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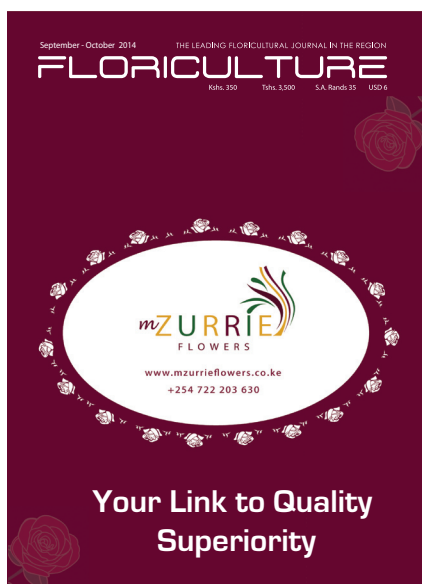
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The Leading Floriculture Magazine

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The other Side of the Coin



We start this issue off with an unfortunate reality for the Kenyan floriculture sector after the collapse of the EPA negotiation. "It is now a matter of political decision-making and only a miracle will bring change to the situation Union Fleurs Secretary General Sylvie Mamias sums up the situation.

However, we remain hopeful and true to our resilience nature as we work towards returning the sector to more glory.

Whoops!, we are worried that a further interceptions on fresh produce destined for the EU market, will escalate the notification to a ban. So, to combat the situation, the government and key stakeholders in the sector have engineered strategies aimed at arresting the situation. A raft measures targeted at turning the industry around have been put in place.

Naivasha Horticultural Fair (N H Fair) has become one of the biggest and best "Trade Fair" of its kind in the region. As the Horticulture Industry in continues to expand and it remains one of the top sources of foreign exchange, foreign investment and employment. So, can we all meet there?

By now you must have heard of mZurrie Flowers, they are making magic in other word they exist for the sake of excellence but within a framework of simplicity. They channel their efforts into to taking all the worries of farming and exporting flowers from their customers, leaving them to concentrate on their core activities in other areas. In this issue, they decorate our cover as we celebrate with them their 1st anniversary.

It is no gain saying that varieties are valued at millions, often billion of US dollars. They completely change the consumers' perception. These perceptions affect individuals' attitudes and behaviours, including purchasing decisions, and thus in-turn affects the business success of the breeders. In short, they provide a barrier to competitors by creating an essential competitive advantage as flower watch discusses

After bombarding you with the hard news we now encourage you to take a deserved rest. Why? We live in a great country that God created so beautifully with bushes where the wild animals live in harmony, the great beaches where the Indian Ocean rests so peacefully in the coastal region, the snow-capped mountain that is so highly recognized and the great landscapes of the rift valley, beautiful farms with rice, wheat, coffee, tea, fruits and flowers, herds of cows, goats and all the livestock, and most of all the great diversity in the people; Bantu's, Cushites and Nilotes! All blended together to make this great land called Kenya.

But, wait a minute, how many of us in this same country actually have taken time to appreciate what this country has to offer us?

Enjoy your discovery

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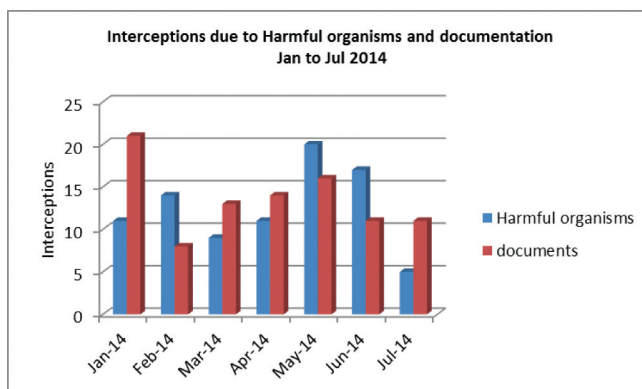
No Cause For Alarm, Situation Under Control

The Kenya Flower Council continues to follow up on the increased number of interceptions at the EU market due to the presence of harmful organisms and most unfortunately, inaccurate documentation. Take note that despite notable improvement, tolerance for both issues is zero.

To forestall an import ban on the specified products, the EU must be provided with a convincing and objective ACTION PLAN, with clear timelines on outputs, to mitigate against the interceptions.

A meeting held at KEPHIS office on 20th August 2014 by the Horticulture Competent Authority (KEPHIS; Horticultural Crops Directorate; formerly HCDA, PCPB, Kenya Agricultural and Livestock Research Organization KALRO; formerly KARI) and KFC and another held at KFC office on 21st August 2014 between KEPHIS staff, EU consultant and KFC reviewed progress on identified interventions

Failure to satisfy the EU, that systems to arrest further interceptions



on fresh produce destined for the EU market, will escalate the notification to a ban. Interceptions are mainly due to gypsophila, eryngium, solidago, basil, mango and gourds. Most unfortunately, 90% are attributed to documentation. KEPHIS in collaboration with KFC are engaging growers as well as the relevant personnel from the relevant cargo clearing companies, to identify and resolve the root cause of the problems.

Harmful Organisms

1. Review of market specific inspection procedures by KEPHIS.
2. Profiling of exporters in relation to harmful organisms interceptions reported for corrective actions.
3. Revise time spent on inspection from 5 to 7 minutes per consignment.
4. Banning of export by all producers for affiliated companies in case of interceptions.
5. Meetings with relevant personnel from farms, consolidators and cargo handling companies.

Maximum Residue Levels

1. Companies who have violated the MRLs have been banned from exporting until corrective actions are taken.
2. KEPHIS & HCD are sampling plant materials from various counties which produce the beans and peas; for lab analysis to create data base for future reference.
3. Spray supervisors; who will be used by small-scale farmers have been trained on safe use of pesticides and application procedures to increase efficiency. This is expected to reduce residue on the target crops.
4. Destruction of non-conforming crops which has health and safety implications.
5. Non-conforming crops manual to be used by inspectors being prepared by KEPHIS.

Documentation

1. Poor documentation has resulted in interceptions of flowers and related products
2. The responsibility on the poor documentation can be assigned to

the producers, inspectors and the airlines/ cargo handlers.

3. KEPHIS providing training for documentation clerks
6. The wrong information data entry by producers is mainly due to the EU REQUIREMENTS FOR ADDITIONAL DECLARATIONS ON PHYTOSANITARY CERTIFICATES; available in the EU website; <http://eu.europa.eu/food/plant/organisms/imports/>;
7. Number of interceptions from Kenya can be viewed by producers at the EU website <http://eu.europa.eu/food/plant/organisms/imports/>
8. KEPHIS has observed that the documentation related interceptions increased after the launch of the online phyto-sanitary system in 2011.
9. Currently Roses from Kenya have less phyto-sanitary issues at the EU compared to the neighbouring countries.
10. There is a need to raise level of compliance at the farms since it is not possible to inspect whole consignments at the exit points.
4. Approval of plant protection products specific to crops only.
5. PCPB has issued notice on non-conforming plant protection products on the labels.
6. Non-conforming plant protection products to be impounded by PCPB.
7. Samples of plant protection products have been taken from Naivasha and the general Mt Kenya region for lab quality analysis.
8. Random sampling by PCPB of plant protection products for purpose of monitoring quality to continue.
9. Handlers of counterfeit products to be prosecuted by PCPB. Some court cases are ongoing at Embu; Kirinyaga and Chuka.
10. Awareness course on counterfeiting to be held for the suppliers of pesticides.



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EU helps Kenya to Enhance Quality Assessment in Institutions



The European Union has given Kenya a grant of 12 million euros to enhance quality assessment in institutions dealing with certification of exports. The money from the European Development Fund comes just weeks after Kenya was put on notice over possible trade restrictions on horticulture exports to the EU if it fails to reduce pesticide residue levels and harmful micro-organisms by the end of September. The Standards and Market Access Programme (SMAP) was launched by an EU delegation and officials of the National Treasury and the ministries of Industrialization and Agriculture and Fisheries.

“SMAP will strengthen Kenya’s regulatory framework and capacity for certification of animal and plant-based products,” says Felix Koskei, Kenya’s minister for Agriculture.

The objective of the programme is to enhance quality and compliance of standards for exports and the local food market by providing testing equipment and setting up monitoring systems.

Institutions that will share the money

include Kenya Bureau of Standards, Kenya Plant Health Inspectorate Service (Kephis) and the Veterinary department.

The United Nations Industrial Development Organisation will educate farmers, processors and traders on sanitary, phytosanitary and commercial standards required.

Kenya bureau of Standards will get 3.1 million euros to purchase equipment for the testing laboratories and to train staff. The remaining cash will be shared between Kephis and the veterinary department.

The country has been under the tight scrutiny from the EU for three years over high pesticide residue levels, leading to 10 per cent of the volume of horticulture exports being subjected to testing.

The situation worsened this year after the number of interventions increased, due to the detection of harmful micro-organisms in mangoes.

Several firms have been suspended from exporting their products after being found to have violated the minimum residue levels.

2014 State of the Ugandan Flower Industry

The African nation of Uganda’s efforts to realize a thriving floriculture industry have met with both limited success and failure over the years. After a promising start the financial crisis that started in 2007 brought severe despair, but an upward trend has manifested over the last years again.

“We estimate the export sales for 2013 at \$37.2 million, up from \$36.3 million for 2012”, Uganda Flowers Exporters Association (UFEA) executive Juliet Musoke explains. That makes for a sales value increase of 2.4% last year, while export volume simultaneously increased by 4.8%. Sales were just \$22.4 million in 2010, and \$30.6 million in 2011. Growth has thus been steady ever since hitting rock bottom in 2010, although its pace seems to be slowing down.

Compliance with international standards remains an issue for exporters. A steady rise in the cost of Diesel fuel over the last ten years – used to power vital electricity generators - has also harmed the industry’s competitiveness. Energy costs make up a large share of the expenses which flower farmers face.

“On average, we use about 30,000 to 50,000 litres (of Diesel) in a month when power is off,” Olav Boenders of Chrysanthemum producers Wagagai Ltd. explains. UFEA members have lobbied the government for a tax waiver on diesel and a continued 50 percent subsidy on the electricity tariff, to help them cope. Some producers are also looking to LED light systems and solar panels to help save on energy costs.

At the recent IFTEX floriculture expo in Nairobi, Kenya, only 2 Ugandan flower growers took part. “Most flower farms in the country are too small to make sense of such expos”, an industry insider comments.

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Kenyan flowers risk losing duty free access to EU



The latest round of technical negotiations between the European Union and East Africa Community on the Economic Partnership Agreement (EPA) in Kigali Rwanda ended without an agreement.

All other aspects of the Agreement are agreed upon by both parties, except export taxes, domestic and export subsidies and governance. On export taxes, EAC countries insist that they should be given policy space to tax raw materials being exported to the EU as a way to encourage value addition locally, while the EU insists that such taxes would need authorization by an EPA Council comprising of both EU and EAC before being implemented.

Below are the possible GSP rates to the EU, as reported in WTO or directly from EU market access website which are likely to be imposed on Kenya after October 1st 2014 unless a solution is found ahead of the date..

In brief, if Kenya is to pay GSP rates to the EU, horticulture would be losing about one billion ksh monthly, considering that 87% of our total horticulture exports go to the EU. The taxes would be applied on C&F values, not FOB. The industry has intensified lobbying the Government to ensure non-disruption of business beyond September 31st 2014. These taxes are beyond current profitability for the sector.

