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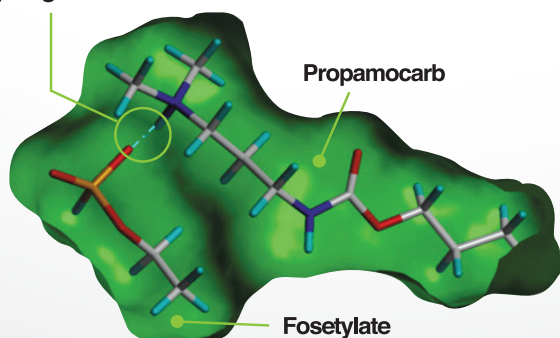




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Let Go Your Past Set Of Heavy Chains

The sunrise makes me recall Richard Carlsons Words: One of the most severely limiting beliefs that most of us have is that the person we were yesterday is the person we have to be today. This belief keeps us tied to our past mistakes, habits and limitations. We somehow buy into this notion that history does repeat itself, that is we weren't succesful yesterday, we certainly cannot be succesful today or tommorow. What prevents us from tapping into our full potential are our own mental ties to the past. Letting go of our past is like taking a set of heavy chains from around your neck. It frees you to pursue your dreams and rise to your greatest potential.



The sunrise is the promise for a new day, new year, for our sector. The new sunrise represents the unlimited potential and a clean slate in this moment-Now.

This issue has been inspired by the African Sunrise. For me the African sunrise is the most dramatic event, almost as musical overture appealing to my ears. No sunrise is ever the same, therefore every day I hear different music; I see in the still reddish gold texture of clouds the heroes and people of the coming promise, the new epoch, the new deay, new drama, victory, challenges and achievements ahead of us under the daily sun.

The Van Den Berg Picture in our Cover page was taken during the last IFTEX. The two have one thing in common as you will read in this issue, they have taken the set of their the past chains off and have grown to rise to their greatest potential. Our new issue presents the best for the growers to ensure they attain their goal of exporting quality flowers.

Masila Kanyingi

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EXPO FLORA RUSSIA:

Being There Is The Name Of The Game



Mr Dick Van Raamsdonk, the President of HPP

The 1979 film 'Being There', is the only screen performance for which actor Peter Sellers won an Oscar. Seller portrays a simple minded gardener turned from a sheltered existence into the harsh realities of life. Through a series of mishaps and misunderstandings, the gardener became a highly respected policy adviser to the president of United States.

The thinking on which the character builds his reputation and gains recognition as an authority is the simple philosophy that politics and business are very much like a garden-find or make the right sort of soil, plant it well, nurture it, feed it, and it will reward you well by providing for you year upon year.

And even in the world of commerce there is a reasonable analogy to be made. As to how the film came by, its title you probably cannot do better than hazard guess that it was a reference to its main character 'Being There' in the right place in the right time.

And there can't be many who would disagree with that theory. Not in the Flower business at any rate, where 'Being There', in the right place at the right time can be condensed into one word-'Marketing'.

'Being There' became very much the catchphrase when talking to Mr Dick Van Raamsdonk, the President of HPP Exhibitions Holland. August is the month Kenyan Growers should be packing their suitcases and Travelling to the All Russian Exhibition Centre Moscow, Russia for the Expo Flora Russia, an international Floriculture Trade Fair. The fair to be held on 27th – 29th August will bring together all growers of cut flowers and their buyers under one roof.

During the interview, Mr Dick Van Raamsdonk said unashamedly that he believed 'Being There' was the main commercial advantage to every Kenyan grower. Adding, "Russians loves Kenya Flowers and Russia is currently the most exciting but challenging market to Kenyan growers. To Russia, Kenya is what Ecuador and Colombia is for USA". He said "Being There" was the best way of meeting and networking with the right buyers.

Speaking exclusively to *Floriculture Magazine*, Mr Dick Van Raamsdonk said Kenya has the right quality and price for Russian buyers. He said the market is big enough and this is the right time Kenya can make Russia their National Flower Market. "Kenya has a business duty to present themselves in a big way in this year's Expo Flora Russia. This will give them an opportunity to meet not only the buyers but also the consumers and get to understand what they need, he added.

"Do Kenyan growers want to market themselves?" he asked. Then 'Being There' will be the best decision you can make. Mr Dick Van Raamsdonk said that growers can share one national pavilion. However, those who will not get space in the national pavilion can also exhibit independently.

Likening Kenya to a sleeping flower giant, Mr Dick Van Raamsdonk said It was only in Kenya where you can get all flower sizes, most promising production and the right quality from one country. "This is a golden chance to market these products to the most promising flower market currently", he said.

By no means the least of the reasons given and yet surprising not the first thought on every growers mind, this is an excellent way of meeting your buyers. Kenyan growers will not only meet the right buyers but also keep their position as a leader in flower exporter. "is a near suicidal for any grower who ignores the Russia market. It is my dream to bring the most promising flower producer (Kenya) and the most promising flower market (Russia) together", he concluded.

Quality standards are always a top priority. And so everyone would like to share with the original breeder, grower, buyer and consumer. Those who will miss Expo Flora Russia will spend the next one year with the old technology, old contacts, old friends and business plus more aging mind-set on how the market is evolving. Well the chance of 'Being There' is open you do not have to say when it's too late. "BUT NO BODY TOLD ME"

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The Perfect Trade Show to Promote Flowers.



It's yet another season for horticulture stakeholders and its affiliates. The rare occasion looks 'glossy green and rosy scented' but only for the sake of business attributed to the fast growing and highly lucrative floricultural sector.

As the curtain of the 3rd IFTEX trade show opens on 4th-6th June, there will be no room for any shortcoming that may inhibit its success. All minds and hands that know what it entails have been up and down trying to put different pieces together to make what can be seen as the true spirit of the regional horticultural industry.

The event, since its first ever occurrence in 2012 has continued to aggressively spread its tentacles world over, luring to its importance the most reputed and less comparable companies in various business of sorts. The beginning of the event concept wasn't such humble though the humidity and value that



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is endowed in the event itself reflects a totally different picture. Good institutional organization, positive projection and a solemn consideration of participants' interests.

From the organizers the tussle process of liaising with potential exhibitors and buyers is becoming less stressful due to the consideration that people have absorbed the IFTEX concept and can no longer be enticed in order to participate in it. Instead they prepare in time and consider how best they can to make the best out of the entire event. Most of the exhibitors have participated previously and know pretty well what is entailed in the process.

Thanks to HPP Exhibitions who have tirelessly worked all round to have the horticultural fraternity exhibit their products and highlight their best practices. Over ninety percent of the exhibitors had confirmed participation in time of going to press. Surprisingly, only few stands had not been booked by the time.

But is it all that HPP Exhibitions' vision encompasses? Not really. The organization's President, Dick Van Raamsdonk takes this as a good of a prospective future for such events and firmly holds that IFTEX has grown to be among the top three flower exhibitions globally.



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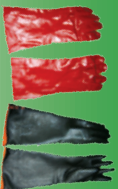
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Kenyan Industry

Exploring the rapid growth of the horticultural industry reveals more than meets the eye. For example, in the next one year additional 200 ha of new roses are projected. This brings in an estimated 200 million dollars' worth of investment within this vast area. If this is anything to go by then HPP Exhibitions is not yet done with its target. It may need a more appropriate space to cater for more exhibitors during the next event.

The government, in this respect, has to swallow a bitter pill for its lassitude to expand with the new developments. The ministries of Tourism as well as Trade haven't looked beyond to tap this potential. Soon hordes and hordes of investors will be on a clear road to the regional destinations if they don't act fast enough to develop infrastructures for international Exhibitions.

Fast growth

Notwithstanding a few hitches that have almost docked many investment sectors, the horticulture one of the fast lane included. Exports have been fairly well with a corresponding number of new investors in the sector: Of course a few shortcomings such as insecurity, poor infrastructure, and inappropriate Information Technology (IT) policies among others have been a hindrance to the vibrancy of the sector. Where insecurity has been rife, economic performance has forcefully gone down and this affects every other sector in the country, horticulture included.

At least 500,000 people derive their livelihood from the sector through employment. With this in consideration, everything possible has to be done to save the sector. The current challenge that niggles the minds of exporters to the European Union Market is the issue of renewed, stricter standards. The phytosanitary

regulations set up may not be quite friendly to the exporters but fortunately, the inspection regimes set by Kenya Plant Health Inspectorate Service may save the day.

IFTEX 2014 exhibition is highly rated because of its uniqueness. No other event in the region is better organized and quite a practical trade tool to pull together horticultural sector stakeholders. Unlike other events conceived like the fair, IFTEX is an archetypical business platform that attracts business minded personalities and groups. It does not serve any other purpose other than developing formidable business axons between growers and buyers. No wonder there has been constant increase rather than decline in the number of participants.

Anticipated Guests

Over 5,000 visitors are expected to visit the stands this year. Key among them are buyers from EU, Russia, USA, Middle and Far East, and China. In addition a retinue of dignitaries who are expected to explore newer business frontiers on which they can anchor some investment will attend. Expected at the time of the interview are some senior members of the Rwanda government





who will lead a team of investors to visit several stands at the fair. Also representatives from Ethiopia, Zambia, Zimbabwe, Uganda and Tanzania which are fast developing their agricultural sectors to accede to some international rating are expected. They may with time, compliment Kenya in flower exports to the global market if their growth trend progresses stably.

Greater Advantage

This year's IFTEX marks the third year of the existence for the annual event. It is unique with contrast to other modes of advertising in the sense that it acts as a medium that allows participants to meet a full understanding of the products and services they interests on. In fact this is the bar-line for exhibitions. They are practical tools for trade where participants have time to exhibit and be able to negotiate at the same time. This isn't the case for the common forms of the media where one only advertises and impatiently waits for feedback. One may not assess the true position of their clientele with reference to products and services. That is why IFTEX attracts many investors who come not just to explore what is there but also to garb new markets.

The timing is also convenient whereby one has enough time to design methods of presenting his or her products.

Challenges

Organizing fairs like IFTEX has never been easy especially in the Kenya context. It demands for total understanding of the trends characterizing the industry that one targets and at the same time assessing the two-way benefits that can be hatched out for the exhibitors.

Exhibitors from different agricultural fields will be on show. Mainly will be growers and buyers. In addition, cooling systems, air-condition and refrigeration will be represented. Flower auction, cargo & freight and government institutions will also be represented.

Farming aid will be exhibited through fertilizers and Agrochemicals, green houses, breeders and propagators. Farming equipment will boast of irrigation technologies, machinery and equipment. Notably post-harvest treatment, packaging materials and machinery and weighing systems are on show. Others include financiers, security systems and spraying equipment.

Why Attend

Past experience indicates that participation in international trade fairs has now, more than ever before, given the industry a boost with more private sector involvement. For the horticultural exporters the benefits of the trade fair are mainly exposure and challenges. The industry which is still growing fast gets exposed to new technologies from the world's leading exporters and growers. It is a great challenge to the growers to try and measure up to their standards.

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Domark 40 Ew And Cyflamid 5 Ew, Amiran Solutions For The Prevention And Control Of Powdery Mildew In Roses

As the Kenyan flower sector continues to grow in world markets, consumer demand and subsequently trade requirements are being demanded and increasingly differentiated in various markets. Demand for sustainably produced and distributed products is rising, as a result Amiran has sought for the best quality of products; Cyflamid 5 EW and Domark 40ME that work best to control, prevent and reduce the resistance of the disease, Powdery Mildew for a beautiful rose flower harvest that meets international standards. With roses accounting to 70 percent of Kenya's flower exports, Amiran clearly understand the need to continuously help rose farmers have an enjoyable farming experience.

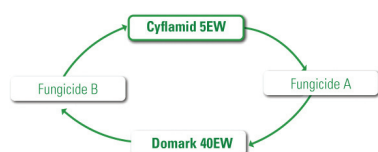
Powdery mildew is a fungal disease that affects a wide range of plants and is common to many farmers. The disease is caused by *Blumeria graminis*. It is one of the easier diseases to spot, as its symptoms are quite distinctive. Infected plants display white powdery spots on the leaves and stems. The lower leaves are the most affected, but the mildew can appear on any above-ground part of the plant. As the disease progresses, the spots get larger and denser as large numbers of asexual spores are formed, and the mildew may spread up and down the length of the plant.

In light of this, Amiran is this year going a notch higher in the fight against powdery mildew with the introduction of Cyflamid 5EW®, a protectant fungicide with excellent preventive, curative and long residual activity against powdery mildew. With the active ingredient, Cyflufenamid that belongs to the group of benzamidoxime and is the only representative of this group commercialized, its mode of action is unknown. Cyflufenamid is active on all strains of powdery mildew including strains resistant to DMIs, strobilurins, morpholines and benzimidazoles. At rate of 0.5L/Ha, Cyflamid 5EW, offers a new novel way to control powdery mildew, reporting positive results for its;

- Residual Activity, Vapour Action, Curative Activity & Penetrative Action
- Both primary & secondary infections control
- Cyflamid is in the new group U6 for Fungicides Resistance Management
- Safe for Predatory Mites and Beneficial Organisms (Less Adverse effect on Bees)
- Excellent Curative and long lasting protectant activity (Active on all strains of Powdery Mildew including strains resistant to DMIs, Strobilurins, Morpholines & Benzimidazoles)
- Unknown cross resistanceto Cyflufenamid in pathogens that have developed reduced sensitivity to other fungicides.

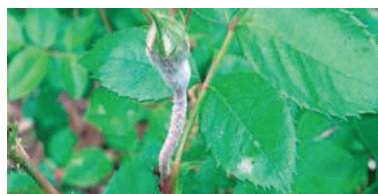
Domark 40EW, another of Amiran's field proven solutions to the problematic disease, is a broad spectrum, systemic triazole fungicide with properties for the prevention and cure of powdery mildew at the vegetative stages inside and outside the host plant. Domark 40EW displays a strong residual mode of action by inhibiting the mycelia growth of several phytopathogenic fungi

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can be applied to any crop, at any stage and can be mixed with different compounds

- No interference with gibberellins biosynthesis: absence of stunting effects
- No interference with phytosterols biosynthesis: absence of phytotoxic effects

Amiran experts recommend that application should begin when conditions are favorable for the disease development. At a rate of 0.5-1L/Ha, applications should be repeated every 7 days depending on the level of infection. With Domark 40EW being compatible with commonly used pesticides, Amiran advises farmers to first carry out a compability test prior to full-scale usage.

It is important for farmers to be aware that fungicides are known to cause possible developments of resistance when continually used thus the need for farmers to use fungicides with different modes of actions. Products such as Cyflamid 5EW and Domark 40EW can be used for the rotation spray program.

