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THE LEADING FLORICULTURAL JOURNAL IN THE REGION

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## Amiran Maintains Leadership Role in Kenya's Agriculture Sector





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Amiran Maintains Leadership Role in Kenya's Agriculture Sector



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## The Leading Floriculture Magazine

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## You Can Change the World - Become an Activist



We want to have just an off—the—cuff chat between you and me — us. We want to talk right down to earth in a language that everybody can easily understand. We all agree today, all of us have agreed that we have a very serious problem. Not only do we have a very serious problem, but our sector has a very serious problem. Our problem is us. We're the problem. The only reason we have a problem is we are divided. And every time you look at yourself, be you black, brown, red, or yellow you represent a person who poses such a serious problem globally because you're poisoning your customers. Once you face this as a fact, then you can start plotting a course that will make you appear intelligent, instead of unintelligent.

What you and I need to do is learn to forget our differences. When we come together, we don't come together as Kenyans or Ethiopians or South Americans. You don't catch hell 'cause you're an african, and you don't catch hell 'cause you're a South American. You don't catch hell 'cause you grow in Equador or Colombia You don't catch hell because you grow in Kenya or Ethiopia. You don't catch hell because you grow in Tanzania or Uganda. And you sure don't catch hell because you grow in Holland; 'cause if this was the reason, you wouldn't catch hell. You catch hell 'cause you're a grower. You catch hell; all of us catch hell, for the same reason.

Alas for how long will we kill our consumers with carbon emissions, why are we accused of exporting residues, why is everyone looking at us as exporters of food miles. Why on earth are we accused of degrading the environment, enslaving our workers, poisoning fauna and flora, over using water? Why is everyone thinking we are the bad boys from the consumers to our own media back at home? Are we that bad? This is the time to stand up for our rghts.

We have a common enemy. We have this in common: We have a common oppressor, a common exploiter, and a common discriminator. But once we all realize that we have this common enemy, and then we unite on the basis of what we have in common. And what we have foremost in common is that enemy — division. He's an enemy to all of us.

Instead of us airing our differences in public, we have to realize we're all the same family. And when you have a family squabble, you don't get out on the sidewalk. If you do, everybody calls you uncouth, unrefined, uncivilized, savage. If you don't make it at home, you settle it at home; you get in the closet — argue it out behind closed doors. And then when you come out on the street, you pose a common front, a united front. And this is what we need to do in the community, and in the city, and in the state. We need to stop airing our differences in front of the video cameras. Put the our enemy out of our meetings, number one, and then sit down and talk shop with each other. [That's] all you gotta do.

Have a chat reading.

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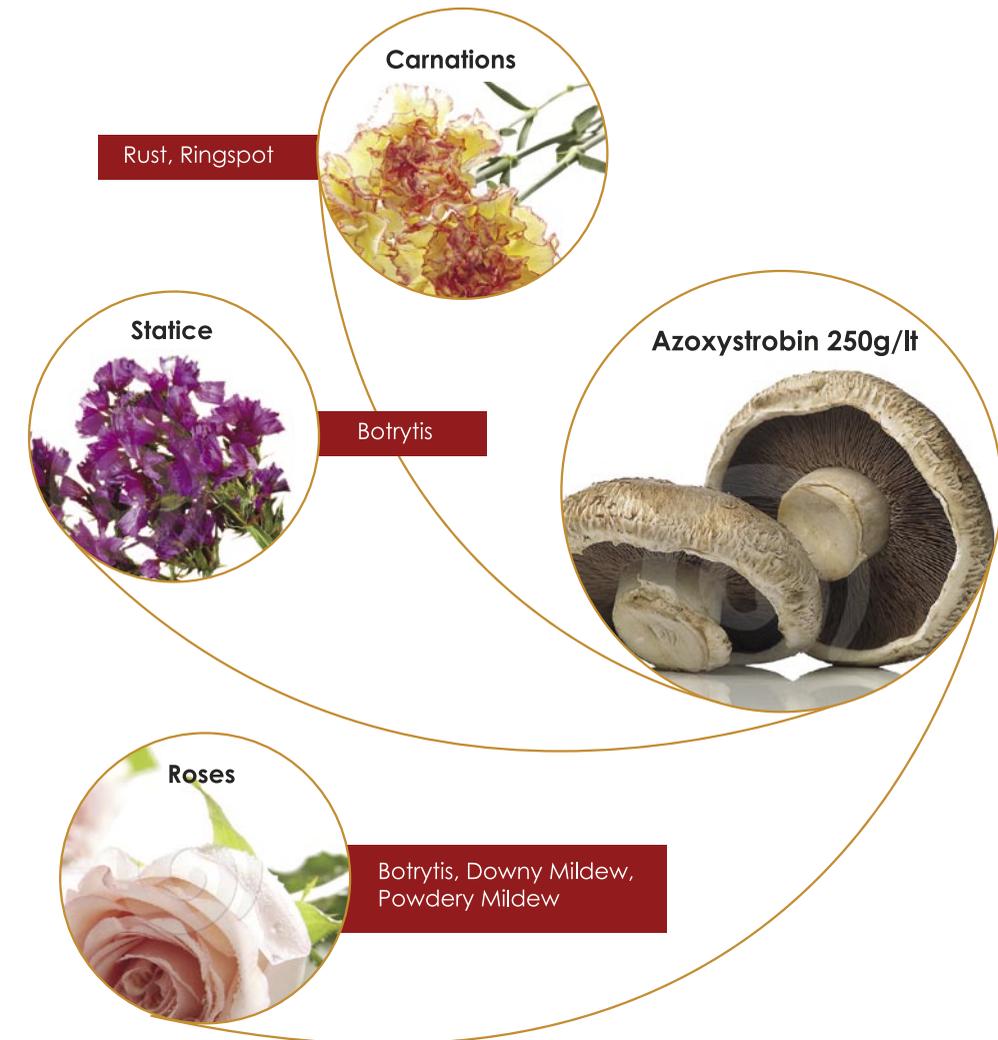
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## Warehouse expansion at Nairobi airport

A boom in fresh flower exports is pushing warehouse expansion at Jomo Kenyatta International Airport (JKIA) in Kenya. The export of fresh flowers has been growing at 20 percent a year, the Kenya Flower Council said. The demand is boosting small-scale farm business alongside the once commercial-farm monopoly.

“We started operating our new facility seven months ago, but we are now planning to expand because demand for space is very high,” Swissport Kenya chief executive officer Jeroen de Clercq said. Swissport Kenya is one of the five cargo handling facilities at JKIA. In January Swissport completed a Sh1 billion (US\$11 million) expansion project to handle 70,000 tonnes of cargo.

Signon Freight is putting up a Sh900 million (\$9.9 million) cargo handling centre due for completion next year. The centre will include a perishable produce handling facility. “Because of the airport’s growing status as the largest fresh produce handler in Africa, we have invested in an international cargo handling centre,” Signon managing director Meshack Kipturgo said. Another cargo facility, Trans Global Cargo, is expected to open its expanded facility soon.



Cargo handled at JKIA has been growing at an annual rate of 12 per cent with the exception of Iceland’s volcanic ash disruptions in 2009. Cargo volumes dipped in 2010 to 229,000, but are expected to rise to 252,000 tonnes this year, the Kenya Airports Authority (KAA) reported. KAA forecasts that by 2015, cargo volumes handled at the airport will increase to 370,000 tonnes, and to 596,000 tonnes in 2020

Source: Aircargo News

## The Netherlands: More New Greenhouses in 2011



This year more new greenhouses will be erected in the Netherlands than in the previous two years, shows information of the Dutch Central Bureau of Statistics. During the first four months 26 permits for new greenhouses were granted; these will cover an area of 64.2 hectares and require investments of about €29 million.

Last year at the same period only 14 permissions had been issued, representing 13 ha and €6 million investments. It seems like the greenhouse sector in Holland is recovering from the crisis it experienced the past two years.

Sources: Nieuwe oogst + Vakblad v d Bloemisterij 28/07/2011

## New flower fair in Nairobi

In March next year, a new exhibition for the flower sector will open its doors in Nairobi, Kenya. The name of the exhibition will be International Flower Trade Expo or IFTEX and the organiser is HPP Exhibitions. The exhibitors will not only be suppliers with equipment for flower growers, but also the growers themselves. The flower growers are expected to attract foreign flower buyers.

Just as Dick van Raamsdonk, General Manager of HPP, did last year in the Netherlands where he started the IFTF fair and went into competition with the existing HortiFair, he now starts a fair in Nairobi, where already the Hortec is held. Van Raamsdonk was also co-organiser of the Hortec, but left. According to him, it was a request of the exhibitors to start a new and better fair. In the new fair, Kenyan flower growers will get a stand with furniture without any cost. The reason, according to Van Raamsdonk, is that growers are important because the fair can only be organised because of them.

HPP found an area of 4.500 m2 exhibition space in the proximity of Nairobi, with possibilities for growth. The fair will be held biennially in the even years. According to Van Raamsdonk, it will be a professional floriculture trade exhibition in terms of organisation, as well as in attracting the right buyers to attend. “Therefore exhibitors can count on a promotion campaign in order to maximize both national and international attendance”, Van Raamsdonk says.

The IFTEX will take place from 21 to 23 March 2012.

Source: HortiBiz 25/07/2011

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# Trianium: Koppert's unique strain of Trichoderma

Koppert Biological Systems (K) Ltd. is a subsidiary of Koppert B.V. of Netherlands. Koppert has over 40 years experience in the breeding, multiplication and distribution of biological control agents for use in crop protection. One exciting product in the Microbial category is TRIANUM -the trade name for Koppert's unique, patented hybrid strain of the beneficial fungus *Trichoderma harzianum*.

## A healthy plant starts with a healthy root system

TRIANUM is based on strain T-22 of *Trichoderma* which is not only useful for the control of soil-borne pathogens such as *Fusarium*, *Pythium*, *Rhizoctonia* and *Sclerotinia* but also for promoting growth of plant roots and shoots as well. By promoting healthy root development, TRIANUM-treated plants demonstrate improved uptake of water and nutrients. The result is a stronger, healthier and more uniform crop. Indeed, crops grown with TRIANUM are observed to be more resistant to stress caused by diseases, sub-optimal feeding & watering regimes, or climatic conditions.

As with all Koppert products, TRIANUM is safe for people and the environment; and it is suitable for use in organic systems. Extensive research has shown that an early application of TRIANUM (e.g. in propagation units, seedbeds, etc) gives the best results.

## How TRIANUM works

Following application of TRIANUM in the root zone, TRIANUM develops mycelia, which grow very aggressively along with the developing root system. It protects the plants in six ways. The mycelia of *Trichoderma harzianum* grow at the same rate as the normal root development, and thus cover the roots. This mycelial covering forms a physical barrier against attack from pathogens such as *Pythium* and *Fusarium*. *Trichoderma* also absorbs the exudates from the roots; consequently, pathogens are given no chance to develop themselves due to a lack of nutrients. In turn, the exudates of *Trichoderma* are able to break down the cell walls of pathogens. A root system that is less subject to attack is better able to develop.

