

September - October 2017

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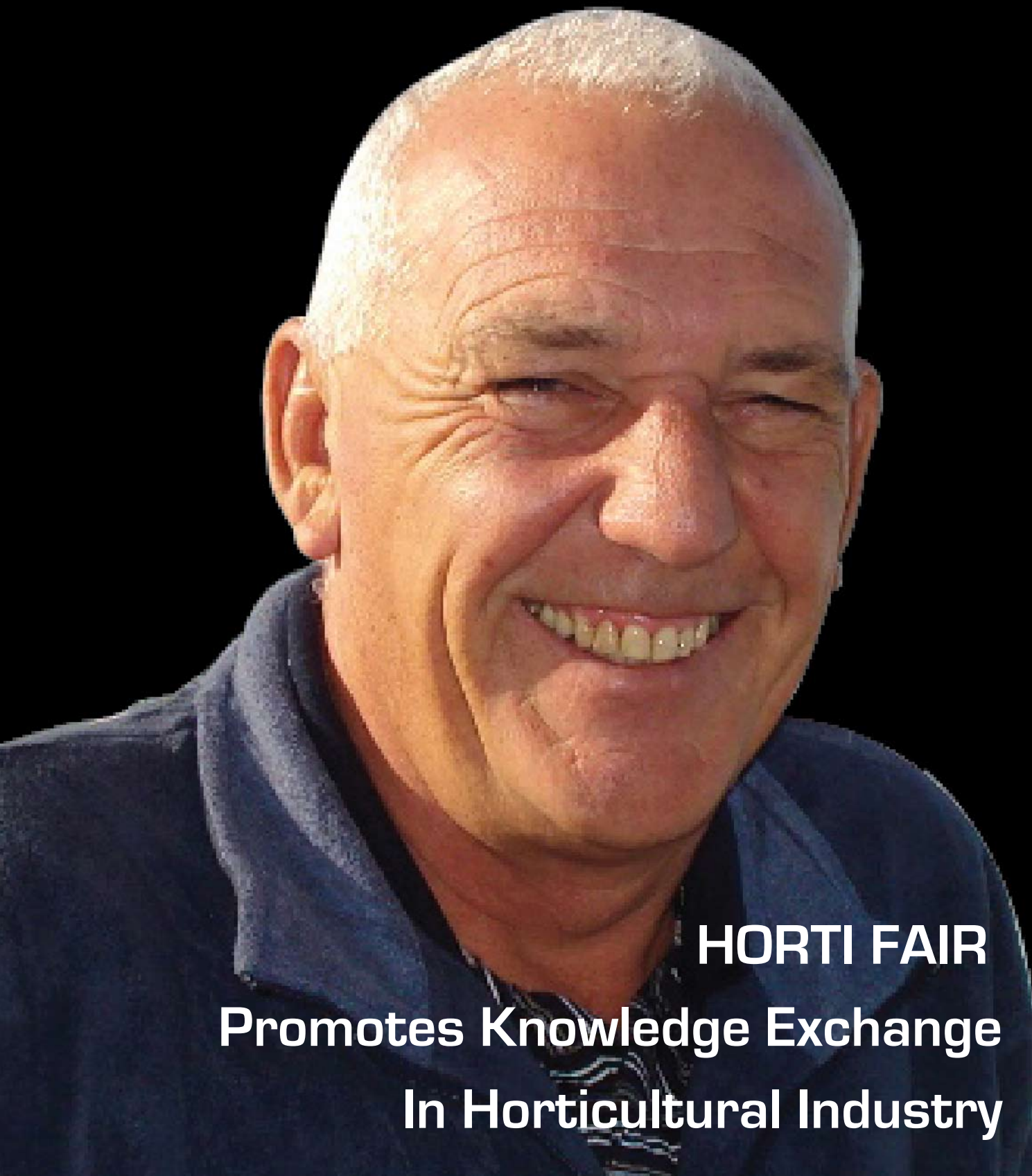
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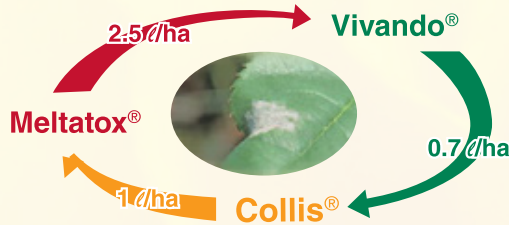