As new trends emerge, Kenyan flower growers in the future will have to innovate continuously in order to remain competitive, the farmers will need to respond to the permanent pressure on margins, professionalism, increase demand and face growers in abroad countries with excellent farming techniques. Amiran is one input supplier that is increasing partnerships and always carrying out research and investigations on the new, easy and highly effective farming methods that will enable farms to increase their yield while making their farming an enjoyable experience, priding itself in helping Kenyan flower growers remain the leaders in the world flower markets.





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Left: Operations inside the factory

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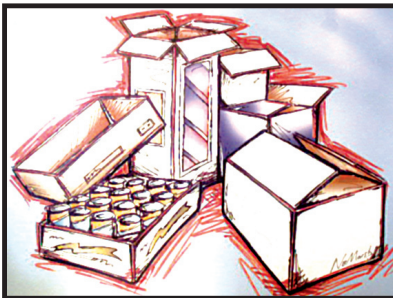
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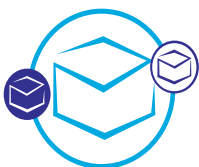
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In addition to being price competitive, Carton Manufacturers has been able to supply light weight cartons with adequate strength to reduce freight costs for our customers.

The company has maintained a steady growth and built a reputation renowned for its unequalled quality and service, with focus on understanding our customers' needs and providing a high level of customer service to ensure its customers get nothing short of the best.

Carton Manufactures adheres to strict quality standards and is ISO 9001:2000 certified. In addition, there is a well laid out social and environmental responsibility program in place. This program has been designed according to the stipulated environmental, health and safety requirements. Most of the waste, especially paper is recycled, minimizing the impact on the environment. The program also incorporates employee welfare, which the company facilitates through internal training programs.

Through the years, it has expanded its portfolio of products into a wider range of packaging materials

including self-adhesive labels, cling film and corrugated corners.



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Posts manufactured from recycled material used for fencing on a Flower farm. They can Keep the country cleaner and greener

The company has also recently started manufacturing flower sleeves and will soon have a distribution depot to cater to all growers needs to supply all packaging related items through our affiliated company Oboya Africa Ltd. Items include rubber bands, flower auction trolleys and even coco peat.

Another affiliated company Platinum Packaging Ltd – also offers recycled plastic posts which are ideal for fencing, and for use in greenhouses to prevent destruction of flower beds. These poles are made from 100% plastic waste and are water proof, termite proof and cannot be burnt and used as fire wood. These posts will last a lifetime and don't need to be replaced like the current wooden poles that are being used widely.

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AALSMEER—Roses that spend weeks being shipped by sea transport can retain their quality just as well or even better than roses shipped as air freight. This has been demonstrated by intensive, repeated tests conducted on roses shipped from Kenya in air-conditioned reefer containers. The transport of roses to the Netherlands, followed by days of export simulation and then flowering tests, were part of the GreenCHAINge project.



Roses transported by ship display good keeping quality

The GreenCHAINge consortium, made up of trading companies and research institutions, was satisfied with the results of the first sea transport of roses in 2014. The practical test involved transporting both large and small-flowered roses between the port cities of Mombasa and Antwerp. Conditions in the air-conditioned reefer containers (such as the required low temperature and relative humidity) were controlled remotely.

After the 25-day transport, the roses were subjected to another 8 days of simulated conditions of export to various European destinations (two days of cold storage, two days in transport containers, and four days of retail outlet conditions) and finally a test for keeping quality in the vase. The average vase life for these roses was ten days which was not at all inferior to the roses transported as air freight in which, unlike sea transport, the temperature is often difficult to control.

‘The results were fantastic’, said Robbert van Willegen of GreenCHAINge and the manager of this project. ‘The sea transport of roses imported from distant locations or exported to distant destinations is not only less expensive but also

much more environmentally friendly. It generates 87% less CO₂ emissions than transport as air freight. We also transported all the varieties we loaded onto the ship onto an aircraft for the purpose of making a reliable comparison of keeping quality. Other kinds of practical tests will be conducted over the course of the year. In the upcoming months, other aspects involving the differences between transport modes will be investigated. Seasonal factors will also be examined.’

This project, which is being coordinated by the VGB, the branch organisation for the wholesale floriculture sector, is focusing on transport by ship and rails instead of by air or road. Also involved are plant breeding companies (Plantum), growers and wholesalers (FleuraMetz, Dutch Flower Group and Hilverda de Boer). The project is being supported by Wageningen UR Food & Biobased Research (WUR), the Kenyan Flower Council (KFC), FlowerWatch, and logistics services provider Maersk Line.

GreenCHAINge is being subsidised by the Dutch Ministry of Economic Affairs via the Topsector Tuinbouw programme, and by contributions from funds formed by traders and producers affiliated with Productschap Tuinbouw (PT).

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Looking back over the past twelve months Hildo Brilleman CEO, Arysta East Africa, is proud of the Company's performance even though it has been exceptionally difficult year. With the next year underway and plenty of strategic plans in place, Brilleman looks on with anticipation to the next twelve months.

Arysta East Africa Ltd poised for future growth

Briefly discuss Hildo Brilleman (Background and Managing Director Arysta East Africa)

Being of Dutch origin, I got exposed to agriculture in my childhood when I helped out on a farm and started my career after finishing an MBA at a dairy cooperative in the Netherlands. In 1996, I switched to Zeneca, which later became Syngenta, and after a brief interlude in a different industry, I joined Arysta in 2009.

After a number of global roles, I wanted to be closer to the action and customers in this exciting industry. That's why I moved with the family to Nairobi in January 2013 to lead the East Africa sub-region while also leading the marketing and business development team for Africa, Middle East.

How would you describe your first year as the Head Arysta East Africa? Are you passionate about what you do?

East Africa and Kenya in particular have tremendous potential and a lot needs to happen to achieve food self sufficiency. The exciting thing about for example Kenya and Ethiopia is that both also have a vibrant export sector in floriculture with a high level of sophistication in agricultural practices. The first year was really focused on re-organizing and re-engaging the team, setting a clear strategy and execute that strategy in the field focusing on our customers which for us are our distributor partners, stockists and farmers / farm companies. This has resulted in sales growth of over 60% but more importantly, satisfied customers. With the different roles I play, I travel quite a lot, but the most satisfying part of the job is when you meet and talk to farmers, farm managers and their technical teams who deal with agronomic challenges on a day to day basis. Those are the moments I relish as you can think and work together to find solutions.

What is your vision for Arysta East Africa?

Arysta historically has a strong position in Africa with market leadership in West and South Africa. In East Africa, our footprint is still relatively small, but we have the ambition to achieve this leading position also in this region whether through organic or inorganic growth. The big upside is that we have a very broad product range with proprietary products like fluoxastrobin, a 3rd generation strobilurin we currently have in our development program; we have differentiated 3rd party products like Tepekki (flonicamid), a highly effective neonicotinoid with a very good IPM profile, which should hit the market end of this year and in addition we have 'me-too's', generic products which can complement our range. Outside crop protection products, we have been involved for close to a decade in bio-stimulants (Atonik, Biozyme etc.), which allows us to develop crop spray programs that go beyond just crop protection. Our focus will be on increasing our development pipeline and at the same time launch new products and optimize positioning of existing products.

In addition to the product dimension, we have a clear intention to be closer to our customers and we are investing in the team (both numbers and by capability development) to make this happen. All of our customer will see a lot more of Arysta in the coming months and years.



Commenting on his company's performance, Managing Director Arysta Life Science, said, "At present we are above expectations and we anticipate a better year ahead"

What are your top priorities?

Build a motivated and empowered team that can carry the Arysta flag and lives by our values of providing high service levels day in day out.

Fill our development pipeline in all countries with our in-house products but also with 3rd party products that can make a difference for our customers.

Get a balanced go to market approach working with our distributor partners but also work more closely with large farmers / farm companies to achieve a consistent positioning of our products and have Arysta much more visible in the market.

In a nutshell describe Arysta East Africa products and services to the farmers

To grow our short term focus is on bringing more products to the market and maximizing the share of our current range. We have a balanced range of products for both large farmers (cereals, horticulture) with leading brands like Evisect, Sigma Combi and Kalach but we also have a range of products in small packs which allows us to service the small holder farmer. We will continue to expand our range for both segments. What differentiates Arysta is our biostimulant range of products which have a proven track record in Latin America and Europe and which we are now rolling out in East Africa.

Briefly discuss the Arysta East Africa team

We have a team in Tanzania (7 people) and one regulatory / development manager in Ethiopia. In Kenya, are 11 people from 1st of April, after Richard Gitonga joins us as the Regulatory and Development Manager for East Africa. We are very pleased

that he has joined us as we will be able to accelerate and intensify our registration and development plan across the region. In addition, we will soon add a marketing person to the team who will support our commercial teams in the countries with product marketing and communication initiatives.

For the last one year we have seen a more aggressive Arysta East Africa launching Arysta biostimulant system, what can you attribute this to?

About 7 years ago we acquired a leading bio-stimulant and value added nutrient company in Mexico. Arysta has been rolling out that range while adding many new bio-stimulants on a global basis. We are now marketing 4 products but this is just the tip of the iceberg. We have many more in the pipeline, especially now with the recently announcement of our acquisition of Goemar, which will help us to bring new bio-pesticide and bio-stimulant concepts to the East African markets with a strong scientific foundation. All of us know that there are quite a few bio-stimulants in the market which we can call "snake oil" products, also in East Africa.

What differentiates us is that all our products have a solid scientific background both on composition, mode of action and a vast database of trials that confirm their efficacy. In high value crops like roses and export vegetables, these products can play a significant role in enhancing the yield and quality in sustainable way. We really see them as the next wave in crop protection and enhancement. In addition, we also see increased acceptance in large scale row crops or crops like coffee where the yields are still trailing to more



advanced countries like Brazil. We are doing already close to \$100m in this product sector worldwide and we expect significant further growth, and not only through the Goemar acquisition.

In our last discussion you hinted that you're looking to expand in products range and market, what are the factors that you're considering in making that choice?

Arysta, with its unique business model, focuses on what the farmer needs for his specific crop(s) under his specific agronomic circumstances. As we have many different sources for new products (in-house, 3rd party and me-too generics), we have flexibility to choose and add new products to our range in consultation with our customers and partners. We also try to identify key trends that will drive needs for the future. All of us know that rose growing has still to get more sustainable and that products with an improved IPM profile will be more accepted at the expense of the older products. In addition, new crops like canola, will drive our product development. Regarding new markets, I just came back from Ethiopia and with the government supported growth of their export sector, I believe the growth there

will be even stronger than in Kenya. It is not an easy country to do business in, but Arysta is specialized in "difficult" countries. That's why we are so successful in Africa.

Where do you think the most significant growth will occur in the company in the next few years? What new competition are you expecting then?

Tanzania has a lot of potential as it echoes Brazilian circumstances, but the infrastructure really has to improve if the agricultural sector wants to take off. Our intention is to grow in Kenya, Ethiopia and Tanzania while looking for additional growth in Uganda. In short, we are focusing on all key East African countries. One thing I did not mention yet is our expected growth in Public Health, both catering to government and NGO institutions as expanding our retail activities for products that control vectors and other insects. With increased urban populations and for example malaria still a huge issue, there is a lot to do to manage the impact of these pests. In terms of competition, we see that all key players are making changes in their product range with more biological pesticides and bio-stimulants. That trend will continue and the demands to deliver what is promised will

become more stringent both from a regulatory and customer requirements point of view.

What's the biggest challenge YOU feel your company faces, and how do you inspire your employees to meet it head on?

One of the biggest challenges is to make sure we grow in a balanced way. It is fairly easy to make a sale, but it is quite hard to collect money and in some parts of the market the payment morale is quite disappointing. We all have to realize that within the whole agricultural value chain credit being provided is the oil in the machinery. Everybody plays its own role and the system runs smoothly because of some built in flexibility on payment. But the system gets corrupted if certain players abuse this flexibility. I strongly believe that the competitive advantage of a country is strongly influenced by how the key players interact. When everybody can focus on what they are good at, instead of worrying about how your invoices get paid, the better the whole system will operate.

Another big challenge is how the regulatory authorities will facilitate the development of the agricultural economy. In Tanzania for instance, there has not been a new registration for more than 12 months as the government cannot find the budget to have an inter-departmental meeting to approve new registrations (!). This really deals a blow to the serious players while it leaves the market to the illegal traders and counterfeiters. Without a strong but effective regulatory process and agency in a country that has agricultural development high on the agenda, technological advancement will not happen or at least more slowly. Our team is very much aware of

these challenges and focuses on collection as much as sales. In addition, we are investing in working with our regulatory counterparts to move things forward, all driven by providing the right data and information and our internal code of conduct.

Where do you see the agrochemical sector globally in the next 5 and 10 years from now? How are you prepared for this change in the industry? As said, the tool box to deal with the same or different agronomic challenges will have a different make up.

GMO's are here to stay but will not be the silver bullet some people believe them to be. Due to widespread glyphosate resistance, selective herbicides have experienced a very strong revival and Bt Cotton still receives a couple of insecticide sprays to ensure effective control. Biological pesticides and bio-stimulants will provide important new tools in making the crop protection industry more sustainable. Rotation of tools will continue to be the way to manage resistance. In addition, I believe there will be more coming from conventional breeding when it comes to crop protection and enhanced agronomic features (e.g. drought tolerance). Outside crop protection, I sincerely hope that local gas production will provide a stepping stone for local fertilizer production. Only when an African farmer can get similar prices for fertilizer as an American or Brazilian farmer, step change in yields and food self sufficiency can be achieved.

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

This day and age, being connected is both a blessing and a curse. We are a global

company and I have contacts in many time zones. During the week, I am quite flexible and I try to be very responsive to our customers and my teams in the countries also when travelling, when most of my time is spent on working. In the weekend, I try to shut down as much as possible. Luckily most other people in Arysta do that as well. Arysta is quite entrepreneurial with quite a bit of delegated authority, so you can perform with freedom and decision making power. This also makes you feel responsible. If I am responsive, you will always see that others you work with are more responsive as well. Making decisions quickly can be a true competitive advantage.

What decisions have you made in your career that you look back on feel where mistakes and what have you learned from them?

Everybody knows the phrase from a famous song: "regrets, I had a few". The human mind always seems to be able to rationalize or justify decisions made in the past. I guess that helps in self-protection. In truth, I don't have a lot of regrets. I feel very blessed with my family and the adventures we have been on, first alone with my wife and now together with our children in Kenya. I have lived and worked in the UK, USA, Central America and now in Africa, while always having had the possibility to travel around the world. So much cross-cultural exposure makes you mentally rich which is much more important than being financially rich. If there would be one thing I regret is that I stayed in certain jobs for too short a time. To really make an impact, you should do a job at least 4-5 years and not 2-3 years.