Possible EU MFN Tariff Rates for Kenyan Fresh Produce

Product	Volume (MT)	Value (Ksh)	MFN Rates	Possible Tariff Loss (ksh)	Notes
Cut Flowers	124,858,139	46,333,368,752	12.0	5,560,004,250	
Fresh Vegetables	73,541,742	17,842,756,059	13.6	2,426,614,824	10.5 for beans and other veges; 9.9 for snow peas and sugar snaps
Fresh Fruits	45,638,285	4,093,256,565	5.2	212,849,341	avocadoes =4.4% pineapples=5.8%,
Nuts	12,652,581	2,802,940,552	2	56,058,811	macadamia Nuts
Processed vegetables	126,677,676	13,939,321,533	19.2	2,676,349,734	14.4 = frozen, canned 19.2
Processed Fruits	93,608,178	9,729,703,527	20.9	2,033,508,037	
Total	476,976,601	94,741,346,987		12,965,384,997	

Source: Export data (KNBS), Tariffs - WTO Tariff Data (Applied EU MFN Average of AV Duties 2013 and EU Market Access Statistics (roses and beans)

And The World Says

It is now a matter of political decision making and only a miracle will bring change to the situation,



It is with much disappointment that Union Fleurs last week informed its members that with the collapse of the EU-EAC (East African Community) talks the continuation of the duty-free access for Kenyan flowers to the EU market after 1 October 2014 is very unlikely to happen, given the short time frame now left until October to reach a conclusive outcome in the discussions. "We have spoken out loudly and did our utmost to put this issue at the core of the priorities. It is now a matter of political decision making and only a miracle will bring change to the situation," said Union Fleurs secretary general Sylvie Mamias.

The flower business should now get prepared for duties to be possibly levied on all cut

flowers imported from Kenya into the EU as of 1 October 2014, at least for a certain period of time until the talks can be concluded. If enforced, these duties will range between 5 and 8.5% on all flowers except for carnations that will stay at 0%.

"It is of great concern for the whole flower supply chain to be faced with such a situation that could severely impact the competitiveness of Kenya flowers on the EU market and would durably harm all segments of the supply-chain, also on the European side. The market position of the Kenya flower industry is so unique and the positive economic, social and environmental achievements have been remarkable over the past 20 years.

To see this industry, and all its partners on the EU market, being left hostage of last-minute political arbitrations of that sort is extremely frustrating. Union Fleurs and the Kenya Flower Council, together with all relevant industry partners, have for the past 10 years carried out together intense lobbying activities to reach a high-profile for the flower industry and ensure for a positive outcome of these trade negotiations.

We are now keeping a close watch on ongoing discussions between the parties and will continue in our efforts to promote for a positive outcome for these talks as soon as possible, while supporting our members to get prepared for the reality of the situation from

1 October if it so unfolds in the next weeks," said Mamias.

The East African Community – bringing together the Republics of Burundi, Kenya, Rwanda, the United Republic of Tanzania, and the Republic of Uganda – is one of the seven regional groupings that have been involved in the negotiations for the Economic Partnership Agreements with the EU.

The EPA negotiations are based on the Cotonou Agreement signed in 2000 between the EU and African, Caribbean and Pacific (ACP) countries and aim to put in place a long-term economic partnership centred on the development of the EU's partner countries.

This includes duty free, quota free access to EU market, along with other provisions (e.g. on health and hygiene standards, and other trade-related rules) tailored to the needs of the ACP countries.

In 2007 EAC countries and the EU closed negotiations on an interim (framework) EPA covering mainly trade in goods which EAC declined to sign.

The agreement currently being negotiated is a regional EPA aiming to establish a stable and sustainable economic partnership based on reciprocal but asymmetrical trade liberalization that takes account of the development needs of the EU's EAC partners.

Thrips Management in Roses

What are thrips?

Thrips are minute, slender insects, usually only a few millimetres long with piercing-sucking-mouthparts and the ability to cause direct damage to flowers making it unmarketable for export.
How do thrips feed?

Thrips have piercing-sucking mouthparts. They use a needle-like structure to puncture plant tissue and a second tube-like structure which is placed into the hole through which plantsap is extracted, subsequently causing direct damage to the crop.

What are the Damage symptoms?

In Flowers there are mainly two types of Thrip species that attack Roses, Carnations and other flowers. The western flower thrips (*Frankliniella occidentalis*) and Thrips tabaci also known as Onion thrip. These thrip species mainly feed on both leaves and flower petals with the majority of their damage to roses occurring throughout the growing period of the flowers. Their feeding may result in distorted buds that open only partially or abort prematurely. Feeding on petals may result in petals streaked with silvery-white or brown as well as petals with browning edges. White and light-colored rose blossoms appear to be particularly attractive to thrips. Young leaves may be distorted and flecked with yellow as a result of thrips feeding.

Are all thrip species damaging to Flower?

Not all species of thrips necessarily cause direct damage to crops. Some species are considered to be predators as they feed on other thrips and other insects such as mites, others are known to help with pollination and some species even feed on fungal spores. Unfortunately, several of these species are also known to be plant-feeders and cause economic damage.

How do we Manage thrips?

Thrips are difficult to control. Always use an integrated program that combines the use of good cultural practices, natural enemies, and the most effective IPM-friendly available.

One of the best, and most effective insecticides that fits this profile is now also available in Kenya. Spinetoram (DELEGATE 250WG) the second generation active from the spinosyn family. This product has fast knockdown capabilities, is UV stable, and has translaminar activity and safe to beneficial insects that are not in contact with the wet spray. In addition to control of Thrips the product also controls Caterpillars (*Spodoptera exigua*), whitefly nymphs and leaf miner.



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An IPM strategy for Thrips management

In spite of great advances in insect-pest control strategies in horticultural systems, thrips still remains to be one of the most challenging pest to control across the world. In Kenya, the most common and problematic thrips species in roses is the Western flower thrips (*Frankliniella occidentalis*) among others like the Onion Thrips (*Thrips tabaci*). Historically, thrips management in crop production systems relied heavily on the use of chemical pesticides (insecticides) that are usually foliar applied. In high-value horticultural and ornamental crops, the perceived risks of insect damage often encourage growers to make intensive insecticide applications. This of course has come at a steep price, as widespread resistance of thrips to most classes of insecticides including but not limited to, Carbamates, Organophosphates and Pyrethroids used for its management, has been reported.

This high propensity of thrips in developing insecticide resistance has been attributed to its biological attributes. Indeed, thrips have proven notoriously difficult to control owing to their small sizes, high rates of reproduction and cryptic habits. A female thrips can produce up to 140 eggs (at 25°C). This quickly leads to great numbers of thrips infesting individual plants. An infestation of thrips may begin through insects being introduced into the greenhouse along with planting material and later in the season, adult thrips may fly from outside. The spread of thrips can be both active (flight) and/or a passive process (floating on air currents).

Why an integrated management approach for thrips?

As highlighted earlier, insecticide resistance is just one the issues growers have to contend with in control of thrips. Increasingly, growers are facing more stringent market demands with mounting pressure to reduce the number of molecules and observe maximum residue levels (MRLs) on their produce. This turn of events has of course cast growers in an unenviable situation. The reality is that no single control measure can effectively manage thrips population and this calls for an emphasis on an integrated management approach. In order to counter insecticide resistance in the western flower thrips, several insecticide resistance management (IRM) programs have been developed around the world. The core objective of IRM programs is to maximize the lifespan of efficacy for insecticides. Research has shown that

successful IRM programs rely on non-insecticidal tactics, such as biological and cultural controls and host plant resistance to reduce population pressures. Also of importance is the rotation among insecticides of different mode of action classes, resistance monitoring, sampling to determine the need for insecticide applications and education to assure proper implementation. Growers need to adopt a proactive rather than a reactive approach in implementation of IRM programs in order to maximize their chances of success. The focus should be on more judicious insecticide use, and this can be accomplished with the development of well-founded economic thresholds.

The role of bio-control agents and mechanical methods

One of the main challenges in the use of insecticides is the fact that some stages of the thrips are not susceptible to insecticide application, specifically eggs and pupae. As a result, thrips populations continue multiply and increase. Predatory mites remain one of the most promising biological control agents for the control of thrips in roses. The generalist predator *Amblyseius swirskii* such as SWIRSKI-MITE from Koppert predaes, reproduces and develops on first larval instar of thrips. Additionally, it also predaes on eggs and initial larvae of both greenhouse whitefly and tobacco whitefly; and is also known to feed on the younger phases of spider mites. *Neoseiulus cucumeris* is sometimes used to control thrips particularly in vegetable crops that produce a lot of pollen as an alternative food source. *A. swirskii* develops much more quickly than *Neoseiulus cucumeris* if the prey is available.



Amblyseius swirskii: Exhibits superior predation of thrips larvae

Although predatory mites will only target the larval stages of thrips, it is important to note that both adult and larval stages contribute to plant damage. A holistic IPM strategy for thrips management should combine predatory

mites and mass trapping of the adult thrips with blue sticky traps which have an adhesive on both sides to traps insects that land on it. Western flower thrips in particular has good sensitivity to UV, green-yellow and blue colour while Onion Thrips (*Thrips tabaci*) is attracted to both blue and yellow colour. However, it is important to note that the wavelength of colour that a trap emits is key to its efficiency to attract thrips, so the trap must be of high quality. In greenhouses roses, mass trapping of thrips has been achieved by setting up blue sticky traps such as HORIVER-TR from Koppert at a rate of at least 1 card per 10m² (1000 cards per Hectare). The cards are suspended 30 cm or less above the crop and are distributed evenly throughout the greenhouse. The use of Kairomones (thrips attractant) in combination with sticky cards, lures thrips out of their hiding places (e.g. tightly closed plant parts like floral buds and unopened flowers) toward the sticky traps.

Growers who combine sticky cards with Kairomones such as LUREM-TR from Koppert have reported that the sticky cards captured 43% more thrips compared to those without.



Use of sticky cards with a Kairomone (thrips attractant) to trap adult thrips in a greenhouse.

Growers who have successfully adopted mass trapping of thrips with sticky traps have reported that thrips control has become much easier. They have been able to reduce their thrips sprays

by up-to 50%, even during the warm season when thrips pressure is high. The combination of predatory mite such as *Amblyseius swirskii* to deal with the larvae stages of thrips and blue sticky cards to trap the adult population drastically reduce the need for frequent insecticide sprays. Most important, growers can expect reduced flower stem losses due to thrips damage.

**By Purity Kabuba & Patrick Koome
Koppert Biological Systems (K) Ltd.**



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Grand Event For Better Lives

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

As the curtain opens on the Naivasha Horticultural Fair 2014 Exhibition, the 12th edition, there is barely room for any shortcoming that may inhibit its success. All minds and hands that know what it entails have been up and down to try to put different pieces together to make what can be seen as the true spirit of the regional horticultural industry.

The event, since its first ever occurrence has continued to aggressively spread its tentacles world over, luring to its importance the most reputed and less comparable companies in various business of sorts.

The beginning of the event concept wasn't such humble though the



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humility and value that is endowed in the event itself reflects a totally different picture. Good institutional organization, positive projection and a solemn consideration of participant's interest.

From the organizers the tussle some process of liaising with potential exhibitors is becoming less stressful due to the consideration that people have absorbed the N H Fair concept and are longer be enticed in order to participate in it. Instead they prepare in time and consider how best they can do their individual exhibitions to make the best out of the entire event. As per now this campaign is not there, most of the exhibitors do participate any other time and know pretty well what is entailed in the process.

Thanks to the organisers who have restlessly worked all round to have the horticultural fraternity exhibit the products and highlight their best practices. Over



60% exhibitors had confirmed participation as early as July. Surprisingly, very few stands had not been booked by the time we went to press. But is this all the organisers' vision encompasses? Not really. The organization's managing director, Richard McGonnel takes

this as a good indicator to a prospective future for such events and firmly holds that inadequate facilities continue to be a bottleneck to having a much bigger fair. Bigger that exhibitors may have an opportunity of carrying out any kind of demonstration in sufficient space. This is a challenge that he directly tosses to the county government. The Naivasha Sports Club is the only appropriate location for such event but there is a lot to be desired in this line.

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

The county government, in this respect has to swallow the bitter pill for its lassitude to expand with the new developments. The ministry of tourism as well as trade haven't looked beyond the limited space within the county, Soon hordes and hordes of investors will be on a clear road to the region destinations if they act fast enough to develop facilities for international exhibitions.

Insecurity policies among others have been a hindrance to the vibrancy of the sector. In cases where insecurity has been rife, economic performance has forcefully gone down and this affects every other sector in the country horticultural included.

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Some of the attendants who visited Equator Apparels

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

The phytosanitary regulations set up may not be quite friendly to the exporters but good enough, the inspection regimes set by Horticultural Crops Directorate, PCPB and KEPHIS may save the day. This is important with a consideration of the thousands of Kenyans that are living a better life courtesy of the sub-sector's performance.