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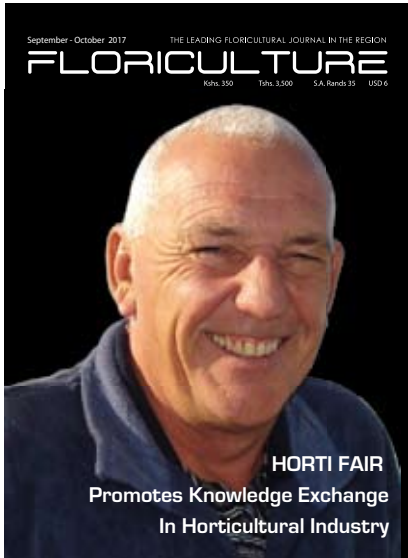
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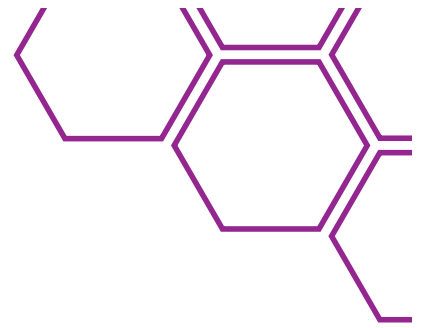
The Leading Floriculture Magazine

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Time to be generous

Why anyone is ever selfless is a mystery that has fascinated, not to mention frustrated, scientists since Charles Darwin, who considered it a major problem for his theory of natural selection. If every creature on earth was in competition with every other, then how to explain bees sacrificing themselves for the good of the hive, or men and women running into burning buildings to save the lives of strangers? These questions have led researchers to posit that helping others, even when it costs us dearly, is simply part of being successful social animals: Despite our imperative to compete, we ultimately find it pays off to be generous.

The urge to give that is awakened around this time is an important one: Philanthropy plays a crucial role in horticulture society, providing funding for a vast array of services. Giving also connects us as a culture.

From a rational perspective, it's hard to see why people worried about their own families, taxes, and bills would want to give money to help strangers. But for those of us just looking to donate, and donate well, the charities supported by NH Fair make us want to donate more.

This finding is concerning in light of the strong recent push to give more rationally for even small individual donors to scrutinize the inner workings of charities and make sure their money is being spent productively. It appears that giving is driven by emotional motives, rooted in deep impulses, cognitive biases, and even



our own selfish needs.

Is it possible to be both generous and smart about it? Yes when you support NH Fair for you know how your money is used.

*Masila Kanyingi
Editor*



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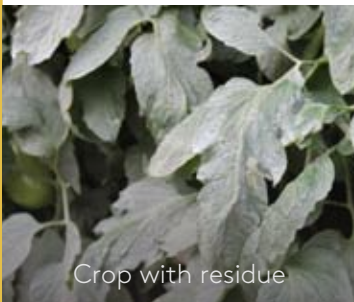
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Agrichem Africa Ltd Sponsor Naivasha Horticultural Fair



Mr. Shiraz Karmali receives IFTEX award from KFC Chairman Mr. Richard Fox

“Naivasha Horticultural Fair is an ideal platform for us to directly reach the regions farming industry with all its top growers and decision makers in attendance. Flower growers are some of the most important visitors for NH Fair. We have developed suitable products to help them. Our cooperation with NH Fair is a further important measure to attract more growers. The exhibitors and visitors constitute a who’s who list of the region’s horticultural stakeholders.

“Earlier this year, we had the honour and privilege to also exhibit at the IFTEX where we were awarded as one of the best stands. “Our two organizations have similar roots and philosophies. Both Agrichem Africa Ltd and Naivasha Horticultural Fair had humble beginnings and have grown organically to become leading organisations in the Flower sector. We look forward to many more years of

collaboration, said Mr. Shiraz Karmali.”

“Agrichem Africa Ltd has proved to be a great partner in ensuring the success of the trade fair,” said Mr. Richard McGonnell, the trade fair’s main organiser. Adding, “They have become great charity donors, and we appreciate their dedication and their contributions. We wish them well as an organization and thank them again for their sponsorship.” As in the past, proceeds from the sponsorship goes toward funding for those less fortunate.

Naivasha Horticultural Fair is the region’s leading horticultural trade fair, and is the largest industry platform for professionals from breeding, propagation, production, post harvest, trade and their product or service providers. At the trade fair professionals from around the globe meet to conduct business,

The region’s largest horticultural Trade Fair, Naivasha horticultural fair has reached an agreement with Agrichem Africa Ltd to be one of the main sponsors.

discuss industry trends, and recognize excellence in the world of horticulture.

About Agrichem Africa Ltd

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.

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.