TRIANUM also induces the plant's defence system at the root level and the shoot level. This renders the crop less susceptible to secondary diseases like powdery mildew, botrytis and other infectious pathogens. This is called Induced Systemic Resistance (ISR). Finally, TRIANUM has the capability to solubilize insoluble or sparingly soluble minerals.

## Not just another Trichoderma!

Many different varieties of *Trichoderma* have been found worldwide. In the 1980s researchers from Cornell University developed a hybrid strain (T-22) from 2 very potent strains of *T. harzianum*. TRIANUM therefore has the following unique characteristics:

- TRIANUM grows in many types of media/substrates.
- TRIANUM grows fast and effectively on roots of all plants including vegetables, ornamentals/flowers, fruit crops, field crops, etc.
- TRIANUM is effective in a wide range of pH (4 to 8.5), and at temperatures from 10°C to 34°C.
- TRIANUM is effective against a great many soil-borne

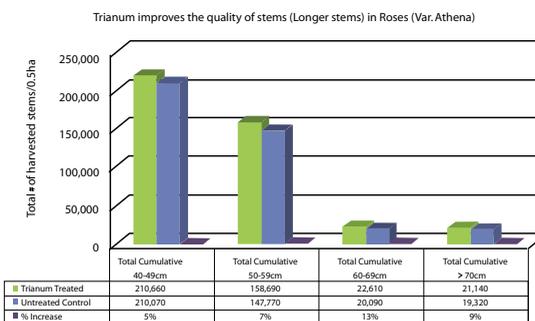
diseases like *Pythium*, *Fusarium*, *Rhizoctonia* and *Sclerotinia*.

- TRIANUM strengthens plants resulting in increased yields and improved crop quality.

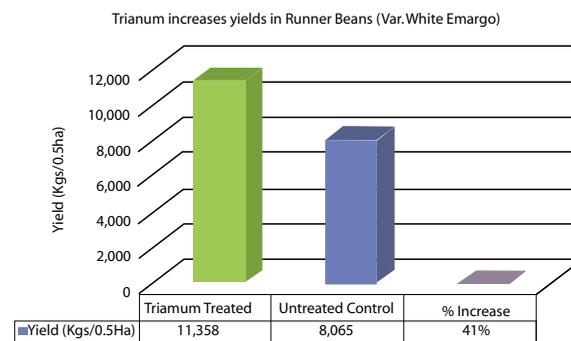
## TRIANUM gives superior results

TRIANUM has been tested throughout Europe, the US and here in Kenya in both scientific and commercial situations. Since its introduction in Kenya, TRIANUM has given positive and consistent results in terms of: An extensive and robust root system; a more uniform and vigorous crop above ground; reduced incidences of soil-borne diseases i.e. *Fusarium*, *Pythium*, *Rhizoctonia* and *Sclerotinia*; a dramatic increase in yield; improved quality of produce for example, longer flower stems in Lilies and cut-roses; less pod spots and pitting in snow peas, etc.; a return on investment -Trianium always pays for itself!

## Below is a selection of some of the outstanding results:



## Superior Formulation –Easy to Apply



Due to its superior formulation TRIANUM completely disperses in water to give a uniform suspension. This can be applied/drenched targeting the root zone using virtually all spraying/drenching equipment. The product is compatible with virtually all insecticides, nutritional products and with most fungicides. It is a reliable, consistent product, and its quality is guaranteed. As with all Koppert products, TRIANUM has been registered by the Pest Control Products Board.

An increasing number of growers in Kenya and across the world are discovering the strength of TRIANUM and are experiencing the benefits of effective control of soil-borne diseases, stronger healthier plants and higher yields.

A healthy plant starts with a healthy root system!

# Trianium



- Protects your plants against soil-borne diseases
- Promotes growth of plant roots thus improving uptake of water & nutrients

- Gives your crop vitality and vigour
- Increases yields
- Safe to the environment

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## Uganda: Flower Workers Strike as Inflation Rises

Thousands of workers in a Ugandan flower farm went on strike recently over poor pay. The angry workers first blocked all roads within the farm leading to greenhouses, before starting their sit-in strike. Police were called to the scene and used teargas to disperse them. Uganda Horticultural and Allied Workers Union secretary Joseph Walakira shortly arrived to address the workers, but they (workers) hurled insults at him, accusing the Union of not helping them get better remunerations. The altercation between the workers and the Union Secretary turned ugly with workers almost beating him up.

“We earn Shs 60,000 ( just US\$ 21.5) a month but management deducts for National Social Security Fund, Pay As You Earn and medical and union fees, leaving us with almost nothing,” a flower harvester, said. He added that their union signed an agreement of increasing their pay but it is yet to be effected. “Government should speed up putting a minimum wage for foreign investors hiring Ugandan labour force,” he said. The workers also complained of lack of proper protective clothing risking their health resulting from chemicals sprayed on the flowers.

Efforts to get a comment from the firm managers were fruitless as they locked themselves up in offices and refused to talk to the press.

Sources: Daily Monitor 07/08/2011 + Bloomberg 16/08/2011

## Tanzania can beat Kenya in horticulture

Tanzania has more potential in horticultural products than Kenya which is currently the industry leader in East Africa, Ramakrishna Karuturi, Managing director of Karuturi Global Limited from India has said.

Karuturi, who was recently in Tanzania to look for investment opportunities in agriculture said what the former country needs to bolster the industry, is to attract more investors and take serious measures to put up modern infrastructure to support the sector. Karuturi said although Tanzania has suitable land that can be used for floriculture and good weather that can support the farming, it does not have airport infrastructure to support transport of horticultural crops.

“Just look, I had an interest in investing in floriculture in Tanzania, but after examining the airport infrastructure I found that it does not support floriculture. In the circumstances I have decided to embark on palm oil cultivation, rice and sugarcane farming,” the CEO of Karuturi Global Limited, the world leading holder of land banking said.

“Besides, it does not appear that Tanzania has a dedicated charter for this sector once the investors begin to invest in,” he said. He said Tanzania needs to change the mindset if it wants its

## Finlays donates to the ‘Kenyans for Kenya’ Initiative

An initiative to raise funds for Kenyans afflicted by famine was held on 4th August at the Serena Hotel in Nairobi. Following a massive fundraiser by corporate organizations and media houses that was broadcast live on all the main local TV networks, over Kshs 300 million was raised in a span of four hours! This added to the public donations raised so far of Kshs 135 million bringing the grand total to Kshs 490 Million only Kshs 10 million short of the original target of Kshs 500 Million.

The initiative was started by Safaricom foundation, KCB foundation and members of the media owners association following harrowing media reports of the ravaging famine in the north eastern part of the country as a result of severe drought that has hit the area.

The fundraising event was the single largest ever in the history of the country and is aimed at saving an estimated 3.5 million people from starvation. In attendance were CEOs and senior managers from 200 of Kenya’s leading companies in the corporate and media sector. Finlays Horticulture donated Kshs 3.5 million and 2 tons of black tea and was represented at the event by Simeon Hutchinson, MD, James Finlay Kenya and Brenda Achieng, Corporate Affairs & Compliance Manager, Finlays Horticulture Kenya.

horticultural potentials exploited to enable it to compete with countries like Kenya and Ethiopia. Tourism and flowers exports are the key money spinners in the Kenyan economy.

Karuturi said he has instead embarked on palm oil and cereal cultivation in Tanzania and therefore plans to acquire land. “I expect to acquire 311,700 ha of land that is similar to Ethiopia,” he said noting that he believes the government will support him to achieve his business goals. In addition, he said he has applied for 1000 ha of land from the Government for production of rice, sugarcane and palm oil at Rufiji Basin, Coast Region.

He said once his projects bear fruits, soap and edible oil manufacturers who are compelled to import raw materials from Malaysia and Indonesia would cease to do so.

He said Karuturi is a major recruiter in eastern Africa, with 10,000 staff, noting that Karuturi is the largest producer of roses in the world with 650 millions stems produced annually under green houses in India, Ethiopia and Kenya. Presently the company has acquired 311,700 ha of land in Ethiopia for the cultivation of cereals, palm oil and sugarcane rendering Karuturi as one of the largest agricultural land bank holders in the world.

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## Russia here we come!

Expo Flora Russia 2011 entered its first edition of the International Floriculture Trade Fair in Russia. Held in Moscow in the famous Hall Manezh, which is located on a prime location in the heart of Moscow and next to the Kremlin on a walking distance to the Red Square, the first and only 100% specialized Professional Trade Event for Flowers & Plants was a great spectacle. The exhibition managed in its first edition to attract 174 growers, traders, breeders and floriculture suppliers from all over the world. Over 1000 impressive designs with the most popular and newest varieties (almost tailor made for the Russian market) were put on display, created by a team of over 50 professional flower designers of which many were from Holland, but from Russia as well. Besides Russian companies, all the main industry players of the world namely Ecuador, Kenya, Ethiopia and Holland were present in many occasions with impressive stands. Ecuador is the taste maker with a participation of over 50 cut flower growers.

The Show opened on Tuesday August 30 at 10:00 a.m. and remained open daily from 10:00 a.m. to 6:00 p.m. The event lasted three days, following the duration of most professional international trade fairs. At the end of the opening day at 6:00 p.m., the official inauguration cocktails reception was hosted inside Manezh on the second floor of the building, giving guests a spectacular overview of the exhibition. During the cocktails the winners of the participants in the Best Growers & Best Breeders Quality Competition Awards were announced. A professional Russian floristic jury had been formed and will decide who will receive the platinum, gold, silver and bronze

## Colombia Increases Flower Export

Despite the persistently dwindling US dollar, increasing competition from exporters around the globe and an unparalleled rainy season which left thousands of hectares waterlogged and affected many flower growers, Colombian floriculture has managed to – literally – stay afloat.

After two conservative years (2008-2009), when exports decreased slightly, generating concern in the industry and speculation on its future livelihood, exports were up again in 2010, closing at a robust US\$ 1.240 million. All markets showed reactivation, but non-traditional destinations in particular: the category “others” nearly doubled, passing from US\$ 90 million to 174 million between 2009 and 2010. Efforts to reach and establish new markets seem to be paying off.

A closer analysis of the destination of flower exports in 2010 from the Colombian Association of Flower Exporters – Asocolflores, shows that Russia and Japan are emerging markets that are becoming consolidated, and now holding a

quality seals in the different competitions. During the show also various seminars and product demonstrations are being organized to further complete the visit of attendees. For free multi-day entry tickets go to [www.expoflorarussia.com](http://www.expoflorarussia.com) for easy registration and to automatically receive your personalized entry ticket via email.

## Ethiopia Has Five-year Flower Plan

Ethiopia looks likely to significantly grow in importance as a flower-producing nation over the coming years, mounting a challenge to Kenya's dominance in the flower trade in Africa.

