Gorge Farm	Roses	Naivasha	Patrick Mulumu	0722498267	pmulumu@vegpro-group.com
Groove	Flowers	Naivasha	John Ngoni	0724448601	grovekenya@gmail.com
Harvest / Manjo Plants	Roses	Olkalao	Paul Salim	-	-
Harvest Ltd	Roses	Athiriver	Julius Oloo	0721465853	julius@harvestflowers.com
Highland plantations	Cuttings & Herbs	Olkalao			production@highlandplants.co.ke
Imani Flowers	Summer Flowers	Nakuru	Raphael Otieno	0792302466	raphael@imaniflowers.co.ke
Indu Farm	Vegetables	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	Rajesh	-	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.	Flowers	Thika	Samwel Kamau	0723721748	production@kariki.co.ke
Kariki Ltd - Nanyuki	Eryngiums	Nanyuki	Richard Fernandes	062-31023/6	bondet.production@karik.biz
Kariki Ltd - Hamwe	Hypericum	Naivasha	Peter Kamwaro	0721758644	hamwe.fm@kariki.biz
Kariki Ltd - Hamwe- Molo	Fowers	Molo	Joseph Juma	0725643942	production.fm@kudenga.co.ke
Twiga Flowers	Flowers	Naivasha	-	-	-
Kenflora Limited		Kiambu/ Limuru	Abdul Aleem	0722311468	info@kenflora.co.ke
Kentalya	Cuttings	Naivasha	Linnnet	0733549773	lynette@kentalya.com
KHE		Nanyuki	Elijah Mutiso	0722254757	mutiso@khekenya.com
Kisima Farm	Roses	Timau	Martin Dyer	0722593911	martin@kisima.co.ke
Kongoni River Farm - Gorge Farm	Roses	Naivasha	Anand Patil	0728608785	anand.patil@vegpro-group.com
Kongoni River Farm - Liki River	Flowers	Nanyuki	Madhav Lengare	0722202342	madhav@vegpro-group.com
Kongoni River Farm - Star Flowers	Flowers	Naivasha	Dinkar	0789487429	dinkar@vegpro-group.com
Kongoni River Farm - Kongoni	Flowers	Timau	Oppaso Bandgar	07120070053	oppasobandgar@vegpro-group.com
Kongoni River Farm -Bemack	Flowers	Timau	Rakesh Kuttaiah	0724631299	rakesh.kuttaiah@vegpro-group.com
Korongo Farm		Naivasha	Macharia	0721387216	
Kreative	Roses	Naivasha			
Lamorna Ltd	Roses	Naivasha	Mureithi	0722238474	admin@lamornaflowers.com
Lathyflora		Limuru	Mbauni John	0721798710	mbaunij@yahoo.com
Lauren International	Flowers	Thika	Chris Ogutu/Carlos	0722783598	laurenflowers@accesskenya.co.ke
Laurel Investment	Roses	Nakuru	Rajendra Jadhav	0738359459	rajendra.laurel@bht.co.ke
Livewire	Hypericum	Naivasha	Esau Onyango	0728606878	management@livewire.co.ke
Lobelia Ltd/ Sunland	Roses	Timau	Peter Viljoen	0721632877	info@lobelia.co.ke
Lolomarik	Roses	Nanyuki	Topper Murry	0715 727991	topper@lolomarik.com
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
Magana	Roses	Nairobi	John Ngugi	0725307509	productionmanager@maganaflowers.com
Mahee Flowers	Roses	Olkalao	Rao Venkatesh	0705401431	maheefm@eaga.co.ke
Maridadi Flowers	Flowers	Naivasha	Jack Kneppers	0733333289	jack@maridadiflowers.com
Maua Agritech	Flowers	Isinya	Madan Chavan	0738669799	production@mauaagritech.com
Mau Flora	Roses	Molo	Mahesh	0787765684	mahesh@mauflora.co.ke
Milmet/Tindress Farms	Flowers	Solai	Pravin		pravinyadav.29@gmail.com
Molo Greens	Summer Flowers	Molo	Justus Metho	0722 755396	justus@mologreens.com
Mt. Elgon Flowers	Roses	Eldoret	Bob Anderson	0735329395,	bob@mtelgon.com