Agrichem Africa Limited



**NAIVASHA
HORTICULTURAL
FAIR**



2016 in Pictures



Shirish Ingale, Sales Director (Right) and Shiraz Karmali, Director (Third Right) with clients at the event



(Right) Isaac Mwangi, Regional Manager for Rift Valley Region talking to a client during the event



Shirish Ingale (Right), Sales Director receives in honour of the company the Event Sponsorship Award



Shirish Ingale (Left) and Shiraz Karmali (Second Right) with clients at the event



Models at the stand share a moment with a farmer during event



(Centre - Sitted) Gilbert Gitau, Technical sales Representative Rift Valley Region talking to farmers



Business Development Manager Peter Muraya (Third Right - Standing) shares a presentation to farmers who visited the stand



THE WINNING TEAM of Agrichem and Africa Limited celebrate upon presentation of Sponsorship Award at the close of the event

Green Harvest

GREEN HARVEST is an organic soil conditioner prepared from cold pressed seed cakes. It has the following advantages:

- Improves soil structure
- Improves water holding capacity
- Increases aeration
- Improved nutrient availability
- It can be used on all crops

Certified organic by ECOCERT

GREEN HARVEST applied at 300gms per running metre on hard pruned beds showed:

- More shoots
- Longer stem length
- Healthier plants

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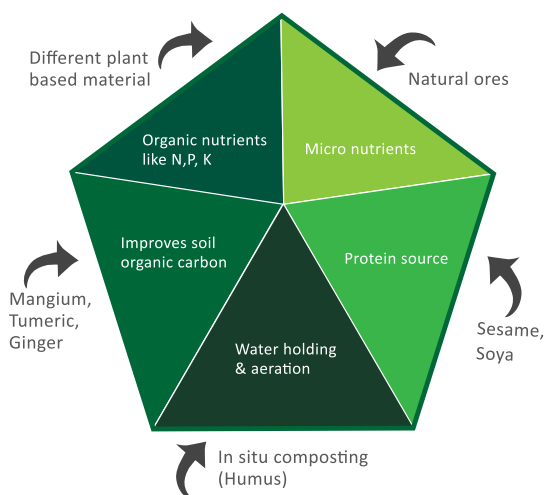
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GREEN HARVEST is an organic soil conditioner prepared from cold pressed seed cakes. This product is a result of Vedic Wisdom with modern scientific studies in agriculture. **GREEN HARVEST** has been certified **Organic** by ECOCERT, and USDA NOP standards. The whole study is based on the sound footing of sustainability, promoting inter-relation and inter-dependence of all living things in nature. The use of Green Harvest enhances the bacterial activity in the soil resulting in increased soil fertility.

GREEN HARVEST contains the following ingredients:

1. **Neem:** Rich source of nitrogen
2. **Pongamia:** Source of phosphorous also known to improve soil porosity
3. **Mahwah:** Rich source of potash
4. **Castor:** Rich source of potash
5. **Mangium:** Rich source of organic carbon
6. **Shea:** Source of phosphorous, potash & organic carbon
7. **Sal:** Source of organic carbon
8. **Turmeric:** Rich source of organic carbon
9. **Rock Phosphate Natural Mineral:** Rich source of phosphorous
10. **Cashew:** Source of potash
11. **Magnesium Ore Natural Mineral:** Rich source of magnesium
12. **Silica Natural Mineral:** Rich source of micronutrients
13. **Sesame:** Rich source of proteins
14. **Ginger:** Source of organic carbon
15. **Mustard:** Rich in phosphorous, potash and micronutrients including natural sulphur
16. **Marigold extract:** Rich source of organic carbon and phosphorous
17. **Palm:** Rich source of potash
18. **Soya:** Rich source of protein

GREEN HARVEST gives the following benefits when applied to soil or substrates



The concept of 'in-situ composting' near the root zone leads to formation of polysaccharides and humic acid, which is essential for better root development.

A raw protein substance along with polysaccharides and humic acid improves flora and fauna near the root zone, ensures adequate nutrient and micronutrient supply to the plants, for longer period in a sustainable manner.

The biodegradation of Green Harvest mixed to the soil starts within 2-3 days and it continues for 6 months and leads to the following:

- Improved soil structure
- Improved water holding capacity
- Increased aeration
- Improved nutrient availability

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Rose - Top Dressing hydroponics	1 Tonne / Ha
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Horti Fair Promotes Knowledge Exchange in Horticultural Industry

Horticulture is a significant 'manufacturing' industry. But where would horticulture be without knowledge exchange? This rhetorical question is the starting point for the Naivasha Horticultural Fair, which was initiated fifteen years ago. The knowledge from these exchanges has been of help to many businesses.



Horti Fair is one of the biggest regional trade fairs for Technology, Innovation and Inspiration in Horticulture. Horti Fair starts where the chain starts: plant breeding, greenhouse technology and cultivation technique. In addition, the Horti Fair showcases the solutions that horticulture offers for global challenges

relating to water, food, clean energy and well-being.

NHFair 2017 will be taking place from 15th -16th September in Naivasha. Many Horticultural companies will participate. Horti Fair 2017 expects hundreds of exhibitors and thousands of attendants.