Speaking recently, Tsegaye Abebe, head of Ethiopian Horticultural Producers and Exporters Association said land leases for flower cultivation are expected to double in the next five years, tripling the country's income from horticultural produce to £335m. Ethiopia currently has 1,600 hectares given over to flower production and 90 companies – including many foreign firms - have invested.

The country is offering foreign investors an attractive range of incentives including the exemption from import duties, a five-year tax break and access to bank finance.

At the end of April the Ethiopian government founded the Ethiopian Agricultural Transformation Agency, with help from Bill Gates' eponymous charitable foundation, with the aim of doubling the country's agricultural production over the next five years.

slice of their own in overall shares. Russian importers covet long-stemmed, large-headed roses, and competition is steep, since Ecuador can readily provide this same product, in excellent quality. Japan, on its part, has become an important consumer of Colombian carnations, particularly of the miniature type.

Flower types are also becoming more diverse: although roses still dominate the scene, the category “others”, comprising about 30 flower types, now takes over 30% of the share. Indicating a continuing diversification trend that has been apparent for several years and which is related to exports of readymade cut flower bouquets, mainly to the United States. This category is made of not only flowers such as gerberas, gypsophilla, delphiniums, snapdragons, sunflowers, lilies, limonium and many others, but also a wide variety of ornamental cut foliage that add interest to bouquets.

Source: HortiBiz



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- cell turgidity
- transpiration rates
- translocation of photosynthesates and enzymes.

Low levels of potassium can critically affect the growth of the crop, subsequently affecting quality and yield. hyK is a unique formulation containing a high concentration of potassium. This high analysis ensures optimum uptake of the potash where required and also assists the plant to create a leaf environment unfavourable to disease development.

Analysis of hyK	Weight/Volume	Weight/Weight
Total Nitrogen (N)	3.00%	1.95%
Potassium (K <sub>2</sub> O)	50.00%	33.00%
pH: (10% solution)	11.0 – 12.5	

Recommended Rate:	3 litres per hectare
Water volume:	1000 litres
Frequency of application:	Apply 10-14 day intervals

### Directions of use:

- Always shake container before use.
- Fill half the required amount of water in the spray tank.
- Measure the required amount of hyK and add to tank. Maintain constant agitation.
- Add remaining water to correct dilution.
- Spray and ensure full coverage.
- The product should always be used with a compatible wetter/sticker (not a buffer).

### Tank Mixing Compatibility

Although it is compatible with most, but not all pesticides, growth regulators and micro-nutrients, it is advisable to use hyK on its own in a tank mix with a compatible wetter only (not a buffer). Always carry out a phytotoxicity test on a small area before large scale application.

Liability cannot be accepted for any loss or damage as not all pesticides and fertilisers have been tested for compatibility. Efficacy of any mix will depend upon crop type and growth stage, pesticide concerned, climatic conditions, water volumes and various other factors.

### Storage & Shelf life

Store in a cool dry place away from the heat and sunlight with optimum storage range between 5-40°C.

Although hyK is low in toxicity, it can cause eye and skin irritation in concentrated form. It is non-hazardous and non-flammable. However, when handling the concentrate, protective gear should be used such as gloves and face shield.

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Recycle Paper

# Amiran Maintains Leadership Role in Kenya's Agriculture Sector

*Amiran Kenya has paved the way as the leader in the Kenyan Agriculture sector for almost three decades now continuously leading the sector to new heights by offering innovative technologies backed by an unrivaled passion to help the farmers succeed the "Amiran Way". To understand better what drives this private sector giant, Floriculture Magazine takes a closer look at the Amiran Agribusiness Revolution!*



*The flags of Amiran Kenya and Amiran Communications Fly on both sides of the national flag of Kenya at Amiran House In Nairobi*

Immediately upon entering the gates that brings you into Amiran House, the large compound that houses Amiran headquarters in Embakasi, Nairobi, the first thing that draws your attention is the action that seems to be taking place all around you. Trucks loading and off-loading goods, containers of all shapes and sizes coming from Mombasa and leaving for the various flower farms throughout the country where Amiran is no doubt constructing new greenhouses or laying a new sophisticated system of irrigation. Amiran staff carrying various goods, going in and out of the many huge go-downs that store one of the largest varieties of agricultural inputs in East Africa, all set around the main offices housed in the central white building at the heart of the compound.

In a country that relies heavily on Agriculture, there is need for constant improvement and Amiran prides itself on ensuring the newest technologies reach Kenya just as quickly as they reach the rest of the world. Placing an emphasis on innovation and research, Amiran is run by a team of highly trained professionals, each with years of experience implementing diverse and complex agro-projects in some of the leading multinational companies in the world. Over the years Amiran Kenya has remained in the forefront of the agriculture sector, as one of the

leading suppliers of a large variety of agricultural inputs from greenhouses, to irrigation systems, agro-chemicals, fertilizers and seeds to Kenya's floriculture and horticulture sectors.

Built on its promise to its clientele to offer cutting edge solutions to agricultural problems, and presenting itself as the Gateway to modern Israeli Agro-technology, Amiran is actually a Kenyan company, with its headquarters in Watford, England, and is part of the Balton CP Group of Companies. With 7 other sister companies in Uganda, Tanzania, Rwanda, Zambia, Nigeria, Ghana and Senegal and an operation's office in Israel, Amiran has been active in Kenya since Independence in 1963.

"The managers and staff of Amiran Kenya take great pride in our ability to offer our clients and

Amiran offers only top quality products supplied by internationally recognized global market leaders in their respective fields among them Makhteshim Agan, the 7th largest worldwide multinational agrochemical company from Israel, Haifa Chemicals, the leading multinational Israeli company, that developed Potassium Nitrate worldwide for agriculture, Hazera Genetics renoknown international leader in seeds development, Israeli Green house manufacturers and market leaders Pic Plast, Azrom and Ginegar, and of course the company that brought drip irrigation to the world's farmers - Netafim.

For years now, whether in a quiet way or by engaging with the masses, as has been its policy for the last two years, Amiran has brought innovation followed by innovation to the Kenyan Agricultural Sector and has played a major role in bringing the Kenyan Floriculture and Horticulture sectors to their current globally respected positions.



*Amiran Employees at work*

our partners complete agricultural solutions based on a turnkey project approach, and supported by carefully selected high quality inputs and a wealth of experience" says Pinhas Moscovich, Amiran's Managing Director, adding that, "Amiran has over the years grown from a single line operation to a pioneer one stop module offering products, knowledge, tools and experience to implement to completion large scale projects or to offer small scale farmers an all inclusive approach to sustainable agribusiness and to support them until they grow into successful agripreneurs".

With a host of firsts like bringing the first drip irrigation systems to Kenya in the mid 1970s, the first greenhouses in 1989, the first soluble fertilizers in the mid 1990s and in 2009 the Amiran Farmer's Kit (AFK) a first of its kind in the world offering an all inclusive agribusiness unit, which includes training and an extension service offered to small scale farmers by the private sector. The introduction of the AFK and its adoption by so many in the development sector charged with addressing issues of food insecurity in East Africa, thrust Amiran Kenya, until then a relatively well kept secret to the general

public and better known by its clients, into the limelight culminating with Amiran scooping the prestigious MDG Trust Fund Award, sponsored by UNDP, for its work towards achieving MDG 1, the Eradication of Extreme Poverty and Hunger.

"As a major player in the Kenyan agriculture sector, Amiran Kenya Ltd continues to stand by its age old commitment to the people of Kenya and continues to work together with its partners for a better future for Kenya" says Amiran's Managing Director who has been in Kenya now for 25 years, the first 18 as Amiran's Head of Agro Divison and the last 7 at the helm of the company.



## Amiran's Agro-Projects Division has Built over 90% of Kenya's Greenhouses

In the mid 1980s several investors and growers began toying with the idea of using Kenya's fertile soil and investing large sums of money to scale up Kenya's efforts in the areas of flowers and horticulture for export. Trying at first to construct large wooden structures in the hopes that these make-shift greenhouses would support Kenya's aspirations of becoming a serious player in the global flower market, the market turned to Amiran, which at the time had already made its impact in the market by bringing consultants from Israel to advise the large growers on what technologies and inputs were needed to implement the Israeli model on a much larger scale.

In 1989 Amiran introduced the first advanced large scale greenhouses, strong metal structures covered by an ever improving quality of plastic and constantly diversifying design to improve the yields of the farmers. Since then Amiran's Agro Projects Division has constructed more than 2700 hectares of 3000 hectares of greenhouses in Kenya, that is 90 percent of all greenhouses in the country that has become the world's leading flower producer.

When it comes to greenhouses, Amiran is one of the most trusted names in the Kenyan market. "Amiran Kenya provides tailor made state-of-the-art ultra modern greenhouses built to conform to new technologies and to suit the needs of the large scale grower" says Mr. Dor Moran, Head of Amiran's Agro-Projects Division, which deals in a variety of issues among them controlled and fixed greenhouse structures, Irrigation and fertigation systems and control systems, greenhouse covers, controls of climatic conditions inside greenhouses, lighting systems and electrical

equipment suitable for greenhouses, artificial climate control and using fans, heating systems, automatic aluminet screens, shade nets, special paints to name but a few. The division also offers a wide range of support products for large and small scale growers among them growing tables for nurseries, units which control and measure electrical conductivity and PH in water, dam lining equipment, shade nets and special insect nets, planting media and hydroponic troughs and trays.

Amiran's Agro-Projects Division offers a wide range of greenhouse models varying in design and suitable to the needs of the farmers. Among the greenhouse varieties Amiran offers the Sapphire, Pearl, Emerald and Diamond greenhouses and most recently the Coral 11200, which was launched several months ago at an event held at Sian Maasai farm in Kitengela and attended by most of the major players in the industry.

Despite the many changes that the industry itself has undergone over the years, Amiran has continued to enjoy success in this niche market thanks to the unquestionable quality of the material used for the greenhouses, both in the steel metal structure and in the plastic covering material it offers.

"The technology offered by Amiran Greenhouses is modern and has greatly influenced the growth of the floriculture sector in this country" explains Lilian Warinda, Agro Projects Division Sales Manager adding that, "use of hydroponic systems (growing into cocopeat/pumice as media with troughs) giving good quality crops has revolutionized the sector in this part of the world".

# Amiran Irrigation Making Effective Use of Kenya's Water

For close to forty years Amiran has been a name associated with the most advanced drip irrigation technologies and methodologies. From the famed Kibwezi Irrigation Project to the Drip Irrigation systems implemented by Kenya's National Youth Service (NYS), Amiran has broken new ground bringing drip irrigation to a diverse group of customers.

Throughout its many years of operation, Amiran's Irrigation Division has handled some of the largest irrigation projects in the region. With years of expertise and representing global leaders in the field of irrigation, Amiran Irrigation, which has today become the most trusted name in irrigation in East Africa, offers a tailor made solution to a wide array of irrigation needs.



