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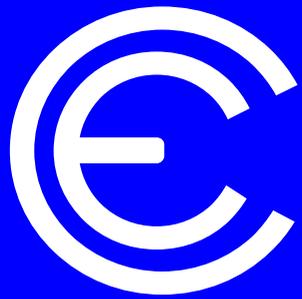
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The Leading Floriculture Magazine

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Arysta LifeScience

Be a Change Maker

Sometimes back when browsing on Twitter I saw a tweet that made me feel so much lighter.

Some people make the lives of others better. They are leaders. Others talk about making peoples' lives better. They are politicians.

— Richard Blackaby (@richardblackaby)

Why did that tweet have that effect? It's because I'm a political junkie. And I spend far too much time reading news and listening to news and obsessing over news, especially around election time. It gets my stomach in knots. It raises my blood pressure. And I keep thinking: "Why don't people just UNDERSTAND this the way I do!?"

But when I read that tweet, I think God whispered something to me in my angst. He said, "I have given you the chance to be a writer of influence in the people's lives around you. And the influence that you can have, if you run with the gifts I've given you, is far greater than any politician."

And it's true, isn't it? The way we treat our investors will impact our country far more than income tax rates or wars or terrorism or even chief justice picks because the influence they will have is eternal. The way we treat our growers will influence families, our neighbourhoods, and our society even more than any policy about. That's not to say that politics doesn't matter; only that we should understand that in the lives of the people closest to us, we are more powerful than any president or prime minister.

I wrote an editorial a while ago about spending time in our sphere of influence. The more emotional energy, time and prayer that we put into the people and things that we can influence, the greater our influence grows. But so many of us spend most of our emotional energy obsessing over things over which we have no control. We worry about EPAs or bad corporate policies. We worry about politics. We even worry about company politics! And we talk and talk and we miss out on opportunities



to build relationships and build character in us and those around us.

When you choose to step outside your comfort zone and participate in something that someone you love enjoys—you change the dynamics in your relationship.

God gave you more power and influence than you may believe.

So be a Change Maker, and spend your time and energy changing your corner of the world.

Kudos Naivasha Horticultural Fair.

Masila Kanyingi.



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Fruit Trees (citrus, banana)	5-10g/10L per tree	6-8 Kg/ (1Kg/Ha) or 100-150 g /tree
Field Vegetables (potatoes, beans, onions, tomatoes etc.)	1-1.5 Kg/1000L per Ha	4-6 Kg/Ha divided into several doses (1Kg/Ha)
Cereals (wheat, barley maize & other grains)	200g/L	4-6 Kg/Ha divided into several doses (1Kg/Ha)
Ornamental Plants, Trees & Shrubs, Grass	250g/L	6-8 Kg/Ha divided into several doses (1Kg/Ha)
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Tanzania's Refusal to Sign EU Trade Pact Gives East Africa Time to Rethink



Tanzania Refuses to Sign EU Trade Pact

Tanzania's refusal to sign a new trade deal between the East African Community (EAC) and the European Union (EU) has generated anxious reactions. If news reports are to be believed, plans had been made for a signing ceremony to take place during the just-concluded United Nations international conference on trade in Nairobi. In the event, the Kenyan foreign minister said more time would be required to rally all the countries around the trade deal.

While opting out of the joint EU-EAC

Economic Partnership Agreement, Tanzania cited the economic and constitutional uncertainties arising from British voters' decision to leave the EU. Tanzania argued that, with the exit of its core market from the EU, it had little to gain from the partnership agreement negotiations, and that signing up would harm its "national interest".

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As much as Kenya may feel short-changed by Tanzania's last-minute decision, it is probably an opportunity to get things right. It is important that the EAC member states take time to reflect afresh on the Economic Partnership Agreement negotiations so as to come out with a better deal.

The Economic Partnership Agreements are trade pacts between the EU and other regional economic blocs across Africa, the Caribbean and the Pacific (ACP). These negotiations are viewed as a build-up from the Cotonou agreement, signed in 2000 as a comprehensive engagement between the EU and the ACP. The aim was mainly to facilitate the integration of the least developed countries across these regions into the global economic network. It was also aimed at promoting regional integration, economic cooperation and good governance.

Once signed and ratified, the Economic Partnership Agreement on goods will provide the EU with free access to the EAC market for its goods in exchange for lowering tariffs on EAC exports to the EU market.

Tanzania's move was no surprise

Tanzania's last-minute pull-out did not come as a surprise. It appears it has been a dead weight all along in the negotiation process, which started in 2007. Brexit was merely a scapegoat to quit the negotiations, which its past regimes have approached halfheartedly.

Tanzania historically has been more inclined towards the need to protect its economy, a trend that incumbent President John Magufuli seems unwilling to break away from. The most outspoken opponent of the Economic Partnership Agreement negotiations has been Benjamin Mkapa, Tanzania's former president. Mkapa views the negotiations as potential measures of killing Tanzania's – and by extension the EAC's – infant industries.

However, Tanzania's concerns are legitimate and should be taken into consideration.

It's important to note that the EU-EAC deal is basically primed on trade in goods and not services. EAC exports are mostly primary, unprocessed agricultural products and minerals. The EU, on the other hand, exports highly manufactured products and machinery into the EAC market.

Massive trade imbalance

The disadvantage of this relationship is that EAC exports to the EU are generally of low value. The foreign exchange earned is unlikely to improve the trade imbalance between the two regions, which is currently overwhelmingly in favour of the EU. In the long run the EU exports have the potential to not only undermine the manufacturing industries across the EAC region, but may also lead to the dumping of EU agricultural products in the region.

EAC agricultural products are unlikely to compete favourably given the heavy European government subsidies, coupled with highly modernised European agricultural technology. This could result in untold harm for EAC farmers and the agricultural sector, which is the backbone of EAC member states' economies. It could also derail the manufacturing industries across the region, which depend on agricultural produce.

The Economic Partnership Agreement sounds like a raw deal for Tanzania and the EAC compared with a China-led industrialisation programme that seeks to establish and nurture agro-processing and mineral industries. In contrast with the Economic Partnership Agreement, the China-brokered industrialisation programme could lead to value addition on EAC exports, making them more competitive.

Nevertheless, the EU remains an important trade partner with EAC member states. This is illustrated by the fact that in the past three years, in spite of the existing trade imbalance still in favour of the EU, the EAC export volume to the EU market has steadily been on the rise. The export trade in goods from the EAC to the EU increased from €2.2 billion in 2013 to €2.3 billion in

2014 and €2.6 billion in 2015.

Impact on future integration efforts
In the short run, Kenya will be the biggest loser if Tanzania makes good its threat not to sign the partnership agreement by October 1, 2016. Unlike its partners in the EAC, Kenya is considered a lower-middle-income country. Without the agreement, Kenyan exports would therefore be subject to at least 25% taxation across the EU market. But exports from other EAC member states would continue enjoying the "Everything But Arms" trade arrangement with the EU.

But in the long run the major detriment due to Tanzania's action is likely to be the very viability of the EAC integration process. The distrust and inconsistency in the general application of agreed trade rules, norms and other agreements by member states is likely to subvert and derail efforts towards integration. As a single customs union, the EAC should require that all member states negotiate multilateral trade deals as a single bloc.

Tanzania, expected to attain middle-income status by 2025, could also lose in the long run once its nascent manufacturing industries have picked up. As a middle-income nation, it would be required to negotiate new trade deals for its exports to the EU market, just like Kenya.

Tanzania should therefore find a way to balance its current protectionist policies with the interests of its partners. This fosters continued integration and erases the notion that it is overly hell bent on undercutting Kenya's economic dominance in the region, as some pundits in the region suggest.

Kenya may yet escape punishing tariffs in trade with the EU. A member of the EU delegation to the 14th United Nations Trade and Development Conference in Nairobi suggested new measures to offer Nairobi temporary relief. That gives the EAC member states time to negotiate and agree to a deal as a bloc.

Silpack Industries Ltd

Introduces Next Generation Packaging Solution

Packaging might be the unsung hero of the fresh produce industry. It might not be the sexiest part of the supply chain. It is a sector that might be perceived – wrongly – as a less glamorous component of the supply chain. But without adequate solutions that work up and down the chain, produce will never arrive for presentation at the right quality. However, behind the scene as Mr. Masila Kanyingi found out in a thirty minutes tour of Silpack Industries Ltd, there exists a wealth of innovation and dynamism within fresh-produce packaging. Silpack the introducers of SoliQ brand in Kenya has been exploring innovative methods to boost sustainability, increase efficiency, reduce costs and improve packaging as a marketing medium. The newest kid in block from their R&D department is “i pack”, the next generation packaging solution as Mr. Parit Shah, a Director with Silpack Industries Ltd, proudly refers it.

Masila: The flower industry has been yearning for quality packaging solutions; briefly discuss your efforts to quench their thirsty.

Parit: Over the past few years, we have recognised that growers have invested heavily in selection of the right variety and the best production practices for quality production. However, today the bottom line has become more dependent on ensuring quality produce reaches the market in the same quality. To ensure that our customers maintain the same quality throughout the cold chain, Silpack Industries Ltd introduced the SoliQ branded cartons, printed SFKs and other branded packaging products. However, despite this advancement in technology, some customers continued to prefer the traditionally constructed box using relatively weaker paper. This compelled Silpack Industries Ltd R&D department to engage into further innovation to ensure these growers still enjoy a strong box all through the cold chain. The fruits of



Mr. Parit Shah, Director of Silpack Industries Ltd

these efforts are “i pack”, the next generation packaging solution.

Masila: Briefly discuss i pack, the products it covers and how it works.

Parit: As stated above, i pack is the next generation of packaging materials designed to enhance performance. The solution is available to all types of cartons that are used in the flowers and fresh produce sectors. It can be used in flower boxes, herb boxes, vegetable boxes and trays among others. The

box is constructed using reinforcement band within the box, under patented technology. This will ensure customers enjoy a continuous drive for increased efficiency and commercial advantage in their facilities and through their supply chain.

Masila: You have kept on calling it a solution; explain to growers why you believe you are introducing a solution to them.

Parit: Despite all the advancements in paper technology and the availability of SoliQ boxes

to reduce damages and waste, some growers have continued to prefer to use the traditionally constructed box. This naturally results in bulging and breakage as the boxes move through the cold chain. To compensate for this damage, growers tend to request for over specified materials which in turn make the boxes heavier and more expensive. The net cost of going “cheap” is actually expensive as heavier boxes mean higher freight cost and a larger carbon footprint. Though a lot of these challenges have been addressed through the SoliQ range of boxes, Silpack Industries Limited has rallied to the call of the industry and developed an alternative for those who are yet to embrace SoliQ.

This is why we are calling it a solution all the way along the supply chain, a solution for the grower, the packer, for the retailer, for the logistics... right the way through the supply chain. We are introducing solutions and responsibly trying to take costs into account. It's not just about the packer and it's not just about the retailer, it's about the whole supply chain.

Masila: Four years ago, you introduced SoliQ and you were very enthusiastic about it. Are we seeing the end of SoliQ or the two can co-exist?

Parit: Thank you for that question. SoliQ is a premium product which will remain the frontier box that have over the past four years provided solutions to the market of reducing the total cost of packaging in the cold chain. They have evolved over time and constantly fine tuned to respond to any changes. They remain the box of choice for growers/buyers that can benefit from freight saving as they deliver cargo CIF to customers or auction, or want to provide their customers with assurances that they have taken the best packaging to safeguard their valuable products as well as provide a freight saving to them.

Silpack Industries Ltd remains conscious of emerging market, technical and social changes. Our new innovation i pack boxes will cater for the traditional box construction with a reinforcement to enable that box construction to perform better. It will not naturally provide any freight saving as the paper specification will not generally deviate from the traditional recipe. i pack boxes will become the box of choice for growers exporting to direct markets where premiums cannot justify the use of a SoliQ solution but want the benefit of a reinforced carton to reduce damages and claims. It is worth noting that consumer opinions too are changing with the recognition of the importance of quality.

Masila: These supply chain solutions seems to be an additional cost to growers at a time most growers are cutting on costs, are you not pushing them out of business?

Parit: As a pivotal part of the supply chain, quality packaging is expensive but growers have to be mindful of solutions all the

way down the chain. To understand the benefits, one must look at it as an integral part of the cold chain. In all our products, we have always concentrated on the Total Cost of Ownership philosophy. The Total Cost of Ownership tests the true cost of packaging including benefits or losses that arise from using that option.

As illustrated, SoliQ box – Costs USD 0.20 more than a conventional box but saves 250gms on airfreight thus the total cost of ownership of using a SoliQ box is USD 0.30 less than using a conventional box to do the same job.

	TOTAL COST OF OWNERSHIP	
	Original box	SoliQ Box
Box Price	\$1.50	\$1.70
Box weight	1,250 gsm	1,000 gsm
Air f. cost x kg	\$2.00	\$2.00
Air freight cost	\$2.50	\$2.00
TCO x box	\$4.00	\$3.70
		0.30 USD x box
	Savings in	% box price 20%

Likewise, an i pack box – Costs USD 0.10 more than a conventional box but provides a better safeguard to the grower from claims and damages arising from box failure in the cold chain. Is that USD 0.10 or “one stem cost” worth spending to save the 250 to 300 stems in the package?

Based on this, SoliQ and i pack will be a requirement for anyone looking at managing their costs going forward.

Masila: Give your final comment

Parit: Crushed cartons are a common feature at the bottom of regular air pallets. It damages the flowers and results in revenue loss. i pack in flower packaging will go a long way in increasing the protection of those boxes from crushing and save growers from unnecessary damages.

Additionally, the customer is becoming more aware of the premium price fetched by quality product flowers and the need to buy quality packaging. That is why packaging is increasingly playing a key role. The future lies on premium packaging solution and that is why every grower must embrace the next generation of packaging solutions.

On the premium ranges we're helping both retailers and discounters drive sales. The term premiumisation, as it is now referred to, is becoming a key added-value battleground for the produce market. After introducing SoliQ boxes into the market with a stated aim of shaking things up, Silpack now wants to utilise its expertise in transforming boxes from simple receptacles of produce to mediums of communication.

Masila: Thanks for your time.

How Rwanda Can Make Horticulture Industry More Competitive

By Peterson Tumwebaze

The government seeks to increase horticulture exports tenfold, from \$11 million in 2013 to \$120 million in the next two years. The sector fetched \$5.8 million during the last fiscal year, a decline from \$6.6 million the previous year. The horticulture sector, especially flower growing, is considered as a “quick win” by government, providing the country huge opportunities to enhance export volumes and revenues, as well as help diversify the export base.

More initiatives to improve the sector

There are only four horticulture collection centres across the country, and one cold room at Kigali International Airport. NAEB said it is currently trying to transform a warehouse at its head offices into a horticulture pack-house, where exporters can sort and package produce before it is exported. The agency plans to build a modern horticulture centre at Mulindi in Gasabo District to help small-scale farmers acquire skills to be able to



process and package fresh fruits and vegetables.

According to NAEB, production at Gishari Flower Park project in Rwamagana District is in progress. Government through the ministry of agriculture and animal resources has been sending Rwandan agronomists to Israel for training in modern farming practices and business management. The agronomists are expected to play a pivotal role in developing the country’s horticulture industry.

Other challenges. The sector, however, still faces a number of challenges that are affecting its productivity. These include lack of cold chain facilities; limited access to markets and finance.

Whatever efforts are being put in place by NAEB and stakeholders, it is essential to attract more investors to make the sector more reliable, robust, and sustainable. And, almost 12 months since the Rwanda Horticulture Working Group was launched, little seems to have changed, calling for concerted efforts to drive growth and attract more investors.

Uganda Should Revive the National Carrier

An opinion piece on travel industry website eTurboNews discusses the proposed revival of Uganda Airlines. The author cites the employment provided by the flower export industry as one of the reasons to reinstate a national carrier.

“Over 20,000 Ugandans are directly employed by the coffee, fish, fruit, vegetable, tea, tobacco, and flower export industry. This industry mostly relies on aircraft flying into the European Union, where most of the produce is sold. According to the Uganda Bureau of Statistics, Uganda earned US\$2,676.6 million from exports in 2014. Uganda Airlines shall give exporters more freight options into Europe at a reduced cost, which is vital for survival of their industry. An increase in options to carry produce into the European market will lead to an increase in export earnings and as a result, secure jobs and income.”



Ethiopian Export Generates Over \$275m

The Ethiopian Horticulture Development Agency said that the sector has generated 275.45 million USD last fiscal year.

Agency Public Relations Office Head Mekonen Hailu said the foreign currency secured from export of horticulture products has shown 10.7 per cent increase compared against the performance of last year. The export of cut flowers amounted to the majority of the revenue, with the sector generating 225 million USD of the stated amount. The export of fruits and vegetables as well as herbs generated 50 million USD.

Mekonen said 49,000 tons of roses and 714.5 million cut flowers were exported in the given period. The volume of vegetables and fruits exported was 166 thousand tons, according to the Office Head.



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Export Turnover For Cut Flowers And Plants Up 2%

In the first seven months of the year, the export turnover of flowers and plants from the Netherlands went up by more than 2% to € 3.6 billion, as shown by VGB export statistics. With

a plus of 4.3% plants perform better than cut flowers: plus 1,3%. One of the reasons for this are higher costs of purchasing. In a market where competition is fierce, the differences of the export position per destination are large. On an overall level the perspectives remain positive though.

After the first half year, export increased by 3%. Because the turnover in July was lower than the annual average, the increase fell to 2.4%. To date, a turnover of almost 3.6 billion euro was realized: € 2.2 billion for cut flowers and € 1.4 billion for plants. The monthly export statistics of VGB are based on data collected by Floridata from connected exporters. For its members, VGB has data available



from Comtrade and Statistics Netherlands for combined data analysis. This allows them to analyze their own position and to fine-tune their strategy toward buyers and suppliers.

Large differences for top purchasers

Due to the increase of 15% in July, Belgium is the biggest growth market of the top-10 purchasers. The Russian market disappoints again in July, with a record fall of 45%. Last year, Russia was still fourth in the flower top-10 and the US ninth. Now the U.S. overtakes Russia, coming in at number eight. Ireland increased by 12% to € 17 million, moving up to fifteenth place. The additional data supplied by the VGB import module and Comtrade shows that the Netherlands owns two thirds of the Irish cut flower market. Van der Zwet mainly sees an increase in the consumption of flowers in Ireland for weddings. In the plant segment, England is market leader.

Source: Floridata

U.S. Floriculture Industry 2016 Report

Decision Databases.com has recently added a valuable source of insightful data for business strategists: The U.S. Floriculture Market Research Report. It provides the floriculture industry overview with growth analysis and historical & futuristic cost, revenue, demand and supply data (as applicable). The research analysts provide an elaborate description of the value chain and its distributor analysis. This floriculture market study provides comprehensive data which enhances the understanding, scope and application of this report.

With 149 tables and figures the report provides key statistics on the state of the industry and is a valuable source of guidance and direction for companies and individuals interested in the sector.

World of Flowers spectacle to return at IFTF in November!

For the third time, World of Flowers will be organized during the IFTF trade fair in Vijfhuisen, the Netherlands. From November 2 to 4 this international florist event will present inspirational demonstrations and exciting competitions. World of Flowers also seeks to inform about consumer behaviour trends and provide florists with practical solutions for their day-to-day business.