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Knowledge exchange

In 2016 Horti Fair had visitors from around 20 countries. Over the course of two exhibition days. A survey done by *Floriculture Magazine* showed that, of all the visitors, 62 % found the fair to be 'successful' to 'very successful' in promoting and exchanging knowledge.

That knowledge exchange also took place during the face to face engagements "Knowledge exchange is one of the most important aspects, which is why we started Hortifair. Visitors were

2017



NAIVASHA HORTICULTURAL FAIR

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Since its inception in 2002, NH Fair has consistently grown over the years. The events show cases products and services from stakeholders in the horticultural industry (primarily flower industry, but also car manufacturers, accessories and financial institutions etc) However the event is open to members of the public and provide a range of entertainment.

Exhibitors / participants are able to demonstrate the advantages of their companies and products, and by doing so they receive valuable feedback from conversation from their clients / visitors and these information helps to develop and evolve products and market research.



NH Fair is completely charitable with all the profits raised going towards local / national causes. It operates the NH Fair Trust a charity through which many noble initiatives have been realized within and beyond Naivasha, it has managed to build and sustain a number of projects e.g. *Naivasha Safe House, Nelson Maternity Wing- Nyamathi, Nyamathi Secondary School, Naivasha Children's Shelter, Naivasha Child Protection Unit, NACOHAG and continues to supports many other charitable initiatives concerned with Child welfare, HIV/AIDS, Education, Disability, Health, and environmental projects.* Whether you are an sponsor, exhibitor or visitor your participation will have a positive effect upon the lives of Kenyans.



Nelson Maternity Wing



Child Protection Unit

NACOHAG



CHILDREN'S SHELTER

Dates: 15th - 16th Sept, 2017

Venue: Naivasha Sports Club

From Page 10

able to get answers to important and current production issues.”

Both parts of the fair will be repeated in 2017. The support to charity from the proceeds and knowledge exchange during the exhibition.

The programme of the fair is developed in consultation with stake holders, with the aim of informing visitors concisely on current horticultural issues. Last year, for example, among the items on the agenda were Supply Chain, doing business in China and sustainable floriculture.

Floriculture Magazine decided to collate the knowledge that will be exchanged during the fair, and at the end an article ‘Knowledge Review: Towards Sustainable Horticulture’ will be done. On the one hand, we are documenting the knowledge for growers and suppliers, for example for horticultural professionals who could not attend.

On the other hand, the Knowledge Review is an excellent snapshot of the current situation: what are the issues that are now relevant to horticulture as an important manufacturing industry, and what questions remain to be answered?”

Even better

Preparations for Horti Fair 2017 are now fully underway. Says McGonnell: “In 2016 we redesigned the exhibition, among other things by developing and supporting many new initiatives. Horti Fair 2016 therefore focused on the ‘new’. We will carry on with this innovation and Horti Fair 2017 will focus on the ‘improved’. We will accordingly make it an even better exhibition.”



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Solutions to Improve Crop Yield in Ornamentals

Ornamentals are high value and delicate crops which growth requires a technical approach to ensure its optimal development. They need very specific and controlled conditions to guarantee shooting, blossom, and all the metabolic processes involved in the plant's life cycle. Writes Chris Kolenberg.



Results from a trial at a flower farm near Thika. Four weeks and two application of Bioradicante later there was much large root mass (Left) compared to the control (Right)

Kenya Biologics counts with innovative and technical products designed and developed by Futureco Bioscience, international leader company in research and development of clean solutions for plant protection and plant nutrition. Its products are based on the observation and knowledge of nature, and are formulated with natural source ingredients that take care of soils, the environment and ensure optimal crop productivity.

The problems that affect most the optimal growth of flower crops use to be low availability of nutrients and water. This low availability can be undertaken in three ways: prevention of scarcity of nutrients and water, enhancement of the capacity of the plant to overcome the stress produced by that scarcity, and improvement of the capacity of absorption of nutrients and water present in soils.

For each problem, Futureco Bioscience has developed a technical solution. The three of them, combined together in different

moments of crops life cycle, guarantee an optimal productivity and yield.

To overcome abiotic stress situations: FitoMaat®.

FitoMaat® is a biostimulant to help the plant overcome stress situations such as cold, heat, drought or salinity. Formulated with osmoprotectant compounds (glycine betaine and proline) and antioxidants, FitoMaat® prevents and protects plants against the adverse effects of environmental stress. Its mode of action increases photosynthetic rate during stress, improves the general nutritional state of the plant, and enhances protein synthesis and turnover to sustain metabolic rate.