Discuss the most pivotal moments in your career that you either learned from and/or that

got you where you are?

I had the opportunity in 2004 to get a good job with Syngenta in Basel. At the same time we were expecting our second child and we just had moved back to The Netherlands 3 years before that. It put me on cross roads with a classical dilemma. In the end, we decided to stay in Holland and I took a job in a completely different industry from which I learned a lot. I didn't expect then that I would be coming back to the Agchem industry 5 years later. Life is all about choices and the best is you make them together.

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

When travelling there is no ordinary day, but when in Nairobi I leave the house quite early. I have the benefit of a driver, so getting in the car is when my workday starts. It depends on traffic when I arrive in the office, but in the mornings I tend to work in the office or visit clients. Usually I have some teleconferences in the late afternoon and I try to do those at home. This also allows me to have dinner with the family, which I find very important. Apart from the weekends, I usually play squash and I have started to run again to get ready for the Lewa half-marathon end of June. I am sure I will beat my personal best time with so many animals chasing you!

Give your final comments

I find working in the agricultural sector very gratifying. We all work together to produce food and flowers which brings wellbeing and joy to people's lives. We have to get ready to provide for 9 billion people in 20+ year's time and in the mean time we need to unleash Africa's potential for food production and self-sufficiency. It is great to be part of that journey.

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Arysta LifeScience



Union Fleurs Elects A New Board Of Directors And Holds A Fruitful 2014 General Assembly



Union Fleurs, the International Flower Trade Association, elected a new Board of Directors on the occasion of its 2014 General Assembly, held in Gran Canaria, Spain.

The new Union Fleurs Board of Directors will work for the next two years (2014-2016) under the leadership of Herman de Boon (Netherlands) as President of Union Fleurs, with the close support of Richard Fox (Kenya) as Vice-President.

Reflecting the global reach of Union Fleurs and its unique position as the representative organisation for the international floricultural trade, the new Board is made of a very international team, with the following representatives:

Herman de Boon, President (VGB, Netherlands), Richard Fox, Vice-President and Chairman World Trade Committee (Kenya Flower Council, Kenya), Frank Zeiler, Chairman EU section (BGI, Germany), Augusto Solano, Chairman Americas Committee (Asocolflores, Colombia), Martin Estad, Chairman Pot Plants Committee (Danske Prydplanter, Denmark), Gülsen Bay, Relationship Manager (Ornamental Plants & Products Exporters Union, Turkey) Sylvie Mamias, Secretary General

The election of this new Board of Directors marks the initiation of a strategic review of Union Fleurs. A kick-off workshop was organised during the 2014 General Assembly to assess the market situation



and upcoming trends and look into the best approach to consolidate Union Fleurs position as the prevailing International Flower Trade Association.

Building on the results achieved by the outgoing Board of Directors in the past two years, the new Board will work together with the Union Fleurs membership to design a fresh and innovative vision for the association's role and activities going forward.

The General Assembly was also the occasion for Union Fleurs to officially welcome two new members (YMS Co Ltd – Japan and Agora Group – Belgium). In order to pay tribute to the outgoing President, Mr. Lennart Lovén, who dedicated his time and energy as member of the Union Fleurs Board of Directors from 2008 and as President from 2011 until today, the members of Union Fleurs unanimously conferred Mr Lovén the title of Honorary President of Union Fleurs during the closing Gala Dinner on 5 April.

Over 40 participants from 15 countries were present at the meeting, coming not

only from EU countries but also from Turkey, Morocco, Kenya, Colombia and Japan. Guests from partner organisations FLORINT, FSI (Floriculture Sustainability Initiative) and AIPH also attended.

Keeping in line with its general mission of protecting and promoting the common interests of its members and the floricultural trade in general, Union Fleurs will continue to follow developments and maintain an active dialogue with the authorities and partner organisations in the fields of international trade, phytosanitary regulations and customs issues. With the active support of Sylvie Mamias in Brussels, the association has recently been very involved in lobbying activities in the areas of the Reform of the EU plant health regime, the Reform of the EU GSP (Generalised System of Preferences), the EU-Kenya/EAC EPA negotiations, market access issues for flowers from Ecuador and South Africa and the export ban by Russia on EU plant products.

Union Fleurs members will next meet in London from 30 October to 2 November 2014.

W. Kordes' Söhne



Home of the Most Beautiful
Roses in the World

Kordes Roses State of the art Facility



Thirty Years Flowering the Region With the Most Beautiful Roses in the world



Kordes Staff ready for an open day



Bas Smit with a grower in 2013 IFTEX

Kenyan roses are ranked among the best in the world and this is usually due to the high quality varieties produced by rose breeders with local branches. One such branch is Kordes Roses East Africa situated in Karen, Nairobi and managed by Mr Bas Smit. This is a branch of W. Kordes Söhne based in Hamburg, Germany, which celebrated its 125th Anniversary two years ago. They have branches located in the cut flower production centres of The Netherlands and Kenya, as well as agents located throughout the world. Kordes' novelties are tried and grown under local conditions and test marketed in the world's flower markets.

W. Kordes Söhne is a world renowned company in Northern Germany with a tradition of more than 100 years in the hybridization of new rose varieties and in the production of rose plants. Many of the most famous cut rose and garden rose varieties have been created in the facilities of Kordes. An international team works continually on the development of new varieties and the optimization of the production of young plants

In order to determine the response of varieties under the different climatic conditions of the rose producing countries of East Africa, a large quantity of both standard and new varieties are cultivated in the Kordes' green house near Nairobi. Results gained from those local trials enable the 'Kordes Rose East Africa' team to offer competent advice on the propagation and cultivation of Kordes varieties. In a bid to keep in touch with client needs and to expose them to new improved rose varieties, Kordes Roses organizes Open Days at their Karen Testing facility. Participants are taken on a guided tour of the breeding facility by Kordes officials.

Kordes Roses East Africa

It has now been 30 Years since Kordes started its activities in East Africa, in Kenya to be precise. This was the first planting done at Oserian flowers in August 1984. The plants were delivered from Israel and were six-month bushes. At the time no-one knew what the effect of this planting would be.....that it would lead to a huge industry, and that East Africa would become a key player in the international rose business.

As the rose industry in East Africa has changed over the past 30 years, so has Kordes in its involvement in this region. Initially, Kordes worked through an agent and over the years moved on to more direct involvement with the industry in East Africa. This has led to a superb trialling facility in



Luce Bertrand discuss with growers during open day

Karen as well as a modern production facility in Naivasha.

Kordes has always supported new developments on a regional level across the world, as it is important to expand business without any preconceptions. The most interesting aspect in East Africa is the diverse environmental conditions that can be found in the region. All micro-climates lead to different results, from small headed roses in high humidity areas to large headed roses grown at high altitude. This forms part of the challenge for Kordes, which is that we have to supply our customers with the best possible varieties under their conditions for optimal commercial success.

The last 30 years have had their ups and downs. Primarily the El Niño effect during the 1997/1998 season, and economic and political factors have each presented their own issues. However, these challenges have shown the resilience of the entrepreneurs in the successful floricultural industry in East Africa.

Varieties

In the past, rose growers in Africa would go to Europe to horticultural fairs to see new varieties and, more often than not, get access to these varieties after release through European growers. Thirty years after the start of the business here, the dynamics have changed 180 degrees to the point where most of the new varieties are introduced by East African rose growers. In actual fact, for variety decision it is better to look at local facilities than those grown under different conditions in other continents.

Although all breeding is done centrally at the main company in Northern Germany, the selection process is rapidly tried out in regional test facilities across the world. The test facilities in Karen, where a rigorous selection

procedure is followed as a result of experience in East Africa, are world class. The newest techniques are trialled regularly to see if this can lead to improved performance of rose crops. The test facility started off in a wooden greenhouse as well, and has over the years progressed to modern controlled-condition facilities.

As a sign of understanding the challenges of the industry, Kordes has set up a clean stock section in order to supply propagation material for mother stock to its customers. This is particularly with respect to Agrobacterium Tumefaciens at the moment, but also extends to viruses, which will in the future play a larger role with regard to Phytosanitary requirements.

Kordes has also taken experimental trialling one step further by introducing varieties, through Kreative Roses in Naivasha, on to the market place thereby creating more security for growers when choosing new varieties for planting.

Technical

Technical changes have also taken place over the last 30 years. Initially, all production was in the soil in wooden greenhouses. This slowly started to change to more modern facilities, as experience led to more confidence in growing techniques. Most of this change took place at the beginning of this century.

More environmental awareness also led to new techniques aimed at decreasing the impact of the industry on the natural resources of the region. Computerised irrigation is now the norm up from simple (but efficient) venturi systems. Improved irrigation techniques have led to more efficient and better production. A number of growers use climate controlled greenhouses in order to get the most out of their crops. There is still much, in terms of production and quality, to be gained by better climate control.

Propagation of rose plants has gone from a 6-9 month process to a 5 to 7 week process through the use of modern propagation units leading to more flexibility for rose growers in their variety choice. What is important is that technology should be adapted to local conditions in order to improve performance and not just in order to have a smart

production unit!

Cut rose market

From a market perspective, East Africa has become the leading import supplier to the auction clocks. From disdainfully looking at new suppliers from some obscure country, rose buyers now accept produce coming from the region as being of superior quality. It is critical to maintain this momentum as competition will push growers for better results.

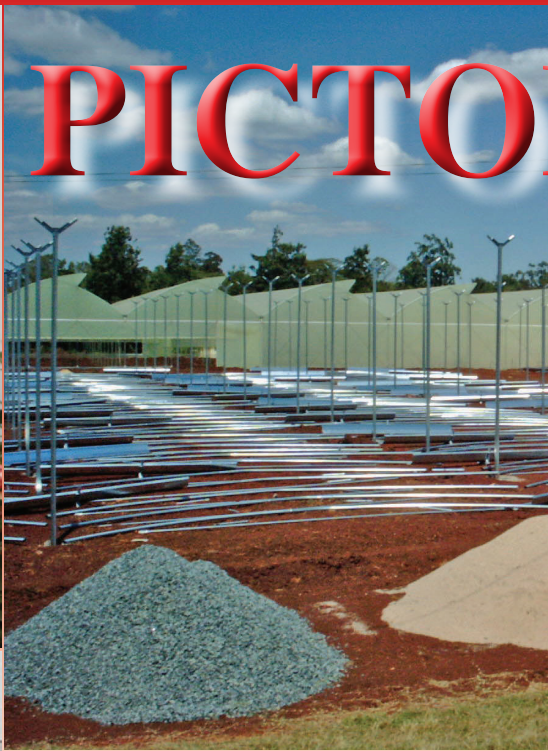
The main driving force behind this success; is the fact that all participants in the industry have become more professional over the past years. From production facilities to logistics to presentation to the point of sales, an overall improvement has led to better efficiency whilst at the same time maintaining high quality and dependability. We can see this clearly as producers go further down the value chain and supply retailers all over Europe as well as the Far East. At the moment it is impossible to envisage most of the markets without roses from East Africa.

New marketing concepts have been taken up by the growers in East Africa with gusto, and this has mostly led to good commercial results. However, as the supply chain becomes more critical of the produce it handles, it is imperative that the region keeps looking for improved ways to present the product on the market place. This is especially the case with regard to higher expectations of shelf-life as well as the final performance in the consumer's living rooms.

Kordes has been involved in all this development and we will endeavour keep on going as a favoured breeder for another 30 years in this region!



Asante, a popular variety



RIAL



Tete-a-Tete With Bas Smit

Briefly discuss the background, operations and expansion of Kordes EA Ltd.

Kordes Roses East Africa is a wholly owned subsidiary of W. Kordes Söhne in Germany. The objective of Kordes Roses East Africa is to test and Market Kordes' varieties in East Africa. The offices and test facilities are situated in Karen, Nairobi. At the test facilities, we receive new varieties from the head office in Germany every year in order to see whether they are suitable for the East African cut rose industry. Suitability of each variety is not only from a "growing" perspective, but also whether vase-life and transportation sensitivity are acceptable. All crops are grown on hydroponics in order to be able to change quickly, as this is important in the selection of new rose varieties. There is close contact between the various offices of W. Kordes Söhne in order to ensure that information is accurate and that changes in marketing are exchanged in different areas. This is important in the current dynamic world of commercial rose growing!

What is your role in the flower industry?

Rose breeders are the basis for the whole industry in that they provide the innovations in terms of varieties. If a rose had not been selected with a long enough vase-life, the export industry would have never taken off in Israel in the 70's and from there have come to Africa and South America.

Kordes varieties are respected worldwide; discuss some of your varieties in Kenya.

Kordes has a very rigorous selection procedure to ensure that, technically, varieties perform well in today's competitive world. Kordes innovation has led to new benchmarks in the industry. This can be seen with successful varieties such as Athena, Burgundy, La Belle, Belle Rose, Duett, Good Times and Red Ribbon to name a few. Each of these varieties led to improved properties that led to a more content consumer.

Since introduction of breeders' rights, the topic has inspired intensive and at times emotional. Discuss

Breeder's rights are based on intellectual property just as writers, software companies and musicians have copyright. It is crucial to finance development of new

innovations in our business in order to ensure that we move forward. This can be seen in increased productivity, longevity etc. in order to ensure that consumers of our products are satisfied, and will continue to purchase fresh cut roses.

Discuss the relationship between the breeders and growers.

This is a symbiotic relationship that, when in balance, leads to a more improved and efficient industry. The protection that varieties enjoy through the UPOV convention allows professional growers to obtain the most innovative varieties which lead to sustainable business models. The success of growers will lead to success of breeders

UPOV treaty gives breeder specific rights. Discuss

UPOV grants the breeder the right to make genetic material available to customers so that they can enjoy a commercial benefit. In exchange for this, the breeder can charge a license fee often referred to as royalties. UPOV also allows the breeder to restrict the planting of varieties in order to maintain uniqueness and thus a stronger market position.

How do you ensure your royalties are paid?

Basically, by being able to ensure that product can be confiscated by customs officials if no royalties have been paid.

Are there some loose ends in the systems?

There will always be loose ends in our industry. I think the main thing now is to increase professionalism in our business (for all parties involved) so that we can maintain a viable industry.

How do you ensure quality and competitive variety in the market?

Make sure that you have tested all the technical properties properly before releasing a variety.





Mr. Attanus Mutiso Farm Manager, Balaji Farm



How many years have you known Kordes Roses?

I have known Kordes Roses for over 21 years as one of the best breeder those days.

Do you grow any of their products?

Yes we grow one of their varieties being Athena.