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Mwanzi Flowers Ltd	Roses	Rumuruti	Ram	0722265845	-
Mweiga Blooms	Flowers	Nanyuki	Stewart/ Mburu	0721674355	mweigablooms@wananchi.com
Mzuurie Flowers - Maji Mazuri	Roses	Eldoret	Mark Juma	072471034	mjuma@majimazuri.co.ke
Mzuurie Flowers - Molo River Roses	Flowers	Kilelwa	Andrew Wambua	0724256592	awambua@moloriverroses.co.ke
Mzuurie Flowers - Winchester Farm	Roses	Karen	Raphael Mulinge	0725848909	rmulinge@winchester.co.ke
Mzuurie Flowers - Winchester Farm	Flowers	Bahati	Raphael Mulinge	0725848909	rmulinge@winchester.co.ke
Nini Farms	Roses	Naivasha	Phillip Kuria	0720611623	production@ninitd.com
Nirp East Africa	Roses	Naivasha	Danielle Spinks	0702685581	danielles@nirpinternational.com
Ol Njorowa	Roses	Naivasha	Charles Kinyanjui	0723986467	mbegufarm@iconnect.co.ke
Oserian	Flowers	Naivasha	Musyoka Stephen	0722888377	stephen.musyoka@oserial.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@pentaflowers.co.ke
Pendekeza	Roses	Nanyuki	Richard Siele	0722716158	tambuzi.sales@tambuzi.co.ke
Pj Dave	Flowers	Isinya	Simiyu	0723500049	pjdavetimau@pjdaveepz.com
Pj Flora	Flowers	Isinya	Palani Muthiah	0752607651	muthiah.palani1971@gmail.com
Pj Flowers Ltd	Roses	Isinya	Sanjiv	0737576966	sanjiv@pjdave.com
Plantation Plants	Cuttings	Naivasha	William Momanyi	050 20 20282	pplants@kenyaweb.com
Plantech Kenya Ltd	Propagators - Herbs, Roses & Vegetables	Naivasha	Idan Salvy	0702187105	idan@plantechkenya.com
Porini Flowers	Roses	Molo	Vivek Sharma	0731040498	gm@poriniflowers.com
PP Flora	Roses	Nakuru	Prakash	0718045200	ppflora2010@gmail.com
Primarosa Flowers Ltd	Roses	Oljororok	Shantaram	0701464049	production.p2@primarosaflowers.com
Racemes Ltd		Naivasha	Bonny	0721938109	bonny@kenyaweb.com
Rain Forest Farmlands Ltd	Roses	Naivasha	Benard Omwansa	0722912943	bomwansa@fleurafrica.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 Roses (K) Ltd	Flowers	Naivasha	Peterson Muchuri	0716589898	fm@riftvalleyroses.co.ke
Rimiflora Ltd	Hypericum	Njoro	Richard Mutua	0722357678	richard@rimiflora.com
Riverdale Blooms Ltd		Thika	Antony Mutugi	0202095901	rdale@swiftkenya.com
Roseto	Roses	Roseto	Arvind	0734848560	gm.roseto@megaspingroup.com
Rozzika Gardens - Kamuta Farm		Naivasha	Mbuthia	0721849045	jwachiram@yahoo.com
Savannah international	Geranium	Naivasha	Ignatius lukulu	0728424902	i.lukulu@savanna-international.com
Selecta Kenya		Thika	Alnoch Ludwig	0738572456	l.alnoch@selectakenya.com
Sojanmi Spring Fields	Roses	Njoro	Ashesh Mishra	0792217088	ashesh@xflora.net
Schreus	Roses	Naivasha	Haiko Backer	-	-
Shades Horticulture	Flowers	Isinya	Mishra	0722972018	info@shadeshorticulture.com
Shalimar Flowers	Flowers	Naivasha	Anabarasan	0733604890	anabarasan@eaga.co.ke
Sian Roses - Maasai Flowers	Flowers	Isinya	Andrew Tubei	0722728364	atubei@sianroses.co.ke
Sian Roses - Agriflora (K) Ltd	Roses	Nakuru	Clement Ngetich	0723159619	cngetch@sianroses.co.ke
Sian Roses - Equator Roses	Roses	Nakuru	Nehemiah Kangogo	0725848910	nkangogo@sianroses.co.ke
Sian Roses - Equator Flowers	Roses	Eldoret	Charles Mulemba	0721311279	cmulemba@sianroses.co.ke
Sierra flora	Roses	Njoro	Sharieff	0787243952	farm.sierra@megaspingroup.com
Simbi Roses	Roses	Thika	Karue Jefferson	067 44292	simbi@sansora.co.ke
Sirgoek Flowers	Flowers	Eldoret	Andrew Keittany	0725 946429	sirgoek@africaonline.co.ke
Solai Milmet/Tindress	Flowers	Nakuru	Vinoj J. Kumar	0737801646	solairoes@gmail.com
Subati Flowers	Roses	Subukia	Naren Patel	0712 584124	naren@subatiflowers.com
Subati Flowers	Roses	Naivasha	Naren Patel	0712 584124	naren@subatiflowers.com
Suera Flowers Ltd	Roses	Nyahururu	George Kimathi	0724622638	gkbuuri@gmail.com
Sunland Timau Flair	Roses	Timau	Peter Viljoen	0723383736	info@lobelia.co.ke
Stockman rozen	Roses	Naivasha	Julius muchiri	0708220408	julius@srk.co.ke
Syngenta Flowers - Kenya Cuttings	Flowers	Ruiru	James Ouma	0725217284	john.odhiambo@syngenta.com
Syngenta Flowers - Kenya Cuttings	Flowers	Thika	Kavosi Philip	0721225540	philip.munyoki@syngenta.com
Syngenta Flowers - Pollen	Flowers	Thika	Joseph Ayieko	0733552500	joseph.ayieko@syngenta.com
Tambuzi	Roses	Nanyuki	Richard Siele	0722716158	tambuzi.sales@tambuzi.co.ke
Timaflor Ltd	Flowers	Nanyuki	Simon van de Berg	0724443262	info@timaflor.com
Transebel		Thika	David Muchiri	0724646810	davidmuchiri@transebel.co.ke
Tropiflora		Kiambu/Limuru	Niraj		tropiflora@africaonline.co.ke