Some trials arranged by Kenya Biologics demonstrate that Fitomat® is efficient when applied twice per month through drenching during the severe cases of plant abiotic stress. Trials ran in Mt. Kenya region, showed that treated plants with FitoMaat®, compared with a control of not treated plants in drought conditions, had good chlorophyll levels, emerging shoots looked stronger and with deep red colour, stem length had increased and the yellowing of leaves was reduced by 80%. FitoMaat® helps to increase the crop vigour growth hence the production is increased.

To enhance the plants capability of absorption of nutrients and water: Bioradicante®

Bioradicante® is a biostimulant designed to improve and boost the growth of the root systems. Its formulation contains a combination of L-free amino acids of vegetal source, which are easily assimilated by the plant and accelerate the biosynthesis of natural phytohormones, helping the plant to achieve a complete

development of the root system and promoting growth of both primary and lateral roots for better absorption of water and nutrients.

Trials on roses in the regions of Thika, Mt. Kenya and Navaisha all showed that application of Bioradicante® increases root mass and the number of hair roots, and as a consequence of a better absorption of nutrients, plants had more shoots and the colour was more intense, furthermore stem length increased and benches were more uniform, as also bending moment was accelerated since plants treated had more vegetation and vigour compared to the control.

To prevent and solve specific nutrient scarcity: Deficiency correctors line.

When soils are scarce in specific minerals, we can apply the product line of Deficiency correctors for specific micronutrient deficiencies, offered by Kenya Biologics and designed by Futureco Bioscience. Combination of some of the products of this line ensures crop yield. In particular, a combination of Golden Iron, Defender B, Defender Mg and Defender Cu show excellent results, and actually they are considered the most important and influent products in the Kenyan agricultural market.

Golden Iron® is an EDDHA-quelated iron, suitable for soil applications. Golden Iron® offers a guaranteed 4.8% ortho-ortho iron quelate, a high available iron that can deliver a higher concentration of iron to the crop and plant than other similar products in the market. Its mode of action consists in mobilizing inorganic iron present in soils. One application is worth several iron applications with other less advanced formulations.

Among the Defender® range of products, Defender B® offers a high boron content in liquid

formulation, helping to target the desired organs such as flowers, or the most important phenological crop stages such as fruit setting. Defender Mg boosts the chlorophyll biosynthesis and photosynthetic rate; helping increase the energetic balance of the crop and the yield. Defender Cu® is both a deficiency corrector important for brassicas, cereals and vegetables and also helps crop protection by acting as fungicide/bactericide.

Kenya Biologics offers a complete nutrition and biostimulation portfolio, with years of expertise in different crops and suitable for different phenological stages and crop needs.



Biostimulants

Our range of biostimulants contain microelements, peptides, polysaccharides and L-free amino acids (biologically active). Their application provides nutritional growth factors to stimulate metabolism in plants. These products are rapidly absorbed by foliage and roots for maximum nutritional benefit with minimal energy consumption.

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Sodium Strategies



In Africa, and especially in Kenya, sodium is one of the major causes of yield losses, quality reduction and crop failure in irrigated agriculture. Writes Ruth Vaughan.

Soils with a high percentage of sodium in the soil are called sodic soils.

Sodic soils negatively impact plant growth for several reasons:-

- 1) Specific ion toxicity to sodium sensitive plants.
- 2) Nutrient deficiencies or imbalances in the plants.
- 3) High soil pH – resulting in lock up of phosphates, iron and other micronutrients.
- 4) Dispersion of clay and silt particles in the soil – collapsing the soil structure and blocking soil pores.

Where does soil sodium come from? In low rainfall areas with high evaporation, like many parts of Kenya, sodium and other salts build up in the soil surface over time. This effect is rapidly enhanced due to over grazing, which removes the plant cover and compacts the soil, reducing water infiltration and causing a salt build up. In coastal areas sodium comes from sea spray and sea salt in the rain. Irrigating the soil with water containing high sodium is a major cause of high soil sodium in Kenya. It is important to identify the root cause of the sodium build up so you can deal with it. If you are irrigating, the FIRST thing to test is the water quality, with an irrigation water analysis.

High sodium levels compete with calcium, potassium and magnesium for uptake by plant roots. Some plants are very sensitive to sodium including potatoes, beans, woody plants, vines and stone fruits. Sodium toxicity can be seen as necrosis of leaf tips and plant yellowing like these tomato plants in Thika, and onions in Naivasha.



Long before you see the classic toxicity symptoms in the plant leaves – you will notice the plants struggling with high pest and disease pressure. Spidermite infestations are very often associated with high sodium. Death of plants from Fusarium is very common in sodic soils. To reduce sodium toxicity plant sodium tolerant plant species or sodium tolerant varieties. Don't struggle with sodium sensitive plants in high sodium soils – you will never win.