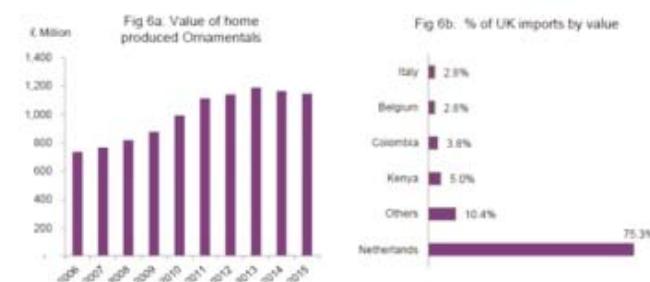
Just inspiration is not enough, after all. World of Flowers therefore offers a platform where inspirational shows are linked to practical, relevant information. Discussing this information with the sector's service companies, also present at IFTF, can help you find accessible and directly applicable solutions for your specific situation and ambitions.

UK Imports of Ornamental Flowers and Plants See Drop

Ornamental plants and flowers were worth £1.1 billion in 2015, a 1.5% fall against 2014, according to statistics released by the UK Department for Environment, Food & Rural Affairs.

Ornamental imports cost just below £1.1 billion a fall of 4.4%. The Netherlands accounted for 75% of imports, mainly other cut flowers, indoor plants and roses. Kenya accounted for 5% of imports, mainly cut roses and carnations.

Trends in ornamental value and imports by country



Imports of cut flowers showed a 3.6% decrease, imports of bulbs a 13% decrease and a 3.9% fall in other ornamental imports. Exports of ornamentals were worth £56 million in 2015.

Source: UK Government

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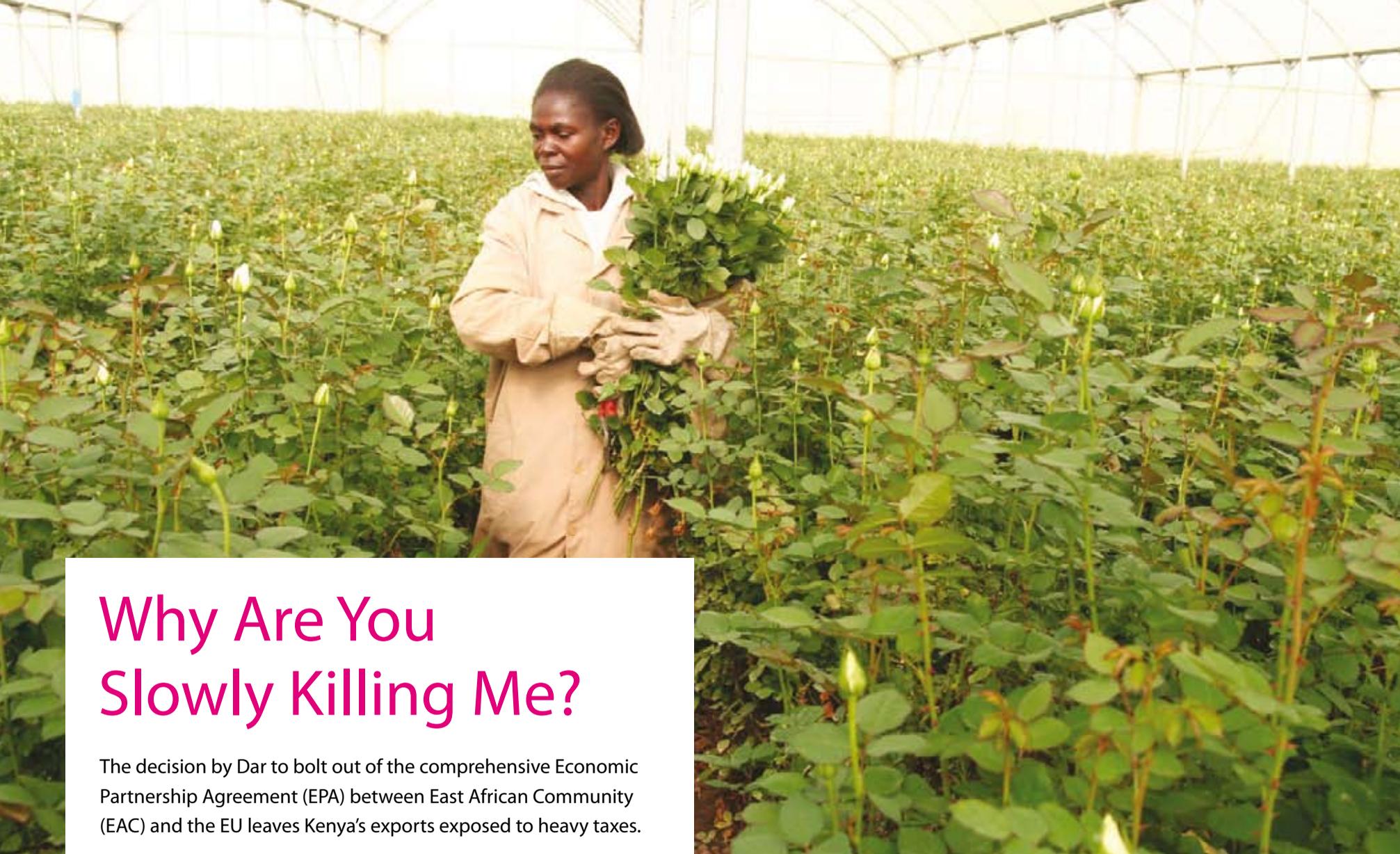
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Why Are You Slowly Killing Me?

The decision by Dar to bolt out of the comprehensive Economic Partnership Agreement (EPA) between East African Community (EAC) and the EU leaves Kenya's exports exposed to heavy taxes.

Once featured on the CNN as the flower garden of Europe, is Kenya flower industry easily and gradually losing its glory?

Kenya has been attractive flower producer because of her favourable growing conditions, and rising demand for competitively priced flowers in the main destination markets.

That isn't all. Kenya has been among the fastest-growing flower bouquet exporters. Isn't it true that for every three cut flowers sold in Europe one is from Kenya? Of course, it's true, but statistics change. Hard to admit but things are changing in Kenya



flower industry. Whether it's for better or for the worst, time will tell.

Ethiopia is honestly giving Kenya a run for their money. Could it be that there's something they are doing right? Or is it just an isolated case? It could be either or both, you decide.

Really, what happened to those days when it was all merry....all bed of roses....all the way to the bank?

It is everybody's role to protect the Kenya flower industry that's as sensitive as a flower bud.

So, Who's slowly killing the Kenya flower

meant doom to flower exporters. That holds true because most flower buyers were more concerned with making ends meet than spending big bucks on bouquets thus affecting the industry.

EPA
Kenya is likely to lose billions of shillings annually in taxes imposed by the European Union due to the issues that the EAC countries have failed to agree on. Kenyan products to the European Union market will begin to attract General System of Preference tariff rates where products will start attracting export duty of between 4 percent and 24 percent.

A total of 67 percent of the exports to Europe from Kenya will be affected. Kenya will be losing millions, which is revenue from the European market.

Statistics show that thousands of jobs are on the line especially in the horticulture and floriculture industries. Cut flowers will now be subjected to tariffs of 8.5 percent, fish will attract 6 percent import tariffs, pineapple juice and other fruit juices from Kenya will cost 11.7 percent more for European clients.

Processed vegetables and fruits will attract more than 15 percent duty. Leading exporters of processed vegetables and fruits have radically reduced operations as customers were unwilling to bear higher prices due to duty increase.

BREXIT
There is a risk of capital flight from Kenya as risk-averse investors seek safe havens. This would weaken the shilling and increase import costs. Kenya's import bill has steadily increased by more than 10 percent over the past five years. Another key concern would be that ongoing negotiations of a trade agreement between the EU and the East African Community (EAC) would be delayed as the EU copes with the UK's departure. The Kenya Flower Council says any such delays would cost the Kenya

flower industry millions of dollars per month. Horticulture is a primary export market for Kenya and over one third of the EU's cut flower imports, mostly to The Netherlands and the UK, are derived from Kenya. However, it is likely that the UK would prioritise trade negotiations with Kenya given the two countries' long-standing bilateral relations. Such negotiations could even benefit Kenya and other EAC countries, as Kenya gains leverage over setting trade terms.

TANEXIT
Tanzania has back-stabbed Kenya by chickening out of a trade pact that would have given Kenya's exports unfettered access to the European Union. The decision by Dar to bolt out of the comprehensive Economic Partnership Agreement (EPA) between East African Community (EAC) and the EU leaves Kenya's exports exposed to heavy taxes.

Apart from Kenya, the other four EAC member States - Tanzania, Rwanda, Burundi and Uganda - which are still classified as least developed countries (LDCs) will not be affected by this development as their low economic status allows them to access the EU market tax-free.

High Taxation
Due to the high taxations inputs to the industry are very high. Cost of freight, fertilizers, fuel and agrochemicals to mention but a few are the highest in the region. This is at a time when the prices of roses are either shrinking or at a stand still. Practically this is slowly eating into the profit margin.

Government
Infrastructure – The government is yet to show a serious commitment to tackling logistics bottlenecks that are limiting the flower transport. The state of the roads that connects remote farms to the main highways is in terrible state. Talk of the Nairobi traffic farms and upgrading the

airport to open up American market through direct flights.

Given the perishable nature of the cut flowers, something needs to be done and fast.

Regulators – The government regulators work to safeguard the flower industry needs to be appreciated (AFFA-HCD, KEPHIS, NEMA, WRMA and PCPB). However, someone needs to remind these parastatals of their mandate. Because let's face it, some of these parastatals are practically out of tune with the interests of exporters. During vetting for licencing, exporters are subjected to unnecessary bureaucracy. Some of the organizations may practically punish you for their mistakes.

Others like NEMA and WRMA should just consolidate similar mandates. Why do they each require a licence for the same water reservoir for instance? And for every water reservoir in the same farm needs a license. One fails to understand.

Taxes – Fact, there are so many different taxes paid by flower investors in Kenya. These makes cost of doing business in Kenya insanely high. VAT refunds will take years and the county governments are levying their own too.

Besides, the buying currency is, in most cases, the dollar (strong) and selling currency, the euro (weak) and so many other costs, including electricity (high).

Investors are pressed from bottom-to-top to find a better enabling environment. And that's why they are all scrambling for Ethiopia.

The Kenyan government should borrow a leaf from Ethiopia.

Legislation- The new constitution has so many laws that if well implemented could drive this country into prosperity. However, some one needs to explain and expound the Crops Act 2013. But which i think what I've experienced, there's an overlap of mandate between the national government



and county governments and guess who's paying the price?

You got it right. The industry. Section 6 (1) (a) of the Crops Act, stipulates that, "the authority (AFFA), on behalf of the national government, shall be responsible for licencing and charging of levies and breeder royalties on all scheduled crops on condition that the total sum of the levies charged by the Authority shall not exceed ten per centum of the gate value of the produce."

Additionally 10% is quite high and could impede progress as well.

Criminal Exporters and Growers

The European Union has put in place a closed market system and bestowing complete responsibility on the producer. However, it's vital for producers or growers to self-regulate to avoid problems with the market. But some companies just don't get it.

They break the regulations left, right and centre. A good example is when a company extends its farm to the riparian land.

Activism

This includes on and off campaigns and demonstrations spearheaded by Dutch and Kenyan human rights groups, against Kenyan flowers. The group urges consumers to boycott produce

grown in worker abusive environments, talk of carbon emissions, impact to the environment etc. Thanks to a few rogue companies that have earned the industry a bad reputation.

Climate Change

The floricultural industry depends mostly on rainfall, and the industry has been hard hit. With too much or too little rainfall, the industry experiences a myriad of challenges ranging from pests and diseases, poor accessibility and conflicts between companies and the neighbours.

Climate change is also expected to shave off 2.6% from Kenya's Annual GDP by 2030. After all, who isn't affected by the climate change?

Cultural Differences

For Naivasha Maasai pastoralists, however, the push by big farming companies has not sparked opportunity but panic that their traditional semi-nomadic lifestyle could be at risk.

In many parts of East Africa, governments are pushing for pastoralist communities to switch to settled farming with supporters saying such a move will create better food security, curb conflict between herders and farmers, and free up land.

The growth of cut flower farms has intensified competition for dwindling grazing land and vanishing water supplies for the herdsmen whose traditional grazing grounds have shrunk as the industry has expanded.

Critics, however, say switching from pastoralism to settled farming could make communities less resilient to climate change.

"We want to see more reforms in land governance that would protect our land from further acquisition by these investors. saysa Maasai leader.

All hope is not lost, though.

Despite all the challenges and many more not mentioned affecting the industry, Kenyan growers have a particularly good cause for optimism. As a country, it has doubled their share of global exports over the past decade.

Conclusion

Stakeholders have to do more than just waiting for fate. The government has a major role to play before it is too late.

Growers have to criticize the government and other stakeholders without shame or reservations, not because they are the antagonists of the industry but because they know down to the depths of their souls that what they are doing is good. That means the tenacity, the resilience and the endurance of all the stakeholders are what the industry urgently yarns.

So, is the Kenya flower industry dying a slow death?



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The Role of Tax incentives in Cushioning the EPA Impact

“

A number of growers say the business is no longer a profitable undertaking under the current business cost regime. In case the EPA is not signed, this will require urgent measures to cushion producers against unhealthy competition from countries with less costly systems.

”

Ask any coach and He will tell you that when his fate depends on competitors' match, the situation is out of control. So, it is with Kenya as our fate will be determined by Tanzania and other EAC Countries. The truth is, we are in a catch 22 situation. This is the time for Kenya to think outside the Box and redeem its flower and export sector.

Faced with the pressures of loss of foreign direct investment, loss of employment, capital movement and the threat that companies will



relocate unless provided with concessions to cushion the EU tax regime such as more lax regulations and lower taxes, government must respond by promoting tax incentives to attract and retain investment capital

Having limited economic options Kenya should move to tax competition as a central part of their sector development strategy to attract and retain the companies in the country.

Why?

A number of growers say the business is no longer a profitable undertaking under the current business cost regime. In case the EPA is not signed, this will require urgent measures to cushion producers against unhealthy competition from countries with less costly systems.

Under the prevailing circumstances, it is important the private sector and

government agree on a platform that is supportive of a sector that gives Kenya national pride. It is said that Kenya is where Netherlands was 20 years ago, and if we are not careful, we could be where Netherlands is now (no longer a major producer) in 20 years and Ethiopia will be where Kenya is today – a major producer. But we still have every reason to celebrate the industry. The flower industry has come of age, in a 30-year journey that has seen it now take pole position in major markets globally.

However, the sector suffers from policies that have indirect effect on agricultural incentives such as:

- (i) Import tariffs on non-agricultural products,
- (ii) Price, and
- (iii) Macroeconomic (especially exchange rate) policies that affect the economy-wide balance between traded and non-traded goods in addition

to turning the terms of trade against the flower sector and in favour of industry. These incentive-distorting policies received minimal attention

Tax Regime Today

Multiple taxation by the governments is negatively affecting the sector and is likely to pose an existential threat in the coming years if not reviewed. Flower farmers are paying taxes to the national and county governments as well as to other government agencies. This harsh tax regime and lack of incentives in the country has slowly eroded the competitiveness of the sector.

Flower farms pay agricultural produce cess and have to get single business permits from the counties. All flower farms are required to remit taxes to the Ministry of Irrigation, the Water Resource Management Authority (Warma) and the National Environment Management Authority (Nema).

In addition, the counties have also introduced branding taxes where branded vehicles have to remit levies to any county they pass through at different rates.

Taxes and Levies

An overview of the taxes and levies in the flower industry:

- Export levy of KSh 0.2 per kilo of every produce being exported – HCDA.
 - Local market levy per weight or by tonnage of the truck – Local Authority.
 - A phytosanitary services levy KSh 0.2 per kilo of produce exported.
 - Phytosanitary certificate levy of KSh 400 per certificate – KEPHIS.
 - Water levy of KSh 0.37 per litre of irrigation water – WARMA.
 - A minimum levy of US\$ 400 for composting organic matter – NEMA.
 - Tax on land payable to the local government.
 - Personal and income taxes for all the permanent and pensionable staff.
- Despite the higher costs due to multiplicity



and duplication of taxes by the national and county governments, the sector has continued to bloom but how long can it hold.

Kenya can redeem itself and save the sector from a slump. Double taxation is discouraging new investors eyeing flower industry, making many growers venture into Ethiopia where cost of production has been reduced.

This has opened growing competition, mainly by the fast growing Ethiopian flower industry that enjoys heavy subsidies from the government, stoking fears that it could overtake Kenya in both production and exports.

Investors in the flower sector should enjoy the following:

- 10-year corporate income tax holidays.
- 10-year withholding tax holiday on dividends and other remittances to non-resident parties.
- Perpetual exemption from VAT and customs import duty on inputs (greenhouses, greenhouse covers, and cold chain systems).
- Subsidised dam construction and irrigation equipments.
- Subsidised capital equipment and other

resources.

- Perpetual exemption from payment of stamp duty.
- Subsidised financing loans.

The justification for this tax incentivisation should be based on the argument that:

1. Increased government revenue.
2. More inward investments which will lead to job creation
3. It will lead to technology/ know-how spill over
4. Facilitate a backward/forward linkage to local economy

Government revenue

Attraction of more investors and retention of flower firms will attract more revenue to the government. Despite some economists arguing of government tax loss, there are no concrete numbers of the amount of revenue that governments incurs through tax incentives. However, this will widen the tax net further, create employment, improve living standards and plough more businesses in the country.

Urban Rural Migration

The arguments that high numbers of people moving from other parts of the country to work in the flower farms has severely overstretched the facilities at host county



governments is misplaced. The authorities are not able to provide adequate education, health and housing facilities due to the massive population increase. This is a big lie that doesn't consider the number of investors in the housing sector moving to the areas; the high purchasing power in the area, more cash flow hence increases of trade.

Floriculture is a rural investment.

Encouraging more investors into the sector will reverse the ever growing rural urban migration.

Job Creation.

According to statistics the flower sectors has created thousands of jobs in Kenya. Arguments have been put forward that over 75% of the jobs are casual labourers earning on average US\$40 per month, which is 33 cents above the one dollar per day poverty level margin. In other words the employment creation has been meagre with the workers sustained in perpetual poverty.

This is a big lie, Over 75% of the workers in the flower sector are within the tax bracket for they earn over Ksh.15,000. Floriculture has the highest wages in the agriculture sector with computerized payroll systems hence the highest personal income tax payer in agriculture. So, it is true that job creation benefits have been achieved or but not actually manufacturing poverty and oppression.

Technology / Know-how Transfer.

Technology transfer from multinationals to small scale growers is immense. With the introduction of very stringent market regulatory standards many small scale growers have heavily benefited. However, the national agricultural research institutions have not been able to benefit due to their stringent regulations.

Forward/Backward Linkages.

Investments in the flower sector are not footloose investments, they are capital and intensive. They are not short-term investments that are not rooted in the local economy as it has been argued by some

economists. Linkages between the cut flower industry and the domestic economy is not limited to labour, but a new and integral part of the national economy.

Considering the nature of investments, it may not be easy to create a short term nature of investments attracted by these tax incentives hence avenues for exploitation as companies move to new jurisdictions after the expiry of their tax holidays.

Conclusion

Potential solutions at the bottom lie in strengthening regional and multilateral bodies to offer guidance in designing tax policies beneficial to all members and protect them from unregulated pressure.

It is therefore recommended:

- That regular effort should be made by macro managers to ensure that macroeconomic policies do not unfairly impinge against floriculture. Further, micro and sector-specific policies should be pursued to ensure that growers get the right signals and are not unfairly disadvantaged by the policies in place.

- The government make clear attempts to use more efficient methods of taxing floriculture, as indeed it must, without distorting the relative incentives. It is also imperative that in order to improve the competitiveness of floriculture vis-a-vis products from elsewhere, due regard should be given to making appropriate productivity-enhancing investments in floriculture, such as rural infrastructure, agricultural extension, irrigation and technology.