NH Fair 2014 exhibition is highly rated because of its own uniqueness. There is no other event in the region that is

this organized and quite a practical trade tool to pull together horticultural sector stakeholders. Unlike other events conceived like the fair, NH Fair is an archetypical business platform that attracts business minded personalities and groups. It does not serve any other purpose than the prime one of developing formidable business axons between one business group and the other. No wonder there has been constant increase rather than decline in the number of participants.

Anticipated Guests

Over 5,000 visitors are expected to visit the fair this year. Among them is a retinue of dignitaries that are expected to explore newer business frontiers on which they can anchor some investment. Expected at the time of the interview are some senior members of the Rwanda government who will lead a team of investors to visit several

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

The ministry of agriculture is expected to play an important role in the fair since it directly falls under its jurisdiction.

Great advantage

This year's NH Fair marks twelve years of existence of the annual event. It is unique with contrast to other modes of advertising in the sense that it acts as a medium that allows participants to meet a full understanding of the products and services they have some interest in. In fact this is the bar line for exhibitors. They are practical

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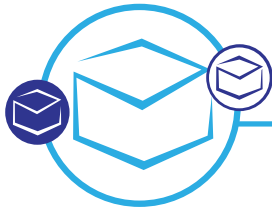
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tools for trade where participants have time to exhibit and be able to negotiate at the same time. This isn't the case for the common forms of media where one only advertises and impatiently waits for feedback. One may not assess the true position of their clientele with reference to products and services. That is why NH Fair attracts many investors who come not just to explore what is there but also to grab new focal markets.

The timing is also convenient whereby one has enough time to design methods of presenting his or her products. This is important because one is already sure of how many people are to be met and on which line of business.

Challenges

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

Notwithstanding the challenges that the horticultural sector faces, there is so much to gain from it. This is therefore a clear call to all and sundry to rally their overwhelming support in whichever form towards events like NH Fair in the years to come. Thanks to the organizers for their restless effort to make this event fruitful. As we get into the heart of the event lets take the challenge of improving the horticultural sector's performance.

Thanks again to CFC Stanbic Bank, for supporting this noble idea. In addition, this year it has attracted more sponsorship from Greenlife Crop Protection Africa Ltd, John Deere, Mkulima ni Ujuzi and Seeds of Gold.



A grower being attended

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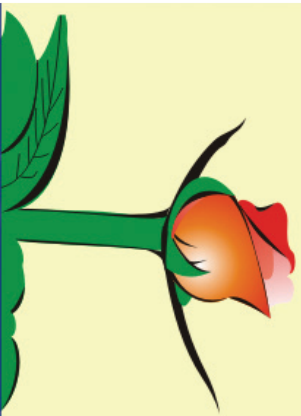


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Naivasha Horticultural Fair (N H Fair) has become the biggest and best "Trade Fair" of its kind in the region. The Horticulture Industry in Kenya and East Africa continues to expand and it remains one of the top sources of foreign exchange, foreign investment and employment.

Naivasha Horticultural Fair (NH Fair) is an annual event, which is also registered as charity and does a lot of work locally to assist the needy including the schools. This year we are proudly celebrating our 12th year of the show on the 19th and 20th September at the Naivasha Sports Club. The Fair is held in a spacious venue with ample parking, and it has a relaxed and friendly atmosphere. It is always attended by the top executives, owners and management of almost all the flower farms in East Africa and beyond.

The exhibitors at the show are not just companies that are directly linked to horticulture. Unlike most other trade fairs a lot of business is completed at the NH Fair because it attracts visitors with real spending power. It has proved to be a very successful show for companies selling everything from motor vehicles to financial services and from alternative energy sources to communications solutions. We've had companies involved in tourism, wine making, construction and even selling fish tanks!

We hope that your company will take advantage of this chance to promote your business, whilst at the same time continue to support a wide range of local charities such as The Naivasha Safe House, Karagita Maternity Hospital, the Red Cross, KSPCA etc. Amongst many others, NH Fair has also supported the Naivasha Street Children centre, various HIV/AIDS, health and disabled charities, the Aga Khan Patient Welfare Programme and has been able to provide rapid assistance to persons affected by natural or manmade disasters.



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- ◆ It is environmentally safe and ecologically compatible. Therefore treated crops can be harvested even immediately after the treatment with no residue limits.



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Rwanda Subsidises Irrigation Equipment

Rwandan farmers engaged in food and export-oriented agriculture will benefit from a 50 per cent subsidy on irrigation equipment, one of the means the government has devised to enhance the production of fresh produce (fruits, vegetables, flowers) for the local and export market.

Amb Claver Gatete, the Minister for Finance and Economic Planning, says the initiative will help reduce the country's expenditure on food imports, especially rice, and expand the exports base.

"We are confident this scheme will boost the sector's productivity and, eventually, increase our exports, especially from the horticulture sub-sector," the minister said.

He says that both small and large-scale farmers, particularly those engaged in production of export-oriented crops, will benefit from the subsidy.

The minister also revealed that besides the subsidy for irrigation equipment, about 32 million euros has been set aside to fund the agriculture sector.

The initiative would also help create more off-farm jobs in line with the second Economic Development and Poverty Reduction Strategy (EDPRS II). Under this program the government wants to transform subsistence farming into market-oriented agriculture to achieve sustainable economic growth. Special focus has

been put on the production of flowers, vegetables and fruits to help diversify the country's exports.

The development should also be seen as encouraging sustainable agricultural production, and reduce the impact of climate change that is taking a toll on crop output, making it imperative for farmers to embrace irrigation.

According to Innocent Musyabimana, the Ministry of Agriculture permanent secretary, crop productivity in some parts of country like the Eastern Province has been declining in recent years due to inadequate rainfall.

"We want to develop about 500 irrigation schemes, especially in those areas that experience prolonged droughts, like Bugesera and Kayonza."

Embracing modern agriculture practices, including crop irrigation and application of fertilisers are critical to foster sustainable production, adds Musyabimana. To boost the capacity of the sector, the ministry is collaborating with the government of Israel to train its field officers on new irrigation technologies.

According to Gross Domestic Product (GDP) figures for the first quarter of 2014, the agricultural sector grew by 5 per cent and contributed 32 per cent to the overall economic growth of Rwanda.

THE NETHERLANDS/ VGB Releases export statistics for Half Year 2014

In the first six months of this year, the Dutch wholesale export value of flowers and plants totaled € 3 billion, which represents an increase of 1.6%.

These figures were reported by the Dutch Association of Wholesale Trade in Horticultural Products (VGB), based on the statistics available through Floridata, the independent data platform for the Dutch floriculture trade.

While the export value of cut flowers stabilized at € 1.8 billion, pot and bedding plants reached € 1.2 billion, with an increase of 5.5%. It is the second time that the export value after six months reached the limit of € 3 billion as it has previously been the case in 2012.

Tanzanian Vegetable Growers Want Support

Fruit and vegetable producers in Dodoma and Siginda regions in Central Tanzania have cited a lack of reliable markets for their produce as the major obstacle constraining their business. They have asked the government to step in and alleviate the problem and create sales opportunities, otherwise they won't see the need to increase efforts in farming.

They raised the concern at a recent meeting which brought together the Dodoma regional commissioner, Dr Rehema Nchimbi, and various entrepreneurial groups engaging in fruit and vegetable farming in the two regions.

Dr Nchimbi urged government executives to support farmers in their endeavours to boost agriculture instead of staying idle in offices.

"Government officials, especially extension officers, should get out of their offices and help farmers, in order to help people who need your services in the field," according to Nchimbi.

He noted that the two regions are endowed with abundant fertile land as well as reliable water supply and urged farmers to improve productivity through irrigation farming.

Tanzania has great potential to grow and export high-value and baby vegetables, including snow peas, sugar snap peas, French beans, and a range of baby vegetables, including carrots, corn, leeks, zucchini (courgettes), pattypan squashes, broccoli, capsicum and eggplants (aubergines), to the European Union (EU). Fresh fruits include mango, pineapple, passion fruit and bananas.



Mr Nelson Maina

For Best Results in Floriculture Invest in Homegrown Research

Kenya's flower industry has been on impressive highs, having surmounted several lows to remain among the most preferred globally.

Changes in weather which have hit Kenya's competitors like Ecuador have worked to the benefit of Kenya. Brazil which is clearing more of traditional flower farms and converting them into real estate has equally given Kenya a competitive edge.

The irony however is that the same factors working for our country are in a few years going to work against us. Already the effects of climate change are being felt particularly in agriculture. Land meant for production, of even flowers, is quickly being subdivided and turned into commercial plots. However the noise to oppose such moves is not loud enough.

This is one of the major problems of our flower farmers. Markets still continue to pose challenges, growing conditions are not quite streamlined, yet the demand keeps coming. Farmers keen on question their information thirst are turning to international companies because there is no local information.

Trouble with this is that international companies don't know local solutions and are therefore not better placed to give homegrown solutions.

According to a Horticultural Crop Development Authority (HCDA) report, there is enormous growth potential in the small-scale flower growers if appropriate financial and technical assistance as well as a supportive policy can be put in place.

The overall enormous growth in value, acreage and volume of Kenya's cut flower industry has been largely attributed to a robust private sector involvement

and externally-sourced knowledge and technologies. Kenya has adequate technical and human capacity and skills but this has not been adequately utilized by the industry.

A recent study jointly showed weak interactions between the flower farmers and the local research system causing the floriculture industry to rely on external knowledge to solve the industry's problems.

This over-reliance on external knowledge has contributed to the under-utilization of indigenous research capacity in Kenya, even though most of the stakeholders agree that Kenya has adequate skilled and well-trained manpower.

The slow, bureaucratic procedures in the public research institutes undermine their ability to respond to urgent farmers' requests. Most farmers' experiences with public research institutions are heartrending, whereby it takes more time to get results from local laboratories, whereas if they sent samples to laboratories abroad, it would take them less to get results by email.

Farmers' needs, such as disease outbreaks are usually urgent and require immediate solutions.

The delays from the local public research system forces farmers to seek solutions from international research establishments. underscore the need to improve the interface between and among scientists, researchers, farmers, policy makers and service providers and build the capacity of industry stakeholders to conduct demand-led research.

For any research activity to be useful, it must be sensitive to local needs and priorities as well as allow ownership of its

agenda by the intended beneficiaries. In the case of floriculture research, flower growers and exporters are the key stakeholders and their views should help inform research decisions.

Information on market trends demands, tastes and preferences, transactional costs and prices should be easily available and updated.

Market access is closely related to phytosanitary compliance and proper (pre- and post-harvest) handling of flowers. As yet, there is minimal emphasis on post-harvest handling and training for growers. This constitutes an opportunity for the research and training institutions.

Companies like Elgon Kenya which commands over 80 percent of all flower customers in the country has a wealth of information about market needs, and trends which if turned into documented study would play a key role in providing informed guide to growers and other industry players while making the Kenyan flower competitive in the global arena.

Elgon Kenya's extensive network of agronomists and field officers has enabled them interact with different growers who have shared with them their farming experiences.

Such information could be key in addressing gaps that stands in the way of profitable and internationally competitive flower production business.

Our role in supporting government and the flower producing fraternity bloom remains unflinching and we call on a hybrid partnership to make this a reality now more than ever.