Soil nutrient imbalances, high pH soil and soil structure can all be

improved by getting a complete soil analysis and looking at the cation percentages. The soil correction recommendations will help reduce the sodium in the soil, improve the soil structure and address nutrient imbalances. Ideally this should be done before you plant, but you can still do this in long term crops like roses, while the plants are still growing.

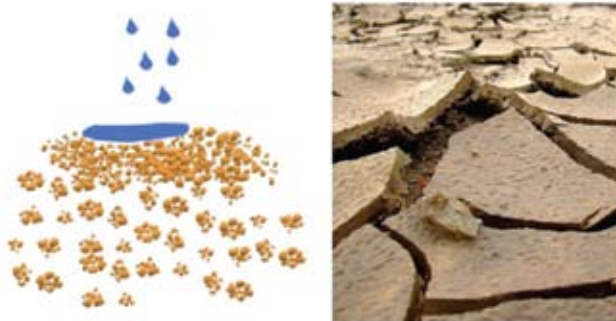
Sodium levels are reported as exchangeable sodium percentage (ESP). At an ESP of 5% the soil structure starts to break down, and water infiltration reduces. As water infiltration reduces, the sodium quickly builds up, creating a rapid upward spiral in sodium levels and a fast collapse of soil properties and plant health. At an ESP of 15%, pretty much everything goes wrong and the soil is very difficult and very expensive to rehabilitate. The earlier you deal with sodium the better.

The effect of sodium on soil structure depends on the amount of clay or

CropNuts have supported the Naivasha Hortifair since it started 15 years ago. CropNuts congratulates the organizers for running the greatest Horticultural Show in Africa and for the wonderful community projects that it supports

Come visit us on stand B4-7 and hear our customer success stories and see what we can do to help your horticultural business become a great success

silt in the soil. The cation exchange capacity (CEC) gives an indication of soil type. Heavy soils with a high clay content and fine silty soils like those in the Rift Valley, are highly affected by sodium. The sodium attaches to the soil particles making them repel each other. This disperses the soil and breaks down the soil crumb structure. These small particles move in the soil water and block the soil pores that are so important for root growth, gaseous exchange (oxygen in and carbon dioxide out) and water movement.



In all but the sandiest of soils, high sodium causes soil dispersion blocking the soil pores and preventing movement of gases and water through the soil. Soil capping is a common problem and reduces seed germination

Sodium builds up when water cannot infiltrate easily through the soil. Dig soil pits in your fields to look for a hard pans or concrete layers that prevent water movement and salt leaching. Hard pans are more common in clay based soils, concrete layers in silty soils. **These compacted layers need to be physically broken up by deep ripping or deep digging**, to shatter, without turning the soil over and burying the valuable topsoil. You cannot remove sodium without leaching which needs free water movement through the soil profile. Adding **organic matter** and humic/fulvic acids will improve the soil crumb structure, increasing the water infiltration rate and leaching potential of the sodium. **Mulching** the surface will reduce evaporation and soil capping. Keeping **active plant roots** and crop residues in the field will further improve soil structure and water infiltration. **Building high beds** will improve water infiltration and movement of salts away from the root zone. **Irrigating with slow drip irrigation** will reduce evaporation, improve water infiltration. Large rain droplets and overhead sprinklers will increase soil capping through physical action.



Mulching, high beds, drip irrigation & actively growing plants, help improve soil with high sodium

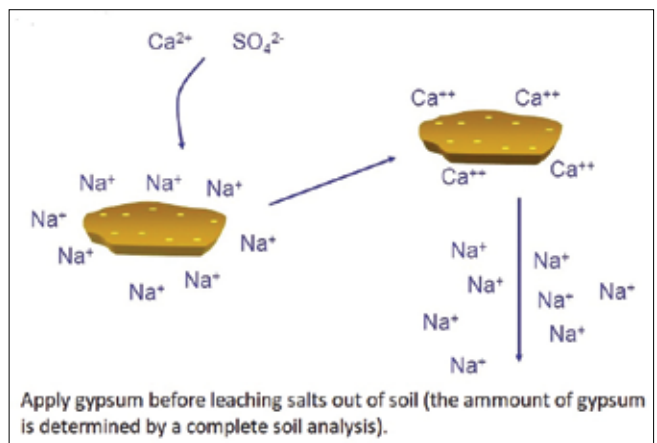
Your soil analysis results will have a soil fertility correction recommendation, which tells you the right amount of gypsum to apply. The gypsum can be mixed into the soil at planting or surface applied in the case of permanent crops like roses, coffee and fruit trees. If you cannot afford to apply the gypsum in one go, you can plan the

application over a year or two. However the sooner you can apply, the sooner your yields will improve.