*Amiran Irrigation Systems at a flower farm in Naivasha*

"We always offer our clients what they need and not what we have" says Amiran's Head of Irrigation Division, Arik Aharoni adding that "Amiran offers a large variety of irrigation system types from all over the world and therefore we provide our client with what he needs for his fields as per his specifications".

Amiran's Irrigation Division, is the leading supplier of Irrigation systems to Kenya's flower farms, greenhouses and open field vegetable farms. Today, the Division has expanded its operations to supplying irrigation systems to coffee and pineapple tree plantations, avocado and macadamia tree farms and recently for large scale sugarcane farming. In addition to

these, the Irrigation Division deals with a host of water and irrigation solutions such as, computerized climatic controlled irrigation systems, overhead irrigation and pivot center for open fields, solutions for hydro treatment i.e. reverse Osmosis and UV equipment.

"As our activity has scaled up over the years, Amiran Irrigation has played an important role in saving water in Kenya, reducing energy costs and increasing yield quantity and quality for farmers" says Pinhas Moskovich, Amiran's Managing Director.

Addressing the needs of the small scale farmers, it was Amiran's Irrigation Division, which first introduced Netafim's cost effective Family Drip System (FDS), a central anchor in the

Amiran Farmer's Kit (AFK) to the Kenyan market, offering the small scale farmer a reliable drip system, which is gravity fed and does not need an energy source to pump water through the drip lines.

Supported by dozens of well trained expert irrigation technicians, the Irrigation Division is able to offer another very important component to the farmers, an after sales service, which ensures that all system provided and sold to a client function for the long term giving maximum productivity and with minimum downtime. The Division offers training seminars to clients to ensure proper use and maintenance of their system.

"As a result of its over reliance on rain fed agriculture, Kenya has faced drought and food shortages in the past and continues to face the same problems today. I believe we cannot afford to continue this way anymore, to see people starving, when long term sustainable solutions are available" says Aharoni. "Farmers and those responsible for development understand today the benefits of using efficient irrigation systems to increase food production yields and quantity both for local consumption and for export" says Amiran's Head of Irrigation adding that "Drip irrigation systems are almost 40 years old! Around the world these systems have proven to be the most efficient for saving water and for achieving good agricultural results and I believe that Kenya is more than ready to adopt this on a large scale".

# Amiran's Agro Division

## The Complete Solution to the Best Harvest

The bulk of Amiran's agricultural interventions, whether for the large scale growers or for the individual small scale farmer, are lead by the Agro Division. Comprised of a professional staff of departmental managers, each accomplished in his/her respective fields, dozens of expert agronomists working regionally throughout all of Kenya providing farmers with an extensive service and support network to ensure sustainable agriculture, Amiran's Agro Division offers a basket of agricultural goods including Agro-Chemicals, Fertilizers, Seeds and an Integrated Projects Department responsible for the recent addition to Amiran's biggest division, the award winning Amiran Farmer's Kit (AFK).

In an ongoing effort to meet the growing demand from farmers intent on achieving higher yields of better quality produce, to meet



the escalating and high demand for Kenyan flowers and Kenyan grown horticulture for export and for consumption by the domestic market, Amiran Kenya has expanded its relationship with a wide range of customers and partner organizations, maintaining its position as the leading supplier of Agro inputs in Kenya. "Amiran is the biggest one stop shop of its kind in East Africa offering our clients the best products and services in agricultural areas that require expertise such as greenhouse design and construction, complex irrigation technologies used in new and innovative approaches, high quality agro-chemicals, fertilizers and seeds, all supported by what is considered by many to be the most professional agriculture team in East Africa" explains Pinhas Moskovich, Amiran's Managing Director.

Yariv Kedar, who Heads Amiran's Agro Division is also the man who invented the Amiran Farmer's Kit (AFK). Yariv is clear about the company's goals and explains the approach that has brought Amiran to its current standing as a market leader: "All of us at Amiran are passionate about our mission and wary of our responsibility to the farmers to provide them with the most up to date and correct knowledge, with the most effective 'know how', being able to implement that knowledge properly, using the highest quality inputs,

not cutting corners and offering the best quality and value for money".

It is very clear that everyone at Amiran is very focused on ensuring the success of the farmers, whether the large scale flower and horticulture farms who represent Amiran Kenya's core business, or every single one of the small scale farmers, who have adopted Amiran's Gold Medal Seeds or the AFK whether independently or through one of Amiran's many partners in this endeavor to bring the Agribusiness revolution to the small scale farmers, such as the Kenya Red Cross Society, World Vision Kenya, Goal Ireland, the FAO or a host of other development and private sector partners.

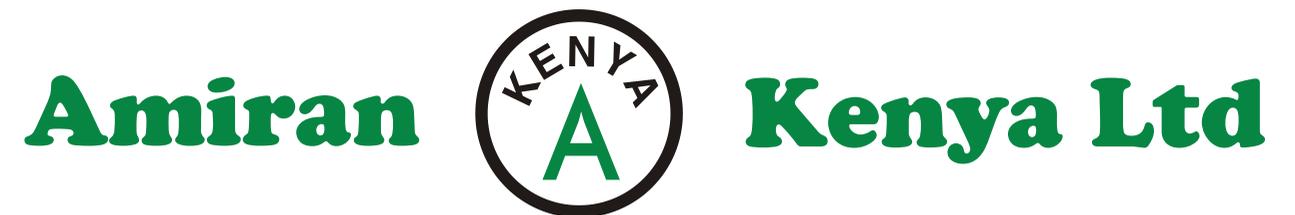
In the area of Agrochemicals, Amiran has continued to introduce new molecules from innovative companies providing new and unique solutions to many growers. This move has been welcomed by growers struggling in a competitive market and seeking effective solutions to diseases and pests. In the field of agro chemicals for Horticulture Amiran products include: Fungicide Products, Insecticide Products, Miticide Products, Nematicide Products, Soil Fumigant Products, Adjuvant, Green house grade fertilizers, Horticultural acids, Foliar Fertilizers, Soil amendment/conditioner products and Trace Elements.

In recent years Amiran has made a special effort to address the needs of cereal growers with products, which have become popular with farmers in the areas of Wheat, Maize and Barley. With a unique range of products aimed at boosting yields, Amiran has engaged the cereal growers offering them solutions and much needed technical advice regarding the provision of chemicals and fertilizers.

In an effort to expose the Kenyan farmer to modern inputs, which achieve solutions to problems that farmers have been challenged with for years, Amiran has engaged farmers in many ways. Most popular among the farmers are the Amiran Training Seminars during which farmers are exposed to new products and methodologies geared towards realizing Amiran's "Complete Solution to the Best Harvest".

### Gold Medal Seeds

The journey to offer this Complete Solution begins with provision the best possible Seed. Amiran's brand of seeds known for their high quality produce and yields are the Gold Medal Seeds available for both green house and open field production. These Seeds, sourced from some of the world's leaders in Seed production in Israel as well as Europe, include both Hybrids as well as the open field varieties. Meeting all required international seed testing standards, Amiran's Gold Medal Seeds have made their mark in the Kenyan market as ensuring value and success for the farmer.



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# The AFK Revolution

Amiran has changed the way we approach sustainable development



*the Minister of state for Planning , national development and Vision 2030 Hon Wycliffe Oparanya and Hawi Sentenaiyu from Matuu HGM Memorial Girls school at the launch of the Amiran Next Generation Farmers Initiative in Yatta*

Greenhouse farming is the new buzzword in Kenya and with agribusiness fast becoming the “cool” new career among youth who have been answering Amiran’s call to join the so called Agribusiness Revolution, the Amiran Farmer’s Kit (AFK) has undoubtedly changed the way all of us approach sustainable development.

The Amiran Farmer’s Kit (AFK) is an all inclusive agribusiness unit developed by Amiran in order to empower the farmer with the knowledge, know-how and top quality inputs aimed at ensuring success. The success of the AFK has already been proven true by the thousands of farmers who have gone the Amiran way and succeeded to make a good living from Agribusiness. With hundreds more taking an interest every day, whether by coming to Amiran House to see the AFK demonstration plot, or by visiting one of many similar plots throughout the country,



*Tomatoes growing in a greenhouse.*

or by engaging Amiran through its website ([www.amirankenya.com](http://www.amirankenya.com)) or its Facebook page (AmiranK).

Introduced in Kenya in 2009 and created with the aim of allowing small scale farmers affordable access to modern agricultural technologies, methods and inputs of the highest standard, the AFK incorporates innovative agricultural technologies including the Family Drip System (FDS), an easy to use gravity based drip irrigation system, a greenhouse tunnel, top quality agro chemicals and fertilizers, Amiran Gold medal seeds of the farmers choice, protective clothing and spraying gear as well as training for the farmer

and agronomic support. Recently, AFK insurance from CIC Insurance was added to the AFK, offering the farmer a safety net which covers the hardware components of the AFK and the crop itself.

# Amiran Farmers Kit

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### ■ Introduction

Levo 2.4SL is a natural plant agent and produced from wild medical plant, such as Sophora Flavescens Ait, etc. Pure matrine, the active ingredient, is white crystal, bp76°, soluble in water and alcohol. Matrine acts on the nerve center system of pests to result in breath inhibition and motion imbalance. Other ingredients in the product, enforce efficiency. It does not contain any synthetic chemical. Levo 2.4SL is nontoxic to people and livestock and cause no pollution to environment, water and soil.

**Due to increased demand for environment protection, Levo 2.4SL contributes to environmental friendly food and has been recommended as Grade AA Green Food Product - being recognized as a new innovation.**



**Distributed by Amiran Kenya Ltd.**

### ■ Characteristics

- High efficacy
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- Wide spectrum
- Quick knockdown
- Not harmful to vertebrates
- No residues
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### ■ Mode of Action

Prosuler oxymatrine is a stomach poison insecticide having antifeeding and repelling activity. The chemical could stimulate crop growth. Residual effectiveness of Levo 2.4SL lasts for 15 days and target pests do not develop resistance easily.

### ■ Formulation Type

Prosuler Levo aqueous Solution 24 g a.i./lt, SL

### ■ Advantages

1. **Remarkable decrease in pests:**  
Two days after application, Levo 2.4SL shows notable reduction of the harm caused by pests, with marked a decrease in target pests.
2. **Effective repelling function:**  
Levo 2.4SL is especially effective for preventing pest occurrence.
3. **Decreasing resistance risk:**  
Due to it's unique mode of action Levo 2.4SL is fit for pest resistance management.

#### Residues in crops:

Prosuler oxymatrine is a plant derivative. There are no residual problems at harvest.