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Tulaga Flowers	Roses	Naivasha	Steve Alai	0722659280	tulagaflower@africaonline.co.ke
Tulaga Flowers	Roses	Rumuruti	Gideon Kariuki	0701153844	tulagamarmamet@africaonline.co.ke
Tk Farm		Nakuru	Gichuki	0721499043	davidgichuki20@yahoo.com
Uhuru Flowers	Flowers	Nanyuki	Ivan Freeman	0713889574	ivan@uhuruflowers.co.ke
United Selections	Roses -Breeder	Nakuru	Jeroen Van Marrewijk	0700176556	jvanmarrewijk@united-selections.com
V.D.Berg Roses	Flowers	Naivasha	Johan Remeeus	0721868312	johan@roseskenya.com
Valentine Ltd		Kiambu/Limuru	Maera Simon	0721583501	simon.maera@valentinegrowers.com
Van Kleef Ltd	Roses	Njoro	Rathan	0787266007	rathan@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	Roses/summer	Naivasha	Eliud Kimani	0727598349	roses@wildfire-flowers.com
Wilfay Flowers	Gypsophila/hypericum	Subukia	Makori	0723358644	makoriwilfay@gmail.com
Wilmar Agro Ltd	Summer Flowers	Thika	Alice Muiruri	0722 321203	alice.muiruri@wilmar.co.ke
Windsor		Thika	Vikash	073705070	vikash@windsor-flowers.com
Xpressions Flora	Roses	Njoro	Brijesh Patel	0715469732	brijesh.patel@xflora.net
Zena -Thika Farm	Roses	Thika	Vincent	-	sales@zenaroses.co.ke
Zena - Asai Farm	Roses	Eldoret	Phanuel Ochunga	0722506026	pochunga@zenaroses.com
Zena Roses - Sosiani Farm	Roses	Eldoret	Phanuel Ochunga	0722506026	pochunga@zenaroses.com