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Biostimulants



Active Ingredients	Target	Rate
sodium p-nitrophenolate 3g/L	SAR enhancement	1 L/Ha
sodium o-nitrophenolate 2g/L		
sodium 5-nitroguaiacolate 1g/L		



Natural Plant Extract 78%	Flower set & bud size improvement	0.5-1 L/Ha
Mg 0.1%; S 0.4%; Mn 0.1%; Fe 0.4%; Zn 0.3%; Bo 0.3%		



Bo, Cu, Mo, Folcisteine	Biomass & stress recovery	2 L/Ha
N 5.6%, P ₂ O ₅ 19.5%, K ₂ O 5% Fe, Zn, Mg, Mn,		



Natural Plant Extract 30%		
Fulvic acid 3.0%, Total amino acids 2.0%	Root establishment and enhancement	2 L/Ha
Inositol 0.4%, Zinc 4.9%,		

Fungicides



Active Ingredients	Target	Rate
Iminoctadine tris albesilate 30%	Botrytis, Powdery Mildew and Leaf Spot	1 L/Ha



Ammonium phosphite	Downy Mildew	150-200 ml/100L
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Captan 800g/Kg	Black Spot, Botrytis	150 g/100L
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Tetraconazole 40g/L	Powdery Mildew	100 ml/100L
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Mancozeb 800g/Kg	Downy Mildew Broad Spectrum	1-2 kg/Ha
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Chlorothalonil 500g/L	Downy Mildew Broad Spectrum	150-200 ml/100L
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Insecticides



Active Ingredients	Target	Rate
Thiocyclam oxalate 50%	White Flies, Thrips, Aphids	300 -750 g/Ha



Acequinocyl 150g/L	Mites	0.3-0.5 L/1000L
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Chromafenozide 50g/L	Caterpillars	0.5-1.5 L/Ha
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Acetameprid 200g/Kg	Thrips, Aphids	200 g/Ha
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Acephate 970g/Kg	Thrips, Aphids	100 g/100L
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Acetameprid 25g/L	White Flies, Thrips	1-1.6 L/Ha
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Improve yields, Reduce Costs and Conserve the Environment with Amiran Plastic Mulch



Amiran Plastic Mulch on open field

Continually improving its range of agricultural innovations to suit the ever changing global environmental conditions and European floriculture markets regulations, Amiran introduced the Amiran Plastic Mulch, an effective, safe generation product from Ginegar Limited, the world's 2nd largest producer of plastic.

Brought into the country at a time when the agricultural sector was challenged with water shortages due to the 2007-8 drought that hit most parts of the country, Amiran Plastic Mulch has helped farmers to save on cost and conserve water resources with its numerous benefits.

Amiran Plastic Mulch can be used by both floriculture and horticulture growers to;

- Attain higher and better yields
- Reducing evaporation thus reduced irrigation
- Providing excellent environment for roots development (darkness +oxygen) in the upper surface
- Control soil temperature, heat, cool
- Acts as savoir during rainfall by preventing water logging on the beds and by controlling soil erosion

- Keeps the soil moisture
- Reducing weeds that compete with your crop for water
- Reduced labour

Peter Gachire, Production Manager Baraka Roses in Nakuru, explains that with the Amiran Plastic Mulch the farm has improved the quality of roses produced while at the same time reducing cost of production for the plastic

mulch prevents fungal diseases by 30-40%, resulting into reduced use of chemicals by upto 9%. "I am proud to say that with the reduced cost of production we have seen a major improvement in our profit margin. In addition, Baraka roses is playing a part in environmental conservation with reduced water usage.", says Peter.

Adding to this Lillian Warinda, Sales Manager Agro Project Division Amiran Kenya states that "What is impressive with this product, is the unique characteristics of Ginegar's cover film that ensures greater durability, controlled resistance to hostile weather conditions, controlled light penetration, better dust resistance and reduced pest activity all working to help the farmer improve the quality of the yields produced.

Kariki Farm Group in Naivasha (Hamwe) is also enjoying the benefits of the Amiran Plastic Mulch, Peter Kamwaro, the farm's production manager states that prior to using the product the farm incurred a lot production challenges due to the clay soils which flooded during rainy seasons. Peter continues to explain that the Plastic Mulch acts as savoir during rainfall by preventing water logging on the beds,

keeps the shape of the bed intact, reduced pests an control weeds which has resulted to the farm saving on labor by 60%.



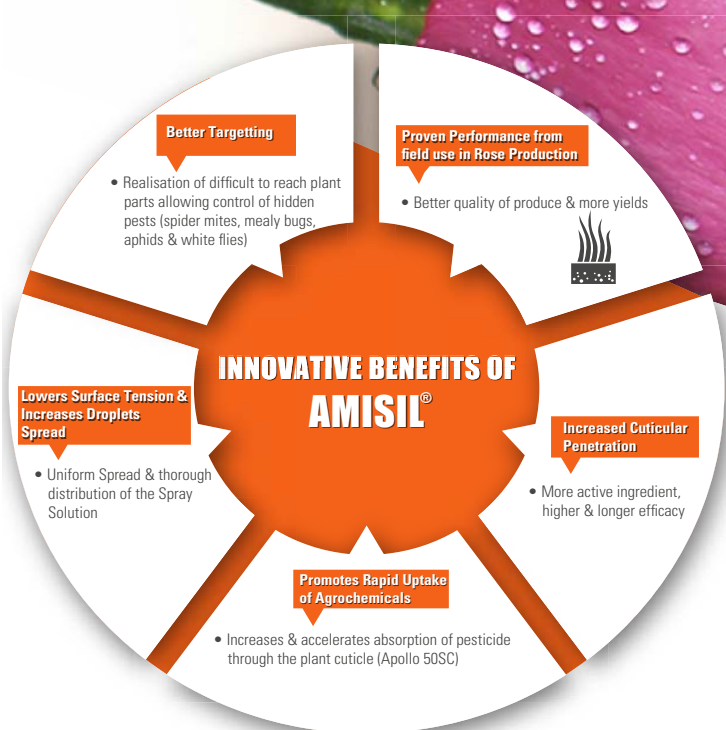
Amiran Plastic Mulch in a greenhouse



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I take this opportunity to welcome you to mZurrie Ltd. We are indeed honoured to celebrate our 1st anniversary as a group. It marks an important milestone in our history and commitment not only to our partners but the entire Floriculture fraternity.

Who are we?

mZurrie Flowers is a group of three flower growing farms which centrally managed. The board has invested in a professional Chief Executive Officer who moderates and monitors all the progress from a central office. The three farms namely Winchester farm, Maji Mazuri Flowers and Molo River Farm are run by professional General Managers. The three oversee the day to day running in their individual farms.

Our Goal

We are out to build a super brand. mZurrie Flowers has a good underlying business model, product, management and so forth. We impact positively upon other stakeholder

groups beyond the consumer. In three to four years' time, we will be among the leading brands in terms of acreage, technology and market share.

Our Staff

We have a very good staff and we are out to retain them. We will strive to ensure our employees will be ever positive, proud to work with us, attached to us and easily recommend us to the best. We are out to be a brand that will easily attract talent and keep it motivated.

Our Products

We will ensure we give both premium and regular products to our customers. We will strive to bring you benefits not just products. We will not sell products we will provide solutions to our buyers. We will not bring you new product; we will package existing varieties to meet your ever changing dynamics. We will not create customers we will endeavour to create partners. We will not just pursue production of clean crops but we will strive to



Mr. Peter Kimei, Chief Executive Officer, mZurrie Flowers

enhance sustainable production system.

Our Customers

Our desire to use our technical capacity and capabilities to offer you the best flowers is in no doubt. It is our high expectation that mZurrie Flowers will live to your expectations as a world class producer of We look forward not just to know you but to relate with you and our bonds flow forever.

Fellow Growers

We have a covenant with our partners to participate and contribute to their success. We will seek your input from time for they say, "You are wise if you know someone out there knows more than you". We are not the type that blows out the other person's light to let theirs shine.

Our Dear Country

We will strive to build a brand that will not only create wealth for us but for the country as a whole. Our innovation, efficiency and effectiveness will be out to promote the Kenyan Flower sector. We are out to create goodwill for our country and stimulate inward investment. We will run a comprehensive Corporate Social Responsibility program, ensure we take care of our environment and use the communal resources respectively.

Conclusion

We are humbled, privileged, and honoured to invest in ever changing sector, today, tomorrow and in all the years to come as we take this bold step to be part of it.

We are mZurrie Flowers and you are our partners.



From Left: Andrew Wambua, GM Molo River Farm, Wilfred Munyao, GM, Maji Mazuri Flowers, Raphael Mulinge, GM, Winchester with their CEO Mr. Peter Kimei

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From the Desk of the General Manager Winchester Farm



Mr. Raphael Mulinge, General Manager, Winchester Farm

Having a head over your competitors be it on racing tracks or in market draws margin between success and failure. In the flower export sector, product quality dictates whether or not the firm's product will outshine those of competitor(s). With mushrooming of flower firms specializing in the same line of products and services, and consumers having become particular of where they source their products, quality is an important criteria for success in the markets.

Karen based Winchester Farm; a subsidiary of mZurrie group is no exception. "Our objective is to achieve the highest standards of Good Agricultural Produce (GAP), touching on environment conservation, reduced use of agrochemicals, improved efficiency in natural resources use, conserving existing habitats and to ensure continual responsibility with regard to health, safety and welfare of workers", said Mr. Raphael Mulinge, the General Farm Manager when he took the *Floriculture* team round the farm. The objective of Winchester Farm is directing towards an assessment of the impact their daily operations has to their customers, employees, environment, society and suppliers.

Management

The success of Winchester Farm mushrooms from the infrastructure that has been established and nurtured by the

group management in the past one-year. In recognition of human resources as the greatest assets in any organization, the group invested in a professional management to oversee the daily running in the farm.

The farm boasts of an ultramodern grading hall and state of the art cold rooms. It has a mechanized and computerized irrigation system with 100% hydroponics. Commissioning of the propagation unit marked the turning point. It has expanded to create job opportunities to hundreds directly and thousands indirectly.

Operations

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

To comply with this, the farm undertakes frequent internal audits in order to identify and document any risk assessment on regular basis and prepare a time bound action plan. The company also monitors the whole process to ensure targets are met while reversing the action plan in the light of changing circumstances in the dynamic industry.

Human Resources

Winchester Farm values its employees and it is committed to continuous training and investment in personnel development. In addition, it has a package full of incentives. The employees are given house allowance, medical care and other welfare facilities. It endeavors to provide a safe, hygienic and healthy working environment Adequate and appropriate protective clothing is provided. The staff working in the cold rooms and spraying have special jackets for the tasks.



Mr. Mulinge with His Production Management Team

State of the Art Propagation Unit



Mr. Mulinge and His Production Manager inside the propagation Unit

In a twinkling of an eye, the ladies dived under the beds and before I could recover from the surprise I had been washed but the clouds had not opened and I was still under a green house roof. Mr. Raphael Mulinge my host and the General manager, Winchester Farm smiled as I gawked in wonderland almost cursing him for sending ghosts to wash me. It is then that I realized the magnitude of investment Winchester Farm had put into their ultra modern state

of the art propagation unit.

“Welcome to the nursery, it is fully automated and computerized, the mist opens as programmed” he said. He introduced me to his production Manager and asked him to take us through. As though he had waited for the lifetime opportunity, he took it up with and with an almost audio recorded voice. “The staffs in this facility are well trained to manage the environment aggressively, creating the optimal environment conditions for each stage of development. Through out the process, they monitor the water, humidity, light, temperature, air, planting media and fertilizer. They monitor and adjust the concepts in all the four stages of development namely; arrival and sticking, callus formation, root development, and tonning or hardening off”, He said.

The four stages are universal; variable in length, and appearance. Understanding and applying the concepts of water management is the key to success. Excessive moisture delays rooting, increases disease pressure, and increases the amount of growth regulator needed in production. “ By actively managing the environmental conditions, particularly water in all stages, we achieve strong roots and a well toned rooted cuttings”, he said.

Sanitation is a daily detail. This is why upon arrival you were handed over a Winchester Farm overcoat. This shows they take pride in the appearance of the facility, which directly affects the quality of the rooted cuttings. No weeds or open bins of uncovered debris, and no wide open doors. Practical steps are taken to minimize the possibility of spreading insects or pathogens. Insect screening is in place and access to the area is limited. A “one-way” flow of people and plant materials reduces the possibility of cross contamination.

Well-maintained footbaths free from debris and restocked with disinfectant prevent tracking potential problems in from outside. Hand wash stations, stocked with bacterial soap, leave the hands clean as you pass from one crop to the other. Clean floors and non-porous benches make cleaning and disinfecting between crops more effective. Virus and disease free cuttings contribute to success in every crop stage.

Rules and regulations must be observed; everyone who steps in the door must follow the procedures. Our example is more than the signs on the doors. The sanitation protocol is trained, monitored and constantly reinforced. Cleanliness in every stage is reflected in the quality of the crops produced. “This is why our customers are assured of quality, disease free planting materials. We make sure we do not pass diseases from our propagation unit by maintaining these standards,” he said in his closing remarks. Adding, “With these few remarks I hand you over to Mr Mulinge”.