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- Ideal for resistance management
- IPM compatible
- Short re-entry interval

# • **Collis**®

- Control of **Powdery Mildew**
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- Good mixing partner
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- Short re-entry interval

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# Cultivating Prosperity

Please meet one of our customers in Kenya: Timaflo

Timaflo farm is a special rose farm in Kenya due to its exceptionally high altitude at the foot of Mount Kenya. Simon van de Burg has been in the rose industry since 1971. He has owned his own rose farm since 2006 which has grown to 50ha. The farm has won various awards for its high quality and aesthetic roses and has proven to be a stable business even in times of the financial decline. Simon and his farm manager Julius have also invested a lot into the farm in terms of a water way infrastructure, pest and disease scouting and the working environment. It isn't coincidence that people like working on this farm. As van de Burg said himself, "it is all about the people when managing the farm". "If manufacturers could offer individual product training, it would contribute to a better and more efficient product use and consequently in better control of pests and disease", Julius remarked when we visited them at Timaflo. BASF has taken this suggestion and has started to hold product trainings to inform both farm managers and applicators about how to best use our products. We hope to be able to expand this offer in the coming months.



## Helping Reconstruct A Street Boy From The Tough Street Life

Helping reconstruct a street boy emerging from the tough life in the Kenyan streets is not about the talk, it's about the walk. It's not about the what, it's about the how. And it's never about the will, it's about the will. But how can you get it right if you are on the wrong part of the world? Kenya Commercial Bank is doing it again this year. The bank is sponsoring the NH fair 2011 for the second time. Their generous contribution in many areas has helped enormously. They have involved themselves in plentiful charitable projects which are of great help to the community at large.

One of the greatest secrets of the rich and mighty is giving to the needy part of what they profit. This not only goes in tandem with the saying that "For every action, there must be some reaction" but also


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unleashes some power that the smartest of all investors in the world has never been able to explain. This could not necessarily be a reason the hortifair but the greater need for the horticultural growers and exporters to look at the problems of the local people with a human eye.

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

The Naivasha Horticultural Fair, which marks the joint initiative of horticultural growers and related stakeholders in the industry, will be held on 16th and 17th september 2011. The aim still stands as convening to raise some funds towards the needy in the communities within which they operate.

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

With the passing of time, the event nowadays attracts a greater number than ever experienced in the past, encompassing both foreign and local investors who are ready to lift the kitty. The observation that has been made indicates that company directors have been won into the fair that their presence and participation is forthcoming.

This year's event comes at a time when the country has faced the most traumatizing experience and tremendous challenges of global financial

crisis/credit crunch and ugly famine. All the stakeholders of the sector felt the effects.

The issue of water in L. Naivasha receding is another serious problem where flower farms have been blamed in several occasions. For the past few months there have been no rains in the country hence the drought that has affected very many people.

Human activities in the recent times have tampered with the forests an environment at large hence the tributaries taking water to the Lake drying.

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## Make sure you reap what you sow



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The truth is, flower farms are comprehensive partner in waste management issues and environmental preservations that always strives for the highest quality possible. They cooperate with governments to set up long-term solutions that help generate income to the country.

It is worth noting that the Naivasha Horticultural fair team has played a formidable role in supporting different clusters of people and groups. There are several projects that the group has been involved in touching the lives of the local residents. Their contribution has been felt in such activities as road construction, community health projects, social ventures such as football clubs, recreation centres, educational programmes but just to mention a few.

#### Compliments

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

department and boys sit the Government certificate and leave the Shelter with a trade certificate, a goal which the Fair has enabled them to achieve.

They have purchased sports equipment as they love football and now enter tournaments. Their computer department has also roared ahead and the children are now conversant with the internet. "Our vegetable garden, chickens and cows yield much of our food, fresh, 'organic' and full of vitamins! Without funds the Shelter would simply not function and we are very thankful for the support of Naivasha Horticultural Fair."

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

NHFair Trust sponsors the Red Cross

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

NHFair Trust buys the footballs for the Annual Ladies Football Tournament organized by NACOHAG, to name but a few of the organizations that benefit from the Naivasha Hortifair. NHFair Trust had a campaign to provide reflective bands for cyclists and pedestrians, and hopes to raise road safety awareness for cyclists and pedestrians.

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

# Managing your risks and opportunities *By PKF*

*Transfer pricing has become one of the most important tax issues for multinational companies (MNEs). Managing transfer pricing risk and maximizing the opportunities it lends itself through schemes such as Advanced Pricing Arrangements (APA) are both key to maximizing on after tax profit in the medium to long term.*

## The Basics

Transfer pricing rules are intended to deter repatriation of untaxed earnings outside the country in which an enterprise operates and to ensure that all dealings between related companies spread across different tax jurisdictions and countries are properly accounted for.

Managing transfer pricing risk remains critical in an increasingly aggressive environment. Kenya Revenue Authority (KRA) and other revenue authorities worldwide are increasingly auditing tax-payers activities with transfer pricing audit objectives. The result of these audits could lead to tax adjustments that may be significant.

Rule 6 of the guidelines lists the transactions which may be subject to adjustment of prices under the TP Rules to include:

- The sale and purchase of goods;
- The sale, purchase or lease of tangible assets;
- The transfer, purchase or use of intangible assets;
- The provision of services;
- The lending or borrowing of money; and
- Any other transactions which may affect the profit or loss of the enterprise involved.

Virtually all countries including Kenya have put in place mandatory transfer pricing rules, in their tax laws, with documentation requirements and provisions for penalties. As a result, business entities need to understand their obligations under the law and strategy of managing transfer pricing risk and opportunities. The rules generally borrow from the OECD regulations of transfer pricing.

## Your obligations

Under the Kenyan Income Tax Transfer Pricing Rules, companies which have dealings with related companies in other countries would be required to prepare their transfer pricing documentation and submit the same to KRA.

Since 2006, KRA has been rolling a transfer pricing structure to be complied with. This has now been fully operationalized with the setting up of a Transfer Pricing department at KRA. Companies with international related party dealings are now required to prepare and submit their transfer pricing documentation in accordance with the Income Tax Transfer Pricing Rules, 2006.

KRA has indicated that attention to transfer pricing will be increased in the course of this year and upcoming audits since taxpayers are obliged to maintain transfer pricing documentation under the guidelines Transfer pricing documentation which is usually in the form of a transfer pricing policy is the basis on

which a company is expected to pay transfer pricing taxes.

Companies with international related party dealings may want to have a good policy that would shield them during times of low margins and high margins. Transfer pricing taxes pose a newer risk to businesses owing to its complexity.

## Consider the following key questions:

- Have you recently changed your operating structure, introducing different inter-company transactions?
- Are you directing your transfer pricing compliance efforts to the right transactions?
- Have you identified all of the cross-border services and the benefits received?
- Are your inter-company finance transactions (e.g. loans, guarantees, foreign exchange, debt instruments, centralized treasury transactions, etc.) appropriately analyzed and documented?
- Do your transfer pricing practices match your transfer pricing policies?
- Are you subject to audit in one or more countries and suspect you may be at risk in others?

Multinational enterprises place more importance on transfer pricing than on any other tax issue, and are also concerned about managing the risks to their financial state posed by transfer pricing.

## How can we help you?

### Audit defence strategies

With an increasing number of large businesses being confronted with transfer pricing audits, it is essential to understand the risks and have a sophisticated and tailored audit defence strategy. The PKF Transfer Pricing team has the experience and tools to assist organizations facing an audit. Our approach to audit defence strategies:

PKF offers a wide range of transfer pricing services, including:

- Assessment of transfer pricing risk;
- Preparation of transfer pricing documentation;
- Benchmarking analysis to support intragroup pricing;
- Assistance in obtaining approval from tax authorities on the method for determining the tax base of a foreign company's permanent establishment in Kenya;
- Provide audit related defense against tax authorities queries.

Located across the globe, our teams of experienced transfer pricing professionals have in-depth knowledge of local and regional issues. As part of an extensive integrated global network, our teams collaborate across countries and regions, as needed, to provide you with focused, quality service. PKF's transfer pricing professionals combine forward planning, coordination and execution of tax strategies to keep pace with your business change.



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The Scotts Company Kenya Limited change its name to Everris Kenya limited following the acquisition of Scotts International Bv. by ICL Group.

This change over does not affect the trade names of our products e.g. Osmocote, Peters Professional Agrobien, Agroleaf Power, Solinure e.tc

It will instead bring more value to our customers by providing more solutions to grower needs through expanded product portfolio and choices from the ICL Group.

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Please note the address and Telephone changes below.

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### For more information

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## Tete-a-Tete with Joseph Muli

**Kanyingi:** *You have been in the industry for quite sometime now, give us a brief personal and career background?*

**Muli:** I started off with Bachelor of Science degree (Chemistry) from Moi University and got my first employment way before my graduation at a leading Agrochemical company - Farmchem Ltd in Technical Department. I was charged with the responsibility of product registration and sourcing for new molecules in anticipation of relevance, demand driven 3-5 year focus in advance. I was also tasked to carry out research on new molecules focusing on innovation, Safety and efficacy, target specific.

After proving my worth as a Technical Assistant for five years, I was then promoted to the position of a Technical Manager, for a period of 3 years. My duties included registration of new molecules, research and business development. Much later I doubled as product and marketing manager, for over 2 years in helping formulate and implement marketing programs for new and developmental products within the region.

As a marketing manager, I foresaw strategic planning, budgeting, procedures for department training both for internal and external customers, a position I held till I rolled out Greenlife AgroScience (EA) Ltd.

**Kanyingi:** *Why did you choose agriculture?*

**Muli:** Essentially where chemistry meets agronomy, a promising relationship is established. I decided to join the industry because agriculture was blending well with chemistry. You have to learn

the chemistry behind crop protection products used in agriculture for sustainable farming. This way, you ensure maximum benefit and success to the farmer who is the end user.

**Kanyingi:** *What has been your highest point in your career?*

**Muli:** when I made my first 6 digit monetary figure and let it work for me! Am proud to have achieved over 40 registrations and label extensions to meet the growing demand of the industry.

**Kanyingi:** *What are some of the challenges that you have encountered along the way?*

**Muli:** Greenlife is an upcoming local company and some players in the industry opt to purchase products from multinational companies, a fact that has been a major bottleneck to upcoming Kenyan investors. This is quite discouraging since there are many upcoming professionals who need to be given a chance to prove their worth in the industry. We are local investors, creating the much needed employment and improving the livelihoods of our farming communities.

**Kanyingi:** *Do you think you have been utilized fully?*

**Muli:** I have only done less than 20% of my target. There is still more that I am nurturing (and being young and energetic) and I am looking at new technologies that are up coming such as breeding programs for the seed industry that have the potential to combat key challenges being faced by farmers.

I am also looking at newer technologies of developing geomembranes for fish farming and water harvesting. In addition I am researching on the possibility of how farmers can harvest rainwater from greenhouses while at the same time utilizing the same greenhouses to tap solar energy for their heating and domestic needs.

Further, I am researching on developing products for controlling honeydew and soot mould from insect organic waste which acts as a substrate for mould to develop.