Given the opportunity which of their varieties can you recommend to East Africa Growers?

I would recommend Athena , Good times, Belle rose.

Amidst competition how would you rate their technical support services ?

The support they offer to the growers are self driven and also it comes from growers request or complains. When a grower has a problem then a technical person is send to assist in solving the issue. They follow up on the performance of their varieties from the day of planting.

Do you think Kordes has been part of the region's exemplary growth in the flower sector?

Kordes has been a major player in the flower industries especially the older days, When players in the market were fewer and their varieties used to be the hit in the market. They are therefore instrumental in the growth of the flower industry in the region.

As they celebrate thirty years, what would be your message to them?

The allocation of variety areas is very important in securing the life span of a variety in the market. Most of their new varieties are well allocated hence good prices in the market. The best example of this scenario is Athena which has been a leading white variety in the market for many years. They should therefore keep up the spirit to ensure growers maximize on their varieties.



Ashanti



Athena



Belle Rose



Burgundy



Good Times



La Belle



Marina



Mandy



Merlin



Red Ribbon



Saturn

Mr. Raphael Mulinge Farm Manager Sian Winchester Farm



How many years have you known Kordes Roses?-

Close to 12 Years

Do you grow any of their products?

Yes

Given the opportunity which of their varieties can you recommend to East Africa Growers?-

Burgundy, Red ribbon, Tiamo

Amidst competition how would you rate their technical support services ?

4/5

Do you think Kordes has been part of the region's exemplary growth in the flower sector?

For sure

As they celebrate thirty years, what would be your message to them?-

Continue developing Novelties

Mr. Nizar Jundre General Manager Black Petals



How many years have you known Kordes Roses?

Over 15 years

Do you grow any of their products?

Yes

Given the opportunity which of their varieties can you recommend to East Africa Growers?

La belle, Belle Rose, Athena, Marina, Burgundy,

Amidst competition how would you rate their technical support services ?

Average

Do you think Kordes has been part of the region's exemplary growth in the flower sector?

Yes

As they celebrate thirty years, what would be your message to them?

Limit area of your varieties

Wide Range of Kordes Cutroses

Name	Type	Variety Demonination	Vaselife (Days) stems/m2/a	Production of	Stem Length (cm)
Mondial®	L	Kortida	14	160-220	70
Ashanti®	M	Korcut0100	15	220-250	40-60
Charmant®	M	Korcut0033	16	200-260	60
Wedding Bell®	M	Korspobel	16	150-220	65
Nicoletta®	M	Korcut0057	18	160-220	60
Mandy®			18	240-280	40-50
Flamingo®	L	Korcut0110	18	120-180	60-80
Eliza®	M	Korcut0036	16	200-270	60
Dekora®	M	Koraroked	16	170-230	60
Rosanna®	M	Korcut0109	21	200-240	40-60
Marina®	L	Kordeaux	15	160-220	70
Memory®	L	Korcut0019	15	160-220	75
Aramis®	M	Korcut0084	27	220-250	50-60
Manu®	M	Korcut0101	21	240-280	50-60
Masal®	M	KORCUT0038	15	180-240	60
Merlin®			16	240-280	40-50
Alcazar®	M	Korcut0052	20	160-200	60
Maracuja®	M	Korcut0023	16	160-220	65
Tamara®	M	Korcut0055	17	160-180	50-60
Saturn®			18	140-180	50-70
Sunny Sky®	M	Korcut0013	14	180-240	60
Vanila Sky®	L	Korcaky	14	190-260	70
Limbo®	L	Kornalist	14	180-240	60
Athena®	M	Korteta	17	200-260	60
La Belle®	M	Koricesi	16	150-220	65
Belle Rose®	M	Korhype	16	150-220	65
Duett®	M	Kortraupfi	14	180-250	55
Dekora®	M	Koraroked	16	170-230	60
Bellevue®	M	Korlavio	14	150-220	65
Fuchsiana®	M	Korcut0015	16	180-240	70
Asante®	M	Korcut0051	18	180-240	60-80
Burgundy®	L	Korcut0005	15	160-220	70
Red Ribbon®	M	Kortumbon	14	160-220	60
Good Times®	L	Kordushalb	16	150-220	70



The Kenyan Flower And Our Role In Making It Drive The Economy

By Mr. Maina

This year's International Flower Trade Expo (IFTEx) billed as the largest since it was first launched three years ago is coming with mixed fortunes which will have far reaching implications not only for the country's flower sector but for the growers.

For the first time since it was launched the expo has attracted growers from South American states of Ecuador and Colombia.

Ecuador, Colombia and Kenya — in that order — are the top three flower producing nations of the world and have been battling for control of the vast European market.

But while it has been established that Kenya is the only country in the world where the production area of flowers has structurally increased which is a strong indicator that the sector overall is in a good shape, growing competition from countries like Ecuador and Colombia should get growers worried.

IFTEx while creating an open forum through direct interaction between growers and buyers has in a great way also created an incentive to scale cultivation. The consistency

in production even in the wake of change in climate, economic meltdown that has hit Kenya's traditional flower markets and political turmoils in the country, is no mean task. The resilience of the Kenyan flower and its growers is something worth celebrating.

But what Kenya urgently needs is to put its house in order. It is common knowledge that floriculture is not for just anyone because of the costs involved.

Infact successful flower companies in the country started small with just a miniature greenhouse and limited labour force. This is the point we need to keep hammering. Already a section of small scale farmers who have diversified from their traditional farming to flowers are not only increasing income but are giving the industry the much needed diversity in flower production which is good in a competitive market.

While flower farms concentrate on the labour intensive and involving traditional flower farming, small scale farmers have delved into the alternative flower farming and are reaping from it. The summer flowers are the classic example. Farmers are reporting upto Sh40,000 in less than an acre in a season, returns that are hard to come by with the traditional farming of cereals on the same acreage. This has not

only been crucial in terms of food security which the new government has actively campaigned for, but has given the flower industry the impetus for growth. With an annual growth of 15 percent in value and volumes, which means its growing faster than the 10 percent growth envisaged under Vision 2030, it only means that this will be one of the sectors that will grow at double the expectations it was envisioned to 15 years from now.

And as the industry waits for the government to fulfill its promise to the sector, the private sector has stepped up to its commitment to the industry. Companies like Elgon Kenya Limited have been in the frontline of working with the farmers, both small and large scale through provision of world class and modern farming technologies including pest control arsenals that are the biggest threat to optimum flower production.

Elgon Kenya has also entered into strategic partnerships with respected global companies to distribute world class technologies that not only spur production but ensures that the flowers meet the required international standards. Our mission is to ensure smooth flower value chain from use of right pesticides, fertilizer and attractive packaging.

Van Den Berg Kenya Ltd : A Growing Story



From immediate left: Mr. Harrison Opudo - Farm Manager, Mr. George Ong'any - Human Resources, Mr. Bii Kiplagat - Post-Harvest Manager, Mr. Masila Kanyingi - Floriculture and Mr. Joshua Mboya - Security.

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over your
competitors
be it on racing

tracks or in markets draws margin between success and failure. In the flower sector, product quality dictates whether or not the firm's products will outshine those of competitors. With mushrooming of flower farms all specializing on the same products and consumers having become particular of where they source their products, quality is an important criteria for success in the markets. Holland based Van Den Berg, has

expanded their tentacles to Africa and Asia to ensure quality and variety.

“Our objective is to achieve the highest standards of Good Agricultural Production (GAPs), touching on environment conservation, reduced use of agrochemicals, improved efficiency in natural resource use, conserving existing habitats and to ensure continual responsibility with regard to health, safety and welfare of workers”, said Mr. Johan Remeus the General Manager the Kenyan Farm.

Back Ground

Owned by Thijs van den Berg and his son Arie van den Berg, the farm started growing roses in 1975. They expanded to Kenya farm in January 2004 after the cost of production in Holland skyrocketed. In June 2007, they expanded to China.

Van Den Berg Kenya Ltd.

As the farm celebrates a decade of flowering



quality roses to the global market, January 2004 will forever remain etched in their mind. Through the help of the then Sher Agencies Ltd, Van Den Berg ventured into the Kenyan soil. Sher Agencies Ltd not only introduced them but also helped with the initial settings. Their induction into African production has left no regrets. Kenya then became an interesting investment hub for them and the farm has grown to over 70 hectares of intermediate roses in all colours “Kenya is a nice country, the climate is good to grow roses, air freight enough for caller customers and other suppliers are professionals in their own fields”, adds Mr. Remeus.

Management

Since inception, the farm has stridden along the line of company success. Thanks to the business focused brand of directors and purpose-built management team and a well drilled workforce. The tripod of strength is led by Mr. Johan Remeus the General Manager, who is also a shared holder. He oversees a staff of over 1,400 employees taking care of the over 70ha and with over 15 varieties. Mr. Remeus is assisted by Mr. Harrison Opudo, the Farm Manager, Mr. Bii Kiplagat, Post-Harvest Manager, and Mr. Joshua Mboya in charge of the Security, with Mr. George Ong’any taking care of Human Resources and Administration.

In recognition of their good management policies, the company has won a number of international labels among them MPS SQ and MPS ETI labels and are currently working towards achieving Fair Trade Certification. Locally the company was recognized by Workers Right Watch as the most improved CSR farm and was awarded last year.

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Employees Welfare

The decade old flower farm has continuously expanded in all aspects of floriculture business practices. “Our immediate social strategy was to recruit and employ at least majority of the work force from surrounding area hence eradicate poverty in the area”, says George Ong’any. Adding, “the company has continuously improved workers’ terms such as salary, housing and other social benefits”.

The company is very strict on employee welfare hence they undergo an in-house training on all aspects of producing environmentally friendly flowers. It is mandatory for the employees to use the right PPEs when working. The company is further committed to protection of health and safety of its employees and the surrounding human communities. It will continue to comply with applicable labour laws and social standards as stipulated in the ILO.

Education

Although most of the employees are labourers, Van Den Berg does not deny the importance of education. The vision of the management is



that each and every employee's skills should be combined with proper training, in order to create professionals for each and every job type within the company.

The company offers first aid training, fire fighter training, health and safety training, and training for Joint Body members. In case any employee thinks he/she needs additional training, the employee request for additional training is paid by the company.

Clinic programs


Within the clinic, a number of programs are in place in order to increase the health level of the employees employed at Van Den Berg, and of their families. The main programs in place are the ones regarding AIDS, and family planning.

For this reason the company offers free condoms to its employees, as well as free testing on sexual diseases, including free treatment. In order to educate employees about family planning, educational programs regarding the subject are in place.

Production


Internal set standards at Van Den Berg have set out overall responsibility including management, guidelines on GAPs, minimal use of pesticides and fertilizers, environment policy, social responsibility and staff welfare.

“To comply with this, the farm undertakes frequent internal audits in order to identify and document any risk assessment on regular basis and prepare a time bound action plan. The company also



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monitors the whole process to ensure targets are met while reversing the action plan in the light of changing circumstances in the dynamic industry” says Mr. Harrison Opuda.

Water Usage

Water is the lifeline of the of the flower industry, without it the industry is as good as dead. In striving to produce quality products, the company has also reached for ways to reduce water usage by installing fully computerized central control systems that offers a range of technical superior enhancements for improved water management. Spray heads and valves have now water saving regulators.

Spraying

The overall objective is to reduce the pesticide usage while at the same



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time ensuring responsible and safe use. This takes place within the guidelines set out in the company policy and statutory regulations. Application of pesticides is determined by scouting and identification. Spot spraying with pesticides that are friendly to the environment as opposed to blanket spraying is practiced. Accurate and timely uses of remedial measures in crop protection reduce the impact to the environment. All scouts undergo an in house training to enable them identify all the disease and pests found in cut flowers.

This is an important process in flower production. Besides enhancing the quality of flowers, it exposes the worker to health hazards. To ensure that safety is attained, spray application and implements are well maintained with correct calibration to ensure that chemicals are applied at recommended rates. During spraying, it's mandatory for sprayers to dress in appropriate protective clothing such as respirator, goggles, overalls, gumboots, impermeable gloves and headgear. Upon engagement all sprayers undergo a cholesterol level test and regular others after hire. The company ensures they wear the right spray jackets and other corresponding PPEs. Sprayers are also alternated regularly for health purposes. They also undergo regular internal and external trainings.

Post-Harvest

"This is a very crucial part of the quality control of the flower production", says Mr. Bii Kiplagat. During this stage, flowers are graded according to their quality before being packed for export. Poor quality flowers are discarded as part of waste. At Van Den Berg Kenya Ltd, flowers are harvested daily to

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ensure the optimum quality of each stem. They are immediately pre-cooled once cut, and put in disinfected cold water. Thorough sorting, grading and bunching assures the customer of the best quality. Bunches are boxed in a cold store at the right temperature.

They are then transported to shipping agents in refrigerated trucks where they arrive at a minimum the same temperature. Every bunch is bar-coded and monitored right from harvest to post-harvest, which allows the

company to trace its stock and guarantee maximum freshness to the customer.

Corporate Social Responsibility

Van Den Berg Kenya Ltd through its generous hand and big heart has continuously responded to numerous appeals for assistance from various communities around. This response has been mainly through extension of a helping hand as requested and through need assessment by the company itself. "We are part of the larger Naivasha community, says Mr. Joshua

Mboya, the Security and CSR coordinator.

In addition to improving the welfare of the community around through employment, the company has assisted a number of community programmes such as schools in the surrounding area. The company promptly responded to an appeal for the provision of additional teachers to three local schools, this assistance has gone a long way in improving teaching in the school and parents, teachers association gratefully accepted this gesture.

In addition, Van Den Berg Kenya Ltd further extended a helping hand towards improvement of the schools' sanitation facilities by constructing toilets as a way of easing pressure on the few toilets available. This has also eased pressure for the over 3,000 pupil population at Mirera Primary School, one of the highest in Kenya, which needed immediate



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Mr. Harrison Opudo-Farm Manager, showing the Green Farming project to our writer during the visit.

decongestion strategies. The company has not left out classroom congestion un-attended; it has constructed a block of classrooms for use by class eight pupils and provided long desks and chairs. All these, the company provided free of charge and delivered to the school.

Further assistance to the school is installation of electricity supply to the school and a community bore hole fully funded by the company. The company's assistance has gone beyond the boundaries of the school and assisted the neighboring community who were badly in need of clean water for domestic use.

In addition the company donated clothes to the internally displaced persons based at karagita slums and Kedong IDP camp during the post-election violence of 2008. The donation was given through provincial administration and was highly appreciated by the IDPs who had lost everything during the post-election violence.