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Mr. Wilfred Munyao, General Manager, Maji Mazuri Flowers Ltd.

From the Desk of the General Manager Maji Mazuri Flowers

They have not only succeeded in erecting an excellent business symbol in their local clientele but have gone further to win trust among their product importers, all within their wholesome package of excellence.

“Walk into his office, Mr Munyao is waiting for you, the secretary ushered me. “Adding, we strive to satisfy our customers by providing them with products and services they require. We do this effectively and efficiently by operating and continually improving a quality management system that reflects global standards”. This

Maji Mazuri Flowers are making magic in other word they exist for the sake of excellence but within a frame work of simplicity. They channel their efforts into to taking all the worries of farming and exporting flowers from their customers, leaving them to concentrate on their core activities in other areas. Their contribution to the flower export business is brief, crisp, penetrating, perceptible and above all, a creative insight into the minds of consumers. Memorable ideas, images and

stories, where there is more understanding triumph over, “I concluded as Mr Wilfred Munyao took me round the farm. In his narration from one department to the other, one statement kept on recurring. No compromising of quality whatsoever.

This answered thousands of questions that boggled me as I sat in the big sparkling room. I thought of the friendly reception from the security to the receptionist, the employees and the secretary and Mr Munyao; as he joined me for the interview. “It was like God took all the world’s most humble personalities and put them into one company, Maji Mazuri Flowers,” I thought.

Operation

Maji Mazuri Flowers farm policy as defined by the management covers all types of activities, products and services. “To maintain our position as a quality supplier of cut flowers we are fully committed to complying with all Kenyan legislation and the highest standard of GAP while aiming to minimizing the negative impact that these practices may have on environment; to conserve existing habitats, reduce use of agrochemicals’, improve our efficiency in use of natural resources and ensure a responsible stance to the health, safety and welfare of employees, Mr Munyao said.

Adding, we ensure that our suppliers follow an acceptable environmental policy”.



Mr. Munyao Opens one of the Classrooms built by Maji Mazuri CSR Program

“Maji Mazuri Flowers is committed to updating and building upon our policy ensuring compliance with all standards. Our aim is to remain one step ahead of regulations and standards by adopting a process of continued improvement. The health safety and environmental policy has been drawn based on the fact that the company is subject to strict EU standards and adheres to the EU retailers multiple codes of practice. This involves

continually auditing, documenting, discussing and analysing all issues within their internal occupational health safety and environmental committee”, says Munyao.

Pesticides

The overall aim is to reduce the pesticide load on the environment year after year (Per crop groups, per growing classification, per unit area) whilst the same time ensuring operating with pesticide in a safe and

responsible manner. This takes place within the guidelines set out in the company policy and statutory regulations to which it subscribes. “To ensure we achieve these objectives we aim to continually improve based on audit and risk analysis by minimizing use of pesticides and scouting to ascertain levels of diseases,” says Mr. Munyao. In addition, he says, “application of pesticide is determined by scouting, identification and spot spraying with pesticides that are friendly to the environment.

Fertilizers

Maji Mazuri Flowers wishes to foster rational use of fertilizers to minimize negative environmental effects and is consistent with the needs of the plant to produce high quality crops. Crops requirement, soil type, growing media, water quality, irrigation frequency and prevailing weather conditions influence the use of fertilizers. It is critical from the other point of view, to minimize application, and from an environmental point of view, to cause least damage possible to the environment.

Human Resources

Maji Mazuri Flowers endeavours to provide a safe, hygienic and healthy working environment and for which, adequate and appropriate personal protective equipment (PPEs) is provided. Sprayers have to pass the pre-employment medical examination which includes physical fitness, general health and cholinesterase levels checks. Upon engagement, all sprayers undergo thorough and vigorous training on safe and effective spaying techniques. Cholinesterase checks are done regularly.



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From the Desk of the General Manager Molo River Farm



Mr. Andrew Wambua, General Manager Molo River Farm

It has been an exciting and a learning experience for me. To start with, the farm is situated in a rehabilitated land; full of termite hills and gulleys. There is no other flower farm around so getting experienced labour was a problem. There was also no in-road to the farm.

When we moved in, the first thing we had to do is was to clear the bushes and flatten some of the termite hills. We had to design an inroad and gravel it. Getting labour from within was a problem as the locals would prefer to work for a half day in the neighbouring small scale farms than to work the whole day in the flower farm. Getting outside labour was also a problem as the farm is in an isolated place and no housing around. We have since overcome these problems and the farm is now running smoothly.

been my best job since joining the industry. It is a baby I have seen been conceived, born and now walking. We have had a number of challenges but every challenge has provided us with an opportunity to learn from.

I would like to see Molo River Roses being the preferred supplier of choice for quality flowers to major markets in the world. As a new farm, there are a number of things we need to do to achieve this vision. The list of priorities is long but top on it is the need to improve the technical skills of our staff through trainings. We are also working on setting up sustainable systems which can guarantee quality products throughout the year. Above all we are working on developing a good market for our products.

Team

I have a very good team. I had a free hand to select the senior team whom I am working with in executing the board's decisions. We have a very support Managing Director giving us all the necessary support. The employees are very hard working and understanding. A new farm has its share of teething problems but our employees have been very supportive.

The team has also gelled well with my working policy: "hard on



All said and done, this has

The Greenspan Sky Transport System

standards but soft on people". You have to set minimum standards in whatever you do and people will always give you what you accept. I also believe that people don't plan to make mistakes in a workplace but in the process of working, mistakes are bound to happen. Whenever a mistake occurs, I encourage our Managers to deal with the mistake, not the person.

Human Resources

The success of the farm can easily be attributed to the employees. I have borrowed heavily from John Maxwell's leadership books. I give the employees the "BEST" that is I, Believe in them, Encourage them, Share with them and Trust them.

I also connect with them on all levels across the organization. As John Maxwell puts it, people don't care how much you know until they know how much you care, I do believe that if you care about them, they will follow you and give you the strongest support no matter how big the challenges and obstacles are. This has seen our success.

Technology

In addition to the state of the art greenhouses we have embraced the newest flower transportation system which ensures quality of flowers is supreme. The Greenspan Sky Transport System is used to transport flowers from the greenhouses to the pack house.

Since installation the company has saved on time, labour, maintenance costs while ensuring a higher quality. The crops do not shake hence ensuring fewer bruises and broken heads compared to when we were using trolleys and tractors.

The maintenance costs compared to the traditional system is also very low; we only oil the wheels once a month and change the sheet cap if it is worn out. Additionally, the system does not emit any gases

or cause any pollution making it environmentally friendly.

Conclusion

Molo River Farm Ltd will be expanding. In the near future, the company will expand its investment in hactereage, technology, human resource, choice of more value addition varieties and above all corporate social responsibility (CSR).

For Molo River Farm, fame can come in a moment, but greatness comes with longevity. They are for greatness. In fact, it was established for more than greatness, it was established for the glory of the flower industry, employees, community around them, the authority and consumers.



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*Congratulations **mZURRIE Flowers** on your 1st anniversary.*

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Pictorial





Meet Irene Njeru, The Marketer

Briefly discuss Irene Njeru (background-personal and as a grower)

I am a graduate in horticulture with a Masters in business administration (Entrepreneurship) and a Post graduate diploma in marketing. I started my working life in 1999 in the floriculture industry until now mostly in pack house, quality and marketing departments. in different flower farms.

You have been marketing flowers for most of your professional life, if you would have to give your remarks about being a flower marketer, what would they be?

Being a flower marketer is very interesting, has its challenges especially during low periods but gives great satisfaction when I am able to take the company successfully through this

hard times. The success of the company depends largely how the sales and marketing strategies are implemented.

In your experiences, briefly discuss the vase life and transportability and marketing of flowers in Kenya?

The products from Kenya have a good vase life compared to products from other countries mostly because of the information that is readily available to growers on different post harvest treatments and also because of the seriousness of the partners in business on the cool chain process.

Transportation of flowers from Kenya to various destinations is not a problem as there are enough flights that pass our country however there is limitation of business with some countries due to very expensive freight rates an example being America.

Most growers are tending more and more towards direct markets as opposed to the Auction markets as was the case some years back. This has been made easier by technology enhancement over the years.

Briefly discuss challenges you have faced as a Flower Marketer?

As a flower marketer different situations especially related to growing act as points of challenge an example being when a product is affected by downy mildew or botrytis etc and we have to inform the clients we cannot meet their regular volume requirements and unless you have a product that is close in colour then this is a real let down to the client. When a variety comes into flush during a period when demand is not high it's a real challenge trying to move the product to ensure minimal losses. However challenges are the avenues for growth in any profession.

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

Being persistent, results oriented and



The marketing Team

positive in my line of work. Team work has also played a major role in the success.

On marketing, discuss auction market vs direct market.

The two markets are important markets for the floriculture industry. How much an organization sells to either market depends on the company's strategy. The direct market mostly basis their businesses on auction market showing the importance of the auction market in the sector. However for a grower good volume of direct market gives the grower something to fall back on when the market is really low as during this period there is very low returns to the farms.

For the last one year we have seen a more aggressive marketing by flower farms with increments of direct sales compared to the auctions, what are your reasons?

Due to the changes at the auction there has been a bit of uncertainty on the direction the auction will take in the future and because of the survival instinct growers have become more aggressive in marketing their products direct.

How would you describe your time as the Marketing Manager, mZurrie Flowers.? Are you passionate about what you do?

As the marketing manager of mZurrie Flowers I have learnt a lot and gained great experience in various areas including selling, marketing and branding. All this has been made possible by the team work and encouragement in the organization and the good leadership we have.

What is your vision for mZurrie Flowers Marketing Department? What are your top priorities?

The vision is to make the department grow into a professional front that puts our customers first and endeavours to move the organization to greater heights with the company's strategies being the guide.

Briefly discuss the mZurrie Flowers team? What's the biggest challenge YOU feel as a team you face, and what inspires the team to meet it head on?

mZurrie flowers team is the best team I would ever ask to work with. We work together as a team from the most senior with an aim of growing each other in an honest and professional way. We take challenges in all departments positively and together find a way out of these. We support each other with respect and honesty which enhances the feeling of togetherness. The leadership of the organization is the greatest inspiration for the mZurrie team to meet all challenges head on.

Where do you think the most significant growth in market will be in the next few years (Europe, America, Russia, Asia etc)? And Why?

This is difficult to say as this depends on each individual grower in the sector based on which region they see more potential for their organization. Markets are very dynamic.

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

I believe in giving my best in everything I do and in doing it right from the start. Shortcuts are very expensive in the end.

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

None that I can think of at the moment.

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

I am in the office between 7.30 am and 5.00pm – my work is 98% behind the computer doing what needs to be done at any one time. I plan my work between the work hours so that I have time to rest; as rest is important for the body for one to remain focused and efficient in their work.

Give your final comments.

God Bless mZurrie Group.

A Powerful Well Regarded Variety Can Shift The Demand Curve.



Vase Life League

Vase Life league is a concept that is of paramount importance to the grower. The flower watch initiative benchmarks grower from other growers and varieties from other varieties. It is the first concept of creating brands for the flower industry. Growers can use the vase life results for their marketing and improving their quality checks.

Early this year, Flower Watch carried a study in 20 different farms from Kenya, Uganda, Tanzania and Ethiopia. During the study, they picked on 2 to 4 different varieties from each farm and with everything else constant, tested on the vase life of the different varieties.

It is not gainsaying that benchmarking on the same variety, some farms performed far much better than others. Additionally, picked

from the same farm and with everything else constant, some varieties performed better than others. This gave both the growers and breeders an overview of their brands.

What can this mean?

Flower Watch been an independent and professional, the results will be well interpreted and a grower will be able to:



Varieties are valued at millions, often billion of US dollars. For many successful breeders their varieties represent their most-prized assets. So why are varieties valuable? A powerful well regarded variety can shift the demand curve.

They completely change the consumers' perception. These perceptions affect individuals' attitudes and behaviors, including purchasing decisions, and thus in-turn affects the business success of the breeders. In short, they provide a barrier to competitors by creating an essential competitive advantage.