**Kanyingi:** *Away from office work what activities do you engage in to lighten up your life?*

**Muli:** I like travelling and site seeing. My perfect holiday site is seychelles and within Kilaguni, Shetani caves and Mzima Springs in Tsavo West National Park. I can't help but marvel at Mother Nature in action. Every time I visit these places it feels like it's the first time I have been there and it's so refreshing. I also love swimming and am currently enrolled on scuba diving classes.

**Kanyingi:** *What do you think Pest Control Products Board (PCPB) needs to do to speed up registration process of new molecules?*

**Muli:** The PCPB has set the bar too high in that other neighboring countries regard products registered in Kenya highly. PCPB also needs to check at internal system in approved evaluator because some are charging exorbitant fees to evaluate products for perennial crops. You can go for several seasons without getting a positive report!

It is also becoming extremely difficult to get equivalence registration for safer molecules and PCPB should accept multiple site trial evaluation to speed up the entire process. For instance, rather than doing the trials in three seasons, the same can be done in three different places at the same time.

**Kanyingi:** *You said that the industry doesn't have trust in our local companies. Do you think we are heading towards developing our own molecules?*

**Muli:** We are getting there because some products within the industry are being formulated locally. We are seeing our local higher learning institutions working towards that. A good example is the University of Nairobi which is actively involved in toxicological studies and Kenya Industrial Research Institute (KIRDI) on physical and chemical studies of molecules.

**Kanyingi:** *There has been a lot of talk on the safety of genetically modified organisms (GMOs). How safe are they?*

**Muli:** There is nothing wrong with GM food. They are subject to various tests for safety as opposed to conventional food making them safe for the environment and human consumption. Kenya has already developed the Biosafety Act and National Biosafety Authority (NBA) to provide the policies required.

**Kanyingi:** *Do you think generics' is the way forward for the industry?*

**Muli:** The cost of living has gone up and farmers need to be empowered to continue producing food for the ever increasing population in Kenya. As long as PCPB does registration and all products registered by the body meet the required set quality standards in regard to health, safety and environment, it is the way to go. There is no need of fearing generics as they are duly registered and PCPB does random check to ascertain their quality. We need to differentiate Generics and Counterfeits.

**Kanyingi:** *What do you think needs to be done to eliminate agro-chemical counterfeits in the country?*

**Muli:** Its am matter of due diligence by the entire industry and awareness creation to the farming community on effects of using counterfeit products. It is the responsibility of the entire industry to work hand in hand to eliminate the vice.

**Kanyingi:** *Which way do you think new molecules should move into?*

**Muli:** We need to move from broad-spectrum products to target-specific products that are safer to the user, applicator, environment and the consumer.

**Kanyingi:** *Do you think we are killing molecules before their time elapses?*

**Muli:** There are times when farmers, particularly small scale, misuse products mostly due to ignorance. The industry should educate these farmers on how to best use the products for effective results.

**Kanyingi:** *Finally, what are your goals?*

**Muli:** I learnt a certain principle from the book 'Rich dad Poor dad by-Robert Kiyosaki and Sharon Lechter' that you need money to work for you and you not work for the money. Since I embraced that principle, I have been able to create employment to young talented Kenyans in the agriculture industry.

I also learnt another important principle from my grandfather, that when it rains birds seek refuge but the eagle flies way up past the rainy clouds to remain dry. By that I mean its dynamic industry and you have to be innovative and let science drive the process. I also believe in giving back to the society through Corporate Social Responsibilities. I have installed clean piped water in Makindu for over two kilometers. I also do greenhouse farming as a farmer and educate smallholder producers' ways and means of earning more from less. Away from CSR, I am also doing fish farming and have set my target to construct 52 fish ponds to enable me harvest fish every week of the year.

**On a light note:** All this is in preparation to my plans of retiring in my dream home in Seychelles.

# Van Den Berg, Excels In Rose Growing



The low lying plains of Naivasha marks the setting of numerous horticultural farms due to its warm climate and availability of water, suitable for production of crops.

One such farm is Van den Berg Roses (K) Limited, an exclusive rose flower grower, set on the shores of Lake Naivasha on a 70 hectare piece of land.

The farm has over the years embraced new and improved farming technologies in order to improve production in environmental friendly manner. This has seen the farm win several awards and certifications in recognition

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to their judicious efforts the management makes to improve the lives of employees and surrounding community making it one of the best flowers farms in Kenya.

Currently they are in the process of setting up a Green Farming technology trial area within the farm in an effort to reduce the amount of water used for irrigating the greenhouses.

## Background

Van den Berg is an international company in the floriculture industry owned by Thijs Van Den Berg family with its head office based in the Netherlands. The farm has spread its tentacles and now owns leading flower farms in Kenya (Naivasha), China (Kunming) and Netherlands (Delfgauw).

In Kenya the farm was started in 2004 with just 5 hectares and has grown to 70 hectares under production with 15 different rose varieties for export only. Production of roses is done with the latest technology and equipment for the best result of high quality roses all year round.

The farm Manager Mr. Johan Remeus disclosed to *Floriculture magazine* that the farm owners decided to invest in Kenya on the backdrop of high cost of production in the Netherlands.

“We go for quality roses and in all processes, quality

consciousness stands out, all aimed at maximum customer satisfaction,” said Mr. Remeus. Adding to that Mr. Arie Van den Berg a co-owner of the business says, “The reason we came to Kenya was the high cost of production in our farm in Holland. The cost of heating greenhouses became very high a factor that has prompted us to gradually reduce the number of hectares there (Holland).” He further laments that air freight fee is increasing every year.

Their vision is to be a focal source of quality flowers for their customers with whom they have created long term relations. In order to give back Van Den Berg wishes to be Kenya’s preferred place of employment by recognizing high standard working conditions. They do not limit themselves to a set number of services. On the contrary; no need is too significant and no assignment is too small for their dedicated and skillful team.

The company’s main mission is to promote an enabling environmental and sound management practices for production of quality flowers in order to keep the region fertile and its employees and the neighbouring community healthy in such a way that the company can maintain itself in the current region for a long period of time.

## Management

Van den Berg is one of the best managed farms in Kenya. They emphasize on maximum customer care. They have business minded directors and a well drilled workforce headed by Mr. Remeus who doubles as the general manager and a shareholder. Good management has enabled the company to win a number of international labels among them MPS Social Qualification, MPS Ethical Trading Initiative and MPS B certification.

## Human Rights Watch Awards

In 2009, the farm won the Human Rights Watch Award for its elaborate CSR approach. The award was given by Workers Rights Watch of the Kenya Human Rights Commission. This year the farm received an award for Ethical Management from Workers Rights Network (WRN). This year’s award was in recognition of occupational health and safety measures, wage entitlements and equality treatment.

## Corporate Social Responsibility

Since the start of the company, corporate social responsibility has always been a major focus of the management. “Van den Berg strongly believes in good neighbour relations and supports the principle of giving back to the society in terms of development assistance,” says Mr. Remeus.

To make this a reality, the company has undertaken several development projects aimed at uplifting education standards in the area as well as reduce poverty which is a major burden to most people especially the youth in the country.

Van den Berg has taken to provide food and clothing to people affected by post poll violence in 2008. During the height of post-poll chaos, Naivasha was a hot spot and thousands of people were displaced from their homes. The farm also provides housing

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to those employees and their families who were affected by the violence.

The farm has further provided 20 desks and built 30 toilets for the Mirera Primary School, as a way of decongesting their overstretched facilities such as classrooms and toilets due to influx of internally displaced school going children from other parts of the province. In addition Van den Berg has installed electricity supply to Mirera Primary School and a community water borehole as way of providing clean drinking water to the populace in the area. They also sponsors and pays salaries for six teachers in three primary schools in the area namely Mirera, Longonot and Enaibor Ajjik.

Other CSR activities include annual collection of clothes in Holland to be distributed to the employees of the company, orphaned children and destitute in several children's homes in the area.

#### Workers welfare

The farm employs 1,500 workers of which 1,200 are on permanent terms. According to the farm's Human Resource Manager Mr. George Onyango, the workers are employed in three basis, seasonal, terminal and permanent adding that the farm ensures that all workers eventually graduate to permanent terms.

Mr. Onyango says the farm pays remunerates them well way above the market rates. They also enjoy bonuses based on performance to improve their wages.

Workers are also taken through an occupational health and safety programme before induction to the farm. The management further provides protective clothing, trainings and a safe working environment to the workers. The also benefit from clean drinking water and a medical facility is in place with adequate equipments to deal with health needs of the employees. The medical facility is run by qualified health officer and more to that, the management provides work injury benefits (WIBA) insurance cover for all its employees.

The management runs several programs and committees in order to

raise living standards of the employees which include APHIA Plus program, sponsored by USAID to deal with the fight against HIV/AIDS and Malaria by offering free testing and supply of precaution measures to employees.

Van den Berg has a project where nutritious /supplement vegetables are planted and sold to workers as a subsidized cost. Workers who have openly declared their HIV status are offered free vegetables. This is in complement to the Horticultural Crops Development Authority (HCDA), support program which is based on supporting HIV infected employees, with medicine and nutritious food.

The farm also offers free health care for all employees and at a reduced price for their families.

In addition, the farm has set up a Gender and Non Discrimination Committee which fights sexual harassment and discrimination within the farm.

#### Green Farming

Green Farming is a Dutch initiative seeking to demonstrate that through the implementation of proper technology and management, water and nutrient use in protected and open horticultural production systems can be significantly reduced while at the same time improving quality and quantity of crops.

The Green Farming technologies applied to horticulture makes it possible to produce crops in the most sustainable way for people, planet and profit.

Green Farming combines Dutch technology and experience to meet a grower's specific production need, for a totally custom-made product and service package, including on-farm training programs, maintenance and technological support.

In Van den Berg, the project which is still on initial stages



will be implemented on 2 hectare piece of land in the hope of introducing and training other farmers on water conservation technology.

The demonstration project will be undertaken by a team of Dutch horticultural suppliers and Van den Berg Roses Kenya. The Dutch counterparts includes; Bosman, Hoogendoorm, Van der Knaap, Wageningen UR, Genap, Hatendoer-Water and DLV Plant BV.

According to a proposal document on how the project will be implemented, the plan of the consortium partners will be to put in place the technical installation at a trial part the farm and through collection of all data demonstrate technical and financial advantages of the system.

The calculation of water balances will serve both the financial calculations as the insights in environmental impacts of the system in comparison to the current technology use.

Most Kenyan farms make use of basic greenhouse constructions and irrigation systems and they cultivate their products in the soil. With soil cultivation there is hardly any control possible over the water content and water quality in the root zone. Farmers have no insight on the amount of water the plants use; therefore they often end up applying uncontrolled irrigation scheme. Growing in the soil leads to penetration of irrigation water to deeper soil layers resulting to in the loss of large volumes of water and fertilizers, which in the long run will have negative impacts on the environment and finances.