- In future, research be undertaken to explore the viability of implementing better tax regime and designing a feasible specific levy.

In addition the government should:

- Identify the various other indirect taxes used in the flower sector and assess the extent to which these have made the sector less competitive.
- Empirically analyze the extent to which trade and macroeconomic policies

have provided overriding incentives or disincentives to flower sector and therefore indirectly taxed the sector

- Draw conclusions, based on the findings from the foregoing, and make policy recommendations on the way forward.
- Offer tax relief to innovative companies on their research and development spending.
- Bring in specific technical assistance where there are particular problems.
- Have an active floricultural research programme delivered through a widespread extension service.
- Subsidize in improving the quality of the workforce. The training of unskilled labour puts a major cost onto any flower farm. Training schemes to encourage the development of middle management and senior are needed.

Policy and policy guidelines in the leading flower exporting countries

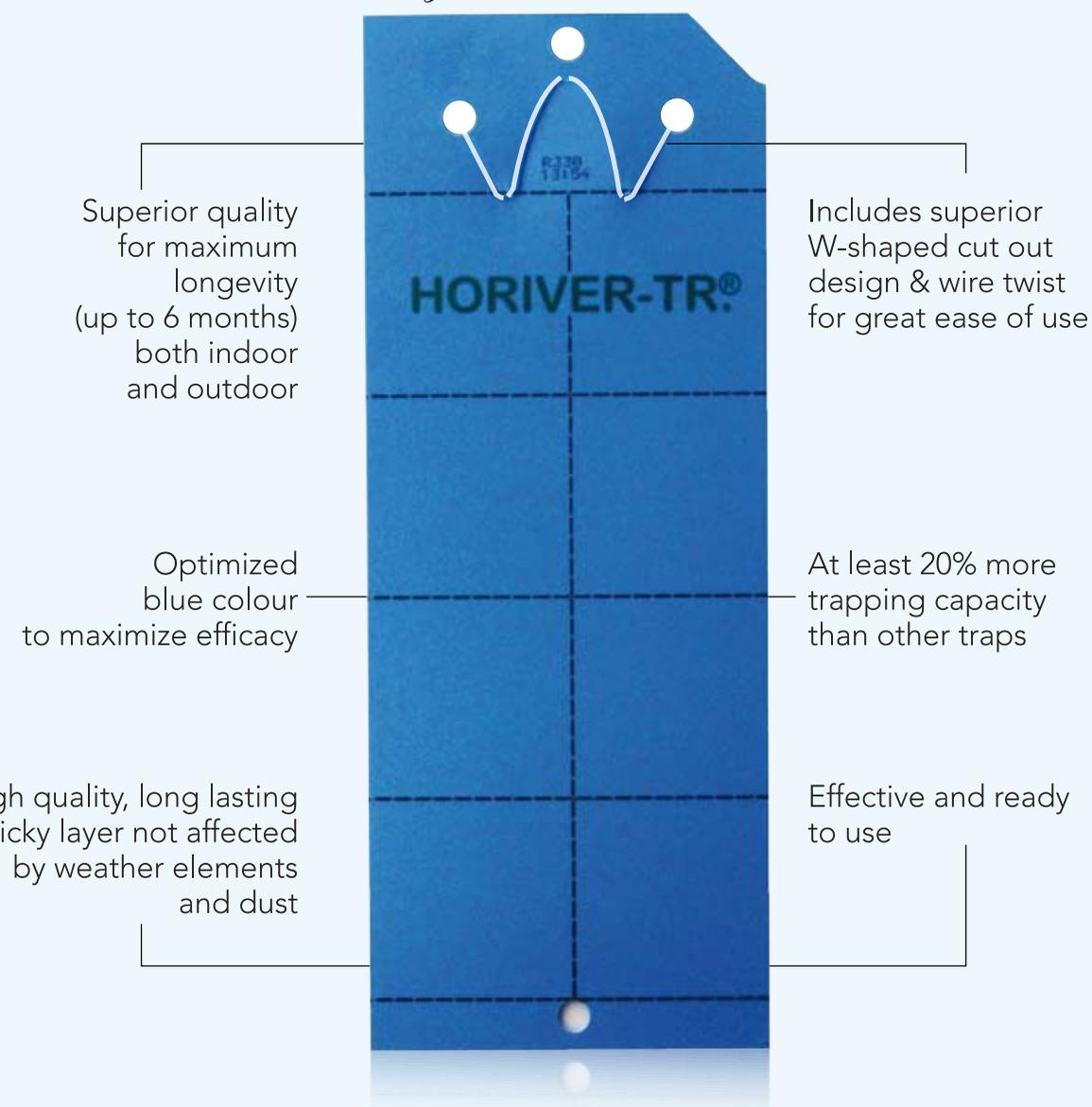
This section offers a bird's eye view of the key government policies towards the flower industry in the major flower growing countries. It is determined to what extent these policies support the competitiveness of the flower business.

The national Horticultural Policy document needs to be implemented to accelerate and sustain growth and development of the horticultural industry in order to enhance its contribution towards food security, poverty reduction, employment and wealth creation.

More specifically, policy objectives for the realisation of the broader objective are to:

- Facilitate increased production of high-quality horticultural produce.
- Enhance provision of the sub-sector's support services.
- Promote value addition and increase domestic and external trade.
- Establish and develop infrastructure to support the horticulture industry.
- Establish and strengthen institutional, legal and regulatory framework in the horticultural industry.
- Promote mechanisms for environmental sustainability and other cross-cutting issues.

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Flower Growers Must Invest in Quality Packaging Materials.

By Ayalew Addis Zeleke

Packaging has been every flower grower's key concern. What has taken months to nurture and tend to may be spoilt in a matter of seconds by using inferior packaging during the supply chain

However there has been a resolve by Eureka Industrial Supplies PLC, a company which has 15 years of experience in professional business line with a continues progress. Eureka Industrial Supplies PLC has partnered with Kenyan based East African Packaging Industries Ltd to provide Ethiopian growers with packaging solutions and close this gap. The partnerships with respects to global brands will ensure it gives the farmers timely and high quality remedies on the farm.

The cartons are designed to provide the required amount of water resistance, strength and insulation to meet the physical requirements of your supply chain whether by road or air. The design of the pack, in combination with the selection of the most appropriate board grade, will ensure your flowers arrive at their destination in optimal condition.

The cartons do not only meet the physical requirements of the supply chain, but combine with high quality print. They allow the grower to enhance flower presentation and achieve his marketing objectives.

To ensure this, the carton has been manufactured with the following specifications:

- Standard box
- Bespoke to your exact size and performance requirements
- High quality print to promote your brand
- Water resistant boards and other barrier coatings
- Leak proof designs
- Hand and machine erect versions.

Growers who invest in these cartons will enjoy the benefits of:

- Reduction in transit damage due to strength and stability
- Increased sales due to eye-catching presentation
- Minimise shipping costs due to material being quality.
- Reduction in storage space and transport costs as

- products delivered flat
 - Flexibility to supply boxes for use on automated or manual packaging lines
 - Enhanced quality of cut flowers thanks to optimal ventilation and less damage unpacking;
 - Minimized damage to flowers during unpacking
 - Substantially lower transportation costs per bunch
 - Good ventilation reduces the chances of Botrytis and ensures a lower temperature in the packaging unit.
- This is good news for maintaining flower quality.

Lighter Boxes

Additionally, East Africa Packaging Industries has introduced a lighter box which will fetch lower freight cost and save money for the grower. Though no backing statistics available research shows growers will save over 16% of their current freight cost. The lighter box is done with a specialised fluting paper called semi-chemical fluting, which enables it to perform better in the cool chain.

Training

Eureka and EAPI are also investing a lot on cool chain training and handling of boxes. The training is tailored to ensure growers product have none or minimal bruises before reaching the customer. In addition, it also ensures minimal friction if any during transport.

A bruised product or neck bend product will be less competitive and fetch less than the market price", says Mr. Nick Barnes, Managing Director of East African Packaging Industries. Growers need to understand inserting of SFKs and handling of the flower box before and after packaging. In addition, the company trains on storage of the boxes.

Their approach is different. "We challenge, innovate and inspire our customers. Our consultative approach is in finding alternative solutions to packaging needs", concludes Mr. Barnes.

No doubt that the investment will result to less damages to the flowers, potentially lower freight costs in quality packaging and will save cost to the flower grower in the long run.



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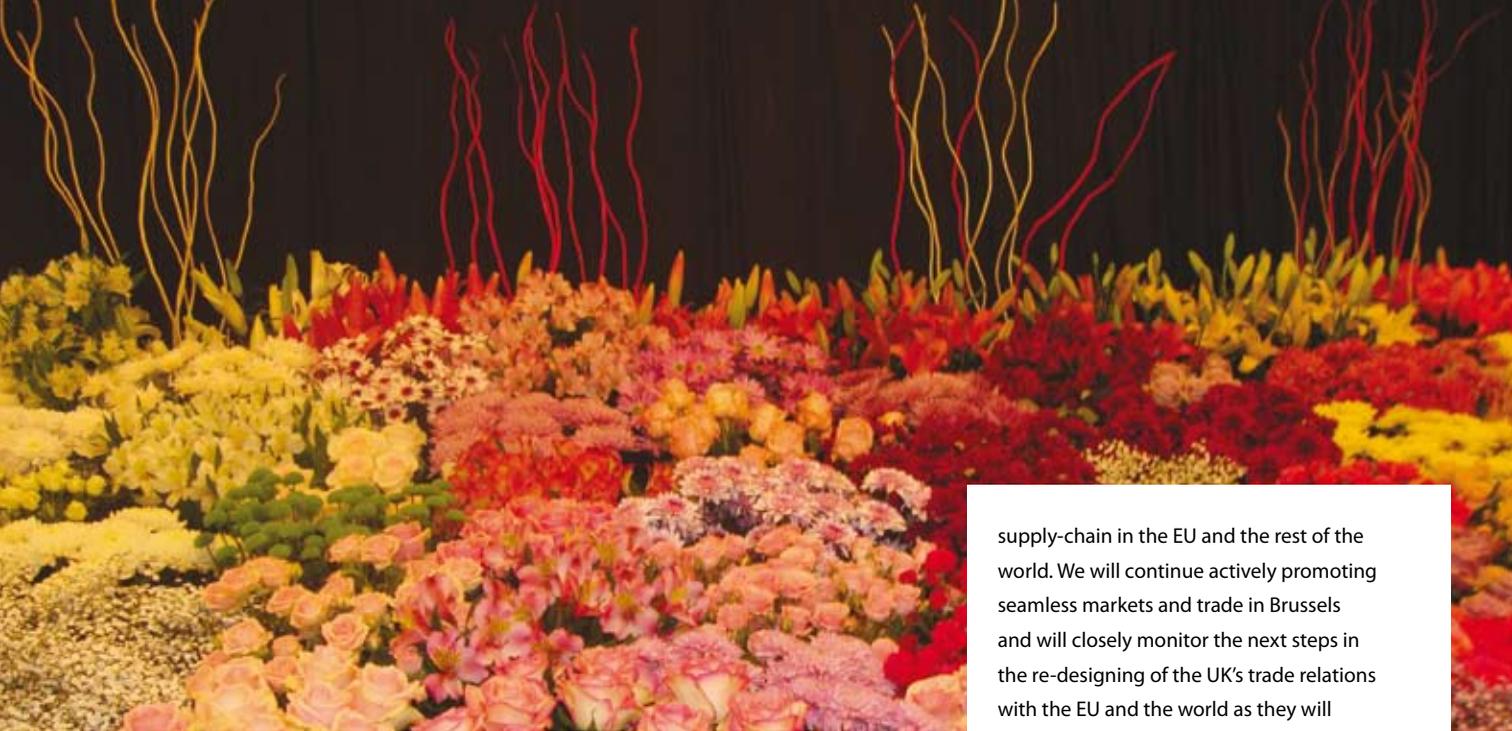


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BREXIT: Unsettling Perspectives For Floriculture

In an ever increasingly competitive and global business environment, Brexit has hit particularly hard companies operating in the trade and distribution of cut flowers and plants on the European market. With a market share of around €1 billion and as the second largest import market for floricultural products, the UK is a major destination for suppliers and traders based in the EU (the Netherlands, Germany, Italy, Denmark and Belgium in particular), but also in Kenya, Colombia, South Africa, Turkey, Israel and Morocco.

The diverse range of businesses contributing to the overall supply of floriculture products to the UK market have long been operating at a fully international scale and are characterized by cross-border activities along the value-chain, heavily relying on the benefits offered by the EU single market in terms of market access conditions and harmonized rules and regulations.

"Brexit triggers many uncertainties for floriculture businesses in the EU and across the world. Longer-term perspectives are particularly unclear at this moment as various scenarios are being envisaged for the future trade relations between the UK and its current trade partners in the EU and in the rest of the world, says Herman de Boon, president of Union Fleurs, the International Flower Trade Association which gathers in its membership all the major countries supplying flowers and plants to the UK market.

"The market fragmentation and the possible reinstatement of tariff and non-tariff barriers, particularly in the area of phytosanitary rules and other norms and standards, that could result from a stand-alone UK will directly impact the operations of many floriculture businesses in the EU and worldwide. For more than 50 years, Union Fleurs has stood for the free flow of floricultural products from supplying countries to consumption markets and advocated for a level-playing field along the

supply-chain in the EU and the rest of the world. We will continue actively promoting seamless markets and trade in Brussels and will closely monitor the next steps in the re-designing of the UK's trade relations with the EU and the world as they will unfold. Many questions need answering as early as possible for businesses to adjust and absorb the aftermath of the outcome of the British referendum, which we all deeply regret."

"With the exit of the UK from the EU, we will definitely lose a business & trade-minded partner country, which has always constructively contributed to the various EU policy and regulations that are being discussed and designed in Brussels", notes Frank Zeiler, Chair of the Union Fleurs EU Section, which looks after the common interests of all Union Fleurs EU-based members. "In this particular period marked by uncertainties and risks of all kinds, the common values of diversity, internationality and innovation long-promoted within the floriculture sector should continue prevailing.

Our EU-based members - wholesalers and traders of floriculture products - have built successful businesses and supply-chains relying on the prospects offered by the EU single market and operating on the basis of demand & supply without any direct intervention or market support by the EU authorities. We will continue promoting these values in Brussels and advocating for market openness and cross-border cooperation to actively support our members in delivering quality flowers and plants to European and British consumers."

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Chrysal Total Chain Concept

All Chrysal products have been especially developed to meet the specific needs of cut flowers and plants at every stage of the chain. Using the right flower and plant care products at every stage of the chain ensures minimal loss in flower and plant quality and waste. To this end, Chrysal distinguishes three user groups throughout this chain and seeks to cater for their specific needs. The result: more profit and increased customer satisfaction. Chrysal Africa offers products and services suitable for each stage of the chain.

The Grower:

Products: Chrysal Post-harvest products: CVBN, SVB, Chrysal Inicial, AVB + AVB Booster & BVB
Effects: Protects flowers against physiological disorders and stimulates water uptake
Services: Audits, "Chrysal Code of Practice" and technical consulting.



The Wholesaler / Bouquet Maker:

Products: Chrysal Professional Line; RVB Clear
Effects: Chrysal Professional 2 keeps the flower in optimum condition and can be used for transportation or display of flowers.
Services: POS material, audits, "Chrysal Code of Practice" and consulting support on e.g. automation, waste and cost management processes.



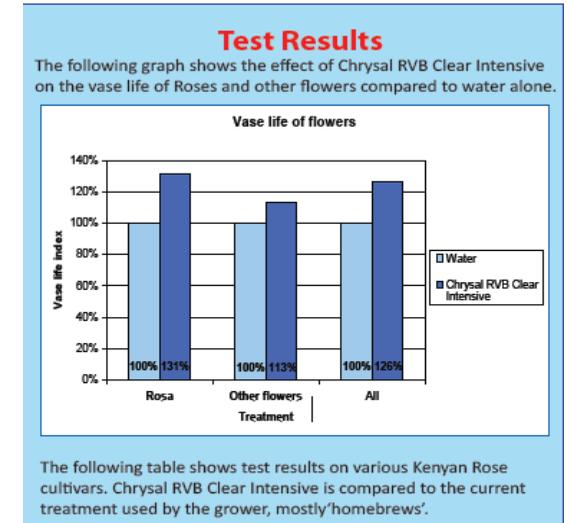
The Consumer:

Products: Chrysal cut flower food – Powder and Liquid Formulations
Effects: Chrysal cut flower food provides nutritional supplements to the flower for optimum bloom and a long and enjoyable (vase) life for the consumer.
Services: Private label design, FAQ and care information.



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

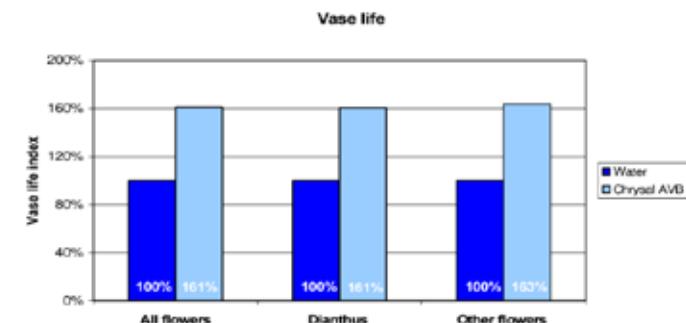
RVB Clear 1ml/l - this is a multi-ranging biocide combined with surfactants and acidifiers to ensure efficacy and results - **This Premium Rose post-harvest treatment** is recognized as a global Market Leader



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



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



Chrysal Inicial: 0.3ml/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.

Make Room for Mycorrhizae!

Over the past decades, there has been a growing interest amongst plant scientists in the field of beneficial soil organisms. Studies have shown that many of these naturally occurring bacteria and fungi help plants combat diseases, locate nutrients and acquire water when in short supply to improve and enhance plant growth. This has led to the capture and culture of various beneficial organisms that consumers and growers can use to inoculate and enhance their crops.

Within the beneficial organism family exists a complex group called mycorrhizal fungi. These fungi grow in association with most plants and have been identified as growth and quality enhancers for many crops. Most mineral soils contain mycorrhizal fungi, but often at levels that are too low for adequate colonization, especially in depleted soils such as tilled fields, newly planted gardens, over-worked landscapes and in new housing development plots. Mycorrhizal fungi are host-specific and will only colonize certain plants. This means that in some soils, there may no longer be native mycorrhizae present to benefit what you're about to plant. Therefore, most plants benefit from the addition of mycorrhizae to the soil, while in growing media, adding mycorrhizae becomes even more critical. Most soilless media are composed of peat, coco coir, perlite, bark and expanded clay pebbles that are void of mycorrhizal fungi. This means that plants cannot benefit from mycorrhizal fungi unless they are incorporated into growing media.

Mycorrhiza (singular) is a term that means "fungus root" and describes the mutually beneficial, symbiotic relationship between fungi and plant roots. Symbiosis begins when fungal spores germinate and emerging threadlike structures called hyphae enter the epidermis of plant roots. After colonization of the roots, the fungus sends out a vast network of hyphae

throughout the soil to form a greatly enhanced, absorptive surface area. This results in improved nutrient acquisition and uptake by plant roots. Mycorrhizae are particularly effective in mobilizing elements like phosphorus, zinc, manganese and copper. In exchange for nutrients, the plant provides carbohydrates for the fungi.