Apply gypsum or lime to the soil according to your complete soil analysis recommendations. - This can be mixed into the soil - or allowed to sit at the surface and filter in slowly with the water

How does gypsum work? The calcium in the gypsum has a higher attraction to the negatively charged soil particles than the sodium and 'kicks' the sodium off into the soil solution where it can be leached out. The calcium improves the crumb structure of the soil, counteracting the soil dispersion and improving water infiltration, allowing the water with the sodium to leach out.



Dispersed sodic soils repel water when dry and block up when wet. The EC of the applied water affects its ability to 'wet' sodic soil and penetrate the soil structure, fertigation with fertilized water with a higher EC is better than applying fresh water. Keep a fine layer of gypsum on the soil surface at all times, this improves wettability and brings in extra calcium to counteract the sodium. You can also add specialized dispersing agents like humic acids and liquid soaps.

If you are concerned about sodium in your soil, I hope by now that you have had a look at previous soil analysis results or have organized for a proper soil analysis to be done by contacting us on support@croprnuts.com. To look for gypsum or salinity correction products please our on line product directory <http://shambaza.com>



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Flower Growing in Naivasha A Boom or Doom

Lake Naivasha is a freshwater lake in the Kenyan Rift Valley. It is unique in that it is home to both an internationally renowned environmental treasure as well as a blossoming agriculture industry that exports high value fresh vegetables and cut flowers to European and English markets.

The Lake is currently under intensive scrutiny over concerns about how its environmental integrity can be maintained whilst still supporting a valuable and growing economy and society. Agricultural activity in the basin has expanded dramatically in terms of both the rural smallholder farmers in the upper catchment and the high value exported commercial horticulture around the Lake and this sector anchors a local economy that supports almost 650 000 people.

The two most valuable crops in the Naivasha basin are cut flowers and vegetables. The vegetables grown in Lake Naivasha contribute approximately KSh6.65 billion (\$95 million) to the Kenyan economy. Whilst predominantly focused on producing for the local market, smallholders are increasingly able to access high value export markets through their association as “out growers” with the commercial vegetable farms.

Kenya is also one of the world’s largest exporters of cut-flowers and Lake Naivasha is at the heart of the nation’s floriculture industry, accounting to over 50% (App 30 billion) of the country’s cut flower exports. The Naivasha basin involves a broad group of stakeholders including large horticulture companies and their employees, the out growers and small holders, local government and basin inhabitants, and



those dependent on the broader Kenyan economy and trade.

For an agriculture-based economy that is completely dependent on its water resources for economic production, the social, economic, financial (investment), regulatory and reputational risks associated with a deteriorating biophysical

environment are significant. Given its linkages to the national economy and the international export markets, these risks are not localized within the basin but extend through to the rest of Kenya.

One must ask what risks are for each of these groups and also highlight the commonalities between them, or in other



Hippos in Lake Naivasha

growth in the country as a whole.

Lake Naivasha provides an important opportunity to support social and economic development in Kenya in an ecologically sustainable manner, but these opportunities may be squandered without adequate engagement of the risks. Three areas of focus may be identified in responding to these risks and opportunities: Risk mitigation requires improved institutional arrangements, to support a clear definition and management of the availability of water and the rules for its use in the different parts of the catchment. Innovative partnerships between government, private sector and/or civil society organisations should be fostered to address problems in and around the lake.

works the shared risks between corporate, government and civil society stakeholders.

In so doing, these stakeholders can recognize the incentive for a common consensus in mapping out a path to achieving improved water resource management in the basin and the future economic and environmental sustainability of Lake Naivasha.

It is important to recognize that the shared risk framework is not linear and does not fall within a conventional quantifiable cost-benefit metric. A reduction in abstraction for commercial farmers has knock effects in terms of employment; export earnings, livelihoods and social tensions. The manifestation of these risks is highly uncertain, but the implications are potentially significant.

Despite past severe droughts, it is unlikely that the water resources situation would cause such severe and sustained physical deterioration that major irrevocable economic impacts will be experienced in the local economy or that individual companies will fail financially, in the short term.

However, it is highly likely that some level of local economic and corporate financial impacts will occur during crisis periods of drought, water quality deterioration and/or wetland degradation.

In the future, increasing urban - agricultural abstraction and increasing temperature - climate variability, is highly likely to impact on the recurrence and severity of crisis periods. Similarly, the already significant developmental pressures on this area will increase over time, due to population pressure and economic

Progressive horticulture companies should develop Naivasha specific water stewardship standards and gain both competitive distinction and reputational “immunisation” by gaining accreditation by a recognised body.