FLOWER FARMS IN UGANDA

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

FLOWER FARMS IN TANZANIA

TYPE	FARM NAME	CONTACT PERSON	LOCATION	PHONE NUMBERS	E-MAIL
Roses	Kili flora	Jerome Bruins	Arusha	255 27-25536 33	jbruins@habari.co.tz
Roses	Mt. Meru	Tretter	Arusha	255 27 2553385	office@mtmount-meru-flowers.com
Roses	Tengeru Flowers	Tretter	Arusha	255 27 255 3834	teffo@africaonline.co.tz
Crysenthemums	Multi flower Ltd	Tjerk Scheltema	Arusha	255 27 250 1990	tjerk@arushacutting.com
Crysenthemums	Dekker Bruins	Lucas Gerit	Arusha	255 27 255 3138	info@tfl.co.tz
Crysenthemums	Arusha cuttings	Tjerk Scheltema	Arusha	255 27 250 1990	tjerk@arushacutting.com



FLOWER FARMS IN ETHIOPIA

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



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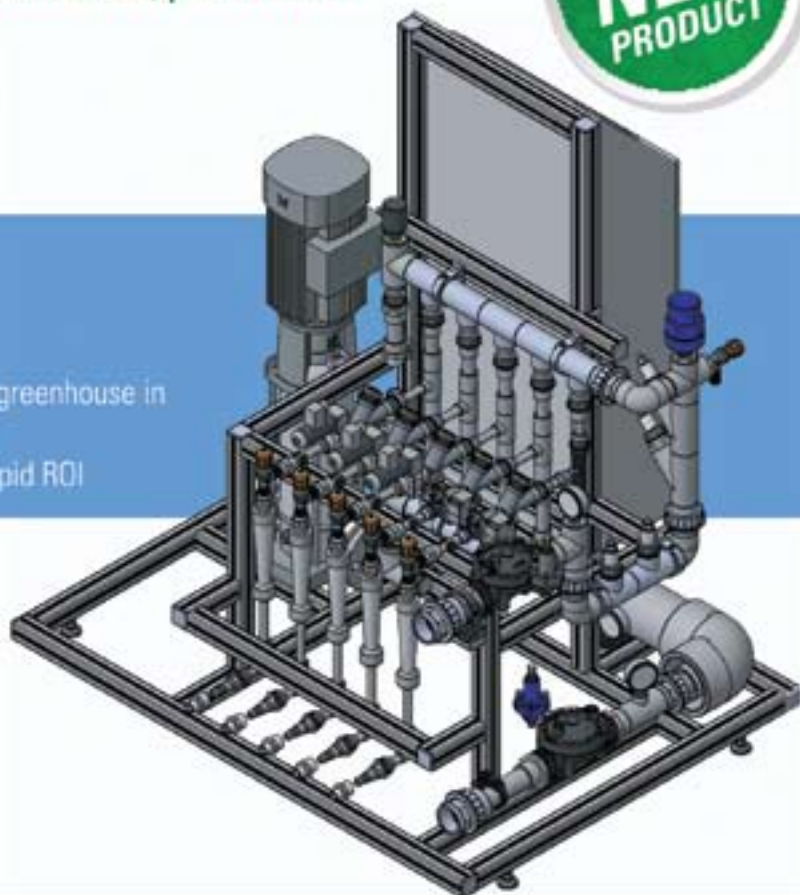
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