There are more than 150 species of mycorrhizal fungi found around the world in all types of soils and climates. There are several general classes used to categorize mycorrhizal fungi, but the two most common classes are called ectomycorrhiza and endomycorrhiza. Endomycorrhizae are the most beneficial for herbaceous greenhouse-grown plants. So, how exactly do they benefit plants? Endomycorrhizae help plants by reducing symptoms associated with stress.

These benefits of growing with mycorrhizae include:

Reduced nutritional deficiencies
Endomycorrhizae explore the growing medium where plant roots are not present, acquiring nutrients like phosphorus, copper, manganese and zinc. Then they deliver the nutrients they find to the plants to minimize nutrient deficiencies.

Reduction in fertilizer use
Since endomycorrhizae explore the growing medium for fertilizer elements, many growers find that they are able to reduce fertilizer application rates. Mycorrhizae make better use of nutrients found throughout the growing medium.

Delayed wilting
Endomycorrhizae acquire water from the growing medium where plant roots may not be able to access it. This additional water acquired for plants delays or prevents wilting from water stress.

Improved growth
When plants obtain the nutrients they need,

they maintain their optimal growing rates longer. Therefore, overall plant growth is improved.

Resistance to salt toxicity
Numerous studies have shown that endomycorrhizal fungi protect plants from high-salts in the soil and micronutrient toxicities.

Reduced root disease attack
Endomycorrhizal fungi make plants less susceptible to attack by root-rot pathogens. They do so in two ways: First they compete against root-rot pathogens by consuming root exudates such as carbohydrates. Second, they help thicken the cell walls of the root cortex, making pathogen penetration more difficult.

Increased fruit and flowers
Since plants grow to their fullest potential with endomycorrhizal fungi, they produce more vegetables/fruits per plant, and/or larger vegetables/fruits. Flowering plants often produce more flowers. Overall, plants often grow more vigorously when colonized by endomycorrhizal fungi, especially if they have been planted into poor-quality, low-fertility soils.

In summary, endomycorrhizae assist plants by enhancing plant nutrient and water uptake, reducing environmental stresses and improving the overall growth of plants. When plant roots form an association with mycorrhizae, the mycorrhizae remain with the plant for its entire life and provide continuous benefits.

Numerous studies have demonstrated benefits for plants used for land reclamation, landscape installations and home gardening and for farmers of fruit and vegetable crops, and growers of greenhouse/nursery crops. These benefits contribute to improved efficiencies in plant production and reduce plant production costs for growers.



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Amiran and Adama Introduce Grizly- an Advanced Systematic and Contact Insecticide



Amiran's agro- innovations have involved new, science-based products and processes that offer growers reliable methods for increasing productivity. Grizly, Amiran's new product from Adama is one such product that caters to the needs of the farmer by controlling the dreaded infestation of caterpillars, whiteflies and thrips on roses.

The novel product that brings forth field-proven solutions was launched in the Mt. Kenya and the Lake Regions in separate events that attracted Farm owners, Managers and Farm Technical teams for a detailed training on the product and important characteristics when choosing an effective insecticide. Most in attendance expressed their interest in the product citing that they are very eager to try out Grizly.

Grizly is an insecticide which combines two active ingredients; Imidachloprid (neonicotinoid) and Novaluron (benzoylphenyl urea). Its combination provides a solution against caterpillars and thrips on Roses and Vegetables.

During the launch, Robert Wachira, Adama's Country Manager explained that, "Having efficient systemic and contact activity, Imidachloprid acts on the insects' central nervous system by interfering with the transmission of stimuli, resulting in the insects' paralysis and eventually death whereas Novaluron (IGR) inhibits chitin formation, stunting growth and development of immature insects during larval stages thus bringing mortality."

Grizly's Characteristics

- Unique mode of action, suitable in IPM and IRM

- Long residual effect
- High selectivity to most beneficial insects and pest predators whilst providing strong pest control.
- Broad spectrum
- Compatibility – Compatible with most insecticides, fungicides and acaricides.
- Great flexibility – Provides a sharp, consistent protection from insects between sprays and may either remain on the surface or penetrate into the leaf.

Benefits

- Cost effective
- Grizly combines with a wide range of pests. It acts against the pests with a long residual effect which does away with the need to purchase and apply multiple insecticides
- Maximize crop potential by improving its health and vigor
 - Higher yielding crops
 - Better looking crops and improved crop quality
 - High revenues (profits) to the growers

"With change being inevitable due to the continuous emergence of new challenges in agriculture, Amiran has remained focused on finding solutions to the setbacks faced in the field. We put our time and effort on researching new pests and diseases. Our team of experts find solutions that provide farmers' fast action to counter agricultural hitches. Amiran is proud to introduce Grizly, a product that is more than just an insecticide for it 'covers' growers in more ways than one", states Pole Mwadzombo, Amiran's Export Farm Agronomist.



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Hortiflorexpo IPM Beijing 2016 Ends with Records

Most Important Horticultural Fair for China Registers Substantial Exhibitor and Visitor Pluses

This year's Hortiflorexpo IPM Beijing has excelled itself: There is a succession of records in the assessment of the joint fair of Hortiflorexpo China and IPM ESSEN. "This year, we were able to substantially raise the numbers not only of exhibitors but also of visitors and are more than satisfied. Hortiflorexpo IPM Beijing has once more provided evidence of what significance it has for the green sector. The Chinese market is booming," was the summary made by Oliver P. Kuhrt, CEO of Messe Essen.

At Hortiflorexpo IPM Beijing 2016 from May 11 to 13, 679 exhibitors from 30 countries presented their innovations and trends in the green sector to an international public at the fair. For comparison: Two years ago, there were just 427 exhibitors from 26 countries in Peking. This enormous growth, with regard to the registration of exhibitors alone, was also the reason why the fair this year took place on Peking's largest fair site, the new China International Exhibition Center. On over 31,000 square metres, Hortiflorexpo IPM Beijing has found its new home here.

High Internationality

It was possible to substantially raise the number of visitors, too. With over 28,900 guests at the fair, around 10,000 more came this year than just two years ago. The internationality is thus undiminished on a high level. The trade visitors travelled from 46 countries on all continents.

This positive assessment goes back to Messe Essen which, as the international co-organiser and due to its influence from IPM ESSEN, has set the points towards China.

The fact that this year's Hortiflorexpo

IPM Beijing is making history is proven impressively not only by the numbers of exhibitors and visitors. In addition to fair booths from Germany, France, Japan, the Netherlands and Taiwan, there were also official joint participations from Ecuador and Colombia for the first time. Cut flower producers from Kenya showed enormous presence, too.

The Federal Ministry of Food and Agriculture promoted the participation of German companies for the umpteenth time. On 192 square metres, 14 firms presented products "Made in Germany". Top German florists accompanied the joint booth with live demonstrations.

Great Approval

This year, Hortiflorexpo IPM Beijing set standards with its comprehensive, informative and varied supporting programme, too. Before the first day of the fair, the organisers had already invited people to a tour which permitted insights into Chinese horticulture. During the fair, florists from Germany, Japan, Taiwan and the USA impressed time and time again with their impressive demonstrations on the large show stages. Up-and-coming florists provided evidence of their ability in an exhibition. And finally, the numerous seminars about horticulture, landscaping, horticultural technology as well as new varieties and breeds again highlighted the enormous significance of Hortiflorexpo IPM Beijing as the meeting place of the sector.

Together Towards the Future Hortiflorexpo China and IPM ESSEN are two strong brands which have grown together successfully in China. The joint event has long since been regarded as an institution. The Chinese government has also

recognised the fact that this cooperation bundles areas of competence which are being successfully incorporated into the growth market of China and has initiated the "Beautiful China" project. Additional, new chances for the horticultural sector will be created with this political reform approach for improving the quality of the air and the environment.

Outlook for Hortiflorexpo China

In the coming year, Hortiflorexpo China will take place in Shanghai from May 10 to 12, 2017.

Exhibitors' Opinions: Jairo Cadavid, Director de Promocion, Asocolflores, Colombia: "We are represented at Hortiflorexpo IPM Beijing with a booth for the first time. We are definitely more than satisfied with the course of the fair and have established outstanding business contacts. We will continue our activities in China in the future, too - the Chinese market is offering us no end of possibilities."

Richard De Quesada, International Sales Manager, Lambert Peat Moss Inc., Canada: "The fair has gone very well for us. We are particularly impressed by the high visitor quality. In addition to fantastic contacts, we are particularly pleased about a very large order which we were able to conclude during the time of the fair."

Markus Eberlen, Terracult GmbH, Germany: "The number and quality of the visitors have met our expectations. We rate the biennial frequency of the fair with both the Peking and Shanghai locations as positive because a higher total number of possible interested parties can be reached and the fair certainly remains more interesting at the respective venues."



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Floral consumption in China will reach \$22 billion by 2020

In recent years, the consumption of flowers has become a fashionable lifestyle among Chinese young people.

The output of China's flower industry has been growing by 20% every year. According to a research done by ChinalRN.com, by the end of 2020, the consumption of flowers in China will reach 146.5 billion RMB (\$22 billion). If you are going to start a career in China, you might want to give some thoughts to the flower industry. However, before you jump into this field, I would like to give you some tips on the future development trend of China's floral industry.

As an emerging industry in China, the flower

industry is growing at a staggering rate and numerous business opportunities are also presenting themselves. If you want to further look into China's flower market, Chinese industry professionals recommend you the 9th Guangzhou Int'l Flowers, Bonsai & Garden Exhibition 2017 (GBGE2017). As the first choice for domestic and oversea enterprises to promote their images and tap into international markets, GBGE2017 is a thematic show of the 9th China Landscape, Garden, Greening & Better Living Fair.

While flowers have long since become a part of western people's daily life, most Chinese people still think that flowers are for special

occasions. Individual consumption of flowers usually peaks around holidays, but lately more people start to order flowers on ordinary days. The most obvious reason is that middle class, from which the customers for flowers mainly come, is rising in China. It is estimated that there are about 109 million Chinese people that have reached the standard of middle class.

Aside from that, the Chinese central government has placed a ban on extravagance inside the Party. Without this generous buyer, cultivation bases and flower shops have to adjust their prize ranges and product catalogs in order to meet the needs of ordinary residents. Therefore, daily family consumption of flowers will become the next trend. Online shopping is now sweeping across China. It is estimated that Chinese people are spending 672 billion dollars on online shopping annually, making up 16% of their total expenses. It is believed that by the end of 2018, every 1 out of 5 RMB a Chinese spend, will go into the pockets of online retailers. Seeing this excellent opportunity, many insiders spring into actions and online flower retailers are emerging across China, such as Flower Plus, Floral Fantasy, The Beast, etc. One leading example is Amorflora. Established in 2008, it has attained 2 million loyal customers and this July it finally became the first listed flower online retailing company in China.

In order to achieve poverty alleviation and environmental protection at the same time, the Chinese government proposes a new concept called "Beautiful Countrysides". It is said that during the 13th five-year plan, 6,000 beautiful villages will be built and an annual financial subsidy of 1.5 million RMB will be given to every village for 2 years. Therefore, a lot of local governments are embarking on floral tourism. Enlightened by this trend, many cities are also trying to boost their tourism with flowers. For example, Guangzhou is about to build 30 tourist attractions for flower admiration, in an attempt to live up to its reputation of Flower City. And it had been decided that by the end of 2020, over 30 characteristic towns featured with flowers will be constructed in Guangzhou.

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GBGE 2017, A Condensed Flower City

By GBGE Committee

March is the beginning of spring, the most suitable season for admiring the beauty of flowers in Guangzhou. Every March in Guangzhou, flowers are blooming like crazy, including flaming kapok, soft red Chinese rebud, magenta bougainvillea, rose pink sakura, sweet fragrant frangipane, golden trumpet-tree and many other unnamed blossoms. No wonder Guangzhou is given the name of Flower City. Attracted by its reputation, annually countless visitors come to Guangzhou for a peek of its beauty. However, their desire usually cannot be fully satisfied because there are too many famous spots for them to visit within very limited time.

But you can squeeze no more time? Why not come to GBGE2017! It is a condensed version of Flower City, the best place for you to feast your eyes with flowers, as well as a wonderful place for business.

Various Exhibits Delighting Your Eyes

Blessed by the subtropical monsoon climate, Guangdong is a cultivation base for a very wide range of plants. Exhibitors from Guangdong alone can present you with a impressive variety of exhibits, not to mention exhibitors from other parts of China and the world. GBGE's exhibits usually include fresh cut flowers, orchids, potted flowers, grass flowers, shade-requiring

plants, cactus, seeds, container vegetables, seedlings, seed balls, etc. No matter where you go, your eyes will be filled with all sorts of colors: red, yellow, green, blue, purple, orange, white, etc, and your nose with different fragrances: fresh, delicate, sweet, soft, rich, etc. If you are also in the mood to purchase some other supplies, GBGE also satisfies your need. Garden supplies, such as dried flowers, artificial flowers, flowerpots, vases, artificial plants, garden tools, garden machinery, irrigation facilities, wooden houses, rockeries, sculptures, fences, outdoor furniture, etc, are also showcased on site.

An Annual Grand Event Celebrated by Insiders Home and Abroad

Supported by Guangdong Association of Landscape Architecture, the most authoritative landscape architecture association in Guangdong, GBGE has grown into the most influential exhibition for the flower and bonsai industry in China, attracting the attendance of many famous enterprises home and abroad, such as Zhengxin, Brighten Floriculture, Huatong, Youngplants, Mingxing, Lvjinyuan, Hua1 Zicai, Floseason, etc. Since GBGE is an excellent platform for enterprises to promote their brands and establish their images, exhibitors rack their brains trying to decorate their booth uniquely with the products that they are proud of. Some

give you an illusion of a western fairy land and the others make you feel like you have accidental walked into a Chinese ink painting. Their booths are teaming with visitors such as dealers, retailers, wholesalers, agents, florists, media, professional buyers, trade groups, experts, people from construction departments, floral associations, hotels, media and other organizations. Insiders from more than 60 countries and regions, including Germany, France, Russia, India, Australia, Vietnam, Sri Lanka, Dubai, Saudi Arabia, etc, gather together under one roof to celebrate this annual grand event in laughter.

Concurrent Events Injecting Vitality Into GBGE2017

Get a little tired walking around the exhibition hall? Why not stop and watch the Flower Arrangement Contest? Tens of innovative and artistic flower arrangement works created by masters will make their debuts in front of hundreds of audience. It will not only be a rest for your feet, but also a rest for your soul. If you are looking for inspiration for your gardening career, you can also come to GBGE New Varieties and Technical Exchange Meeting, which will be filled with the insight and wisdom of experts and professionals. What's more, since GBGE2017 is one of the thematic show of the 9th China Landscape, Garden, Greening & Better Living Fair and, the 7th Guangzhou International Green Seeding Fair will also be held in the same complex, covering planting machinery, irrigation equipment, gardening hand tools, greenhouses and plastic shelter equipment, horticulture and garden application products, landscape planting, seedlings, pesticide, herbicide, etc.

If you are interested, please contact us so that we can send you more useful information and material for your further reference.



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中国插花花艺表演
Flower Arranging Show of China



GBGE 2017

The 9th Guangzhou Int'l Flowers, Bonsai & Garden Exhibition 2017

Date: March 13th-15th, 2017

Venue: Guangzhou International Sourcing Centre

Exhibition Area: **15,000** Square Meter / Visitors: **8000**

Exhibitor Amount: **300** / Speaker: **50**

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Mae Law (Overseas Organizer)

Love Fuels Rose-Price Inflation

The main category of China's flower import is seedball, whose amount of imports reached 91.34 million dollars, accounting for 42.6% of total imports with year-on-year growth of 10.3%. The rapidly increasing category in the recent years is potted plant, whose amount of imports increased from 10.76 million dollars in 2010 to 47.31 million dollars in 2015.

From China with love

From midnight until 4am trading is keen and fast at the Dounan Flower Market in a suburb of Kunming, capital of the south-western province of Yunnan. Trucks laden with radiant, perfumed blooms clog the surrounding roads. By mid-morning petals litter the ground and most of the 14m stems sold each day are on their way to destinations around China and beyond. Since the local government turned a budding local enterprise into China's biggest wholesale flower market in 1999, Dounan has become the main supplier of blooms to courting couples and contrite husbands across the country: demand fuelled by a middle-class boom.

China is not yet a global flower-power. Its exports amount to a little over 4% of the world's total flower trade by value. Over two-thirds of the blooms it sends abroad are sold in Asia. (Myanmar is the biggest buyer.) Freight costs are a barrier to expansion into the more lucrative markets of Europe and America.

Import

In the recent years, China's flower imports maintain substantial growth. According to China's customs statistics, from January to December 2015, China's flower imports reached 214 million dollars, with year-on-year growth of 15.6% and an increase by 111.7% compared with 2010. On one hand, domestic flower market increases its demand for high-quality and new categories of flowers. On the other hand, exchange rate changes so greatly that it reduces the cost of traders' imports and promote China's import of flowers.

1. The amount of imports of various categories have different levels of growth. Dried cut flowers, cut leaves and flower seedling increase over 40%. The main category of China's flower import is seedball, whose amount of imports reached 91.34 million dollars, accounting for 42.6% of total imports with year-on-year growth of 10.3%. The rapidly increasing category in the recent years is potted plant, whose amount of imports increased from 10.76 million dollars in 2010 to 47.31 million dollars in 2015.

Other categories of the amount of imports are listed as follows:

Seedlings of 42.67 million dollars with an increase of 43.9%; fresh cut flowers of 26.22 million dollars with an increase of 10.7%; dried cut flowers 3.98 million dollars with an increase of 73.2%; fresh cut branches of 1.38 million dollars, with an increase of 36.2%; dried cut branches of 1.38 million dollars with an increase of 45%.

2. Holland is the main importer of flower in China. Ecuador has become a rising star and ranked the top five. In 2015 the amount of imports reached 110 million dollars, accounting for 51.5% of total imports. The main imports of categories are seedling and bulbs, which took up 93.8%.



year-on-year drop of 32.3%. Excluding from the abnormal increase of 130 million dollars of potted plants which were exported from Myanmar according to customs statistics in 2014, the amount of China's flower exports in 2015 increased slightly than that of 2014.

Export categories decreased in varying degrees, while dried cut branches maintain substantial growth. China's main flower exports are potted plants and fresh cut flowers, which take up 65% of total amount. In 2015, the amount of fresh cut flower exports reached 83.1 million dollars, with year-on-year drop of 0.33%; the amount of potted plant exports reached 82.77 million dollars, with year-on-year drop of 59.9%; the amount of seedling exports reached 34.21 million dollars, with year-on-year drop of 3.5%; the amount of fresh cut branch exports reached 30.99 million dollars, with year-on-year drop of 2.6%; the amount of dried cut flower exports reached 4.06 million dollars, with year-on-year drop of 6.7%.

The amount of dried cut branches and seedball exports maintain growth: dried cut branches became the biggest highlight of flower export in 2015, with its export amount of 18.19 million dollars and year-on-year increase of 26.9%; the amount of seedball exports reached 2.34 million dollars, with year-on-year increase of 7.9%.

Other important importers are listed as follows:

- Japan (40.06 million dollars with year-on-year growth of 10.1%),
- Thailand (14.16 million dollars with year-on-year growth of 10.7%),
- Chile (8.4 million dollars with year-on-year growth of 3%),
- Ecuador (5.66 million dollars with year-on-year growth of 50%),
- America (4.96 million dollars with year-on-year drop of 4.6%),
- New Zealand (4.22 million dollars with year-on-year drop of 10.7%),
- South Africa (3.27 million dollars with year-on-year growth of 21.4%),
- China's Taiwan (2.99 million dollars with year-on-year drop of 26.1%),
- Costa Rica (2.27 million dollars with year-on-year drop of 1.6%).