So, do not allow growers mess up with your variety. Growers are there to perform a specific role, to grow. They will do it for a short time, before moving to another variety or the next challenge. So perhaps it is best not to leave the true value of your variety in the hands of apprentices. Leave it to Flower Watch. They will make your variety a super brand by giving it the correct vase life in a better cool chain management.

So, who said the grower would like a poor brand. He knows the value of brands because his name is a super brand in the market place. And by any cost it should remain so. Perhaps he even needs Flower Watch more than you, the breeder.

For he knows one thing, the price of a cut flower is determined by its quality at point of sale, not at harvest. Remember, he has invested hugely from selection, propagation, production all through to harvest, so he needs a prime cost. So, it now is clear that both have a common denominator Flower Watch.

1. Know his own performance
2. Know variety characteristics e.g. ethylene sensitivity
3. Know the effect of opening stages on flower life.
4. Benchmark against industry standards
5. Consistency of his production systems hence set the right systems in the farm and the whole supply chain.
6. Choose the right variety
7. Audit their systems before conclusion of the variety performance
8. Analyse post harvest characteristics and

improve the procedures where necessary.
9. Use the right post harvest treatment.

Retailers

Retailers would like to improve the volumes sold and command respect for their quality supply. So any form of quality reduction will affect them negatively. This has drawn them to demand product specification and supply chain criteria as part of their purchase contract.

This will command more respect if the vase life test has been done by an independent

professional and confirm to the consumers they are buying the right flowers.

Conclusion

Quality production and supply of flowers to the market will impact positively not only to the grower and breeder but also upon other stakeholder groups beyond the consumer.

The very best employees will be attracted to growers with high profile and esteemed brands. In addition, it has been proved that employees working for such brands are

considerably more positive about their employers and twice as more likely to recommend them. They are also more likely to feel proud of their end product and tend to be more attached to it.

Additionally Kenya as a country will have the last laugh and that is why the industry regulators must demand nothing less than quality production and export of flowers. With Kenyan flowers been ranked the best due to the quality brands, it will be a revelation of the potency of the sector.

The country will be more likely to attract more foreign direct investors and the current investors will feel more confident to plough back into the sector.

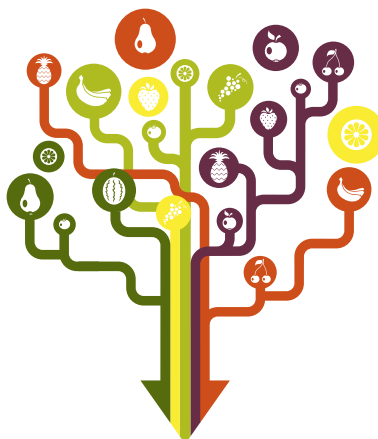
Equally, the perceived quality of these brands-e.g. innovation, efficiency, and effectiveness will be applied by consumers to Brand Kenya. This goes to create goodwill for the country and stimulates tourism as buyers and other stakeholders visit hence inward investment.

Finally, quality flowers will generate wealth not just to the exporters but also suppliers, surrounding community, employees and the country

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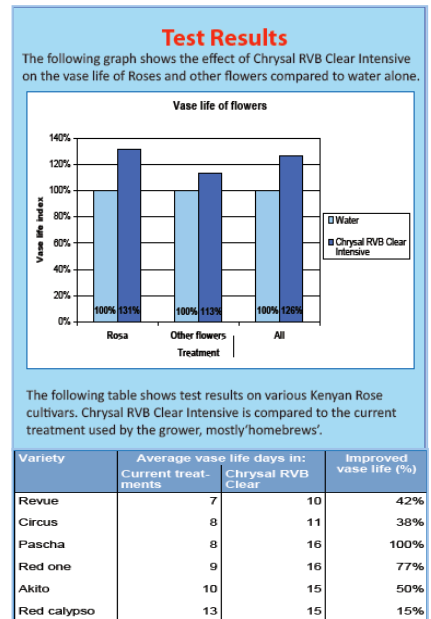
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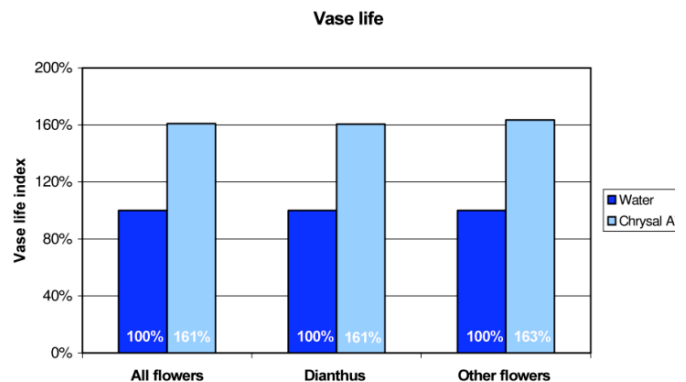
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Chrysal presents its range of **Post-Harvest Products** targeting Cultivars with specific treatments aimed and delivering Beautiful Flowers at all times.

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

Why use Post Harvest treatments?

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

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

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

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

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

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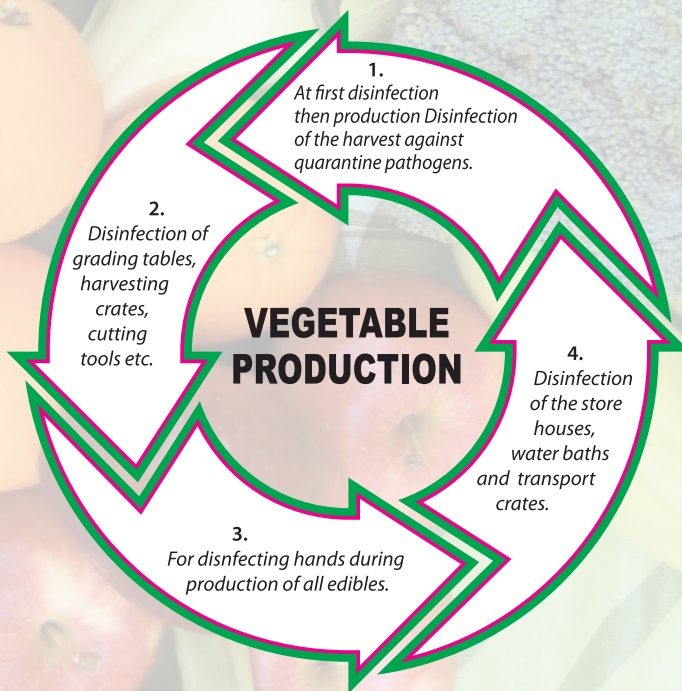
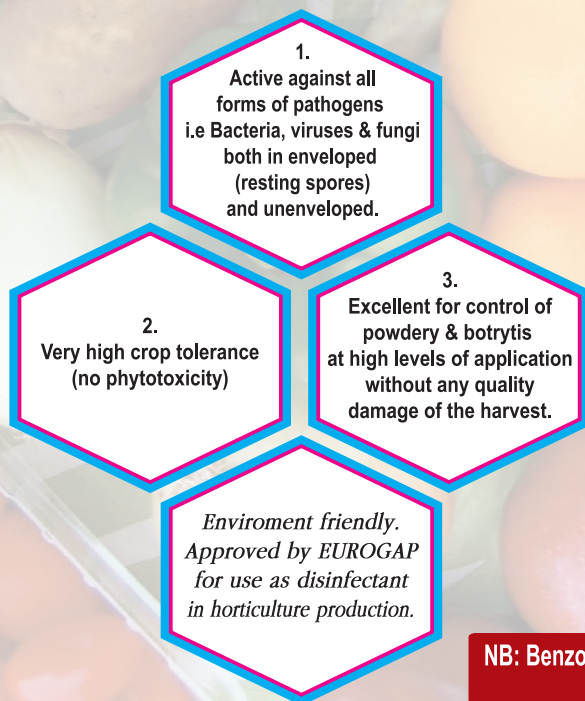
- ⇒ *Hands, Feet & Equipment/tools disinfectant*
- ⇒ *Plant sanitizer*
- ⇒ *Fungicide Enhancer (Tank mixing for downey products)*
- ⇒ *Excellent Fungicide against powdery and botrytis.*
- ⇒ *100% Compatible with IPM programme.*



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

ATTRIBUTES



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

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Union Fleurs latest activities in Brussels and beyond

The Union Fleurs office has in the last three months been more than ever actively involved in following up all kinds of ongoing trade negotiations and regulatory developments likely to impact the global floricultural trade. In line with Union Fleurs' key objective to ensure the free flow of floricultural products from supplying countries to consumption markets, the Union Fleurs team in Brussels has engaged in various advocacy activities to promote the common interests of Union Fleurs members and of the floricultural trade in general, in particular through a regular and direct dialogue with the relevant European Commission services and other official bodies and a wide array of industry partners.

The period May-July has been particularly rich in developments regarding trade negotiations between the EU and countries in Africa (Kenya and other East African countries, South Africa) and South America (Ecuador), which are of particular interest to the flower trade.

Union Fleurs has been at the forefront of all these developments and informed its members of upcoming possible changes in market access conditions from these countries to the EU market in the next months, while liaising with the relevant European Commission services and its

wider network to give adequate visibility to the needs and specificities of the floricultural sector and obtain the most up-to-date details of interest to its members. Developments in issues related to the phytosanitary controls at import into the EU and other technical barriers to trade have also been actively monitored, be it for the upcoming reform of the EU plant health regime from 2016 and for some specific bilateral issues with some origin countries.

Lately, the Union Fleurs office has also been active in keeping a close eye and liaising with EU officials on the ongoing political developments between the EU and Russia, which are directly impacting EU agri-food exports to the Russian market, the second largest importer of EU's agricultural produce – with 10% of all EU's agricultural exports destined for Russia.

Fortunately, EU exports of flowers and plants are not on the list of products targeted by the Russian embargo entered into force on 7 August.

Needless to say, the Union Fleurs office will continue its advocacy and information activities in these areas in the coming months and keep its members informed as soon as possible of all the developments in the trade / market access and phytosanitary matters as they will unfold.

Union Fleurs Autumn Meeting 2014:

Union Fleurs is pleased to announce that its next Autumn Meeting will take place from 30 October to 2 November 2014 in London, UK.

The Union Fleurs meetings and work sessions will as usual be coupled with a number of social events and visits for participants to make the best of their trip. The final detailed programme is still under

preparation and will be communicated together with all the practical information. Union Fleurs members and guests will need to book their trip.

In the meantime we invite our members to save the dates and book their trip taking these dates into consideration. We hope that many of our members will be able to attend this Autumn Meeting.

Ethiopia earns \$245M from horticulture export

The Ethiopian Horticulture Development Agency said 245 million USD was earned from the export of flowers, vegetables and fruits during the just-ended Ethiopian fiscal year. Agency Director-General Alem Woldegerima told Ethiopian News Agency that of the total revenue earned, 199.74 million USD was secured from flowers, 40 million USD from vegetables and 6 million USD from fruits.

The Director-General, who recalled that the revenue from horticulture during the previous fiscal year was 230.5 million USD, said the performance of the just-ended year has exceeded the previous year by 6.4 percent.

Ethiopian flowers are mainly exported to Europe, according to Alem. He said the major consumer countries are the Netherlands, Germany, Belgium, and Norway. Saudi Arabia, Japan, and the United States also import flowers. Fruits and vegetable are exported to Somalia and Djibouti, he added.

Currently, vast land is covered by horticulture, the Director-General stated. Foreign investors are entering the country to invest in the horticultural sector, Alem revealed, adding that Israeli, Indian, Belgian and Kuwaiti investors are the majority of those. Dutch, Ecuadorian and Saudi are also following, it was indicated. During the past Ethiopian fiscal year, a total of 1,119 hectares of land was given to foreign investors for the development of flowers, vegetables and fruits. Similarly, 100 hectares of land was given to local investors.

Sher Ethiopia from the Netherlands, Black Tulip and Fontana from Kenya and Esmeralda from Ecuador are reportedly either cultivating the land they secured or acquiring land.

A Wild Paradise Right in your Backyard

Imagine, plan, explore and become.....

A blind boy sat on the steps of a building with a hat by his feet. He held up a sign which said: "I am blind, please help." There were only a few coins in the hat. A man was walking by. He took a few coins from his pocket and dropped them into the hat. He then took the sign, turned it around, and wrote some words.