Van Den Berg, in its corporate social responsibility initiative will continuously listen and give back something to the community in their times of need. The company maintains an open door policy in dealing with local communities and local leadership and all visitors to the company, irrespective of their background.

Environmental Protection

The company is committed to being a leader in environmentally

responsible floriculture practices hence protecting the shared environment is fundamental to the company policy, as it is to their employees, customers and other stake holders.

"To achieve this goal, we endeavor to comply with local, government and international environmental laws. We continuously improve the environmental performance of our flowers through the use of natural resources including raw materials, energy and water as efficiently as possible", says Mr. Mboya. Adding, "we have minimized negative social impact of the company's activities through regular review of the business from environmental management systems audits.

The employees undergo environmental awareness training. We have made every effort to ensure that environmental performance is an integral part of our corporate social responsibility and have continued to participate in Payment for Environmental Services, PES, currently under Gold Category".

Conclusion

The writing is already on the wall for Van Den Berg. It's not the will. It's the way. They have proved it by never endangering their mission nor the people involved and hence the award. No matter the problem, no matter the circumstances, they won't let you down.

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UK Cut Flowers Fall Under the Spotlight



are available but says a shift in buying trends towards seasonal homegrown flowers including alstroemeria would cut carbon footprints.

Louise Curley, author of *The Cut Flower Patch*, says: "Just as we've done with food, we need to be looking at sourcing locally-grown flowers and growing our own. Apart from the environmental cost, imported blooms mean we have lost touch with the seasons." Hodgson and celebrity cut-flower evangelists such as Sarah Raven have pushed the UK-grown message.

Supermarkets are now keener on UK provenance, even though many florists do not appear too worried.

Flower growers have said they would like to see a shift in buying trends towards more seasonal flowers than roses on Valentine's Day, which almost inevitably come from Kenya and Colombia. Even English grower David Austin Roses has cut-flower roses grown in Colombia, Ecuador and Kenya.

Industry decline

The issue is certainly high-profile. In BBC2's *Great British Garden Revival*, presenter Rachel de Thame investigated the decline of Britain's cut-flower industry. She visited New Covent Garden and highlighted that 90 per cent of cut flowers are imported. So what volume can UK growers supply?

York-based Flowers from the Farm owner Gill Hodgson says she does not know the amount of UK flowers available currently but adds: "We care about the 'British-grown' label. We only use it genuinely and we want to create a brand where people think of British-grown as signifying quality." She adds: "Right now, British growers have superb tulips grown in Lincolnshire, stunning anemones and gloriously scented narcissi from Cornwall and the Scillies."

English Flower Company owner Jayne Meadows also does not know how many UK-grown flowers

Of 12 florists contacted by HW, none had more than two varieties of UK-grown stock available for the Interflora Ultimate Bouquet, which included red chrysanthemums, red tulips, white hyacinth, ivy and myrtle. Red tulips and ivy were the only available British-grown flowers and just a quarter of the florists had either in stock.

Even one of the country's biggest wholesalers that specialises in British-grown flowers, Pratley of London's New Covent Garden Market, had only the red tulips of the 10 blooms in the bouquet

Finally it's a Sigh of Relief on EAC EU EPA Negotiations

The giant outstanding issues on the EAC EU Economic partnership Agreement negotiations have finally been agreed upon following an EAC – EU technical experts and Senior officials meeting that took place from 24th – 27th March 2014 in Nairobi, Kenya.

Led by Dr. Eng. Karanja Kibicho the Principal Secretary in the Ministry of Foreign Affairs and International Trade (MFA&IT) the discussions were very productive where the two teams agreed on the Rules of origin and also on the Most Favoured Nation (MFN). The European delegation were led by Ms. Sandra Gallina, EC Acting Director of Trade responsible for EPA negotiations.

The only outstanding issues are on governance, export taxes, subsidies and domestic support which are political in nature and will be resolved by the Ministerial Council meeting expected to happen in mid-May 2014.

On the other hand the Kenya Flower Council hosted a cocktail on the last day of discussion for the EAC and EU officials.

available from this country.

On the other hand, former Zwetloots commercial director Guy Moreton, who now runs MorePeople, suggests that importing has the same carbon footprint as heating in the UK. He adds that Interflora florists buy plenty of UK-grown flowers when they are available.

The biggest UK cut-flower grower, Winchester Growers, has 1,000ha of daffodils in production and bought New Generation Daffodils, which has 45ha, last September, making it Britain's biggest daffodil producer. Owned by Belgium-based Univeg, it had a turnover of £51m in 2012. It also produces tulips, gladioli, lilies and other seasonal flowers to be sold into UK retailers including Waitrose.

HTA regional manager Andrew Whelan was a buyer for World Flowers until eight years ago. He says the cut-flower market "collapsed" with a 20 per cent fall in 2008 after "people gave up buying flowers as gifts" when the credit crunch hit. Around that time, UK-based cut-flower companies including World Flowers and Lingarden consolidated or dropped out of the market.

Another grower added that the UK revival is "very much artisan and local. It's a good source of British cut flowers for locals in season but realistically there's not enough volume there year round." He added that British growers are mainly most reliable for foliage in bouquets.

Glasshouse-grown chrysanthemums also fell out of the market when Donaldsons sold up in 2010. Owner Colin Frampton said then: "It's the usual story of supermarket price pressure, high energy costs and cheap imports wiping out margins and making further investment not worth the risk."

Mass market

National Cut Flower Centre manager Lyndon Mason says there is a hype around UK-grown but it does not translate

into the mass market. "It never ceases to amaze me how much publicity Gill Hodgson generates for British flowers," he adds.

"Her growers have certainly succeeded in getting them back on the map and also broadening the range beyond the limited offering available in supermarkets. "However, having said that, while I do not know the total area of flowers produced by Flowers from the Farm, I suspect that the bulk of UK flower production is still in the hands of a dozen or so large traditional producers with the main crops being daffs, tulips, column stocks, asters, lilies, sunflower and peony, with most of these going through supermarkets.

"For home production, I would say that we are perhaps seeing a slight increase year on year, but it's not significant. The main UK crops available through the supermarkets will be daffs and tulips and a few column stocks coming on stream."

Market share Bulbs and flower sector 3.5 per cent of HDC income For growers turning over more than £60,000 a year, the Horticultural Development Company (HDC) says the bulbs and outdoor flowers sector is the smallest of its eight sector panels, contributing around 3.5 per cent of annual HDC income. The sector encompasses daffodil bulb and flower production, forced bulbs, other bulb crops such as tulips and gladioli, and outdoor cut flowers and foliage.

In 2010-13, the HDC's income was £20m (0.5 per cent of turnover of £60,000+ turnover growers). This means about £700,000 from cut flower and bulb growers, adding up to £140m turnover. One grower, Winchester Growers, accounted for more than £50m of that.

The HDC cannot split the numbers between bulbs and cut flowers or give figures for indoor cut flower growing. The UK fresh cut flower and indoor plant market is worth £2.2bn a year at retail level.

World Floral Expo in Chicago Smashing Success!

World Floral Expo ended with a total score of 587 attending buyers representing 468 flower companies from over 30 American states and Canada. Especially the second day was crowded with lots of buyers and an excellent atmosphere on the floor. But also the first and third day were good, since almost all attendees that came to visit were big and important flower buyers.

It can be said that this edition in Chicago may well have been the best show ever organised by HPP in the USA. Not the size of the show nor the quantity of visitors, but the quality was the key factor for the success of the event, according to Dick van Raamsdonk, spokesman of the expo.

According to one exhibitor Dean Rule, exhibitor and General Manager of International Rose Breeders LLC, commenting the following on the first day of the show: "today I saw wholesalers walking around representing about 25% of the total USA flower wholesale market". HPP received many thank you notes from exhibitors on the positive results of the event.

World Floral Expo will move on to its next destination, as part of the changed concept to organise its trade show every year in a different city, to San Diego in California. World Floral Expo has agreed with Calflowery, the Californian Flower Growers & Shippers Organization, to organize World Floral Expo next year in March from the 10th to the 12th in this city. For more information on the Chicago as well as the San Diego edition, visit www.worldfloralexpo.com.

Does Your SFK Satisfy Field Handling and Quality Protection?

Over 20% of the flowers shipped by growers never reach the final consumer in the export market because they are lost or damaged during the various stages of the distribution chain. Losses can be reduced by ensuring more careful handling, better temperature regulation, attention to phytosanitary requirements and the use of suitable preservation agents. Such measures may be inadequate and even fruitless, however, if not combined with appropriate export packaging.

Because flowers and plants are living and thus developing organisms, they have a limited life span. Suitable methods should therefore be adopted to ensure that the product's evolution is controlled throughout the shipping process. The choice of an export packaging, adapted to the product as well as to the distribution network and the market, is therefore important to export success.

Single Face Kraft (SFK)

Most growers show a lot of keenness when choosing cartons, sleeves or even refrigerated containers. However, little attention is generally given when choosing SFKs yet they are the first line of protection for the flowers. This has resulted in growers losing many stems which should have turned into dollars. This was revealed by a research carried out recently by this periodical.

In Kenya, there is a wide range of SFK's available to growers and exporters from different suppliers. Though the reason for selecting a specific type of SFK are not always clear. Pack rates and cost efficiency seem to be prevailing motives according to our research. The outcome, however, is not always what would be best for the flowers.



Speaking to different pack house and production managers, they all agree that, you must use SFK's while exporting flowers. They also agree that quality was the main determinant factor while choosing the right SFK. However, very few seemed to understand the characteristics of a SFK to establish whether they are getting the right quality in the first place.

To be correctly designed, SFK should have suitable dimensions; means of ventilating; securing and cushioning the product; and any other necessary protective features. To understand the right choice of an SFK, we asked, what do flowers undergo in the cold chain? The study showed flowers undergo serious mechanical, physical and chemical stresses

Mechanical stress:

This is directly connected with transport handling and warehousing. It includes shocks,

drops, compression and vibrations. A distribution chain for flower exports, perhaps several thousand kilometres long, consists not just of one or two transport and handling operations. In most cases the network includes a long series of road, air and sometimes sea or rail transport connections, involving handling before and after each phase, and often with intermediate stages of warehousing or storage.

Consequently the stresses and the risks to which the flowers and their packaging are exposed are multiple. Moreover, the stresses have a cumulative effect, thus significantly reducing the mechanical strength of the SFK as the journey proceeds. The SFK must therefore be designed to withstand the sum of those forces.

Physical and chemical stresses:

The life span of flowers varies with the variety, but it is generally short. The SFK design must therefore take into consideration the diverse hazards that the products undergo, to limit their effects.

Characteristics of a Good SFK.

Speaking during the study, Mr. Ken Mwiti of Kisima Flowers said, "The cumulative natures of these stresses on the product have repercussions on the package durability". Adding, a number of factors namely heat, cold, humidity (water vapour in the air), dampness (water in a liquid state) and desiccation (lack of water or humidity) must be considered before one purchases the right SFK".

"The long series of road, air and sometimes sea or rail transport connections, involving handling before and after each phase, and often with intermediate stages of warehousing or cold storage should be considered, said Mr. Kiplagat of Karen Roses.

"It would be foolish to invest millions in

production only to loose quality from bruised heads due to an SFK made of substandard recycled paper”, says Mr. Andrew Wambua of Molo River farm. Adding, “the SFK is the first foreign contact the flower has so it should be able to absorb humidity released from respiration of flowers, maintain shape and form of the flowers and ensure wrapping works as a protective agency from pressures”.

Each of the supply chains has its own specific requirements regarding SFK according to suppliers. For instance, in the traditional supply chain, the distance is shorter and the SFK is removed by the importer, who places the flowers in buckets of water before they enter the auction process. These may need E-flute. On the opposite end of the supply chain evolution, direct trade has very different requirements. Ideally, the link at destination (often larger retailers) receives ready-to-use products.

This means fewer handling procedures and the flowers could be sold in the original SFK. In addition, some of the markets like Japan, Russia, and USA are far and they will require higher specifications like C-Flute because of the longer distances to enable better protection. It should be noted that choice of flute (“e” or “c”) only is not sufficient to ensuring the performance of the material. The right paper has to be used as well.

Growers need to understand the different materials used in manufacturing of SFK. In the Kenyan market, E-flute is the smallest pitch with B-flute average and C-Flute with the highest pitch. . Secondly, use of virgin paper like kraft will behave far better than recycled paper. Finally, the higher the grammage of paper used results in better SFK performance. However, growers must be careful of some

cheaper recycled material SFKs in the market as they are vulnerable to moisture due to their composition.

Before purchasing SFK, growers must put into consideration their markets as they determine the strength. They must also ensure the SFKs have undergone control tests for short term needs and field tests for long term needs. The impacts on the product and the freight costs should also be put into consideration. “It is prudent for the grower to make money from the quality of the stems but not quantity (volume) of the export”, says Mr. Parit Shah of

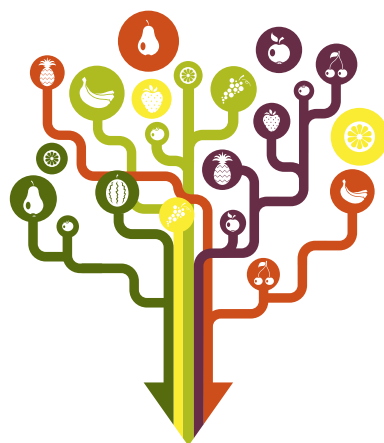
Silpack Industries Ltd.

Silpack has developed SFK for all types of markets. “For the short distances, we have developed a cost effective SFK made of Kraft liner to replace the commonly used recycled materials. And for the long distance, we have developed a tougher product to protect your flowers all through”, he adds. Silpack also recognizes that the SFK is also a marketing medium for the Grower and has developed branded SFK and are researching other features to include in the SFK that may extend the vase life of the flowers.

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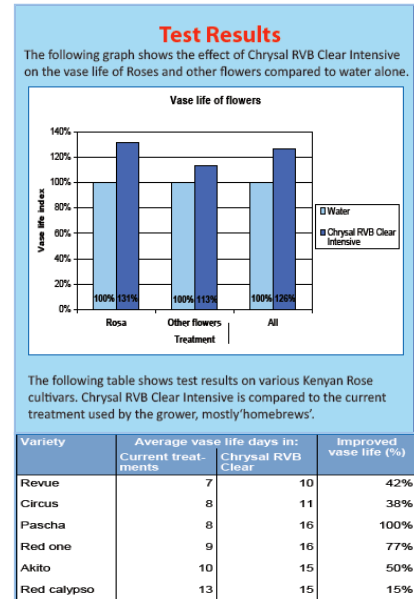
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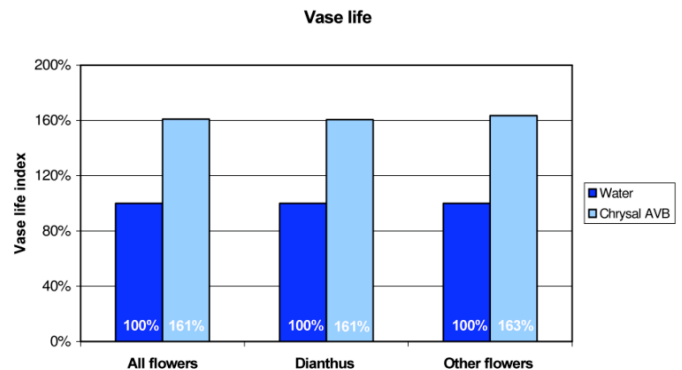
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Chrysal presents its range of **Post-Harvest Products** targeting Cultivars with specific treatments aimed and delivering Beautiful Flowers at all times.