Van den Berg Green Farming technology will entail the growing of roses on substrate in gutters and recycling of the supplied irrigation water with fertilizers that is not being used by the crop. The technology consists of a cultivation system with a gutter system and growing medium in the form of coco peat substrate.

The system will include an irrigation system, drainage system, automation of the irrigation based on sensor reading and date registration, processing and interpretation in an irrigation computer and a pumping system.

The drained water will be collected and covered with special canvas clothing and closed with extra strong foil to prevent algae development and evaporation of the water to the air.

All water will be used and reused by first cleaning it completely with the reversed osmosis system, after which the clean water will be stored in a reservoir ready for use.

#### Challenges

Mr. Remeus says that despite the obvious success of the farm, the journey to reach the point the company is

today has not been a bed of roses. He says that production costs are quite high since labour and farm inputs (fertilizers and chemicals) have hit the roof as opposed to the proceeds realised from the flower exports.

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# Sooty Mold Management

Sooty mold is the common name applied to several species of fungi that grow on honeydew secretions on plant parts and other surfaces. The fungi's dark, threadlike growth (mycelium) gives plants or other substrates the appearance of being covered with a layer of soot.

Sooty molds don't infect plants but grow on surfaces where honeydew deposits accumulate. Honeydew is a sweet, sticky liquid that plant-sucking insects excrete as they ingest large quantities of sap from a plant. Because the insect can't completely utilize all the nutrients in this large volume of fluid, it assimilates what it needs and excretes the rest as "honeydew." Wherever honeydew lands—e.g., leaves, twigs, fruit, yard furniture, concrete, sidewalks, or statuary—sooty molds can become established.

Although sooty molds don't infect plants, they can indirectly damage the plant by coating the leaves to the point that it reduces or inhibits sunlight penetration. Without adequate sunlight, the plant's ability to carry on photosynthesis is reduced, which can stunt plant growth. Coated leaves also might prematurely age (senesce) and die, causing premature leaf drop.

Fungi that most commonly cause sooty molds in garden and landscape situations are in the genera *Capnodium*, *Fumago*, and *Scorias*. Less common genera include *Antennariella*, *Aureobasidium*, and *Limacinula*. The species of sooty molds present are determined by a combination of the environment, host, and insect species present. Some sooty mold species are specific to particular plants or insects, while others might colonize many types of surfaces and use honeydew produced by several kinds of insects.

A number of insects can produce the honeydew sooty molds need for growth. Their common characteristic is that they all suck sap from plants. The insects include aphids, leafhoppers, mealybugs, soft scales and white flies. Both the immature and adult stages of these insects feed by sucking sap from plants, producing honeydew.

## Management

Most plants will tolerate a small insect population and light amounts of sooty mold. When sooty molds are present on any surface in the landscape, it indicates there is, or has been, a sucking insect population present in the vicinity. Control of sooty molds begins with managing the insect creating the honeydew. For example, populations of aphids usually are highest on succulent, new growth.

Another important consideration can be ant management. Ants are attracted to and use honeydew as a source of food. Because of this, they will protect honeydew-producing insects from predators

and parasites in order to harvest the honeydew. In many cases, predators and parasites are sufficiently abundant and quickly begin feeding on and reducing populations of scale insects, aphids, psyllids, whiteflies, or mealybugs once ants have been eliminated. If populations fail to decline, apply Jamboclean to suppress the problem insects. One or more applications might be needed.

Jambo-Clean® is a new generation EC fertilizer recommended for cleaning plants of sooty mould, honeydew, dust grease and other organic containments off leaf surface. It removes all sooty mould, honeydew, dust grease and other containments off leaf surface necessitating maximum light exposure for photosynthesis, eliminating other predisposing factors and consequently maintains healthier plant all round. It has no phytotoxicity effects, that is why it can be applied at any stage of the crop cycle and mixed with most types of fertilizers and plant protection products. Also, as it is a bio-nutrient, Jambo-Clean® does not affect the waxy layer of the leaves even after being applied several times, and does not burn the leaves or cause foam. It leaves a very thin layer of humectants on the leaves helping it remain moist. It is odourless, totally and rapidly biodegradable.

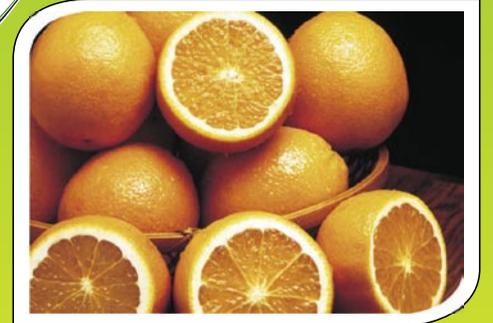
It is basically a highly purified product made from elemental nutrients and selected fatty acids which are separated from food grade natural vegetable oils. The result is a highly effective leaf cleaner with no phytotoxic effect when used as recommended.

## Benefits

- Jambo-Clean® Removes all dust grease and other containments from the leaf surface facilitating maximum light exposure for photosynthesis and consequently maintains healthier plant all rounded. It also removes insect debris (Aphids, White flies, and mealy bugs) and their accumulation of wax and other structures they use to secure their eggs to the plants depriving them from the opportunity of successfully depositing viable eggs on the plant.

- Leaves a very thin layer of humectants on the leaves help it remain moist. It cleans the leaf surfaces too.
- Jambo-Clean® is odourless and leaves no taint or residue on the plant.
- Jambo-Clean® is totally and rapidly biodegradable.
- It can be used as many times as required. There is no time limit for Jambo-Clean® application.
- Jambo-Clean® is safe, non-toxic and environmentally friendly applicable with zero waiting before harvest. Jambo-Clean® is very effective against cleaning residues of aphids, whiteflies, thrips, black flies, and parasitic mites off leaf surface.

# JAMBO<sup>®</sup> Clean



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- Increases photosynthesis.



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Akina	Mr. Girish Appana	Roses	0726-089555
Africalla	Mr. Rob Holtrop	Zentadacia	066-76453
Aquila Flowers	Mr. Uday Bhat.	Roses	0722-205868
Arts Flowers	Mr. Nyakundi	Roses	0722-348070
Batian Flowers	Mr. G. Muriungi	Roses	062-41268
Beauty Line	Mr. Amnon Zafoni	Gypsophila, Solidago	050-50116/7
Bekya Floriculture	Mr. DK	Roses	0732258234
Bigot Flowers	Mr. Jagtap Kakasaheb	Roses	0722205271
Bila Shaka Flowers.	Mr. Joost Zuurbier	Roses	0722 204 489
Black Petals Ltd	Mr. Nirzar Jundre	Roses	0722848560
Blue Sky	Mr. Mike	Roses	0720005294
Brill		Roses	(49) 06821/6223
Buds and Blooms Ltd	Mr. Shivaji wagh		0720895911
Carnations Plants	Mr. Yossi Shamia	Carnations	0733697404
Carzan	Mr. Nicole		
Celinico	Mr. Chris Shaw	Roses, Summer flowers	066-72170
Charm Flowers	Mr. Ashok Patel	Lisianthus	020 2222433
Colour Crops	Mr. K. Mariogoma	Hypericum, Ammi	020 2313859
Colour Crops	Mr. Geoffrey Mwaura	Veronicoh	0724083111
Color Vision Roses Ltd.	Mr. Peter van der Meer	Roses	+254 (0)50 50 310
Cordia	Mr. Harun	Roses	0733527665
Countrywide Connections	Abraham Kimani	Erygium, agapathus	0721793286
De Ruiters	Mr. Sebasten Alix	Roses	0720-601600
Desire	Mr. Rajaat Chaohan	Roses	0724264653
Elbur Flora Ltd.	Mr. Peter K. Kagotho.	Roses	0724722039
Enkasiti	Mr. Thambe	Roses	067 44222/3
Everflora Ltd	Mr. Khilan Patel	Roses	067-5854406
Equinox	Mr. Tom Lawrence	Roses	0722312577
Fides ( K ) Ltd	Mr. Francis Mwangi	Roses	068-30776
Flora Kenya	Mr. Jack Kneppes	Roses	0733333289
Florensis Hamer	Mr. Eddy Verbeek	Cuttings	050-50010
Fontana Ltd	Mr. Girish Appana	Roses	0726 089555
Fourteen Flowers	Mr. A.C. Achaia	Roses	051 343322
Flora Delight	Mr. Marco	Roses	0710802065
Florema (K) Ltd	Mr. Peter Maina.	Begonia	050-2021072
Gatoka Roses	Mr. M.K. Gacheru	Roses	0733619505
Greystones Farm	Silas Mbaabu		0722312316
Groove	John Ngoni		0724448601
Harvest Ltd	Mr. Farai Madziva	Roses	0722849329
Hamwe Limited	Mr. Andrew Khaemba	Hypericum.	0722431170
Hatabor Rainbow Blooms	Mr. John Ndung'u	Hypericum, Salidago	0726320007
Highland Plants	Mr. Pius Osore		0726929932
Homegrown- Flamingo.	Mr. Peter Mwangi	Roses, Fillers, Gerbera	0722-204505
Homegrown- Hamerkop.	Mr. Jacob Wanyonyi	Roses, Fillers	0722-773560
Homegrown-Kingfisher.	Mr. Charles Njuki	Roses, Carnations	0724 391288
Homegrown-Siraj	Mr. S. Paul	Carnations & Lilies	0722470717
Homegrown-Sirimon	Mr. Brian Allen		
Isinya Roses	Mr. Yash .Dave	Roses	0721 403175
Interplant	Mr. Mark Low	Roses	020 2014606
James Finaly		Roses	052- 30142
JatFlora	Mr. James Oketch		0724418541
Kabuku Farm	Mr. S.Thirumalai	Roses	0734822022
Kalka	Mr Shiva	Roses	0715356540
Kentalya	Mrs Linet	Cuttings	0733549773
Karen Roses	Mrs. Rebecca Kotut	Roses	020 2078270
Kariki Ltd	Mr. Samuel Kamau	Hypericums	0722 337579
KenFlora	Mr. Aleem Abdul	Roses	0722311468
Kenya Cuttings		Cutting	060-2030280/81
Kenya Highlands	Mr. B.H. Nathani		051851722
Kisima Ltd	Mr. Ken Mwenda	Roses	0722475758
Kongoni Farm	Mr. vivek Sharma		0722203837
KPP Plant Production	Mr. Wilson Kipketer	Poinsettia, Carnation	020-352557
Kreative Roses	Mr. Alkis Charitatos	Roses	050-50163
Kundenga Flowers	Mr. Joseph Juma	Hypericum, Eringium	0725-643942
Lake Flowers	Mahamoud Mohamed	Roses	050-2021418
Lauren	Mr. Chris Ogutu	Roses	0722783598
Larmona Flowers	Mr. Peter Mureithi.	Roses , Hypericum	0722-238474
Lex +	Mr. Thomas Nyaribo.	Roses	050 2021260
Liki Riverfarm	Mr. Sumanta Dash	Roses	020-2191804