Among them Ecuador has become China's important flower importer, whose amount of imports increased from 100 thousand dollars in 2010 to 5.66 million dollars in 2015, with an increase by 5670%. China's import categories from Ecuador are fresh cut flowers and dried cut flowers.

Export

According to China's customs statistics, from January to December 2015, China flower exports amounted to 256 million dollars, with

China's export markets mainly concentrate on Japan, Korean and Holland, which are the three largest market. In 2015 China's flowers were exported to 129 countries and regions.

The 10 largest markets are listed as follows:

- Japan (78.5 million dollars with year-on-year drop of 8.5%),
- Korean (32.81 million dollars with year-on-year growth of 20.1%),
- Singapore (9.45 million dollars with year-on-year increase of 12.7%),
- Vietnam (9.12 million dollars with year-on-year drop of 23.9%),
- Thailand (9.02 million dollars with year-on-year increase of 11.8%),
- German (8.54 million dollars with year-on-year drop of 8.4%),
- Hong kong (8.35 million dollars with year-on-year drop of 25.6%),
- Macao (8.24 million dollars with year-on-year increase of 67.2%).

These export markets mentioned above accounted for 78.8% of the amount of China's flower market. Japan, Korean and Holland maintain the three largest markets for a long period.

Where is Kenya in all this, what are we doing to capture this large market?



Agrichem Africa Ltd

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What is in a name and colour?

These are some of the questions that oftentimes strike curious minds. However, it holds a strong meaning of progress especially with its close identification with Agrichem Africa Ltd, a company that has long been identified with sterling products, prompt service, product diversity and above all its versatile acumen to perfect 'green'. The agricultural and fertilizer divisions of Agrichem Africa Ltd are so close to its customers that they have become synonymous. One can easily identify the broad network of the company's customers with the great milestone that the country's agricultural sector has attained over the years. The company has a unique crop teams made up of highly skilled specialists in different crops who are always on the move to access the remotest agricultural communities.



Introduction

Agrichem Africa Ltd is one of the country's companies linked with leading innovative crop science companies with an outstanding range of products and extensive service back up for sustainable agriculture. The company operates and serves the region from Nairobi, Kenya. The company holds a leading position in crop protection and offers farmers the most comprehensive range of crop protection products solutions in the region.

Customer partnership

Agrichem Africa Ltd offers much more than just products and services. The company's strategy is to build relationships with suppliers, intermediaries and end users. Such partnership is essential of our product and innovation is to be relevant, effective and ultimate, commercially successful. Those collaborations also guarantee that

the farmer is offered what comes out of some well-researched chemistry and service that will be of benefit to more than just the farmer but to everyone in the food chain, including the consumer.

Products

Agrichem Africa Ltd products are developed and produced inline with the international standards. Whether insecticide, fungicides, herbicides, seeds, seed treatment, fertilizers or post harvest treatments, they are precisely tested and undergo extensive research to ensure they fit in the local environment and cropping conditions before commercialization. They are registered for use in horticulture,

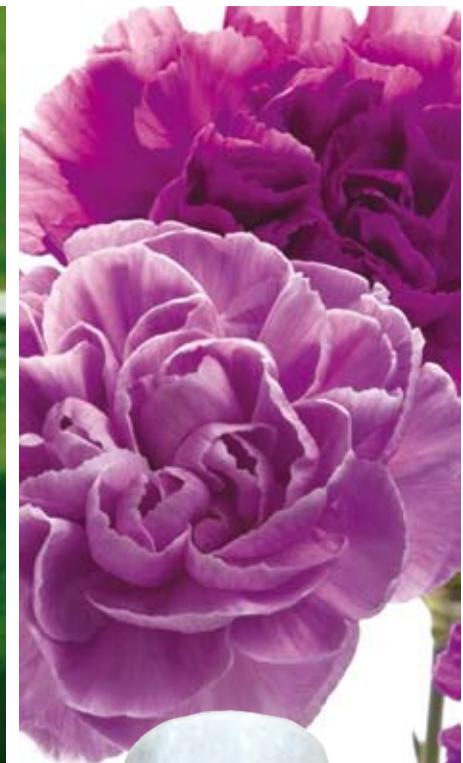
cereals, cotton, coffee, sugarcane and all other agricultural sectors. In horticulture, Agrichem Africa Ltd offers a wide range of crop protection products and extensive technical information and backup to ensure successful crop management. Agrichem Africa Ltd is committed to a long term strategy of ensuring the farming community is well informed on proper use of crop protection products.

Operations

Agrichem Africa Ltd serves the country from the company's head office located off Outering Road, Baba Dogo, Nairobi. The products are distributed either directly to end users or via well-established regional agrochemical distributors. In addition Agrichem Africa Ltd has a back up of well trained team of technical representatives stationed in the major agricultural areas who offer technical advisory services directly to the end users through field-days, farmers seminars, field demonstrations as well as personal contacts. From ornamentals to vegetables to cereals;

from development of new molecules for trials and registration and sales etcetera, the company centres on specialized crop teams one for each of its main crops. Unlike many companies with a westernized structure, the system functions so that it would give the best harvest according to the crop. Team members meet regularly to evaluate how each expert is doing under the Managing Director Mr. Shiraz. To acquire new molecules, the team works closer to the customer who determines what they need thus giving them the guide as they design the products. In turn the technical department works closely with their colleagues in sales and marketing. "Our team members have

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Our Day With P.S Agriculture

a certain spirit, based on respect and understanding the need of customers and willingness to cooperate," says, Shirish Ingale, the Company's Sales Manager, Floriculture. "Close interaction between the customers, sales/marketing and technical management teams with all members of the team jointly responsible for the results, is what really makes us different thus our secret of success." For the company, success means growth. Agrichem Africa Ltd is showing the strongest will of trading in both distributions of others as well as their own molecules. According to market statistics and government agencies, some multinationals import and promotes their product but Agrichem Africa Ltd does the actual sales on their behalf for the floricultural industry. In addition, Agrichem Africa Ltd has acquired a number of its own molecules.

On development of new molecules, Mr. Shiraz says, "We do not just acquire products but make sure they are quality and from globally respected companies. In this era of genetics, molecules must be well proven to meet the highest standards." To keep the buoyant performance on track, the company stages full strategy reviews, looking closely at market demands, portfolio and pipeline of each crop for several years ahead. This is what bore their entry into the cereal market and small packs. Currently this includes expansion of operations in the first growing cereal and small packs business and to further consolidate its already strong position in ornamentals and horticulture.

In training, Agrichem Africa Ltd has significantly increased investing in stockists and growers with special focus on crop protection and customer service.

"They are customers that will be the key to helping us develop our competitive advantage in the future," says Mr. Patrick Muthengi, the National Sales and Marketing manager. Adding, "This kind of dedicated strategy, for example, will also give our customers a competitive edge, offering them unique trails in products that are

ideally suited for their business". To date, Agrichem Africa Ltd has conducted training for their stockists in all the major agricultural zones. They have also trained large-scale growers. "We are only a phone call away from our customers," says Mr. Muthengi. We are product specific to most of the customers. We even handle those who are only interested in the product adapted to their specific growing condition and those who are looking for advice on the first growing method to get the best from their crop. Next are our distributors who want to add business services to the package, such as setting up contact with retails in their own area. "Our mission statement describes us as customer focused and that's why we are organized to give the best customer service with the best technical back up to our clients", says Mr. Shirish. "Our global approach means we can supply agricultural exporters and ensure their products are of the desired quality for European high standards," says Mr. Muthengi. "Most flower growers are comfortable to work with us due to our network from agronomists up to the management," he adds.

Restoring Value

Agrichem Africa Ltd is developing two types of products i.e. new innovative products that are patented and bring new opportunities to the grower. Secondly, they are also developing off patented (generic products) that are sourced from leading manufacturers worldwide and meet the highest international standards such as Iso 900, Iso 18000 (safety), Iso 14000 (environment), GLP (Good Laboratory Practices) and the highest QC (quality control).

These way Agrichem Africa Ltd products meet the highest standards-European standards and the costs are farmer friendly. Mr. Shiraz says, "We ensure that our product is reliable and of highest quality, and we help educate our customers and end users on how to use the product safely and responsibly." Adding, "These offertories require added cost for the company. But to us it's a worthwhile investment, because that cost to us adds value-in very real ways.

It improves the safety of the environment and people, and it serves as an assurance that we focus on quality even if it means extra cost on the business." At Agrichem Africa Ltd, value includes drawing a spray program for growers. The value is unmistakable, less headache by the grower, better efficacy for the pesticides and less environmental footprint, and a final product easily acceptable in European market.

"We know that it takes more than just saying your focus is on value. It needs to be seen in action, in demonstrated form," says Mr. Muthengi. "This is why we participate in the exhibition; farmers open days and even organize our own field days with farmers. These create a conducive environment to private one-on-one meeting. We connect with people in ways that would allow us find a partner in us. It ensures we co-operate in ways that could bring more value to our customers.

Product Development and Registration

At Agrichem Africa Ltd, customers focus begins with product development. The technical team often accompanies their sales colleagues on customer visits, to get a better view on their needs. This approach is supported by the whole network of the staff located in the main areas. This ensures that the product is well suited to local climatic conditions. The network is extended further by selected growers' course from the zone where the trials are done. Data is collected across the spectrum and analyzed at Agrichem Africa Ltd head office. "We're happy because we get their feedback. They are happy because they are the first to get the best out of the product," says Loureen Wamalwa, company Technical Manager. Before the product is commercialized, a registration dossier is prepared and presented to PCPB. "We must prove the product will add value to the industry," Loureen Wamalwa, company Technical Manager says. As the world rolls into a new perspective of innovation and diversity Agrichem Africa Ltd cannot remain behind. It holds a bright future which will also see its customers operate at a totally new level.





Downy Mildew Management in Roses...The Best Way to Go

By Maurice Koome

Description

Downy mildew is a fungal disease that causes destruction of leaves, stems, and flowers of the infected plant. Downy mildew causal organism is called *Peronosporaspora* and as the scientific name indicates, the production of spores is sparse and therefore this disease is difficult to diagnose and control.

Downy mildew (Oomycete fungi) are referred to as a high risk pathogens because of the following factors;

- Oomycetes fungi are able to spread in an explosive manner under favorable conditions.
- Short development cycle (8-10 days under optimum conditions)
- High potential for reproduction (high quantities of spores)
- Wide propagation by water and wind
- Damage is not reversible: The damaged tissues die in general leading quickly to substantial losses at harvest
- High genetic variability: Rapid appearance of strains less sensitive to specifically acting fungicides possible.

Conditions for infection

The optimal conditions for the appearance of Downy Mildew are constant high humidity (RH 85-100%) low night temperatures and moisture on the leaves. The optimal temperatures for spore germination is between 10°C and 18°C no germination take place at temperatures below 5°C and the spores are killed at temperatures above 27°C.

The spores germinate within 4 hours in water, enter the leaves, and reproduce in three days. Spores survive on dried fallen leaves for as long as one month. Wet leaves and high humidity will trigger sporulation overnight. When the sun comes up, leaves start to dry, and spores are released. Most spores spread by wind and infect new leaves before noon. Six hours of constant leaf wetness is enough for spores of downy mildew fungi to germinate and infect leaves.

What factors favour these conditions ?

- Type of greenhouse
- Crop type and density

- Drip irrigation
- Nutrition status
- Human activity; pruning, scouting, spraying, harvesting etc

Downy Mildew symptoms.



- Leaves have reddish-black spots that are angular, tan spots with a very small amount of white crystalline sporulation on leaf undersides

• The leaves develop purplish red to dark brown irregular spots or blotches which might be mistaken for spray burns or possibly black spot.

- Advanced infections will have yellowing of leaves with brown necrotic areas and noticeable leaf abscission.



Disease Management

Cultural Control

- Destroy rose debris from previous crops — spores can overwinter in leaves and canes, then the downy mildew can attack new plants.
- Try to water early in the day or whenever leaves will dry quickly, to ensure dry foliage at night
- Even though fans might move spores, you should use them along with venting to reduce humidity and leaf wetness
- Hungry plants are more susceptible to downy mildew. Maintain a balanced fertility program to protect your crops
- Space plants to allow rapid drying of leaves. If the leaves are very touching, the canopy closes in and the humidity increases.
- Use resistant varieties for low maintenance plantings.

Chemical Control

Choosing the most effective fungicides to prevent or eradicate rose downy mildew can be tough. Downy



mildew requires a well-managed chemical spray program starting early with a rotation of chemicals for prevention.

Fungicides for use against downy mildew can be categorized as either preventive, early or late curative products.

The disease also overwinters in the crop that was infected in the previous season.

The fungus may overwinter in stems as dormant mycelia without oospores as shown

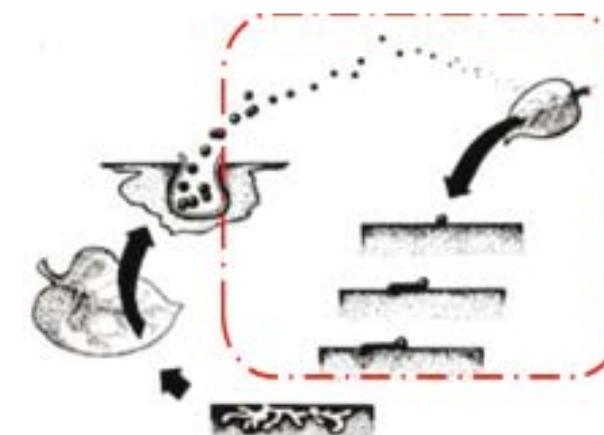
alongside. This is the primary inoculum of the disease and upon reaching the favorable conditions, the disease infects new stems. This can be controlled through early drenching of Previcur Energy.

The preventive fungicides (mancozeb, propineb, copper compounds etc) must be applied before an infection period begins. New growth following application will not be protected.

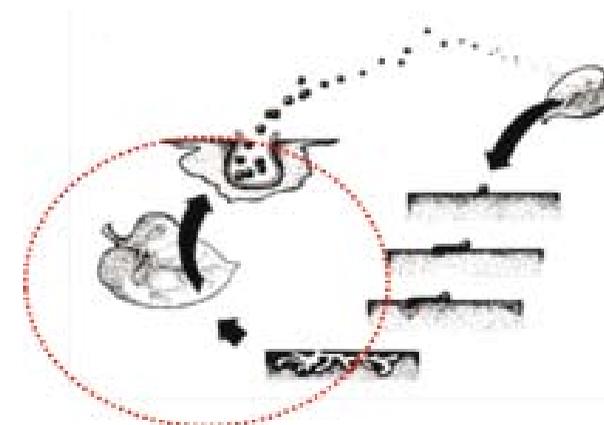
Early curative products e.g Infinito, work against spore germination, sporangia elongation and penetration.

“Late curative products” e.g Verita, deal with intra-cellular infection level (by this time symptoms are visible to the eye)

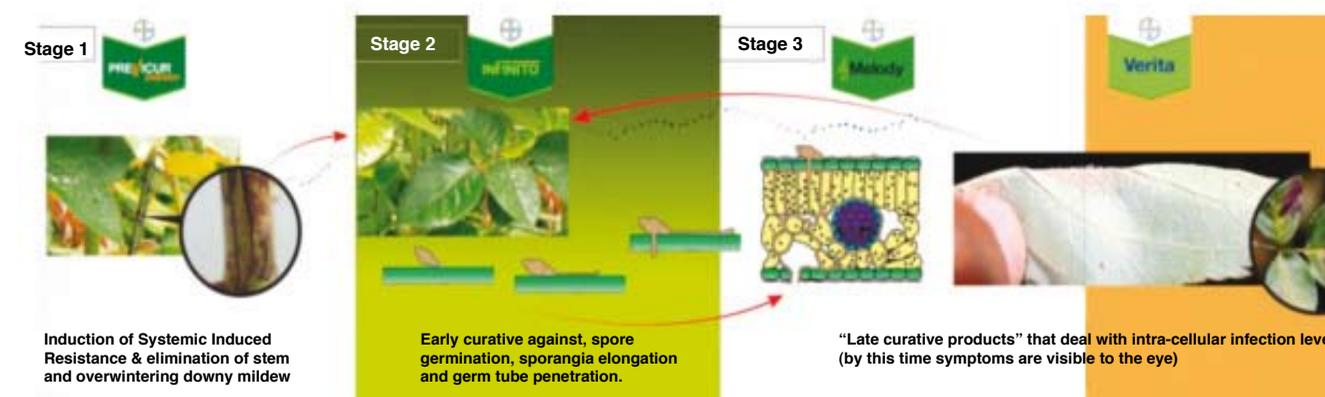
- Early curative products that work against spore germination, sporangia elongation and penetration as illustrated below,



- Late curative products “that deal with intra-cellular infection level (by this time symptoms are visible to the eye) These late curative products deal with stages like Cyst germination, mycelium growth as illustrated below in the circle.



Downy mildew spray program.



For more information contact:

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Six Essentials for Good Storytelling —and Great Content Marketing

By Jennifer Smoldt

“Storytelling” is often used loosely as a term for good writing. Which makes me wonder: Do marketers actually understand storytelling in the context of content marketing?

Yes, it’s a borderline cliché buzzword. And, like “content marketing,” at times ambiguous.

But all that aside, here’s why storytelling matters: Social media has ignited the need for good storytelling—the key word being “good.” Simply put, content now spreads in nanoseconds, so there’s more risk in marketing than ever before. Brand reputation is at stake. Thus the importance and relevance of good storytelling.

Historically, storytelling traveled by word of mouth; bad stories were lost in time, but good stories stood the test of time. Now, thanks to a plethora of social outlets (for good or ill), it all travels at the speed of social lightning.

Not to mention social sharing occurs whether or not a story is engaging, making share stats a questionable success metric. Now, bad stories aren’t lost in time; they live forever as a black scar on your brand’s reputation.

Take McDonald’s Hamburglar campaign or Bloomingdale’s creepy “Spike your best friend’s egg nog when they’re not looking.” Oops and ouch.

So, what is “storytelling” as it pertains to content marketing?

It’s not just good writing or engaging prose. It’s not a one-off ad or campaign. Storytelling is planned, integrated, and purposeful. It’s empathetic, original,

consistent. And it doesn’t sacrifice brand integrity. Storytelling employs both creativity and strategy.

Here are six essential traits of storytelling...

1. Good storytelling makes customers care
You’ve got 8.25 seconds to make them care. That’s right, humans now have a shorter average attention span than a goldfish’s. So, you need to answer the customer’s “what’s in it for me?” or “why should I care?” questions—like pronto.

Why you matter to them is the answer to those questions: Why your brand, service, or product matters to your target customers. To combat short attention spans and create super-persuasive and engaging content, you must know your differentiators.

Joel Pulizzi said it best: “You can be delivering content in every channel on the face of the earth to dozens of audiences, but if it’s not relevant, not compelling, not differentiated, and not consistent, it will not work.”

Which leads me to...

2. Good storytelling is original—or at least it has a creative spin
Let’s say your product or service is similar

to your competitor’s offering (maybe not such a stretch). In that case, discovering your distinct differentiators (proprietary process, historic milestone, product feature/functionality, brand positioning, etc.) becomes increasingly important.

Many plot lines and stories throughout history are similar (think comparative mythology and hero stories). But what is the key element that differentiates hero stories? The hero! The hero is always distinctive.

Your distinct differentiators are the heroes in your story. They solve the customer’s

problems. So make them as unique, proprietary, and super-powered as possible.