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



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



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

Why use Post Harvest treatments?

Flower development & vase-life, in connection with climatic conditions & other factors; vary for each flower type & cultivar. Poor handling of Cut Flowers will lead to a short vase life for the consumer. When flowers are harvested from the host plant; a negative food, hormone, & water deficiency/imbalance occurs. The extent of this deficiency depends on the type of flower & the sensitiveness of the flower. Part of the process therefore involves the correct use of Post-harvest treatments; so as to slow down the aging process.

The **three main post-harvest problems** of cut flowers can be summarized as follows:

- 1. Disturbed water balance** with 'Blockage of the vascular bundles by air bubbles; micro-organisms & organic matter in contaminated vase water'
Symptoms of a disturbed water balance are:
 - Limp flower petals. This well-known phenomenon is the premature wilting of the flowers that are sensitive to vascular blockages, such as Bouvardia, Chrysanthemum, Gerbera & Rosa.
 - Bent-neck. Caused by a premature harvest. As soon as it gets thirsty, the young tissue right under the flower bends over & closes off the vascular bundles
- 2. Disturbed plant growth regulator (PGRs) balance.** After harvest & in reaction to being cut from the host plant, many flowers will produce either an overabundance or an insufficient amount of the plant growth regulators formerly provided by the mother plant. **Symptoms of PGR shortage are:**
 - Flower petals shrivel up & the buds & leaves drop, which obviously shortens the vase life expectation. This is caused by Ethylene, the ageing hormone
 - Leaf yellowing & limited flower development.
 - Stem elongation. Tulipa grow about 10 cm after cutting, during transport & vase life.
 - Geotropism (growth in response to gravity). During horizontal transport, the heads of cut flowers have a tendency to bend towards the light or lean away from gravity.
- 3. Disturbed nutrient balance**
Energy is the driving force behind water intake, the production of plant hormones & a natural development of the flower. Without energy, the flower would not be able to develop & the flower would wilt more quickly than would normally be the case. **Symptoms of a lack of nutrients are:**
 - Limited bud & flower development. Flowers get "stuck" in the early stage of development
 - Faded colours. The flower petals do not reach their normal colour intensity in comparison to the flowers on the plant.
 - Limited or no scent development.
 - Limited flower development of the spike. When there is a shortage of energy, the development of the flowers is limited, higher on the spike.

Chrystal has developed a range of **Post- Harvest Treatment products** for growers which help to maintain the food & water balance & maximize the life of the flowers. The following pre-treatment products are available from Chrystal Internationally:

AVB	Post-Harvest conditioner for ethylene sensitive flowers
BVB	Post-Harvest conditioner for Bulb flowers
CVBN	Stabilized Chlorine treatment
Initial	Greenhouse water conditioning treatment
SVB	Anti-Leaf yellowing treatment
RVB Intensive	Post-Harvest hydrating treatment for Roses
RVB Clear Intensive	Aluminium free Universal hydrating treatment
RVB Clear (soft water) Intensive	Aluminium free Universal hydrating treatment for R.O. water

Brussels Airport a Preferred “Flower Hub”

Brussels airport delegation visited Kenya recently to market the airport as the preferred “Flower Hub” for the flower exporters. Speaking during a cool chain stakeholders meeting on at a Nairobi Hotel, Mr. Nathan De Valck, Cargo Account Manager Brussels Airport said the Airport handles 20 million passengers and 700,000 tons of cargo yearly.

He added that the airport has a dedicated fresh cargo area, full freighter and belly cargo capacity and it's the closest cargo airport to Aalsmeer outside the Netherlands. Their dedicated cargo organization allows quick transit of flowers.

Nathan added that the airport is efficient with faster transit of flowers to sites in the Netherlands (Aalsmeer, Naaldwijk, Rijnsburg) or other European destinations. The operational speed of flower handling at Brussels is equal to other flower gateways with Low cost phytochecks 24 hours daily.

The airport has a proven concept with clear procedures in place for phytosanitary checks (documentation and physical), customs clearance, and truck loading. In addition, all partners involved mainly airline, handling agent, freight forwarder, phyto-check agency, customs, trucking, airport work together.

They also have a competitive price structure in a European benchmarking context.

According to Hanne Vandecapelle the Flower Promotion Representative for the Brussels Airport, research confirms that the Airport has all the potential to further develop an efficient & reliable option for exporters.

Why Brussels Airport

Reduced Cost:

- Possibility to use consolidated phyto ex origin
- Results in reduced cost
- Advice to consolidate per check %

Speed Guarantee:

- Document check will be performed before flight arrival based on scanned documents.
- **Physical check:**-ad random selection check sample before flight arrival-handling agent is informed before flight arrival, to allow efficient planning of truck loading-all physical checks finished within 1 hour. Number of check-personnel is planned according to expected volume
- **Lab check:**- express lab procedure allows max 12 to 36 h quarantine for positive lot.

Availability:

- Nonstop checks: 24/24h –7/7d
- Continuously on call

Documentation:

- Phytosanitary documents can be provided pre-arrival in a scanned format to allow smooth preparation
- Identification of lot via invoice: number of boxes per grower.
- Flexible back-up procedure if original documents are not on board.

The event was graced by Brussels Ambassador to Kenya HE. Bart Ouvry, representatives from Brussels Airlines, Adelanter Belgium, Kuehne & Nagel Belgium, Floraholland, fresh produce handlers from Kenya, growers and exporters among others.

Timing the release of beneficials is critical

Michigan State University Extension reminds greenhouse growers that releasing beneficials in the greenhouse needs to be done preventatively when plants are first moved into production space to ensure that predators will be able to keep pest populations under control.

In order to provide effective control of thrips with a biological control program, growers must employ an intensive scouting program. In particular, inspect incoming cuttings, plugs and liners before bringing them into the greenhouse with other plant material as it will alert you of a potential problem. Whether growers find thrips on incoming material or not, plan a regular release schedule. For example, introduce *A. cucumeris* and *H. miles* predatory mites to control thrips two and four weeks after starting a crop in a production area. If thrips are discovered early or if more than three are found per sticky card per week early in the crop, add a *Steinernema feltiae* nematode drench or release *S. swirski* (mite), *Athleta coriaria* (beetle) or a combination of two of these management methods.

Early releases of *A. cucumeris* are critical because they are only large enough to eat the first instar larvae. Therefore, it is difficult to control an outbreak of thrips using this species of predatory mite. Also when implementing a biological control program, know the insecticides that have been sprayed on the plants. Pesticide residues not only kill your beneficials, but also cause many sublethal effects including altering the sex ratio of males:females, sterilizing females or influencing their foraging behaviors.

KRA to Process a Substantial Amount of the Backlog of VAT Refunds



Mr. John Njiraini

The Kenya Revenue Authority (KRA) targets to process a substantial amount of the backlog of VAT refunds which is estimated at Kshs 29 billion by 2014. This was said by the Commissioner General KRA Mr. John K. Njiraini during a KEPSA breakfast at a Nairobi hotel.

He added that any future backlog will not be anticipated given their experience over the last 6 months where inflows have been positive and the reform has the intended impact.

The meeting was meant to create synergy between the private sector and KRA. The forum sought to address the role of the business community and the support required in partnership with Kenya Revenue Authority in order to meet the FY 2014/15 targets; progress of KRA in facilitating business environment in East African Community; and some of the business community challenges with the Kenya Revenue Authority and possible interventions.

KRA pledged to a structured, self-implementing and monitored partnership with KEPSA to enhance revenue collection and address challenges and bottlenecks on revenue collection.

The KRA committed to carrying out joint audits on businesses to avoid complaints over multiple audits by different departments which have in the past inconvenienced businesses. To ensure such inspections are carried out transparently, KRA has undertaken to provide advance information on the areas of focus in carrying out audits.

Mr. Njiraini said significant progress had been realized in increasing the turnaround in processing of tax refunds and observed reforms from the VAT Act 2013 in this area had borne positive impact and results. KRA would Act as a one-stop-shop in collecting revenue from different bodies which would enhance certainty and efficiency in revenue collection in cases where different bodies collected tax from one source.

The Private Sector was called upon to work closely with KRA in addressing tax evasion and leakages in order to enhance tax collection and create a level playing field based on compliance.

KRA's iTax

With Effect from 1st March 2014, the Kenya Revenue Authority made it mandatory for all tax payers to file returns online through the iTax online platform. The iTax platform is now in use and KRS is carrying out tax payer/user trainings in various locations across the country.

Invitations are being sent to those contacts that have been registered/updated on the platform's iPage. We therefore urge those who are yet to register to do so on the iPage through the KRA portal www.kra.go.ke.



Rose botrytis

Botrytis: Think about where you are

Introduction

Botrytis is one of the most damaging pathogens with stems, leaves, flowers, fruit and seedlings all being potential victims. Many growers are familiar with the symptoms of Botrytis, but for some, the first encounter with this pathogen results in severe plant losses therefore early detection and control are vital if the disease is to be prevented from rapidly spreading through a crop.

While Botrytis is a formidable pathogen, it is also the same fungi which is employed by some wine makers and was even given the name 'The Nobel rot' for its ability to concentrate sugars and impart a particular flavor to late harvest grapes. Wine makers in many areas of the world make use of Botrytis infection of their grapes to produce a sweet, high quality wine, which commands high prices. Despite this beneficial use of Botrytis, it is a disease, which plagues commercial and hobbyist

growers alike, and one that affects virtually all of the crops we grow hydroponically.

Botrytis symptoms

Plants can be attacked at any stage of growth, from tiny seedlings to large, mature plants, but new succulent growth, freshly injured tissues and ageing or dead foliage are favored by this disease. Botrytis usually first appears as lesions on leaves and stems which quickly produce a characteristic grey/brown furry spore development which resembles a pile of ash - hence the name 'grey or ash mould'. As the disease progresses the lesions continue to grow and encircle stems and leaf petioles and will eventually cause plant collapse. Fungal spores can also develop on flower petals, particularly under growing conditions where condensation has been forming and humidity levels are high.

Infection of flower petals leads to rapid disease development in young fruit with

the fruit tissue rapidly disintegrating into a water soaked mass. Green fruits that are infected with airborne Botrytis spores, rather than via infected leaf tissue, don't rot and decay, but they often develop a condition called 'Ghost spot' which results in pale, cream colored rings on the surface of the fruit.

Post harvest rots can often be attributed to Botrytis infection as well, especially when increased humidity in storage promotes the germinating of spores present on the surface of the cut foliage. These rots appear as large water soaked areas often covered with grey mould termed 'conidiophores'.

Fungal life cycle

Botrytis is commonly a disease associated with humid conditions, which are required for successful spore germination and temperatures around 15°C- 23°C, although it can thrive in cooler conditions. Crops grown towards late winter and early spring are most susceptible to disease although it can be prevalent throughout the year in grow rooms. Spores germinate faster as the relative humidity approaches 100% and germination is most rapid where free water is present on the plant foliage such as that produced by condensation.

Once spores germinate on the plant they enter the host tissue and form mycelium, which invades the intercellular spaces within the plant tissue. This mycelium then forms conidiophores, which emerge through the infected tissue and release conidia into the air. If infected stems and foliage are not removed from the growing area, they become a source of conidia, which develop on lesions and rapidly infect healthy crops when conditions are suitable. High temperature and dry conditions eliminate the survival spores from one crop to the next.

Spores are released from infected crops when the crop is disturbed as in pruning or harvesting and these spores readily infect more plants through open cuts on the stems. Spores are not only produced in large numbers on lesions on the plant, but

also on plant debris left in the growing area and in piles of discard plant material outside of the plants environment. These can provide a source of re-infection and so diseased plant material needs to be disposed of carefully to prevent further outbreaks. Spores are easily spread in air currents and by splashing of water, and infection can occur rapidly in an area where both these methods of transfer can occur.

Plant stress, which results in overly vigorous or spindly plants, causes the crop to become more susceptible to Botrytis infection. This stress may be in the form of over or under watering, heat, light or tissue damage. There are other factors which also influence the development of this disease, maximum sporulation takes place at wave lengths less than 345nm - and excess nitrogen fertilization can make plants more susceptible to the fungi by changing the size and wall structure of the plants. Calcium and silica enrichment of the plant tissue has been shown to reduce the susceptibility of many plant species to Botrytis infection by strengthening the cell walls against initial attack by the fungus.

Crop management for Botrytis control

Environmental control of Botrytis is crucial to the management of many crops and is based on increasing temperature and reducing relative humidity levels to create an environment, which is not conducive to spore development and germination. Heating and venting of humid air, allowing drier air to enter the crop environment on a continual basis is important for Botrytis prevention. If warm humid air is allowed to cool in the crop overnight, condensation forms, providing the ideal conditions for spore germination of Botrytis.

Crop pruning and harvesting should be carried out at separate times as spores released from infected plants during pruning will easily infect cuts or open surfaces exposed during harvesting. If some time elapses between the two operations, callus tissue can form over cut or open surfaces protecting the plant from spore germination and infection.

Control of Botrytis - chemical and microbial

While there are some fungicides still effective for Botrytis control, much resistance has developed to many chemical products and their use is becoming limited. However, early control can still be achieved in some situations. Where persistent Botrytis attacks are common, the various chemical groups should be alternated to restrict the build up of resistance by the pathogen to the fungicide used. There has been some success with the use of various botanical extracts for limiting and preventing Botrytis damage - certain citrus extracts appear to be a promising

control agent although many are still under evaluation.

These days, perhaps one of the most effective controls against Botrytis is the use of biological control agents. Many natural bacterial and fungal antagonists can suppress Botrytis through competition. In some research carried out in New Zealand a few years ago, it was found that a number of fungi are antagonistic to Botrytis and will prevent the infection of fresh wounds on the plant.