He put the sign back so that everyone who walked by would see the new words.

Soon the hat began to fill up. A lot more people were giving money to the blind boy. That afternoon the man who had changed the sign came to see how things were. The boy recognized his footsteps and asked, "Were you the one who changed my sign this morning? What did you write?" The man said, "I only wrote the truth. I said what you said but in a different way." I wrote: "Today is a beautiful day but I cannot see it."

We live in a great country that God created so beautifully with bushes where the wild animals live in harmony, the great beaches where the Indian Ocean rests so peacefully in the coastal region, the snowcapped mountain that is so highly recognized and the great landscapes of the rift valley, beautiful farms with rice, wheat, coffee, tea, fruits and flowers, herds of cows, goats and all the livestock, and most of all the great diversity in the people; Bantu's, Cushites and Nilotes! All blended together to make this great land called Kenya.

But, wait a minute, how many of us in this same country actually have taken time to appreciate what this country has to offer us? We have people coming from all over the world who have in their bucket list – "A trip to Kenya"..... Reasons, they want to unwind, know the unknown, experience the Bush, Beach and City all in one visit. They take time to read, watch documentaries, listen to stories told by those who have visited and this gives them the desire to want to actualize it in their lives.

Just like in the story of the blind boy, he can only imagine how beautiful it is to the world of those who have sight, yet he cannot see that, what about you and me who have been blessed with good sight and yet we seem not to fully utilize this sense? Ever been astonished by some sights of landscape or buildings that leave you mouth wide open? Ever looked at some images and you wonder where in the world they were shot from? Ever heard of people talking about some cultures and you get surprised to know that they exist in Kenya?

We are many of us who have not factored in travel to new destinations locally as an activity that needs to be slotted in our busy calendars. We also have others who know outside Kenya more than they know the country they belong. We can change this if we start looking at travel to the national parks, game reserves, private sanctuaries and conservancies to the beaches and doing excursions like climbing the hills and mountains as a necessity for our own wellbeing. There is need to change routine, get from our comfort zones and spend money in areas we have not spent before just to make our own bodies, soul and mind to be happy. Imagine one afternoon doing a drive in the maasai mara game reserve; where elephants, giraffes, buffaloes, zebras, lions, wildebeest and many more are all you are seeing in their natural habitat going around their business undisturbed by your presence! Or better still, a lion bringing down a zebra for its supper or a leopard taking up its meal on the tree after a successful hunt or a mourning mother impala after losing its baby to a cheetah? No, you really must be the one experiencing this to believe!

Imagine yourself taking this trip to a destination you have not been, figure out what you will experience, plan on what you need to do and take a bold step to get out of your office for 3 days, pack your travel bag, put on casual wear, get your sun glasses, your hat and set out for the safari you have not been before. The northern part of Kenya has great places in Shaba Game Reserve, Buffalo Springs Game Reserve and the Samburu Game Reserve; all three in one-sharing the same ecosystem. Get to the Aberdares area and experience the forest and mountains, get to the rift valley and enjoy the great lakes, hills and valleys and over 400 different bird species that are so beautiful and all have different sounds, get to the south and experience the great plains and if lucky the 8th wonder of the world "Wildebeest Migration", get to the coast and take a dip into the Indian Ocean and walk on the sand under the sun..... it is just amazing.....

When is this time you need to treat yourself, your spouse, children, social group, your employees, colleagues for that well deserved break? We can help you make this a reality. Speak to the experts and you can be assured of getting more than you ask. You will carry memories that will keep you yearning for more. Let us use our eyes to see the beauty that lies beyond what we see every day.....

Are you ready? Let's go.....

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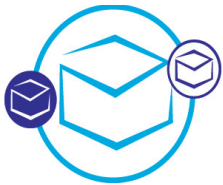


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Floriculture encourages the pursuit of joint activities in areas of mutual interest with national and international societies, companies and organizations. Agreements have been reached between Floriculture, leading growers and suppliers and trade associations.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



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Aaa- Flowers-Simba	Vegetables/Flowers	Nakuru	Banerjee	0704788852	banerjee@aaagrowers.co.ke
Aaa Growers		Nairobi	Musa Sando	0787866022	sando@aaagrowers.co.ke
Aaa-Chestnut		Narumoru	Kiai/Sando	0722944030	sando@aaagrowers.co.ke
Aaa-Growers Simba Farm		Nakuru	Moses Sando	0787866022	sando@aaagrowers.co.ke
Aaa-Hippo		Thika	Steve	0721778736	steve@aaagrowers.co.ke
Aaa-Turi		Nanyuki	Japhet Mbaabu	0722-926663	turiagronomy@aaagrowers.co.ke
Acacia Farm-Sunripe		Naivasha	Antony	0711827785	naivasha@sunripe.co.ke
Africala		Limuru	Rob	0721-837968	sales@africalla.com
African Blooms		Nakuru	Samir	0735384552	samir.chandorkar@xflora.net
Afriscan Kenya Ltd		Naivasha	Khaemba Andrew	0722431170	andrew.khaemba@afriscan.co.ke
AgriFlora Ltd Flowers		Nakuru	Laban Koima	0722544199	lkoima@sianroses.co.ke
Akina Farm		Nakuru	Arfhan	0722728441	arfhan@fontana.co.ke
Altitude Flowers		Nakuru	Dominic	0723684277	
Aquila Development Co		Naivasha	YoGesh	050 50609/10	info@aquilaflowers.com
Ayana Farm		Nakuru	Gideon	0718980566	gideon@fontana.co.ke
Bamboo Farm-Sunripe		Nakuru	Reuben	0723920237	
Baraka Farm		Nakuru	Lucy	0720554106	lucy@barakaroses.com
Batian		Nanyuki	Dirk Looj/Meindert	0720102237	dirk@batianflowers.com
Beautyline		Naivasha	Peter Gathiaka	0722676925	peter@beautyli.com
Bigot Flowers		Naivasha	Kakasaheb Jagtap	0722,205,271	jagtap.kt@bigotflowers.co.ke
Bila Shaka Flowers		Naivasha	.Joost	0722204489/07	bilashaka.flowers@zuurbier.com
Black Petals		Limuru	Nirzar Jundre	0722848560	nj@blackpetals.co.ke
Blissflora Ltd		Nakuru	Sajin / Prabha	0789101060	appachu7@yahoo.com
Blue Sky		Naivasha	Mike	0720005294	info@blueskykenya.com
Bobmill Roses	Flowers	Nanyuki	Sunil	0732373322	
Buds And Blooms		Nakuru	Shivaji	0720895911	shivani@k@yahoo.com
Carnation Plants		Athiriver	Ami R.	0733626941	amir@exoticfields.com
Carzan Kipipiri		Naivasha	Nicholas	0721844367	kipipiri.production@carzankenya.com
Carzan Kipipiri		Naivasha	Justus Metto	0722755396	gm@carzankenya.com
Carzan Rongai		Nakuru	Francis	0720890920	rongai.production@carzankenya.com
Carzan Rongai		Nakuru	Mtembei	0720639392	rongai.production@carzankenya.com
Charm Flowers		Athiriver	Ashok Patel	020 352583	ashki@wananchi.com
Color Crops		Timau	Ken	0716389472	colourcrops@tmu.com
Colourcrops		Nakuru	Maina	0722578684	bahati@colourcrops.com
Colourcrops Naivasha		Naivasha	Geoffrey	0722200972	nva@colourcrops.com
Countrywide Connections		Nanyuki	Peterson Thuita	0724786004	bondet.production@kariki.biz
Delemere Pivot		Naivasha	Rose Ngina	0721954082	rose.ngina@vegpro-group.com
Desire Flowers		Isinya	Rajat Chaohan	0724264653	rajatchaohan@hotmail.com
Duro Farms		Naivasha	George	0723665509	
Enkasiti Thika	Flowers	Thika	Tambe	0734256798	enkasiti@gmail.com
Equator Roses	Flowers	Eldoret	Charles Mulemba	0721311279	cmulemba@sianroses.co.ke
Equinox		Nanyuki	Tom Lawrence	0722312577 T	tom@equinoxflowers.com
Everflora Ltd.		Thika	Ashesh	0735873798	everflora@dmbgroup.com
Fairy Flowers		Limuru	Sylvester	0753444237	sylvesterkahoro@yahoo.com
Fides		Embu	Kirima Nturibi	0714026988	k.nturibi@fides.com
Finlays Flamingo Farm	Flowers	Naivasha	Peter Mwangi	0722204506	peter.mwangi@finlays.net
Finlays- IbiS Farm	Flowers	Nanyuki	Purity Thigira	0722279176	purity.thigira@finlays.net
Finlays Kingfisher Farm	Flowers	Naivasha	Charles Njuki	0724391288	charles.njuki@finlays.net
Finlays Kingfisher Farm	Flowers	Naivasha	Jacob Wanyonyi	0722773560	jacob.wanyonyi@finlays.net
Finlays Ibis Farm	Vegetables	Nanyuki	Augustine Mwebia	0721447430	augustine.mwebia@finlays.net
Finlays-Out Growers Manager	Vegetables	Nairobi	Dickson Kimathi	0721547674	dickson.kimathi@finlays.net
Finlays-Siraji Farm	Flowers	Nanyuki	John Magara	0722763628	paul.salim@finlays.net
Finlays Kericho	Flowers	Kericho	Elijah Getiro	0722873539	elijah.getiro@finlays.co.ke
Finlays Kericho	Flowers	Kericho			japhet.langat@finlays.co.ke
Finlays Kericho	Flowers	Kericho			aggrey.simiyu@finlays.co.ke
Finlays Kericho	Flowers	Kericho			richard.siele@finlays.co.ke
Finlays Londiani	Flowers	Kericho	Francis Maimba	0710602719	francis.maimba@finlays.co.ke
Finlays Out Grower Manager-Jkia	Vegetables	Nairobi	Dickson Kimathi	0721547674	dickson.kimathi@finlays.net