3. Good storytelling sells
Don’t forget that the purpose of content marketing is “ultimately to drive profitable action.” We think of storytelling as gumballs and jujus, but in marketing it resonates if it

strikes a nerve with the customer’s pain. Stories have conflict. Metaphorically, “conflict” is your customer’s pain. They’re also conflicted about how to best solve their problem.

Your storytelling should answer how you can uniquely alleviate your customer’s pain.

4. Good storytelling is delicately crafted strategy
“Delicately,” because storytelling, in the context of content marketing, is not overt. It’s planned persuasion. It’s integrated and embedded within your content marketing strategy. Constructing the big picture allows you to strategize about the desired outcome of your story and how supporting initiatives can perpetuate and feed the story.

Think about it like chapters within a story. Each chapter, or marketing initiative in this analogy, fuels the story and brings you a step closer to its resolution. What each initiative should not do is to deviate from the story. Don’t let the stress of getting a project out the door eclipse the need for

strategy.

We’ve all been there... You love the creative and want to use it somehow, someday. Only... It. Doesn’t. Quite. Make. Sense. Don’t be a Hamburglar waiting to happen. Remain consistent to your story and brand.

5. Good storytelling is empathetic
You must relate to your target customer in order to create compelling content, and by “relate” I mean feel their pain.

Empathy enables you to create content that motivates customers to take action. But, if you don’t know your customer, you can’t create a compelling story. That’s why knowing your customer demographics and psychographics is absolutely critical, but only a start.

Next, conduct thorough research. (Take a look at the P&G research examples at the end of this article, including The Mom Report and Always #LikeaGirl emoji research.) Moreover, in-house marketing departments, your product knowledge should be on par with that of Product Development’s.

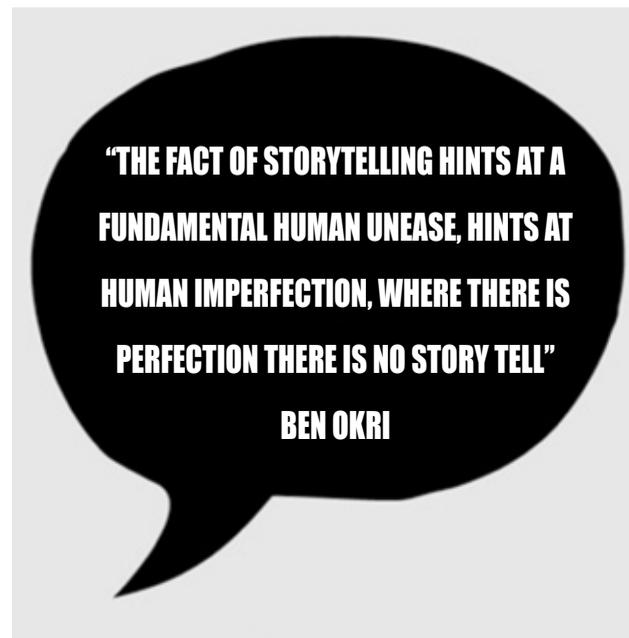
Test the product/service, conduct transactions, take it for a spin—whatever it is—and get to know competitors, features and functions, market forces, etc. Then you can create content and creative that’s personal, relatable, original—and effective.

6. Good storytelling in content marketing doesn’t happen in a day
It’s a process intrinsic to content marketing. It ebbs and flows with your brand, product, or service—unfolding over time while creating connections and establishing loyalty.

Too often I encounter companies that know what they are, but not who they are. What you do or provide is obvious. What’s hard is the introspection it takes to define who you are as a company.

Call it “the Force,” “the Chi,” or whatever, but our brand is what we’re made of, not what we make.

That is the path to good storytelling.

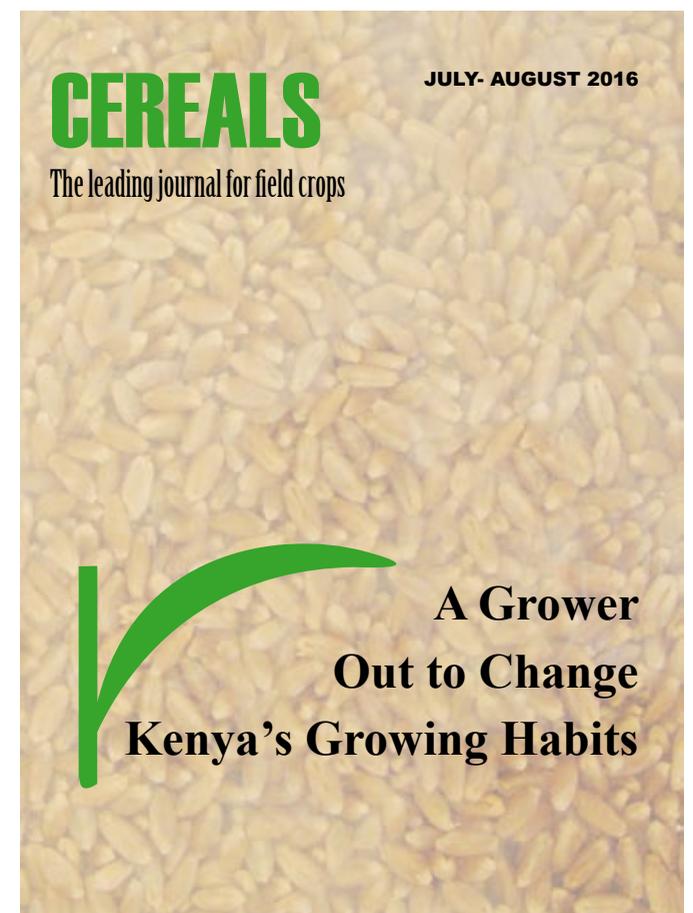


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You're Not Alone

By Joseph Muita

Powdery mildew is caused by a fungus called Sphaerotheca pannosa, it is one of the most widespread and easily identifiable plant fungal disease. From vegetable gardens to rose gardens, ornamental trees and shrubs, almost no type of plant is immune even though the fungus is host specific.

What to look for

You've likely seen it many times. White or gray powdery spots appear, often times covering most if not the entire leaf surface. It's also found on plant stems and flowers. Fortunately, the symptoms of powdery mildew are usually worse than the actual damage. Rarely is it fatal to the plant. Advanced stages can cause plant foliage to yellow, curl or turn brown and eventually cause the plant to defoliate prematurely. On flowering plants, the fungus can lead to early bud drop or reduce the flower quality and this kind of loss can be devastating for any grower, large or small.

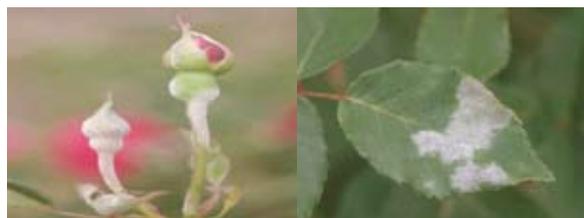
Epidemiology

In greenhouses, roses and powdery mildew grow continuously. The disease cycle (production of spores, release, germination, infection, and production of conidia) can be as short as 72 to 96 hours. If left uncontrolled, powdery mildew can quickly become epidemic when suitable conditions for disease are present, but especially when rainfall is low or absent, the days are warm and dry, and the nights are cool and damp. Spore maturation, release, spread, infection requires: cool (16°C) + damp (RH – 90 to 99%) night followed by Warm (27°C) + dry (RH – 40 to 70%) days.

Symptoms

Symptoms first appear on the upper leaf surface. They are irregular, light green to reddish, slightly raised blister like areas shortly followed by the typical dense, powdery white growth (mycelium, conidiophores and spores) of the mildew.

Young leaves become curled or irregularly twisted and are usually covered with enlarged, whitish gray powdery patches of the fungus. Also buds may become infected, initially with the typically flour like symptoms, if this is rubbed off the stems have brown patches but stays firm (this in contrast to botrytis)



Infection Process

Infection starts with spore landing on a leaf (or on the stem or the flower) No water is required for this since the spore consists of 70% water. Germination usually takes place at night in this period the Relative Humidity (RH) is generally higher than during the day. A high RH promotes

germination, water drops on the leaves inhibit germination but after drying the leaf is more sensitive to infection. Dispersal takes place mainly by air movement and to a lesser degree by humans or animals. Sporulation takes place usually by day, around noon. The spores' spread mainly by air movement and to a lesser degree by humans or animals and despite their own high moisture content, the spores do not live long and if they do not germinate on living plant material they may die within 2 or 3 days.

Controlling an existing problem

Powdery mildew is a huge challenge hence the need to explore some ways to keep this fungus from ruining your plants.

First and foremost, prevention is key. As the saying goes, "an ounce of prevention is worth a pound of cure". Once it is in your environment it is very difficult to eradicate.

Should you find the need to react to an existing condition of powdery mildew, early detection provides the best way to contain and potentially eliminate the problem. There are many commercial products that are effective at containing the spread. However, eliminating an existing problem is not a given.

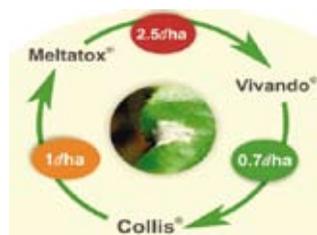
Most conventional products are made for prevention and control, not elimination of an existing infection. That's why it's important to start a control program before powdery mildew occurs or at least at the earliest sign of detection.

Cultural Practices

Getting rid of powdery mildew on roses can at times be a hard task so being proactive and getting out ahead of it through cultural methods like variety selection, providing good air circulation (bending), to avoid excess use of fertilizers, taking away fallen leaves, maintaining a healthy plant, last but not least to shower the leaves so as to kill the spores, but being careful not to raise the RH when you go into the night.

What's the key?

Judging from the number of questions I get about powdery mildew, I've learnt three things over the years; 1.) It's everywhere, 2.) You dread it, and 3.) You want to know how to get rid of it. So, here is what BASF offers as a perfect solution for Powdery Mildew Control.



The parting shot is that the best way to deal with powdery mildew on roses is to prevent it in the first place.

For more details Contact:

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Blooming Innovations Doubles Delphinium Production



Blooming Innovations will double their delphinium production at their Kenyan Farm. Their first harvest is expected in mid-end December. "During the year, we cannot meet the direct demand for delphiniums. For this reason we decided to add another greenhouse to guarantee a continuous supply throughout the year", says Harry Rooijackers, co-owner of the company. Together with his companion Bert Louwerse, these Dutchmen decided to start growing hydrangeas in 2013 in Gilgil, Kenya, and added delphiniums in 2014.

Currently, Blooming Innovations grows blue, light blue, pink, dark purple, white and silver-like white delphiniums. "We now know which varieties are growing well in Kenya. However, the problem with this flower is the fact that it comes in flushes. In total, our 1ha greenhouse has 18 bays and from every variety we have 0.5 or 2 bays and one bay has about 8 beds. And just as with the hydrangeas, the delphiniums need to be harvested on time.

Competition

"Actually, I have to say that we do not have many competitors", says Rooijackers. According to him, not many growers cultivate this particular delphinium. "It has double flowers and large stems. Many other delphiniums are seed grown and therefore less tall, up to 90cm. Ours are over 90 to 120cm. Nico Wiegert, the breeder of the delphinium we grow, grows them too and one or two others, in the Netherlands." However, according to Rooijackers, not only the exclusivity of the product is the reason for their success.

Quality plays an important role too. "Trust is hard to gain but easy to lose", he says. "So, the flowers need to be perfect and need to have a long shelf life, if not, we rather throw them away." And this

approach seems to be well-accepted.

"The feedback we get is very positive."

And this is also noticeable at the auction in the Netherlands. "Our long stems are often double and sometimes even triple the price of the shorter stems."

Export markets

From fall to summer, Blooming Innovations supplies the auction in the Netherlands.

"In this way, we can fill the gap of the Dutch Delphinium growers that are out of production at that time." And when the volumes of the Dutch growers start to increase, Blooming Innovations shifts to supplying the worldwide market directly. "We have direct sales to the Middle East, Far East (China), India and Australia." And in these countries, the demand is increasing.

Long Stems Make Kenyan Hydrangeas Stand Out

Orgem Flora Ltd, a new farm growing hydrangea cut flowers on 8ha of land expects to make its first shipment of flowers to Europe, among other destinations, in two years. According to Lawrence Mukundi, Orgem Flora Ltd owner, Kenyan hydrangeas stand a better chance in the market compared to others due to their characteristically long stems with moderate sizes of bloom.



"One of the reasons why I ventured into this is because in Kenya we are at an advantage, since we can grow hydrangeas all year round, there are no seasons, and we can supply the flower throughout the year. The fact that also our hydrangeas can achieve 80cm long thin stems is another advantage that always makes the buyer choose us first. On the other hand, our petals also remain intact during transit," explains Mukundi.

With hydrangeas, it is easy to get as many shades as you can, all you need is to alter the soil PH. The flower is also easy to propagate according to Mukundi.

One of the challenges, Orgem has had to grapple with is looking for an alternative source of water as the flower requires a lot of water to grow. "We have been forced to drill a borehole and treat the water to get a neutral water PH. This is arduous and as we speak work is in progress. Capital was and is still an issue. The approval process is long and the wait needs patience and focus. Our mother plants need 28 weeks before accreditation. That means we will be in business 12 weeks into next year," adds Mukundi.

Russia, Switzerland and china are Orgem Flora Ltd's top export targets so far. From their little research, Mukundi says the demand for Kenyan hydrangeas can only get better and it is against this backdrop that Orgem plans to expand its farm's acreage with time. "Based on the inquiries we have received so far we can confirm that demand is good and the prices are also fair. We would however, like to first grow on a small scale basis until we tighten all growth husbandry issues, gain confidence in the market then we will think of expanding. We are also ready to grow another breed from interested breeders/growers but for a fee," adds Mukundi.



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French Florist Chains Strengthen their Market Position

The main florist chains in France are gaining ground. French consumers now do 20% of their flower and plant purchases at a chain or franchise shop. Individual florists are finding it more difficult to compete with supermarket prices.

The two most important players in France are the Emova Group (with 354 shops) and FloraNova (with 160 shops). Market leader Emova covers 80% of the French florists that are associated with a chain. The two chains have different shop formulas for specific target groups. The formula for success is efficient purchasing, clever marketing and product choice, and a combination of shops (concept stores) and internet services.



In the past year, Emova achieved a turnover of over €100 million with three proven shop formulas: Monceau Fleurs for the demanding customer, the more accessible Rapid'Flore for a wider public, and Happy for the trendsetting urbanite.

Growth strategy

The group recently announced that it would be taking over Au nom de la Rose. This relative newcomer focuses on roses for the gift market, both online and offline. In France alone, the chain has 32 franchise shops and 71 points of sale. In addition, Au nom de la Rose has outlets in countries like Spain, Italy, Kuwait, Ukraine and Russia. With this takeover, Emova strengthens its position as market leader and brings essential e-commerce expertise in house.

Consumer figures

"Florists form an increasingly important sales channel in France," confirmed market specialist Erwin Sneiders from Royal FloraHolland. "That is apparent from our online European consumer tracker, which we keep continuously running." Although between 2010 and 2015 French consumers spent a bit less on flowers from the florist (decline of 3%), florists remain the largest sales channel for flowers (66%).

Buying a houseplant from the florist is still a rising trend: from 31% in 2010 to 35% in 2015. "The same study revealed that Emova is responsible for 28% of the cut flowers sold in France. With the takeover of Au nom de la Rose, another 7% is added to that total. This puts them way ahead of their competitors, Le Jardin des Fleurs (17% of purchases) and Aquarelle (6%)."

Lucas Vos: Experimenting and Testing to Stimulate Consumer Spending

Lucas Vos concluded that the horticultural sector is not visible enough to consumers. "Let's work on this aspect together, all of us. It will require experimentation and testing. I am open to listening to any ideas."

"Should Royal FloraHolland return to its situation of a few years ago? Should it abandon its strategy? And will it start doing things that really should be done by its members?" These are a few of the questions posed by growers and buyers after watching vlog #9 from Lucas Vos. Lucas provides answers to those questions in vlog #10. He also touches on Brexit, the market in China, and the damage at growers' companies in Limburg and Zeeland.

Royal FloraHolland 2020

'Flowering the World Together, Planting Seeds of Opportunity for our Members'. With this motto the Royal FloraHolland cooperative expresses its vision for the horticultural sector in 2020. Two main aims will have been achieved by 2020: better margins for our members and their buyers, and more consumers spending more on flowers and plants.

Pink Bicycles For Female Flower Farm Workers

As focus on sustainable farming practices takes centre-stage, flower grower, Oserian

Development Company, has introduced bicycles to encourage female employees to cycle for ease of movement, better health and a cleaner environment. This message will be driven home by three farm-based Kenya women's national football team (Harambee Starlets) members who have been gifted with pink bicycles for doing the farm and country proud.

The girls play for both the Oserian football team that is a contender in the Kenya Premier League and the female national team. Irene Ogotu, Dorcas Eshikobe and Leila Apiyo received the bicycles from Managing Director, Neil Hellings, who asked them to encourage their counterparts to cycle. "Ladies have generally shied away from riding and we converted black bicycles to

a colour universally acknowledged as appealing to girls to encourage cycling.

Football Champions

We opted for the football champions to spearhead the practice because heroes make good role models", added Kirimi Mpungu, the farm's head of administration. Dorcas and Irene, were in the Harambee Starlets team that beat Uganda Cranes 4-0 in Kisumu last Sunday.

Oserian supports football to develop teamwork, cohesion, a healthy lifestyle and encourage productive leisure time management. "Ultimately, employees are healthier, more productive hence increase value at work while reducing down time, sick leave and medical bills", added Mr Mpungu. Another Oserian worker has been recruited into the national cycling team.

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KRA Vs VD Berg Who will brink First

The taxman has accused a Naivasha-based company of restricting the sale of its flowers to its parent firm in the Netherlands to avoid paying taxes to the Kenyan Government.

The Kenya Revenue Authority (KRA) has claimed in court that Van den Berg Kenya Ltd (VDB-K) has been selling most of its flowers to its Dutch parent firm at extremely low prices to cut the amount of tax it can pay.

VDB-K has sued the taxman to stop a Sh1.1 billion demand it says the authority has grossly exaggerated. But the KRA says in-depth audits into VDB-K revealed that the company has been colluding with its parent firm to dodge taxes.

The KRA also claims that VDB-K failed to provide crucial information such as details of sales between it and its Dutch parent. The taxman adds that some of the documents provided were written in Dutch, making it hard to use a tax calculation method agreeable to both parties.

"In particular, VDB-K failed to give transaction details with customer names, flower varieties, sizes and prices which information was necessary to establish the end-customer buying price on transaction by transaction basis," the KRA says.

Court order barring the KRA "VDB-K provided certain documents in Dutch language, described by its tax agents as casual agents invoices. A review of these documents revealed that the persons listed therein were the same individuals listed in the shared cost analysis," says Mr Patrick Chege, a manager in the Domestic Taxes Department.

The Dutch-owned company has secured a court order barring the KRA from claiming the amount until Justice George Odunga has determined the suit.

Key Lessons for Kenyan Flower Industry From EPA, Brexit on Market Diversification

Flower exporters are also in this second half of the year coming to terms with Britain's exit from EU and what it means for the flower industry. Immediately the exit news were announced the British pound plunged to its lowest levels in three decades. The Euro also took some shock.

Though not quantified, flower farms in the country, which mostly use the euro, expect higher costs due to fluctuation of the European Union's common currency and the pound. UK is one of the key export destinations for the Kenyan flowers. The exit now would mean that Kenya would need to renegotiate its deal with UK in order to have access to the new markets. The



comforting bit about this though is that the two countries still enjoy good diplomatic ties.