Two of the most effective types are *Trichoderma* and *Cladosporium*, which have now been developed into a number of commercially available products for pathogen control. The methods by which these fungi appear to work involve a complex interaction with the pathogen. The antagonist organism competes with the pathogen for nutrients and sites for spore germination. Also, some of the antagonists produce compounds that inhibit the germination of the pathogen's spores.

Control of Botrytis in the growing environment can be a continual battle under certain conditions, but control is possible with a combination of humidity reduction, prevention of condensation, good hygiene and chemical/microbial control agents. Just as with all other pests and disease problems, monitoring the crop for the first signs of infection is vital, as is providing the conditions, which restrict or prevent the pathogen attacking in the first place.





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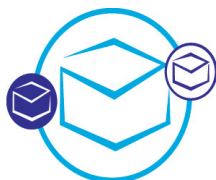


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Floriculture encourages the pursuit of joint activities in areas of mutual interest with national and international societies, companies and organizations. Agreements have been reached between Floriculture, leading growers and suppliers and trade associations.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



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	LOCATION	PRODUCT	CONTACT PERSON	TELEPHONE	E-MAIL
AAA Growers	Rimuruti	Roses	Mr. George Hopf	0733-746737	george@aaagrowers.co.ke
AAA Growers-Chestnut	Naromoru	Vegetables	Mr. Mark Kirimi		nanyuki@aaagrowers.com
AAA Growers Ltd.	Thika	Vegetables	Mr. Steve		
AAA Growers-Turi	Nanyuki	Vegetables	Mr. Japheth		japheth@aaagrowers.co.ke
Africallias	Limuru	Zantedeschia	Mr. Robert Holtrop	066-76084	rob@sande.co.ke
Afri-organics (K) Ltd	Timau	Herbs	Mr. John Harris		ohn@afriorganic.co.ke
Aquila Flowers	Naivasha	Roses	Mr. Abhay		gm@aquilaflowers.com
Baraka Flowers	Ngorika	Roses	Mr. Wanjiru Mahihu	0722-517701	info@barakaroses.com
Batian Flowers Ltd	Timau	Roses			
Beauty Line Ltd	Naivasha	Cut Flowers	Catherine Wanjohi	0727-589862	catherine@beautyli.com
Bigot Flowers	Naivasha	Roses	Mr. Jagtap Kakaseheb	0722-205271	jagtap.kt@bigotflowes.co.ke
Bila Shaka	Naivasha	Roses	Mr. Joost Zuurbier	0711-898689	bilashaka.flowers@zuurbier.com
Black Petals	Limuru	Roses	Mr. Nirzar Jundre	0722-848560	nj@blackpetals.co.ke
Bliss Flora Ltd	Njoro	T-Single head cut flowers	Mr. Shivaji Wagh	0789-101060	shivaniket@yahoo.com
Bluesky	Naivasha	Gypsophila, Roses	Mr. Mike	0720-005294	blue-sky@africaonline.co.ke
Buds \$ Blooms -Blis flora	Nakuru	Roses	Mr. Sachin Appachu	0720-804784	
Buds \$ Blooms -Town	Nakuru	Roses	Mr. Shivaji wagh	0720-895911	shivaniket@yahoo.com
Carnations Plants	Athi River	Carnations	Mr. Amir	045-22242	cpl@exoticfields.com
Carzan Flowers (K) Ltd	Kipipiri	Carnations & summer flowers	Mr. Zaien Manji	0722-764697	zairen@carzankenya.com
					info@carzankenya.com
Celinico Flowers	Limuru	Roses, Summer flowers	Mr. Chris Shaw	066-72170	celinico@nbinet.co.ke
Charm Flowers	Kitengela	Roses	Mr. Ashok Patel	020 2222433	info@charmflowers.co.ke
Colour Crops	Bahati	Hypericum, Ammi	Mr. K. Marigoma	020 2313859	
Colour Crops	Timau	Summer flowers	Mr. Simon Baker		simon@siluba.co.ke
Colour Crops.	Naivasha	Veronica, fillers	Mr. Geoffrey Mwaura	0724-083111	nva@coulourcrops.com
Colour Vision Roses Ltd	Naivasha	Roses breeders	Mr. Peter van der Meer	(0)50 50 310	petervandermeer@terrannigra.com
Countrywide Connections	Nanyuki	Eryngiums	Mr. Richard	062-31023/6	production@countrywide.co.ke
Credible blooms	Nairobi	Roses	Mr. Eliud Njenga	0722-382859	info@pegionblooms.com
De Ruiters	Naivasha	Roses	Mr. Sebasten Alix	0720-601600	info@drea.co.ke
Desire flora (K) Ltd	Isinya	Roses	Mr. Rajat Chaohan	0724-264653	rajatchaohan@hotmail.com
E.A. Growers - Jessy	Mweiga	Vegetables	Mr. Antony M.		antonym@eaga.co.ke
Elbur Flora / Kimman Exports Ltd	Elburgon	Roses	Mr. Daniel Moge Maina	0721-734104	kimmanexp@gmail.com
Enkasiti Rose	Thika	Roses	Mr. Tambe	067-44222/3	enkasiti@form-net.com
Equinox Horticulture Ltd	Timau	Roses	Mr. John Mwangi		john@equinoxflowers.co.ke
Everest Enterprises - Chulu	Timau	Vegetables	Mr. Anthony Muiruri		
Everest Enterprises - Lusoi	Naromoru	Vegetables	Mr. Robert Mbuthia		robert.mbuthia@everest.co.ke
Everest Enterprises - Njumbi	Naromoru	Vegetables	Mr. Robert Mbuthia		robert.mbuthia@everest.co.ke
Everest Enterprises - Woodland	Mweiga	Vegetables	Mr. George Machariah		george.machariah@everest.co.ke
Everflora Ltd	Juja	Roses	Mr. Bipin	0716-066305	everflora@dmbgroup.com
Fides(K) Ltd	Embu	Roses, Cuttings	Mr. Francis Mwangi	068-30776	info@fideskenya.com
Finlays-Chemirel	Kericho	Roses	Mr. Aggrey Simiyu	0722-601639	
Finlays Tarakwet	Kericho	Roses	Mr. John Magara	0722-873539	john.magara@finlays.net
Finlays Flamingo	Naivasha	Roses/Fillers	Mr. Peter mwangi	0722-204505	peter.mwangi@finlays.net
Finlays-Kingfisher	Naivasha	Roses	Mr. Charles Njuki	0724 -391288	charles.njuki@finlays.net
Finlays-Kingfisher	Naivasha	Carnations/ Fillers	Mr. Jacob Wanyonyi	0722-773560	jacob.wanyonyi@finlays.net
Finlays - Vegetables	Naivasha	Vegetables	Mr. Daniel Kiboi	0722-206627	
Finlays-Siraji	Timau	Carnations/Roses	Mr. Paul Salim		paul.salim@finlays.net
Finlays-Sirimon	Timau	Lilies	Ms. Purity Thigira		purity.thigira@finlays.net
Finlays Lemotit	Londiani	Carnations	Mr. Richard Siele	0721-486313	richard.siele@finlays.net
Flora ola	-	-	-	-	-
Flora delight	Limuru	Summer	Mr. Hosea	0724-373532	hosndai@yahoo.com
Florema (K) Limited.	Naivasha	Begonia	Mr. Peter Maina	050-2021072	info@floremaKenya.co.ke
Florensis	Naivasha	Cuttings	Mr. Eddy Verbeek	050-50010	florensis@florensis.co.ke
Flower Connection Ltd	Londiani	Roses	Mr. Arun Mishra	0710-625484	arun@eaga.co.ke
Fontana Ltd - Mau Narok Ayiapa	Nakuru	Roses	Mr. Gideon maina	0721-178974	gideon@fontana.co.ke
Fontana Ltd - Njoro farm Akina	Nakuru	Roses	Mr. Arfhan	0722-728441	Arfhan@fontana.co.ke
Fontana Ltd - Salgaa	Nakuru	Roses	Mr. Kimani	0733-605219	production@fontana.co.ke
Foxton Agriculture	Naivasha	Vegetables	Mr. Foxton Asanya.		



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	LOCATION	PRODUCT	CONTACT PERSON	TELEPHONE	E-MAIL
Gatoka Roses	Thika	Roses	Mr. Chris	0715-215840	gatoka@swiftkenya.com
Goldsmith Seeds	Naivasha	Lisianthus	Mrs. Lynette S.		
Goodwood	Nyaururu	Hypericum	Mr. Bernard	0701-166466	
Goodwood Properties	Nyeri	Vegetables	Mr. Kahiga		dwagacha@qfp.co.ke
Greystones Farm			Mr. Silas Mbaabu	0722-312316	silas.mbaabu@greystones.co.ke
Groove	Naivasha	Roses			groovekenya@gmail.com
Hamwe Ltd	Naivasha	Hypericum	Mr. Peter Kamwaro		hamwe.production@kariuki.biz
Harvest Ltd	Athi River	Roses	Mr. Farai Madziva	0722-849329	harvest@harvestflowers.com
Highlands Plants	Olkalau	Outdoors			
Hummer	Naivasha	Carnation, cuttings	Mr. Annemaria		
Indu Farm	Naivasha	French beans	Mr. James		
Interplant roses	Naivasha	Breeders	Mr. Geoffrey Kanyari	0712-215419	geoffrey@interplant.co.ke
Isinya roses	Isinya	Roses	Mr. Yash Dave	0700-797849	info@isinyaroses.com
James Finlays	Kericho/Londiani	Roses	Mr. Richard Siele		flowers@finlay.co.ke
K.H.E.	Nanyuki	Vegetables	Mr. Elijah Mutiso		mutiso@khekenya.com
K.P.P. Plant Production (K) Ltd	Juja	Cuttings	Mr. Wilson Kipketer	020-352557	w.keter@selectakpp.com
Kabuku Farm	Thika	Roses, Fruits & Veggies	Mr. Ajay Singh	0754-444641	kabukufm@eaga.co.ke
Kalka	Isinya	Roses			production@kalkaflowers.com
Karen Roses.	Nairobi	Roses	Mr. Rober Kotut	020-884429	bob@karenroses.com
Kariki Ltd.	Juja	Hypericums	Mr. Samwel Kamau	0722-337579	kariki.fm@kariki.biz
Karuturi flowers	Naivasha	Roses			
Kenflora Ltd	Kiambu	Roses	Mr. Aleem Abdul	0722 -311 468	info@kenfloraa.com
Kenya Cuttings Ltd.	Thika	Cuttings	Mr. Careml Ekardt	060 2030280/1	info.kenyacuttings@syngenta.com
Kisima Farm	Timau	Roses	Mr. Kenneth	0722-475758	flowers@kisima.co.ke
Kongoni Gorge farm (Vegpro)	Naivasha	Roses,vegs	Anand Patil		
Kongoni Star Flowers(Vegpro)	Naivasha	Roses	Mr. Shailesh	0722-203750	sailash@vegpro-group.com
Kreative Roses	Naivasha	Roses	Mr. Julius Kinyanjui	0734-505431	info@kreative-roses.com
Kudenga Flowers	Molo	Hypericum, Eringium	Mr. Juma/Rotich	0725-643942	kudenga.production@kariki.biz
Larmona/Hamcop	Naivasha	Roses	Mr. Peter Mureithi	0722-238474	lamonaaccounts@africaonline.co.ke
Lathyflora	Limuru	Beddings	Mr. Silvester	0721-336887	
Lauren international	Thika	Roses	Mr. Peter Mwangi		laurenflowers@access.co.ke
Lex + Blomming oasis	Naivasha	Roses	Mr. Thomas Nyaribo	020-20612/21260	lex@lex-ea.com
Live Wire Limited	Naivasha	Hypericum,Lilies	Mr. John Gitonga.	050-50371	
Lobelia Farm /Sunland Roses Ltd	Timau	Roses	Mr. Peter Viljoen	0721-632877	info@sunlandroses.com
Longonot Horticulture	Naivasha	Roses, vegetables	Mr. Chandu	050-50173/4	longonot@vegpro-group.com
Maasai flowers	Kitengela	Roses	Mr. Clement Ng'etich		
Magana Flowers (K) Ltd.	Kiambu	Roses	-	020-2017651-3	info@maganaflores.co.ke
Mahee flowers	Olkalau	Roses & Carnations	Senthil	-	vijay@eaga.co.ke
Maridadi	Naivasha	Roses	Mr. Jack	0733-333289	jack@maridadiflowers.com
Maua Agritec	Isinya	Roses	Mr. Madan		gm@mauaagritech.com
Mboga Tuu	Isinya	Vegetables	Mr. Dan Agao		
Migotio	Nakuru				
Molo River Roses Ltd	Nakuru	Roses	Mr. Andrew Wambua	0724-256592	awambua@moloriverroses.co.ke
Molly flowers	Limuru	Summer flowers	Elizabeth		
Morop Flowers	Bahati		Mr. Wesley Tanui	0720-983945	
Mosi Ltd.	Thika	Roses	Mr. Anthony Wahome	0722-204911	mwaiwahome@mosiflowers.co.ke
Mt. Elgon Orchards	Kitale	Roses	Mr. Bob Andersen	0734-333095	info@mtelgon.com
Mweiga blooms	Mweiga	Roses	Mr. Daniel Vilnersson	0733-741203	sales@mweigablooms.com
New Hollands Flowers	Olkalau	Roses	Mr. Francis	0700-718570	guna@bth.co.ke
Nini farm	Naivasha	Roses	Mr. Fred Okinda	0720-611623	growing@niniltd.com
Nirp E.A	Naivasha	Rose Breeder	Mr. Michael Gathare		
Ol Njorowa	Naivasha	Roses	Mr. David, charles	020-574011	mbegafarm@icconnect.co.ke