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Flora Delight	Vegetables	Kiambu/ Limuru	Marco	0710802065	marcovansandijk@yahoo.com
Florensis Ltd		Naivasha	Eddy Ver Beek	0722204308/	verbeek@florensis.co.ke
Fontana Ltd		Nakuru	Kimani	0718158434	fontana@africaonline.co.ke
Fontana Ltd		Nakuru	Girrish Appana	0726089555	production@fontana.co.ke
Fox Ton Agri		Naivasha	Jim Fox	0722204816	jim@foxtonagri.com
Fpeak		Thika	Mutiso/Titus	0711214396	anthonymutiso@gmail.com
Frigoken K Ltd		Nairobi	Nicholas Kahiga	0722797547	nicholas.kahiga@frigoken.com
Gatoka Roses		Thika	Chris	0723408471	gatoka@swiftkenya.com
Gladioli Ltd		Naivasha	Pieriguichi / Claudia	0722206939	torres.palau@yahoo.com
Golden Tulip		Nakuru	Umesh	0738359459	
Golden Tulip		Nakuru	Ashok	0738359459	ashok@btl.co.ke
Gorge Farm		Naivasha	Purity	0714639100	pnjue@vegpro-group.com
Groove		Naivasha	Marklow /John Ngoni	0724448601	grovekenya@gmail.com
Hamwe		Naivasha	Maina / Njoya	0724255059	hamwe@kariki.bizz.co.ke
Harvest / Manjo Plants		Naivasha	Kinoti	0708788700	kinoti.julius@gmail.com
Harvest Ltd		Athiriver	Mr. Farai Madziva	0722-849329	farai@harvestflowers.com
Imani Flowers		Nakuru	Moses	0722977214	
Indu Farm		Naivasha	James	0733959722	jimboyia@gmail.com
Indu -Olerai Farm	Flowers	Nakuru	Everline Debonga	0723383160	everlyne.adhiambo@indu-farm.com
Interplant Roses		Naivasha	Geoffrey Kanyari	0712215419	info@interplantea.co.ke
Isinya		Isinya	Pradeep	0736586059	pm@isinyaroses.com
Jatflora	Flowers	Naivasha	James Oketch	0724418541	jatflora@gmail.com
Jesse Eaga		Mweiga	Thuranira	0754444630	davidt@eaga.co.ke
Karen Roses		Nairobi	Peter Mutinda	0723353414	pmutinda@karenroses.com
Kariki Ltd.	Flowers	Thika	Samwel Kamau	0723721748	production@kariki.co.ke
Karuturi		Naivasha	Nandakumar		nandakumar@karuturi.co.ke
Karuturi		Naivasha			ravi@karuturi.co.ke
Karuturi/Twiga Flowers	Flowers	Naivasha	Pius	0750873258	pius@karuturi.co.ke
Kenflora Limited	Flowers	Kiambu/ Limuru	Abdul Aleem	0722311468	info@kenflora.co.ke
Kentalya		Naivasha	Linnet	0733549773	lynette@kentalya.com
Kenya Cuttings		Ruiru	James Ouma	0725217284	john.odhiambo@syngenta.com
Kenya Cuttings	Flowers	Thika	Kavosi Philip	0721225540	philip.munyoki@syngenta.com
Kenya Pollen Flowers		Thika	Joseph Ayieko	0733552500	joseph.ayieko@syngenta.com
Khe		Nanyuki	Elijah Mutis	0722254757	mutiso@khekenya.com
Kisima Farm	Flowers	Nanyuki	Martin Dyer	0722475785	operations@kisima.co.ke
Kongoni River Farm-Gorge Farm		Naivasha	Anand	0728608785	anand@vegpro-group.com
Korongo Farm		Naivasha	Macharia	0721387216	
Selecta Kenya	Flowers	Thika	Alnoch Ludwig	0738572456	l.allnoch@selectakenya.com
Kreative		Naivasha	Julius Kinyanjui	0734505431	manegenejulius@yahoo.com
Kudenga Ltd		Nakuru	Rotich/Juma	0723248600	production@kudenga.co.ke
Lamorna Ltd	Flowers	Naivasha	Mureithi	0722238474	accounts@lamornaflowers.com
Lathyflora		Limuru	Mbauni John	0721798710	mbaunij@yahoo.com
Lauren International		Thika	Chris Ogutu/Carlos	0722783598	laurenflowers@accesskenya.co.ke
Lex International	Flowers		Nyaribo	0722771351	
Liki River		Nanyuki	Madhav Lengare	0722202342	madhav@vegpro-group.com
Liki River		Nanyuki	Nitin	0700000342	nitin.golam@vegpro-group.com
Livewire	Flowers	Naivasha	Esau	0727439610	management@livewire.co.ke
Lobelia Ltd/ Sunland		Nanyuki	Simon Koech	0707-286956	info@lobelia.co.ke
Loldia Farm		Naivasha	Gary/Rotich	0720651363	
Longonot Horticulture	Flowers	Naivasha	Chandu	0724639898	hmlbank@vegpro-group.com
Longonot Horticulture		Naivasha	Patrick Mulum	0722498267	patrick.mulumu@vegpro-group.com
Maasai Flowers		Isinya	Andrew Tubei	0722728364	atubei@sianroses.co.ke
Magana	Flowers	Nairobi	Lukas	0788695625	farmmanager@maganaflowers.com
Mahee		Nakuru	Anbarasan	0789777145	maheefm@eaga.co.ke
Mahee Wilham		Nakuru	Mureithi	0733700270	muriithimr@gmail.com
Maji Mazuri Roses	Flowers	Eldoret	Wilfred Munyao	0725848912	wmunyao@majimazuri.co.ke
Maridadi Flowers		Naivasha	Jack Kneppers	0733333289	jack@maridadiflowers.com
Maua Agritech		Isinya	Madan Chavan	0738669799	production@mauaagritech.com



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Mauflora		Nakuru	Mahesh		mahesh@mauflora.co.ke
Milmet/Tindress Farms	Flowers	Nakuru	Pravin		pravinyadav.29@gmail.com
Molo River Roses	Flowers	Nakuru	A. Wambua	0724256592	awambua@moloriverroses.co.ke
Morop Flowers		Nakuru	Sammy	0720467551	agribiz@africaonline.co.ke
Mt Elgon Orchards		Eldoret	Bob Anderson	0735329395,	bob@mtelgon.com
Mweiga Blooms		Nanyuki	Stewart/ Mburu	0721674355	mweigablooms@wananchi.com
Newholland		Nakuru	Ashok	0738359459	
Nini Farms		Naivasha	Menjo / Philip	0720611623	production@niniltd.com
Nirp International			Michael	0720477717	michaeltsm@nirpinternational.com
Ol Njorowa		Naivasha	Charles	0723986467	mbegufarm@iconnect.co.ke
Olij Kenya Ltd		Naivasha	Vijay	0737888028	v.bhosale@olijkenya.com
Oserian Td	Flowers	Naivasha	Musyoka	0722888377	stephen.musyoka@oserial.com
Panacol Flowers		Eldoret	Daniel Sang	0722950894	paul.wekesa@panocal.co.ke
Panda Flowers		Naivasha	Chakra	0786143515	chakra@pandaflowers.co.ke
Panocol Flowers		Eldoret	Mr. Paul Wekesa	0722748298	paul.wekesa@panocal.co.ke
Penta	Flowers	Thika	Tom Ochieng	0723904006	tom@wananchi.com
Pj Dave	Flowers	Isinya	Promina	0733333230	pjdaveflowers@wananchi.com
Pj Flora	Flowers	Isinya		0729266527	pjdaveflora@wananchi.com
Pj Flora	Flowers	Isinya	Palani Muthiah	0752607651	muthiah.palani1971@gmail.com
Pj Thande Farm		Kiambu/Limuru	Elizabeth Thande	0722380358	elizabeth@wetfarm.co.ke
Plantation Plants		Naivasha	William Momanyi	050 20 20282	plants@kenyaweb.com
Porini Ltd	Flowers	Nakuru	Pitambar	0726774955	porini@isinyaroses.com
Pp Flora		Nakuru	Robert /Prakash	0718045200	ppflora2010@gmail.com
Primarosa I		Athi RiVer	Dilip Barge	0731000404	dilip@primarosaflovers.com
Primarosa li		Nakuru	Vj/Kadam	0721823675	anand@nyh.primarosaflovers.com
Racemes Ltd		Naivasha	Bonny	0721938109	bonny@kenyaweb.com
Ravine RosesFlowers		Nakuru	Peter Kamuren	0722205657	(pkamuren@karenroses.com)
Redland Roses		Thika	Aldric Spindler	0733603572	aldric@redlandsroses.co.ke
Redwing Flowers		Nakuru	Simon Sayer	0722227278	sayer@redwingltd.co.ke
Rift Valley Flowers Ltd		Naivasha	Peterson	0721216026	fm@riftvalleyroses.co.ke
Rimiflora Ltd		NaivaSha	Richard / Stephen	0722357678	richard@rimiflora.com
Riverdale Blooms Ltd		Thika	Antony Mutugi	0202095901/	rdale@swiftkenya.com
Roseto		Nakuru	Mahindra	0717617969	gm.roseto@megaspingroup.com
Rozzika Gardens –Kamuta Farm		Naivasha	Mbuthia	0721849045	jwachiram@yahoo.com
Schreus		Naivasha	Roddy Benjamin	0733207729	roddy@schreusnaivasha.com
Shades Horticulture	Flowers	Isinya	Mishra	0722972018	info@shadeshorticulture.com
Shalimar Flowers		Naivasha	Mr Anabarasani	0733604892	anbarasan@eaga.co.ke
Sierraflores Ltd		Nakuru	Sherif	0787243952	farm.sierra@megaspingroup.com
Simbi Roses		Thika	Mr. Karue	067 44292	simbi@sansora.co.ke
Sirgoek Flowers		Eldoret	Andrew	0715 946429	sirgeok@africaonline.co.ke
Solai Milmet/Tindress	Flowers	Nakuru	Mr Ravindra	0788761964	tindressmilmet@gmail.com
Star Flowers Flowers		Naivasha		0722203750	sailash@vegpro-group.com
Subati Flowers		Nakuru	Patel	0712 584124	naren@subatiflowers.com
Subati Flowers - Naivasha		Naivasha	Charles / Tushar	0717719003	
Suera Flowers Ltd	Flowers	Nakuru	George Buuri	0724622638	gbuuri@suerafarm.sgc.co.ke
Tambuzi		Nanyuki	Kahiga Godfery	0723059230	production@tambuzi.co.ke
Timaflo	Flowers	Nanyuki	Brian Allen	0722830227	timaflo@wananchi.com
Transebel		Thika	Mr. David Muchiri	0724646810	davidmuchiri@transebel.co.ke
Tropiflora		Kiambu/Limuru	Veronica/Joseph	0724319935	tropiflora@africaonline.co.ke
Tulaga		Naivasha	Steve Alai	0722659280	tulagafloer@africaonline.co.ke
Tk Farm		Nakuru	Gichuki	0721499043	davidgichuki20@yahoo.com
Uhuru Flowers		Nanyuki	Ivan Freman	0713889574	ivan@uhuruflovers.co.ke]
V.D.Berg Roses	Flowers	Naivasha	Johan Remeesus	0721868312	bergken@africaonline.co.ke
Valentine Ltd		Kiambu/Limuru	Maera Simon	0721583501	simon.maera@valentinegrowers.com
Van Kleef Ltd		Nakuru	Ayapar	0738461111	
Vegpro K Ltd Vegetables		Nanyuki	John Kirunja	0729555499	john.kirunja@vegpro-group.com
Vegpro K Ltd	Vegetables	Nairobi	Judy Matheka	0721245173	jmatheka@vegpro-group.com
Vegpro K Ltd	Vegetables	Nanyuki	John Nduru	0722202341	jnduru@vegpro-group.com



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Waridi Ltd	Summer Flowers Flowers	Athiriver	P. D.Kadlag	0724-407889	kadlag@waridifarm.com
Wildfire		Naivasha	Lucas / Boni	0720830146	roses@wildfire-flowers.com
Wilmer		Thika	Wilfred, M.Kamami	0733714191	kamami@wilmar.co.ke
Winchester Farm		Nairobi	Raphael Mulinge	0725848909	rmulinge@sianroses.co.ke
Windsor		Thika	Vikash	073705070	vikas@windsor-flowers.com
Xpression Flora		Nakuru	Mangesh Rosam	0720519397	mangesh.rasam@xflora.net
Zena		Thika	Peter	0722825429	productionthika@zenaroses.co.ke
Zena Asai Farm		Eldoret	Phanuel Ochunga	0722506026	phanuel@zenaroses.co.ke
Zena Roses Sosiani		Eldoret	Rakesh Kuttaiah	0734834097	Rakesh@zenaroses.co.ke

FLOWER FARMS IN UGANDA

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

FLOWER FARMS IN TANZANIA

TYPE	FARM NAME	CONTACT PERSON	LOCATION	PHONE NUMBERS	E-MAIL
Roses	Kili flora	Jerome Bruins	Arusha	255 27-25536 33	jbruins@habari.co.tz
Roses	Mt. Meru	Heikki Niskala	Arusha	255 27 255385	office@mtmount-meru-flowers.com
Roses	Tengeru Flowers	Mark Ngalo	Arusha	255 27 255 3834	teflo@africaonline.co.tz
Roses	Hortanzi	Mr Micheal Owen	Arusha	255 784 200 827	hortanziagm@cybernet.co.tz
Roses	La fleur de Afrique	Greysom Mrema	Arusha	0784 363 570	fda@ars.bol.co.tz
Hypericums	Kilimanjaro flair	Greg Emmanuel	Arusha	255 784 392 716	greg@kilimanjaroflair.com
Crysenhemums	Multi flower Ltd	Tjerk Scheltema	Arusha	255 27 250 1990	tjerk@arushacutting.com
Crysenhemums	Fides	Greg Emmanuel	Arusha	255 27 255 3148	fides@habari.co.tz
Crysenhemums	Dekker Bruins	Lucas Gerit	Arusha	255 27 255 3138	info@tfl.co.tz
Crysenhemums	Arusha cuttings	Tjerk Scheltema	Arusha	255 27 250 1990	tjerk@arushacutting.com



FLOWER FARMS IN ETHIOPIA

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

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Caterpillar



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Whiteflies



Leafminer



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