While the above two developments this

year are enormous and will definitely have far reaching implications for the industry, they are also offering us very key lessons on diversification. Time is therefore ripe for Kenya to seriously think about diversifying its markets. It is already good news to learn that



we are already exporting our flowers to 60 destinations around the world.

It was even music to the ears during this year's International Flower Expo, IFTEX, to see buyers from virgin markets from as far as North America flying all the way to meet growers first hand in Nairobi. It is a statement of confidence on what the Brand Kenya flower has prided itself in; quality.

Such markets mean that in case of shocks the industry has a fall back plan and we don't have to run

amok trying to save an industry from political machinations. We have come from far, we can't slam the brakes now, not when today and the future looks so rosy.

High Tech Vegetable Propagation Nursery for Naivasha



Plantech is Kenya's newest vegetable plant propagator. The Naivasha based greenhouse company was founded as a spin-off venture from Panda Flowers, a 40 hectare rose grower at the Naivasha Flower Business Park.

Plantech has built a 2.7 hectare greenhouse with germination and nursery sections for the propagation of vegetable plants like pepper, tomato and cucumbers. This in order to serve the growing demand for quality and uniform young plants for Kenya's growing open field

Ethiopian Growers Suffering From Severe Rainy Season

The rains are heavier than last year. Usually, on a monthly basis and in our region, we have to deal with 180 millimeters of rainfall in the rainy season. However, this year 248 millimeters of rain fell. I even heard that about four other flower farms have been flooded."

Decrease in production

Due to the heavy rains and cloudy days, the level of humidity is higher, which increases the occurrence of diseases like botrytis, downy mildew and powdery mildew. As a result, the production at the majority of the farms in Ethiopia decreased. "Usually, during this time of the year, our production decreases by 20 - 30 percent, because of the rains and

and greenhouse vegetable industry.

The Trinog built greenhouses at Plantech have a 9.6 m bay, 5 m section and are 4.5 m high under the gutter. The top of the greenhouse is 7.2 m. The structure includes roof ventilation and inner shading systems. Trinog has also installed movable irrigation booms and their new seeding bench system, which offers a relatively

simple and affordable alternative to advanced and more heavy bench systems. It is based on a Y-type rail system that provides support for EPS propagation trays.

According to Snow Woo, the bench system is designed with the possibility to automate the seeding process with a drum seeder machine. It is possible to install the bench system for any size of tray and the flexibility of the system allows upscaling in the future. "This rail bench system is easy to use and it's a fairly low investment", said Trinog's Snow Woo.

low season. However this year, the heavy rains made the production drop even further, by about 50 percent", says Bereket Adane of Dugda Flora.

Higher prices

Fortunately, the prices are higher. "As there are less flowers on the auction, the prices increase. The prices are about 50 percent higher than they should be during this time of the year. These prices are almost as high as during Valentine's Day." In spite of these higher prices, Adane prefers last year's situation over this year's. "The production costs are the same as usual, but we have less products. And this price increase will not do enough of a job."

Rose Acreage In Europe Gradually Decreasing

Every year, the number of roses imported into Europe grows, especially from Africa. Around 65% of the imported roses currently comes from Kenya and Ethiopia. In collaboration with rose breeders, Royal FloraHolland is documenting the worldwide production of roses. This survey provides insights into the acreage devoted to growing roses in each country, the developments and marketing channels.



Rose acreage decreasing

Each year the acreage devoted to growing roses decreases further. In the past 5 years the decrease was 27%. In Europe there are currently around 1,700 ha for growing roses. In Germany, the Netherlands, Spain and Italy, there is still an average of 200 ha for growing roses in each country. High energy costs, legislation and the low prices for imported roses are greatly influencing the production.

In 2004 the Netherlands still had about 850 ha for rose production; this has declined to 238 ha in 2016. Rose growers are stopping or switching to another crop. The largest decrease was seen in Italy, where the production was much higher 10 years ago. Due to the low prices of imported roses, this decreased precipitously. But given its good quality, many varieties and innovation, rose cultivation will never disappear entirely from Europe



DATE:
VENUE:

SEPTEMBER 23RD & 24TH
NAIVASHA SPORTS CLUB

2016

The Naivasha Horticultural Fair has grown in size every year since its inception in 2002, and we are very happy that once again the number of companies exhibiting has increased including those from overseas.

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

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

All profits from N H Fair goes to charity, mainly child based, it has managed to build and sustain a number of projects e.g. Naivasha Safe House, Red Cross Office, NACOHAG a charitable clinic. WE have just completed building a Children's Protection Unit at the Naivasha Police station and it has been handed over to the Children's Board to assist them in their work of child protection.

For more details, visit our website, www.naivashahortifair.com.



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Website: www.naivashahortifair.com



The Naivasha Horticultural Fair will be 14 years old this year. Starting from humble beginnings in 2002, the Naivasha Horticultural Fair has grown to be one of the biggest Horticultural Shows in Africa. From an initially purely horticultural perspective the NHFAIR is branching out into the whole agricultural sector. Every year the number of stands and the number of visitors increases, from 60 stands in 2002 to over 200 stands in 2016.

The relaxed atmosphere and spacious venue attracts the crème de la crème of the agricultural sector. Many exhibitors take the opportunity to launch new products and innovations at the NHFAIR, so as a visitor you have a one-stop venue that gets you in contact with all your suppliers, and you are also kept informed on all the new market trends – very important in a fast evolving business. Decision makers from both sides of the industry attend, and a lot of business is concluded. There is ample parking, loads of space, a great food hall and a children's entertainment area. So not only can visitors catch up on business, they can combine it with a family day out.

The NHFAIR is run by a small organising committee that operates on an entirely voluntary basis. The Exhibitors and visitors are proud to know that 100% of their donations go to good causes. Every year more and more funds are raised for charity and are dispersed through the NHFAIR Trust. The NHFAIR partners with other donors in order to increase the effective value of donations and to raise the awareness of its projects.

Long term donor partners include The Naivasha Rotary and NTM. The NHFAIR Trust concentrates on poverty alleviation and improving the

lives of woman and children according to their motto 'Building better lives'. NHFAIR supports the following major Charities:- Naivasha Safe House (abused women and children), the Naivasha Children's Shelter (giving kids a chance), NACOHAG (HIV and AIDS and family health), Karagita Maternity Hospital and the Naivasha General Hospital Maternity Wing (reduction of maternal and infant mortality during childbirth), United Disabled Persons of Naivasha, KSPCA, and Rotary.

NHFAIR has funded emergency life saving services through the Aga Khan Trust, sponsored educational support and continue to supply desks, chairs, water tanks, trees, and sanitation blocks to many schools. Over the years millions of shillings have been raised and wisely spent, making a massive difference to people's lives. Most Charities will be represented at the NHFAIR so visitors and exhibitors can see exactly where their money goes, and how much it helps.

In 2011 the NHFAIR launched its most ambitious project yet ADOPT A VILLAGE. The NHFAIR has undertaken to sponsor a whole village, including schools, a clinic, a borehole, power.

What makes the NHFAIR such a success?

People and Support: The tremendous support and professionalism of its sponsors, exhibitors and visitors makes it the success it is today.

Location is important. The NHFAIR has always been based in the grounds of Naivasha Sports Club, with beautiful surroundings and plenty of space. Naivasha is a major horticultural zone, and host to many of the Rose Breeders Showcases and farms, it is close to Nairobi and the International Airport, and there are lots of great places to stay and wonderful things to do there.

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FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
AAA- Flowers		Nakuru	Banerjee	0704788852	banerjee@aaagrowers.co.ke
AAA Growers	Vegetables/Flowers	Nairobi	Musa Sando	0787866022	sando@aaagrowers.co.ke
AAA-Chestnut		Narumoru	Kiai/Sando	0722944030	sando@aaagrowers.co.ke
AAA-Growers		Nakuru	Moses Sando	0787866022	sando@aaagrowers.co.ke
AAA-Hippo		Thika	Steve	0721778736	julius@aaagrowers.co.ke
AAA-Roses		Rumuruti	Julius Ruto	0720330039	turiagronomy@aaagrowers.co.ke
Acacia Farm-Sunripe		Naivasha	Antony	0711827785	naivasha@sunripe.co.ke
Africala		Limuru	Rob	0721-837968	sales@africala.com
African Blooms	Roses	Nakuru	Samir Chandorkar	0735384552	samir.chandorkar@xflora.net
Afriscan Kenya Ltd	Hypericum	Naivasha	Reuben Kanyi	0723920237	
Agriflora Ltd	Flowers	Nakuru	Clement Kipngetich		cngetich@sianroses.co.ke
Akina Farm	Roses	Nakuru	Arfhan	0722728441	arfhan@fontana.co.ke
Alani Gardens	Roses	Nakuru	Judith Zuurbier	0722 364 943	alani@alani-gardens.com
Altitude Flowers	Flowers	Nakuru	Dominic Koeh	0723684277	
Aquila Development Co	Roses	Naivasha	Prakash Shinde	0710791746	pm@aquilaflowers.com
Ayana Farm	Roses	Nakuru	Gideon Maina	0721178974	gideon@fontana.co.ke
Bamboo Farm-Sunripe		Nakuru	Reuben	0723920237	
Balaji	Roses	Olkalou	BalasahebIngawae	0735593016	balasaheb.ingawale4@gmail.com
Baraka Farm	Roses	Nakuru	Lucy	0720554106	lucy@barakaroses.com
Batian Flowers	Roses	Nanyuki	Dirk Looj	0720102237	dirk@batianflowers.com
Beautyline	Flowers	Naivasha	Peter Gathiaka	0722676925	peter@beautyli.com
Bigot Flowers	Flowers	Naivasha	Kakasaheb Jagtap	0722205271	jagtap.kt@bigotflowers.co.ke
Bila Shaka Flowers	Roses	Naivasha	Joost Zuurbier	0722204489	bilashaka.flowers@zuurbier.com
Bondent	Eryngiums	Nanyuki	Richard Fernandes	062-31023/6	bondent.production@karik.biz
Black Petals		Limuru	Nirzar Jundre	0722848560	nj@blackpetals.co.ke
Blissflora Ltd	Roses	Nakuru	Apachu Sachin	0789101060	appachu7@yahoo.com
Blue Sky		Naivasha	Mike	0720005294	info@blueskykenya.com
Blooming Dale Roses Kenya Ltd	Flowers	Nanyuki	Sunil	0718991182	info@bloomingdaleroses.com
Buds and Blooms		Nakuru	Shivaji	0720895911	shivaniiket@yahoo.com
Carnation Plants	Roses	Athiriver	Ami R.	0733626941	amir@exoticfields.com
Carzan Kipipiri	Flowers	Naivasha	Nicholas	0721844367	kipipiri.production@carzankenya.com
Carzan Kipipiri	Flowers	Naivasha			gm@carzankenya.com
Carzan Rongai		Nakuru	Paul M.	0711838689	rongai.production@carzankenya.com
Charm Flowers	Flowers	Athiriver	Ashok Patel	020 352583	ashki@wananchi.com
Colour Crops	Hypericum	Nanyuki	Vincent	0721652231	colourcrops@tmu.com
Colour crops	Flowers	Nakuru	Maina	0722578684	bahati@colourcrops.com
Colour crops Naivasha	Flowers	Naivasha	Geoffrey Mwaaura	0722200972	nva@colourcrops.com
Countrywide Connections		Nanyuki	Peterson Thuita	0724786004	bondet.production@kariki.biz
Delemere Pivot		Naivasha	Daniel Ondiek	0720395963	daniel.ondiek@vegpro-group.com
Desire Flowers	Flowers	Isinya	Rajat Chaohan	0724264653	rajatchaohan@hotmail.com
De ruiters	Breeder Roses	Naivasha	Fred Okinda	0722579204	Fred.okinda@deruiter.com
Double Dutch	Cuttings	Naivasha	James Opiyo	0723516172	Opiyojames160@gmail.com
Duro Farms (Rain Forest land)	Roses	Naivasha	Julius Kigamba	0723665509	jkigamba@fleurafrica.com
Elbur flora	Roses	Nakuru	Daniel Moge		
Enkasiti Thika	Flowers	Thika	Tambe	0734256798	enkasiti@gmail.com
Equator Roses	Flowers	Eldoret	Charles Mulemba	0721311279	cmulemba@sianroses.co.ke
Equinox	Flowers	Nanyuki	Tom Lawrence	0722312577T	tom@equinoxflowers.com
Everflora Ltd.		Thika	-	0735873798	everflora@dmbgroup.com
Fairy Flowers	Flowers	Limuru	Sylvester	0753444237	sylvesterkahoro@yahoo.com
Fides Kenya Ltd	Cuttings	Embu	Francis Mwangi	068-30776	
Flamingo Holdings Ltd-Flamingo	Flowers	Naivasha	Peter Mwangi	0722204505	peter.mwangi@finlays.net
Flamingo Holdings Ltd- Ibis	Flowers	Nanyuki	Purity Thigira	0722279176	purity.thigira@finlays.net
Flamingo Holdings Ltd-Kingfisher	Flowers	Naivasha	Charles Njuki	0724391288	charles.njuki@finlays.net
Flamingo Holdings Ltd- Kingfisher	Flowers	Naivasha	Jacob Wanyonyi	0722773560	jacob.wanyonyi@finlays.net
Flamingo Holdings Ltd- Ibis Farm	Vegetables	Nanyuki	Augustine Mwebia	0721447430	augustine.mwebia@finlays.net
Flamingo Holdings Ltd-Siraji Farm	Carnations, Roses	Nanyuki	John Magara/Peris	0729050116	peris.ndegwa@finlays.net
Finlays -Kericho	Flowers	Kericho	Elijah Getiro	0722873539	elijah.getiro@finlays.co.ke

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
Finlays -Tarakwet	Flowers	Kericho	Japheth Langat	0722863527	japhet.langat@finlays.co.ke
Finlays Chemirel	Flowers	Kericho	Aggrey Simiyu	0722601639	aggrey.simiyu@finlays.co.ke
Finlays- Lemotit	Flowers	Kericho	Richard Siele	0721486313	richard.siele@finlays.co.ke
Flamingo flora	Roses	Njoro	Sam Nyoro	0721993857	s.ivor@flamingoflora.co.ke
Flora ola	Roses, Hypericum	Solai-Nakuru	Wafula	08382972	floraolaltd@gmail.com
Flora Delight		Kiambu/ Limuru	Marco	0710802065	marcovansandijk@yahoo.com
Florensis Ltd	Cuttings	Naivasha	Anne Marie		annemarie@florensis.co.ke
Florenza	Roses	Nakuru	Yogesh	0715817369	
Fontana Ltd-Salgaa		Nakuru	Kimani	0733605219	production@fontana.co.ke
Fontana Ltd		Nakuru	Girrish Appana	0726089555	production@fontana.co.ke
Fox Ton Agri		Naivasha	Jim Fox	0722204816	jim@foxtonagri.com
Fpeak		Thika	Mutiso/Titus	0711214396	anthonymutiso@gmail.com
Frigoken K Ltd	Vegetables	Nairobi	Nicholas Kahiga	0722797547	nicholas.kahiga@frigoken.com
Gatoka Roses	Roses	Thika	Chris	0723408471	gatoka@swiftkenya.com
Gladioli Ltd		Naivasha	Pieriguichi / Claudia	0722206939	torres.palau@yahoo.com
Golden Tulip	Roses	Nakuru	Ravi	0723159076	ravi@bth.co.ke
Golden Tulip (Laurel Inter.)	Roses	Nakuru	Ashok	0738359459	ashok@btl.co.ke
Gorge Farm		Naivasha	Patrick Mulumu	0722498267	pmulumu@vegpro-group.com
Groove	Flowers	Naivasha	John Ngoni	0724448601	grovekenya@gmail.com
Hamwe	Hypericum	Naivasha	Peter Kamwaro	0721758644	hamwe.fm@kariki.biz
Hamwe- Molo	Fowers	Nakuru	Joseph Juma	0725643942	production.fm@kudenga.co.ke
Harvest / Manjo Plants	Roses	Naivasha	Phanuel Ochungu	0722506026	phanuel.ochungu@gmail.com
Harvest Ltd	Roses	Athiriver	Mr. Farai Madziva	0722-849329	farai@harvestflowers.com
Highland plantations	Cuttings & Herbs	Olkalou	Amos Mwaura	0726726392	production@highlandplants.co.ke
Imani Flowers	Flowers	Nakuru	Moses	0722977214	
Indu Farm		Naivasha	Wesley Koech	0715546908	
Indu -Olerai Farm		Nakuru	Everline Debonga	0723383160	everlyne.adhiambo@indu-farm.com
Interplant Roses	Roses	Naivasha	Gavin Mouritzen	0733220333	info@interplantea.co.ke
Isinya	Flowers	Isinya	Pradeep	0736586059	pm@isinyaroses.com
Jatflora		Naivasha	James Oketch	0724418541	jatflora@gmail.com
Jesse AGA		Mweiga	Thuranira	0754444630	davidt@eaga.co.ke
Karen Roses	Flowers	Nairobi	Peter Mutinda	0723353414	pmutinda@karenroses.com
Kariki Ltd.		Thika	Samwel Kamau	0723721748	production@kariki.co.ke
Karuturi	Flowers	Naivasha	Rob		rob.paul@twigaroses.co.ke
Twiga Flowers	Flowers	Naivasha	pius Kimani	0721747623	pius.kimani@gmail.com
Kenflora Limited		Kiambu/ Limuru	Abdul Aleem	0722311468	info@kenflora.com
Kentalya		Naivasha	Linnnet	0733549773	lynette@kentalya.com
Kenya Cuttings	Flowers	Ruiru	James Ouma	0725217284	john.odhiambo@syngenta.com
Kenya Cuttings	Flowers	Thika	Kavosi Philip	0721225540	philip.munyoki@syngenta.com
Kenya Pollen Flowers	Flowers	Thika	Joseph Ayieko	0733552500	joseph.ayieko@syngenta.com
KHE		Nanyuki	Elijah Mutiso	0722254757	mutiso@khekenya.com
Kisima Farm	Roses	Timau	Martin Dyer	0722593911	martin@kisima.co.ke
Kongoni River Farm-Gorge Farm	Roses	Naivasha	Anand Patil	0728608785	anand.patil@vegpro-group.com
Korongu Farm		Naivasha	Macharia	0721387216	
Kreative	Roses	Naivasha	Bas Smit	0722 200643	info@kordesroses.com
Lamorna Ltd	Roses	Naivasha	Mureithi	0722238474	admin@lamornaflores.com
Lathyflora		Limuru	Mbauni John	0721798710	mbaunij@yahoo.com
Lauren International	Flowers	Thika	Chris Ogutu/Carlos	0722783598	laurenflowers@accesskenya.co.ke
Lex International	Roses	Naivasha	Steve Outram	0733 609863	steve@lex-ea.com
Liki River	Flowers	Nanyuki	Madhav Lengare	0722202342	madhav@vegpro-group.com
Liki River	Flowers	Nanyuki	Nitin	0700000342	nitin.golam@vegpro-group.com
Livewire	Hypericum	Naivasha	Esau Onyango	0728606878	management@livewire.co.ke
Lobelia Ltd/ Sunland	Roses	Timau	Peter Viljoen	0721632877	info@lobelia.co.ke
Lolomarik	Roses	Nanyuki	Topper Murry	0715 727991	topper@lolomarik.com
Loldia Farm		Naivasha	Gary/Rotich	0720651363	
Longonot Horticulture		Naivasha	Chandu	0724639898	chandrakant.bache@vegpro-group.com
Longonot Horticulture		Naivasha	Patrick Mulumu	0722498267	patrick.mulumu@vegpro-group.com
Maasai Flowers	Flowers	Isinya	Andrew Tubei	0722728364	atubei@sianroses.co.ke