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FARM NAME	LOCATION	PRODUCT	CONTACT PERSON	TELEPHONE	E-MAIL
Oserian Dev Company	Naivasha	Roses, Fillers, static	Mr. Ruri Tsakiris		
Panocal International	Kitale	Roses	Mr. Paul Wekesa	054-2030916/7	paul.wekesa@panacol.co.ke
Panda Flowers Ltd	Naivasha	Roses	Mr. Chakra		
Pangot	Naivasha	Roses Cutting	Mr. Mwangi		
Penta Flowers Ltd.	Thika	Roses	Mr. Tom Ochieng	0733 -625 297	tom@pentaflowers.co.ke
PJ Flora	Isinya	Roses	Mr. Kizito Mudogo		pjdaveflowers@wananchi.com
PJ Dave Flowers	Isinya	Roses	Mr. Hitesh Dave	045-21381/2	pjdaveflowers@wananchi.com
PJ Dave	Timau	Roses	Yorki		pjdavetimau@pjdaveepz.com
Plantations Plants.	Naivasha	Geraniums	Mr. William Momany	050-2021031	pplants@kenyaweb.com
Pollen	Ruiru	Cuttings/Seedlings	Mr. Patrick Chege		patrick.chege@syngenta.com
Porini	Kerinet	Roses	Pitumber	0738-374403	
Pressman Kenya Ltd	Naikuru	Roses	Mr. Jelle Posthumus	297-382200	preesman@preesman.com
Primarosa	Nyahururu	Roses	Mr. Kumar Patel		
Primarosa Flowers Ltd	Athi River	Roses	Mr. Dilip Barge	0733 -618 354	dilip@primarosaflores.com
Protea Farm	Timau	Roses	Mr. Philip		info@lobelia.co.ke
Ravine Roses	Eldamaravine	Roses	Mr. Kamuren		
Receme	Naivasha	Gypsophylla/vegs	Mr. Boni	0721-938109	bonny@kenyaweb.com
Redlands II	Kiambu	Roses	Aldric Spindler	0733-609795	aidric@redlandsroses.co.ke
Redlands Roses	Ruiru	Roses	Aldric Spindler	0733- 609795	aidric@redlandsroses.co.ke
Rift valley Roses	Naivasha	Roses	Mr. Peterson Muchiri	0721-216026	rivr@livewire.co.ke
Rift valley vegetables	Naivasha	Vegetables	Mr. Nicholas		
Rimi Flora Ltd	Naivasha	Cut Flowers	Mr. Richard Mutuku	0722-357678	info@rimiflora.com
Riverdale Blooms Ltd	Yatta	Roses	Mr. Anthony Mutungi	0722-584874	rdale@swiftkenya.com
Rose plant	Kitengela	Roses	Mr. Atenus		
Roseto Flowers	Nakuru	Roses	Mr. Anand Shah		gm.roseto@megaspingroup.com
Rozzical garden	Naivasha	Vegetables	Mr. Robert		
Rozzika Garden Centre Ltd	Mweiga	Vegetables	Mr. Kinuthia		
Savanah plants	Naivasha	Geraniums	lukulu		
Shade Horticulture	Isinya	Roses	Mr. Mishra Ashutosh	0722-792018	mishra@shadeshorticulture.com
Shalimar Farm	Naivasha	Roses	Anbrasar		
Selecta Flora		Roses	Mrs. Mary Mwangi	0725-075569	sales@floratrends.co.ke
Sian Flowers- Agriflora	Nakuru	Roses/ Lilies	Mr. Koima	0722-203630	info@sianroses.co.ke
Sian Flowers -Equator	Eldoret	Roses	Mr. Nehemiah Kangogo	0722-848910	nehemiah@equator.sianroses.co.ke
Sian Flowers- Maji Mazuri	Mois Bridge	Roses	Mr. Wilfred Munyao		
Sian Winchester	Nairobi	Roses	Mr. R. Mulinge	0725-848909	rmulinge@sianroses.co.ke
Sierra Roses	Nakuru	Roses	Mr. Shariff	0787-243952	
Simbi Roses Ltd.	Thika	Roses	Ms. Pauline Nyachae	020-4448230	simbi@sansora.co.ke
Sirgoek Flowers	Eldoret	Roses	Mr. Andrew	0725-946429	sirgoek@africaonline.co.ke
Solo Plant (K) Ltd.	Kiambu	Roses	Mr. Haggai Horwitz	0732-439942	hagai@soloplant.co.ke
Stockman Rozen Kenya Ltd	Naivasha	propagator	Mrs. Sarah Tham	0720-603994	sarah@srk.co.ke
Subati Ltd	Subukia	Roses	Mr. Naren/Ravi	0736-347777	production@subatiflowers.com
Subati (former Olij)	Naivasha	Roses			production@subatiflowers.com
Suera Flowers	Nyahururu	Roses	Mr. Joseph Mureithi		suerafarm@suerafarm.sgc.co.ke
Sunland Roses	Timau	Roses	Mr. Peter Viljoen	0721-632877	peter@sunlandroses.com
Sunripe	Nanyuki	Vegetables	Mr. James Muhoho		
Sunripe savanah	Naivasha	vegetables	Mr. George		
Tamalu	Timau	zante	Mr. David N.	0722-764759	nzomahd@gmail.com
Tambuzi Flowers	Naromoru	Roses		062 3101917	info@tambuzi.co.ke
Terrasol	Limuru	Cuttings	Eva	0722-455996	info@terrasol.com
Timaflo Ltd	Timau	Roses	Mr. Bryan Allen	062-41263	brian.allen@timaflofltd.com
Timau flair	Timau	Roses	Mr. Philip Ayiecha	0723-383736	
Transebel Ltd.	Thika	Roses	Mr. David Muchiri		admin@transbel.co.ke
Tropiflora (K) Ltd.	Limuru	Carnations, Astroemeria	Mr. N.Krasensky	0722-783280	tropiflora@tropiflora.net
Trodding Africa Flowers	Njambini	Summer Flowers	Margaret Muthoni	0720-267004	leekement@gmail.com



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	LOCATION	PRODUCT	CONTACT PERSON	TELEPHONE	E-MAIL
Tulaga	Naivasha	Roses	Mr. Denis Wedds	0724-465427	denis.weds@africaonline.co.ke
Uhuru Flowers	Timau	Roses	Mr. Ivan Freeman	0722-863252	ivan@uhuruflowers.co.ke
Valentine Kibubuti	Kiambu	Roses	Mr. Simon	020-3542466	info@valentineflora.com
Van den berg roses	Naivasha	Roses	Johan Remeus	050-5050439	johan@roseskenya.com
Van Kleef Kenya Ltd			Mrs. Judith Zuurbier		roses@vankleef.nl
Vegpro (k) Ltd - Liki River	Nanyuki	Roses	Mr. Madhav lengare		madhav@vegpro_group.com
Vegpro (k) Ltd- Kongoni	Timau	Roses			
Waridi Ltd	Athi River	Roses	Mr. P.D. Kadlag	0724-407889	kadlag@waridifarm.com
Wiham Veg Mwanzi	Nyahururu				
Wildfire flower	Naivasha	Roses, Hypericum			
Windsor Flowers Ltd	Thika	Rose	Mr. Vikash Singh	020-2029216	farm@windsor-flowers.com
Xpression Ltd -Africa Blooms	Salgaa	Roses	Mr. Inder Nain	0719-748175	flowers@xflora.net
Xpression Ltd -Elburgon	Njoro	Roses	Mr. Inder Nain	0719-748175	flowers@xflora.net
Zena roses - Asai	Eldoret	Roses			
Zena Roses	Thika	Roses	Mr. Peter Ochami	0712-006323	productionthika@zenaroses.co.ke
Zena Roses - Sosiani	Eldoret	Roses/Carnations	Mr. Fanuel O.	0724-631299	

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	-	Kikwenda wakiso	-	-
Roses	Jambo flowers	Patrick Mutoro	Nakawuka Sisia Wakiso	(254) 726549791	pmutoro80@yahoo.co.uk
Roses	Pearl Flowers	Raghibir Sandhu	Ntemagalo Wakiso	0772 72 55 67	pearl@utlonline.co.ug
Roses	Aurum flowers	Kunal Lodhia Shiva	Bulega, Katabi Wakiso	0752 733 578	kunal@ucil.biz
Roses	X-pressions	Ali Droiya	Katabi Wakiso	0712 787788	xpressions@utlonline.co.ug
Roses	Eruma roses	Kazibwe Lawrence	Mukono	0776 049987	kazibwe@erumaroses.com
Roses	Uga rose	Grace Mugisha	Katabi Wakiso	0772 452 425	ugarose@infocom.co.ug
Roses	Kajjansi	K.K rai	Kitende Wakiso	0752 722 128	kkrai@kajjansi-roses.com
Roses	Uganda Hortech	Godse	Lugazi Mukono	-	-
Roses	Melissa Flowers	Tobby Maddison	Katabi Wakiso	0755 722 262	toby.maddison@melisa-flowers.com
Chrysanthemums	Fiduga	Jacques Schrier	Kiringente , Mpingi	0772 765 555	j.scherier@fiduga.com
Chrysanthemums	Royal Van Zanten		Namaiba Mukono	-	-
Impatiens, poinsetia	Wagagai	Pim	Iwaka Bufulu Wakiso	0712 727377	pim@wagagai.com
Chrysanthemums	xclusive cuttings	Peter Benders	Gayaza - Zirowe rd	0757 777 700	pbenders@xclusiveuganda.com

FLOWER FARMS IN TANZANIA

TYPE	FARM NAME	CONTACT PERSON	LOCATION	PHONE NUMBERS	E-MAIL
Roses	Kili flora	Bimal	Arusha	255 27-25536 33	gm@kiliflora.com
Roses	Mt. Meru	Momoe	Arusha	255 27 2553385	office@mtmount-meru-flowers.com
Roses	Hortanzia	Mr Micheal Owen	Arusha	255 784 200 827	hortanziagm@cybernet.co.tz
Roses	La fleur de Afrique	Greysom Mrema	Arusha	0784 363 570	fda@ars.bol.co.tz
Hypericums	Kilimanjaro flair	Greg Emmanuel	Arusha	255 784 392 716	greg@kilimanjaroflair.com
Crysanthemums	Multi flower Ltd	Tjerk Scheltema	Arusha	255 27 250 1990	tjerk@arushacutting.com
Crysanthemums	Fides	Bert	Arusha	255 27 255 3148	b.kujper@fides.nl
Crysanthemums	Dekker Bruins	Lucas Gerit	Arusha	255 27 255 3138	info@tfl.co.tz
Crysanthemums	Arusha cuttings	Tjerk Scheltema	Arusha	255 27 250 1990	tjerk@arushacutting.com



FLOWER FARMS IN ETHIOPIA

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

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Since Greenlife Crop Protection Africa Ltd (GCPAL) showed up in the scene, growers have a reason to smile. GCPAL, the leading agro chemical company, stands for Quality (Effective products), Affordability and Availability of farming solutions. We have started a serious revolution in farming; this has brought sanity into the Agrochemical Industry. Greenlife is willing and readily available to engage investors in serious discussions that will result in provision of our cost effective solutions

Mr. George Kariuki writes.

Kenya is the largest supplier of cut flowers to the European Union. In Africa, Kenya is one of the most prominent fresh flower exporting countries. Over the last few years, Kenya has seen phenomenal growth in exports of cut flowers, withstanding competition from Colombia, Ecuador, Israel, Zimbabwe, Zambia and Uganda. Therefore our country has become a key player in the international flower business because it supplies a huge chunk of the flowers.

Floriculture is the most developed sector and accounts for about 40 per cent of all horticultural exports. Flowers form a major part and account for about half of Kenya's fresh horticultural exports. The flower industry is expanding, with roses dominating the export market. Flowers form a major part and account for about half of Kenya's fresh horticultural exports. The cut flower industry provides direct employment to more than 50,000 Kenyans with a further 70,000 employed in related industries.

It is an open secret that the flower growing is very "capital intensive", the putting up the costly structures, the planting material, irrigation systems among many requirements, the production cost per hectare is very high given the cost of pesticides and fertilizers.

Since many other parameters out of the production units are changing in an upward trend, the investors in flower production are much squeezed; their profit margins are fast eroding. It is no doubt that the flower growers need a "savior". Since Greenlife Crop Protection Africa Ltd (GCPAL) showed up in the scene, growers have a reason to smile. GCPAL, the leading agro chemical



company, stands for Quality (Effective products), Affordability and Availability of farming solutions. We have started a serious revolution in farming; this has brought sanity into the Agrochemical Industry. Greenlife is willing and readily available to engage investors in serious discussions that will result in provision of our cost effective solutions.

Our products have been in use for several years and their efficacy and reputation have made Greenlife a house hold name. Our research team is always at work to ensure that we always have what the farmers need. We have fast gained a reputation as a company that refers to its customers as partners and our stake holders as associates all of whom we hold with high esteem.

Greenlife would like to make an open invitation to all growers to join the winning

team; let the Greenlife dream become real in your investment. We would like to join hands with you, identify your crop protection/nutrition needs and offer you cost effective solutions. GCPAL will definitely empower you by significantly reducing the cost of production without compromising your yield targets in terms of Quality and Quantity.

Greenlife Vision

To be the ultimate agro-chemical company of choice for quality, and affordable inputs delivered on time that will surpass our customers' expectations.

Greenlife Slogan

Your growth, Our growth.

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Greenlife
Introduces a
Powerful Weapon:

Against

Downy mildew, Late blight,
Fusarium,
Rhizoctonia root rot,
pythium, phytophthora &
peronospora spp

On Roses, Potatoes,
Onions & Tomatoes



Gearlock Turbo®

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Metalaxyl 150g/kg
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Systemic, Protective,
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Late Blight

Fusarium

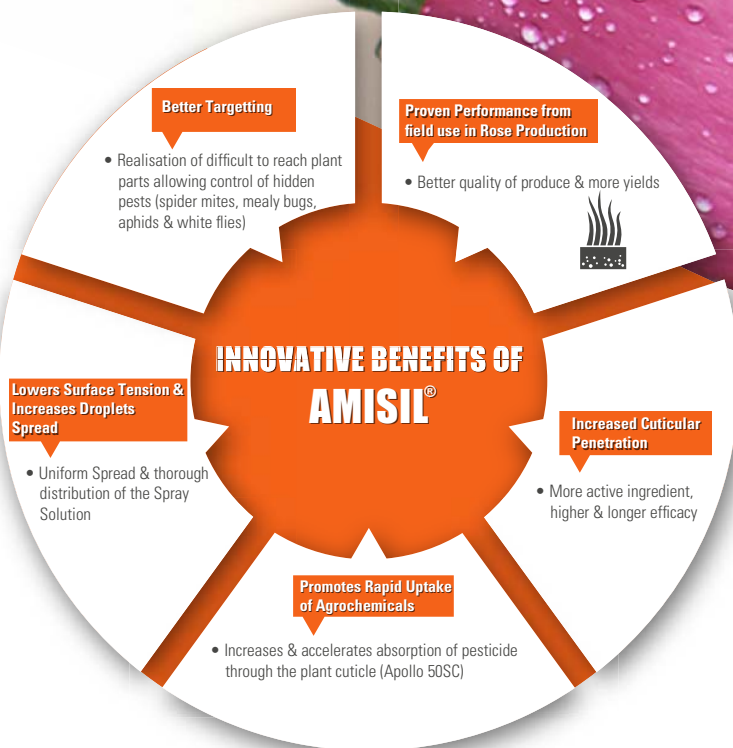
Downy mildew



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- Wetting
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Our Knowledge, Your Success

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