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FARM NAME	CONTACT PERSON	PRODUCT	TELEPHONE	E-MAIL
Linsen	Mr. Livingstone Wadeya	Roses	020-2070339	info@linsenses.co.ke
Live Wire Limited	Mr. Gordon Millar	Hypericum, Lilies	050-2020050.	info@livewire.co.ke
Lobelia Ltd	Mr. J.P.Viljoen	Roses	020-2040418	info@lobelia.co.ke
Longonot Horticulture	Mr Harry Milbank	Roses / Liasianthus	050-50173/4	longonot@vegpro-group.com
Magana Flowers	Mr. Peter Mwangi	Carnations & Roses	0726 212520	Pmwangi@maganaflovers.com
Mahee Flowers	Mr. S.Thirumalai	Roses & Carnations	0734822022	malai@eaga.co.ke
Maaskant Flowers	Sasse J. O		0713 194897	auCTIONflwer@nbi.ispkenya.com
Maridadi Flowers	Jack Kneppers	Roses	0733333289	jack@maridadiflowers.com
Matasia Valley	Kephar L. Tande	Roses		kephar.tande@eapcc.co.ke
Maua Agritech	Mr. Kori	Roses	0722-206318	gm@mauagritech.com
May Flower	Mr. Maarten Brussee	Roses	050-21174	cuttings.ke@royalvanzanten.com
Mosi Ltd	Ms. Alice Mureithi	Roses	0733509673	alicemurugi@mosiflowers.co.ke
Morop Flowers				
Mt Elgon Orchads	Mr. Bob Anderson	Roses	054- 31460	info@mtelgon.com
Mweiga Blooms	Mr. Aggrey Wahome	Arabicum	0722-788135	info@mweigagrowers.co.ke
Newholland	Mr. Gunachitran	Roses	0720632258	
Nini Frams	Mr. Fred Okinda	Roses	050-50406	production@niniltd.com
Nirp		Roses	020 3563141	
Ol Njorowa	Mr. Mike Kikwai	Roses	020-574011	olnjorowa@iconnect.co.ke
Olij Kenya	Mr. Reza Sorabjee	Roses	054-30916	reza@swiftkenya.com
Oserian Dev. Company.		Roses / Gypsophilla / Statice	0722207729	roddy.benjamin@oserial.com
Panda Flowers	Mr. George Ndegwa	Roses	050-50046	info@pandaflovers.co.ke
Panacol International Ltd.	Mr. Paul Wekesa	Roses	054-30916/7	paul.wekesa@panacol.co.ke
Penta Flowers	Mr. Thomas Ochieng	Roses	0722 904006	tom@wananchi.com
PJ Thande	Ms. Elizabeth Thande	Roses	0722380358	Elizabeth@wetfarm.co.ke
PJ Dave Flowers	Mr. Hitesh Dave	Roses	045-21381/2	pjdaveflowers@wananchi.com
Plantations Plants.	Mr. William Momanayi.	Geranums / Impentia	050-20-20282	pplants@kenyaweb.com
Pollen Ltd	Mr. Daniel Kisavi	Seeds/cuttings	0733603530	daniel.kisavi@syngenta.com
PP Flora	Mr. A. Omondi	Roses	020-828981	ppflora@swiftkenya.com
Preesman Kenya Ltd	Sidarthha		0737260040	fieldofficer@eu.preesman.com
Primarosa	Mr. Santosh Kulkarni	Roses	045-22661	info@primarosaflovers.com
Primarosa Flowers.	Mr. Santosh Kulkarni	Roses	065-22010	info@primarosaflovers.com
Racemes	Bonny		0721-938109	bonny@kenyaweb.com
Red Lands Roses Ltd	Ms. Isabelle Henin Spindler	Roses	0733-600504	gm@redlandsroses.co.ke
Riverdale Blooms Ltd	Ms. Zipporah Mutugi	Roses	020-2095901	rdale@swiftkenya.com
Roseto Ltd.	Mr. Anad Shah	Roses	0734-848560	gm.roseto@megaspringgroup.com
Shades	Mishra Ashutosh	Roses	0722-792018	sagars66@yahoo.com
Shalimar Farm	Mr. S.Thirumalai	Roses	0734822022	malai@eaga.co.ke
Sher Karuturi	Mr. Sai Karuturi	Roses	050-50001	ram@karuturi.com
Sian Agriflora.	Mr. Andrew Wambua	Roses / Zantendaschia	0724 256592	agrifm@agriflora.sianroses.co.ke
Sian Equator Flowers	Mr. Nehemiah Kangogo	Roses	0725 848910	nehemiah@equator.sianroses.co.ke
Sian Maji Mazuri	Mr. Clement Kipng'etich	Roses	0725848914	
Sian Winchester	Mr. Raphael Mulinge	Roses	0725848909	rmulinge@sianroses.co.ke
Sian Masai Farm	Mr. W. Munyao	Roses	0725848912	wmunyao@sianroses.co.ke
Silze Kenya	Mr. W. Mureithi	Cuttings	0720-995195	info@silze.co.ke
Simbi Roses	Mr. Jefferson Karue	Roses	020-2042203	simbi@sansora.co.ke
Sirgoek Flowers	Mr. A. Keittany	Roses	0721591016	sirgoek@africaonline.co.ke
Soloplant Kenya Ltd	Mr. Hagai Horwitz	Roses	0732 439942	hagai@soloplant.co.ke
Sote Flowers	Mr. Charles Asunda	Roses	0721-959076	soteorama@gmail.com
Star Flowers	Mr. Shailesh kumar rai	Roses	0722-203750	sailsh@vegpro-group.com
Stockman Rozen Kenya	Mr. Edwin Broekhuizen	Roses	050-21409	info@srk.co.ke
Subati Flowers Ltd	Mr. Ravi Patel	Roses	020 2048483	info@subatiflowers.com
Suera Flowers.	Mrs. Susan Mureithi	Roses & Lilies	065-32309	suerafarm@suerafarm.sgc.co.ke
Suguta Growers	Mr. Yabesh N. Marga	Roses	0733-719053	sugutagrowers@yahoo.com
Sunrose Nurseries	Mr. Nehemiah Abraham	Roses & Seeds	020 2014606	info@sunrosenurseries.co.ke
Scheures	Haicko Becker	Roses	050-50390	sailsh@vegpro-group.com
Tambuzi Ltd	Mr. Tim Hobbs	Roses	062-31019/7	info@tambuzi.co.ke
Terrafleur Ltd	Mr. Chris Kaluku	Hypericums	067-30063	chris@terrafleur.com
Terrasol	Mr. Sjaak Nannes	Cuttings	0722-387943	info@terrasolkenya.com
Timaflo Ltd	Mr. Julius Kinoti	Roses	0725947133	timaflo@wananchi.com
Transebel	Mr. Morris Wahome	Roses	067-44022	admin@transebel.co.ke
Tropiflora	Mr. N. Krasensky	Alstroemeria	0724646810	tropiflora@tropiflora.net
Tsarah Rozen	Mr. Jan Molenoor	Roses	0734417157	jan@tsarahrozen.com
Tulaga Flowers	Mr. Denis Wedds	Roses	0724-465427	denisweds@africaonline.co.ke
Uhuru Flowers	Mr. Ivan Freeman	Roses	020-3538797	ivan@uhuruflovers.co.ke
Valentine-Kibubuti	Mr. Susan Maina	Roses	020-3542466	info@valentineflowers.com
Vankleef	Judith Zuurbier	Roses		
Van den berg Kenya	Mr. Johan Remeeus	Roses	050-50439	johan@roseskenya.com
Vegpro Group	Mr. U. Patel	Roses	050202084	



## FLOWER FARMS IN UGANDA

FARM NAME	CONTACT PERSON	PRODUCT	TELEPHONE	E-MAIL
Aurum Roses	James Mwicigi	Escimo,maxime	071 333999	kunal@aurumroses.com
Africa agro industries Xpressions	Diamond Droliya	Escimo,Lambada, Frisco,First red	071 202005	pressions@utlonline.co.ug
Bellflowers	Mark Graves	Dream, Lambada,	077 740101	info@beflowers.com
Fiduga	John Rutten	Chrysanthemums	077 722037	john@fuduga.co.ug
Jambo Roses	Daniel Kiryango	Escada, Frisco,Tineke,	075 748077	jambo@infocom.co.ug
Magic	Jan Krul	Poeme, Sunbeam, Sacha	077 744623	
Mairye Estate	Mahmood Hudda	Chelsea, Frisco, Escimo,	077 744620	mairye@mairye.co.ug
Oasis Nurseries	Vincent Senyonjo	Amore, Dream, Escimo,	071 286534	oasis_nursery@yahoo.com
Pearl Flowers	Raghibir Sandhu	Frisco,Rodeo, Black	077 725567	pearl@utlonline.co.ug
Roal Van Zanten (u) Ltd.	Jacques Schrier		077 765555	ier@royalvanzanten.com
Rosebud 1 & 11	Sudhir Ruparelia	Frisco, Escimo, Rodeo,	077 777743	sudhir@rosebudlimited.com
Uganda Hortec		Iceberg, konfetti,	077 748217	harma@mehtagroup.com
Victoria Flowers (u) ltd		Sunbeam,Red calypso,	071 730066	victoriaflwr@one2netmail.co.ug
Wagagai	Pim De Witte,		071 727372	victoriaflwr@one2netmail.co.ug
Graham Stone			077200499	graham@freshhandling.com

## FLOWER FARMS IN TANZANIA

FARM NAME	CONTACT PERSON	PRODUCT	TELEPHONE	E-MAIL
Arusha Cuttings	Paul Wambugu	Chrysanthemums		
Dekker - Bruins		Chrysanthemums		
Enza Zaden	Jan	Tomatoes	+255-272553148	manager@enzazaden.co.tz
Fides Tanzania	Bert kuyper	Geraniums	+ 215-784200827	b.kuyper@fides.nl
Hortanzia	J. Giovinazzo		+255-732979718/	hortanziagm@cybernet.co.tz
Kiliflora Ltd	Jerry Goh	Roses	+255-784200900	jerryecgoh@gmail.com
			+255-784512967	simon@kiliflora.com
Kilimanjaro Flair Ltd	B. Mutiso	Rasp berries,		
Kilihortex Ltd	Erick Korster	Hypericums	+255-272553230	
		Roses and green fillers	+255-755 002012	ht@mount-meru-flowers.com
Mount Meru Flowers	Heikki Niskala	Vegetables	+255-272 553 444	s.de.bock@q-sem.com
Q-Sem Ltd	S. De Bock			
Serengeti fresh	Erick Zweig			
Tanzania Flowers Ltd	Herwig Tretter	Roses	0755 002012	ht@mount-meru-flowers.com
Tengeru Flowers	Mr. S.Thirumalai	Roses	0734822022	malai@eaga.co.ke



**My name is Gunachitran, Caring for Lilies is Time consuming. But I always read my Copy of Floriculture Magazine**

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