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Magana	Roses	Nairobi	Lukas	0788695625	farmmanager@maganaflowers.com
Mahee	Roses	Nakuru	Senthil Bharathi	0789777145	maheefm@eaga.co.ke
Mahee Wilham	Vegetables	Nakuru	Missire	0754444629	maheevfem@eaga.co.ke
Maji Mazuri Roses	Flowers	Eldoret	Wilfred Munyao	0725848912	wmunyao@majimazuri.co.ke
Maridadi Flowers	Flowers	Naivasha	Jack Kneppers	0733333289	jack@maridadiflowers.com
Maua Agritech	Flowers	Isinya	Madan Chavan	0738669799	production@mauaagritech.com
Mauflora	Roses	Nakuru	Mahesh	0787765684	mahesh@mauflora.co.ke
Milmet/Tindress Farms	Flowers	Nakuru	Pravin		pravinyadav.29@gmail.com
Molo Greens Ltd	Flowers	Nakuru	Justus Metho	0722755396	justus@mologreens.co.ke
Molo River Roses	Flowers	Nakuru	A. Wambua	0724256592	awambua@moloriverroses.co.ke
Mwanzi Farm	Roses	Rumuruti	Peter Wekesa	0723027208	
Mt Elgon Flowers	Roses	Eldoret	Bob Anderson	0735329395,	bob@mtelgon.com
Mweiga Blooms	Flowers	Nanyuki	Stewart/ Mburu	0721674355	mweigablooms@wananchi.com
New holland - Laurel Investment	Roses	Nakuru	Ashok	0738359459	
Nini Farms	Roses	Naivasha	Menjo / Philip	0720611623	production@niniltd.com
Nirp East Africa	Roses	Naivasha	Danielle Spinks	0702685581	danielles@nirpinternational.com
Ol Njorowa	Roses	Naivasha	Charles Kinyanjui	0723986467	mbegufarm@iconnect.co.ke
Olij Kenya Ltd	Roses	Naivasha	Sally Nicholas	0737888028	v.bhosale@olijkenya.com
Oserian	Flowers	Naivasha	Musyoka Stephen	0722888377	stephen.musyoka@oserian.com
Panda Flowers	Roses	Naivasha	Chakra	0786143515	chakra@pandaflowers.co.ke
Panocol International	Roses	Eldoret	Mr. Paul Wekesa	0722748298	paul.wekesa@panocol.co.ke
Penta	Flowers	Thika	Tom Ochieng	0723904006	tom@wananchi.com
United Selections	Roses	Nakuru	Benard Ndungu	0721630887	
Pj Dave	Flowers	Isinya	Simiyu	0723500049	pjdavetimau@pjdaveepz.com
Pj Flora	Flowers	Isinya	Palani Muthiah	0752607651	muthiah.palani1971@gmail.com
Pj Thande Farm		Kiambu/Limuru	Elizabeth Thande	0722380358	elizabeth@wetfarm.co.ke
Plantation Plants	Cuttings	Naivasha	William Momanyi	050 20 20282	pplants@kenyaweb.com
Porini Ltd	Flowers	Nakuru	Pitambar Ghahre	0726774955	porini@isinyaroses.com
PP Flora	Roses	Nakuru	Robert /Prakash	0718045200	ppflora2010@gmail.com
Primarosa	Flowers	Athi RiVer	Dilip Barge	0731000404	dilip@primarosaflores.com
Primarosa	Roses	Nakuru	Kadam	0721274413	kadam@zuri.co.ke
Racemes Ltd		Naivasha	Bonny	0721938109	bonny@kenyaweb.com
Ravine Roses Flowers	Flowers	Nakuru	Peter Kamuren	0722205657	pkamuren@karenroses.com
Redland Roses		Thika	Aldric Spindler	0733603572	aldric@redlandsroses.co.ke
Redwing Flowers	Flowers	Nakuru	Simon Sayer	0722227278	sayer@redwingltd.co.ke
Rift Valley Flowers Ltd	Flowers	Naivasha	Peterson Muchuri	0721216026	fm@riftvalleyroses.co.ke
Rimiflora Ltd		NaivaSha	Richard / Stephen	0722357678	richard@rimiflora.com
Riverdale Blooms Ltd		Thika	Antony Mutugi	0202095901	rdale@swiftkenya.com
Roseto	Roses	Nakuru			gm.roseto@megaspingroup.com
Rozzika Gardens -Kamuta Farm		Naivasha	Mbuthia	0721849045	jwachiram@yahoo.com
Savannah international	Geranium	Naivasha	Ignatius lukulu	0728424902	i.lukulu@savanna-international.com
Selecta Kenya		Thika	Alnoch Ludwig	0738572456	l.allnoch@selectakenya.com
Soljanmi	Fowers	Njoro	Kirani Nangare	0787787544	kiran.nangare@xflora.net
Schreus	Roses	Naivasha	Pradeep		
Shades Horticulture	Flowers	Isinya	Mishra	0722972018	info@shadeshorticulture.com
Shalimar Flowers	Flowers	Naivasha	Anabarasan	0733604890	anbarasan@eaga.co.ke
Sierra flowers Ltd	Flowers	Nakuru	Sherif	0787243952	farm.sierra@megaspingroup.com
Simbi Roses		Thika	Karue	067 44292	simbi@sansora.co.ke
Sirgoek Flowers	Flowers	Eldoret	Andrew Keitany	0715 946429	sirgeok@africaonline.co.ke
Solai Milmet/Tindress	Flowers	Nakuru	Ravindra	0788761964	tindressmilmet@gmail.com
Star Flowers Flowers	Flowers	Naivasha	Dinkar	0789487429	dinkar@vegpro-group.com
Subati Flowers	Flowers	Nakuru	Naren Patel	0712 584124	naren@subatiflowers.com
Subati Flowers	Flowers	Naivasha	Naren Patel	0712 584124	naren@subatiflowers.com
Suera Flowers Ltd	Flowers	Nakuru	George Buuri	0724622638	gbuuri@suerafarm.sgc.co.ke
Sun buds	Hypericum	Naivasha	Reuben Kanyi	0723920237	kanyireuben@gmail.com
	Gypsophilla, Army				
Sunland Timau Flair	Roses	Timau	Peter Viljoen	0723383736	info@lobelia.co.ke
Stockman rozen	Roses	Naivasha	Julius muchiri	0708220408	julius@srk.co.ke



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Tambuzi	Roses	Nanyuki	Paul Salim	0722 716158	paul.salim@tambuzi.co.ke
Terra nigra	Breeder--1ha	Naivasha	Peter van der meer		petervandermeer@terranigra.com
Timaflo Ltd	Flowers	Nanyuki	Simon van de Berg	0724443262	info@timaflo.com
Transebel		Thika	David Muchiri	0724646810	davidmuchiri@transebel.co.ke
Tropiflora		Kiambu/Limuru	Niraj		tropiflora@africaonline.co.ke
Tulaga	Roses	Naivasha	Steve Alai	0722659280	tulagaflower@africaonline.co.ke
Tk Farm		Nakuru	Gichuki	0721499043	davidgichuki20@yahoo.com
Uhuru Flowers	Flowers	Nanyuki	Ivan Freeman	0713889574	ivan@uhuruflowers.co.ke]
V.D.Berg Roses	Flowers	Naivasha	Johan Remeus	0721868312	
Valentine Ltd		Kiambu/Limuru	Maera Simon	0721583501	simon.maera@valentinegrowers.com
Van Kleef Ltd	Roses	Nakuru	Judith Zuurbier	0722 364 943	judith@vankleef.nl
Vegpro K Ltd Vegetables		Nanyuki	John Kirunja	0729555499	john.kirunja@vegpro-group.com
Vegpro K Ltd	Vegetables	Nairobi	Judy Matheka	0721245173	jmatheka@vegpro-group.com
Vegpro K Ltd	Vegetables	Nanyuki	John Nduru	0722202341	jnduru@vegpro-group.com
WAC International	Breeder	Naivasha	Richard Mc Gonnell	0722810968	richard@wac-international.com
Waridi Ltd		Athiriver	P. D.Kadlag	0724-407889	kadlag@waridifarm.com
Wildfire	Flowers	Naivasha	Boniface Kiama	0722780811	roses@wildfire-flowers.com
Wilmer	Summer Flowers	Thika	Wilfred M.Kamami	0733714191	kamami@wilmar.co.ke
Winchester Farm	Flowers	Nairobi	Raphael Mulinge	0725848909	rmulinge@sianroses.co.ke
Windsor		Thika	Vikash	073705070	vikash@windsor-flowers.com
Xpression Flora		Nakuru	Ashesh		
Zena	Roses	Thika	Arun Mishra	020 2328970	sales@zenaroses.co.ke
Zena Asai Farm	Roses	Eldoret	Laban Koima	0722554119	koima@zenaroses.co.ke
Zena Roses - Sosiani	Roses	Eldoret	Sylvester Saruni	0722635325	saruni@zenaroses.co.ke

FLOWER FARMS IN UGANDA

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

FLOWER FARMS IN TANZANIA

TYPE	FARM NAME	CONTACT PERSON	LOCATION	PHONE NUMBERS	E-MAIL
Roses	Kili flora	Jerome Bruins	Arusha	255 27-25536 33	jbruins@habari.co.tz
Roses	Mt. Meru	Tretter	Arusha	255 27 2553385	office@mtmount-meru-flowers.com
Roses	Tengeru Flowers	Tretter	Arusha	255 27 255 3834	teflo@africaonline.co.tz
Roses	Hortanzia	Mr Micheal Owen	Arusha	255 784 200 827	hortanziagm@cybernet.co.tz
Hypericums	Kilimanjaro flair	Greg Emmanuel	Arusha	255 784 392 716	greg@kilimanjaroflair.com
Crysenthemums	Multi flower Ltd	Tjerk Scheltema	Arusha	255 27 250 1990	tjerk@arushacutting.com
Crysenthemums	Fides	Greg Emmanuel	Arusha	255 27 255 3148	fides@habari.co.tz
Crysenthemums	Dekker Bruins	Lucas Gerit	Arusha	255 27 255 3138	info@tfl.co.tz
Crysenthemums	Arusha cuttings	Tjerk Scheltema	Arusha	255 27 250 1990	tjerk@arushacutting.com



FLOWER FARMS IN ETHIOPIA

TYPE	FARM NAME	CONTACT PERSON	LOCATION	PHONE NUMBERS	E-MAIL
Roses	Linsen flowers	Peter Linsen	Holeta		Elinsenroset@ethionet.et
Roses	Hanjia	Holeta	0922 750602	Peter.Pardoen@karuturi.com	
Roses	Alliance flowers	Navale	Holeta		navele@nehainternational.com
Roses	Ethio dream Rishi	Holeta	Ethiopia	011 23 72335	holeta@jittuhorticulture.com
Roses	Holeta Roses Navale	Holeta	Ethiopia		navale@nehainternational.com
Roses	Supra Flowers	Kaka Shinde	Holeta	0911 353187	kakashind@rediffmail.com
Roses	Agriflora	M. Asokan	Holeta	0922 397760	flowers@ethionet.et
Roses	Ethio- Agricerft	Alazar	Holeta	0910 922 312	alazar@yahoo.com
Roses	Addisfloracom P.L.C	Kitema Mihret	Holeta	0912 264190	tasfaw@addisflora.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	-	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	Sharon Flowers		Sebata		saronfarm@ethionet.et
Roses	Selam Flowers	Etsegenet Shitaye	Sebata	0913 198440	etstgshita@yahoo.com
Roses	Joy Tech	mulugeta Meles	Debra Zyeit	0911 302804	mulugeta@joytechplc.com
Roses	Dugda floriculture	sayalfe Adane	Debra Zyeit	0911 50 48 93	general@dugdaflora.com.et
Roses	Minaye flowers	Eyob Kabebe	Debra Zyeit	011-3728667/8/9	minayefarm@ethionet.et
Roses	Bukito Flowers	Anteneh Tesfaye	Debra Zyeit	0911 615571	
Roses	oilij	Bas Van der lee	Debra Zyeit	0911 507 307	b.vanderlee@oilijethiopia.com
Roses	Yassin Flowers	Tesfaye Gidissa	Debra zyeit	0911 89 78 56	kemevision@yahoo.com
Roses	Z. K Flowers	Abebe Mamo	Debra zyeit	0911 52 65 29	abemic/2006@yahoo.com
Roses	Friendship flowers	Edwin	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@aqroses.com
Hypericum	Margin par	Hayo Hamster	Holeta	251 911 505 845	marginpar@ethionet.et
Gypsophila	Tal Flowers	Mr. Uri	Sebata		uridago@walla.co.il
Hydragiums	Ewf Flowers	Humphrey	Sebata	0920 35 1931	production-manager@Ewf-flowers.com
pelargoniums	Red fox	Michel Zevenbergen	Ziway	0911 49 00 23	m.zevenberge@ethiopia.redfox.de
Hypericum	Abssinia flowers	Sendafa			ggh_link@ethionet.et
Geraniums	Ethiopia cuttings	Scott Morahan	Koka		scott.moharan@syngenta.com
Budding plants	Florensis Ethiopia	Netsanet Tadasse	Koka		flrensis@ethionet.et
Crysenthemums	Maranque	Mark Drissen	Merjetu	(251) 22 1190750,	md@maranqueplants.com
Freesia & Statice	Freesia Ethiopia	Ronald Vijvrberg	Sebata	(251) 115 156259,	freesia@ethionet.et
Hypericum	Yelcona	Andreas	Sebata	0921 146 930	Andreasndieolens@hotmail.com

Endelea Down with Downy Mildew

Those who may be new in my life should be aware that am an occasional visitor to the local Bunge. Inside Lavaeli's (Colloquial village dialect for Raphael), the owner has made it a state of the art joint which accommodates all characters. Inside the hall villagers meet and enjoy the local Muatine. Next in a veranda with grass thatched cubicles is where the elites of the village meet. Outside the veranda is a big mabati built room, and you find the football fans who make noise all through just cheering names they cannot pronounce. This is where you also meet the Mukuka chewers who are always alert. Revellers are allowed to criss cross as long as one is not nuisance lest you meet the local bouncers whose single touch will leave you half dead. In each of these areas there is a local Bunge discussing different motions of the day. Lavaeli's is so popular that any urbanite must visit it. June was a good time to visit.

Downy Mildew Attack

After greeting Kyalii, christened chairman by the young turks, I called on sikolasitika for a bottle of Sprite Madiaba. On her way back, she was joined by Endelea who carried a bouquet of roses. "Did you fight with your wife", she asked joyfully, "give her some money she is not a rabbit to eat twigs", she added as she tried to take the bouquet. "Do not touch, they are sick, replied Endelea. After greetings, he asked, "have you seen Professor?, we agreed to meet at this time." As I was deliberating internally what Mutiso (Prof.) and the said sick flowers had in common, Chairman answered, "right behind you".

Mutiso, a consulting agronomist greeted us and whispered something to Sikola, put a Kshs1,000 note on her overcoat, then she left smilingly. "What is wrong with you, Endelea?", Prof. asked. "I treat life flowers not dead. Let's take a cab to your farm then back. It will take us just few minutes. Chairman, have paid something for you and your friend, kindly do not leave I will be joining you later", he added. "Can I join you", I asked. "Your wish", Prof answered. On our way out we were also joined by Juma. It was all joy as the village agriculturalists enjoyed themselves on who had chewed enough books.

"You remember when the weather man announced Elnino", Endelea asked. I never took him serious as they are fond of telling us to take our blankets outside in a sunny day only to run helter skelter after few hours

"Can you please tell me what it is all about?" Prof said. "I am tired of this hide-and-seek game," he feigned a slight annoyance. "You are a doctor and you came

to examine your patient. Maybe we can walk to one of the greenhouses and you see the crop", Endelea answered. "We start by taking history of the patient, so can you briefly tell about my patient", Prof said.

For the last one week, it has rained heavily and for rose growers, this is not some very good news. This can easily cause high humidity and prolonged leaf wetness. It does not need a crop pathologist like you to know free moisture is required for an infection to occur.

According to my sprayers, they have witnessed constant leaf wetness for a period of 6 hours in an area with a relatively high humidity. I believe this has given room for spores to germinate and infect the leaves. After spores' production, in the morning, temperatures rose and humidity fell so the spores were released into the air.

By the look on his face, this did not sound very good to Prof but as a doctor he tried the best to conceal his feelings. "Maybe I can see my patient know", he said. Endelea led us into the greenhouse. We were now inside the greenhouse and I could clearly see the description on the crop was correct. Prof. went over the tiny leaves sometimes with a hand lens. Looks like *Peronospora Sparsa*. he said to Endelea in hearing of all of us. "What is that", I asked anxiously. "It is downy mildew", Prof answered. "And how can you notice it" I asked.

At infection the fruiting structures of the fungus emerge from the undersides of the leaves and create the greyish – colored, downy coating as you can see. He said while showing us one of the leaves he had cut to examine. The downy mass of spores are difficult to see without a hand lens or microscope. These spores appear on the underside of leaf lesions. A side view of an infected leaf you can notice the fine whitish mycelia near the midrib of the leaf. This is the location directly under one of the purple blotches you can also see purplish red to dark brown, irregular spots on leaves. As the disease progresses, you will see angular blotches, yellow, purple to brown, to a scorch like burn and reddened areas on sepals and stem. Small spots or long purplish areas may form on canes and may kill twigs. Infection usually occurs on young plant parts but other parts are also affected. Defoliation may occur in extreme cases.

Knowing the magnitude of the matter, Endelea had gone silent biting his lower lips as he followed the conversation. Downy mildew is a fungal disease that

causes destruction of leaves, stems, and flowers. Its main species are: *Peronospora*, *Bremia*, *Plasmopara*, and *Basidiophora*. Downy mildew is a serious problem in the ornamentals. Similar environmental conditions (i.e. cool, wet weather, high humidity) favour the development of all downy mildew species.

"So what are his chances", Juma asked weighing in the conversation. Downy Mildew is high risk pathogens. It has a Short development cycle (8-10 days under optimum conditions). It carries a high potential for reproduction (high quantities of spores) for it is widely propagated by water, wind and workers. Damage is not reversible: The damaged tissues die and result in substantial losses of harvestable stems. High genetic variability: Rapid appearance of less sensitive strains.

I will not like to go deep into the physiology of the fungus. I will try to sum up some of the practical solutions which can help you minimize the loss. As a grower you must keep an alarm when you see the first signs of change in weather or when you get the first showers. You must also check your greenhouse condition and ensure you have no leakages.

Once you are sure of the first two, it is important to let your green house breath much more efficiently than any other time. Are you irrigating? Yes but you have to cut down the metre cubic as requirements are less. Ensure no excess water moisture or extra water on the beds. Are you growing in a flush system? Make sure you go one round of thinning of all unproductive stems to control heavy canopy resulting into high humidity. If you see the first showers do not wait for the symptoms to appear for they are irreversible. Straight check your spray program and go ahead with your preventive spray. Try to do with a systemic and a contact chemical group together. It is also important you make a group of varieties mainly into three; resistant, moderate and very sensitive.

Forget the other pest and disease problem for the time. This delay in your sprays will help you avoid wetting the crop. And when spraying, time your sprays in such a way that you finish by 3.00pm to give enough time to dry. And lastly ensure no stagnate water inside the greenhouse.

The trip back to Lavaeli's was doomed as no one spoke to the other. We found chairman enjoying his drink with Avakuku. He cheekily smiled on our sight, as Avakuku shouted, it is time to take roses to our wives. Sikola, keep my sprite if you incase you read this.



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