Cut-flower farming

The flower farms surrounding the Lake growing approximately 1,200 hectares of cut-flower of which approximately 800 are grown in greenhouses. Roses make up about 75% of Kenya's annual agricultural production, followed by mixed flowers (8%), hypericums (3%) and carnations (2%). The Naivasha basin accounts for 40% of Kenya's cut flower exports and generates approximately 9% of Kenya's total foreign exchange revenue.

It is estimated that 45% of the revenue generated by a typical cut flower farm is spent on production costs at the farm. This would imply that the contribution of the floriculture industry to Lake Naivasha's local economy is approximately KSh 12.6 billion (\$180 million). It is estimated that the flower industry employs approximately 40 000 people in Naivasha directly and over 350,000 indirectly.

Institutional Arrangements

Through a combination of consumer and buyer pressures, the private sector has made some significant strides in self-regulating water use in commercial farming operations. The Lake Naivasha Growers Group (LNGG) is a commercial farming body that has its own code of practice relating to water use and environmental impacts that its members have to follow.

To Page 20



Given the greater consumer awareness in the international markets, many of the supermarkets and buyers make it compulsory for the commercial farmers to follow the requirements of different certifications, which put down certain standards in terms of water use, environmental standards, operational health and safety and labour relations.

However, it is clear that upstream small holder farming has an impact on the hydrology of the basin, which is largely not addressed by these certification processes.

Investment Risk

The increasing public awareness around water has contributed to investors considering water risk in their financing of equity and debt. Carbon Disclosure Project Water Disclosure initiative has been launched.

Some banks and fund managers may start to make investment decisions around water considerations.

The likelihood of this risk is quite high and is not directly linked to periods of crisis (as with the other risks), but is associated with investor perceptions around physical, social and institutional risks. In view of this, Naivasha is likely to be viewed as high risk in an international context and therefore financial institutions may place a premium on debt and equity associated with companies operating in Naivasha.

Economic-financial Risk

The point has been made above that all of these other risk will eventually have economic consequences at a local economy, national economy or international trade economy level.

Horticulture and small-holder farming is the mainstay of the local economy, which is by far dominated by the cut flower industry. While Naivasha and the horticulture industry do have a national impact, this is relatively small (<3%). However, it does have a

significant (>10%) impact on export earnings and thus the current account.

Any negative consequences for these exports related to the above risk areas, will have direct impacts on the country's foreign exchange, as well as possibly indirect investor perception issues.

From this perspective, the management of risk in Lake Naivasha must be taken seriously at a national political, economic and planning level. Similarly, any negative impacts on horticulture companies' operations associated with the above mentioned risks might have impacts on their financial position and profitability.

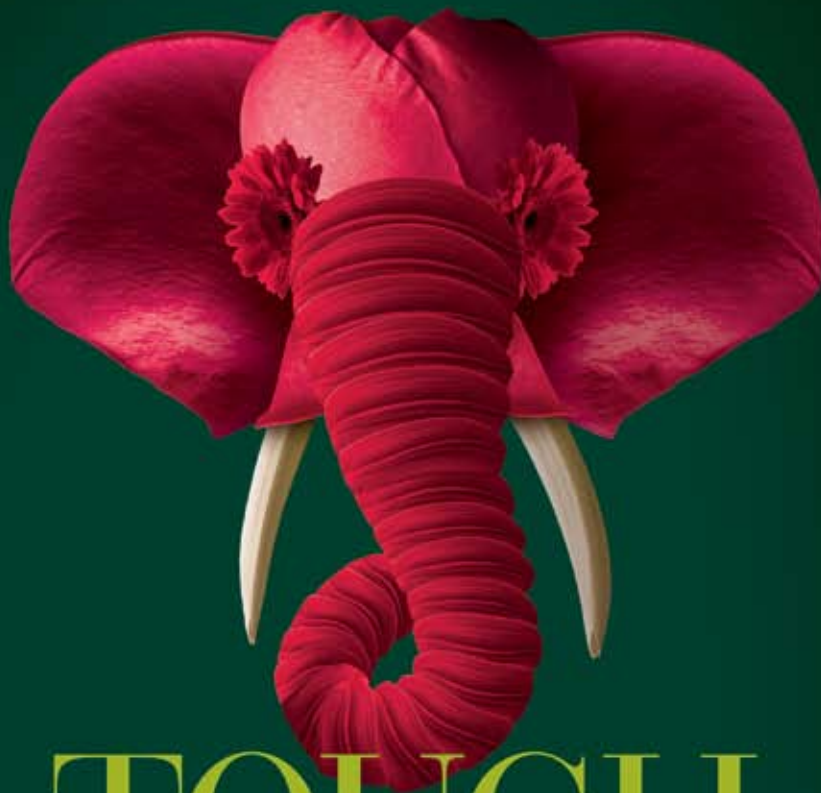
While these companies have made investments in the region, increasing risk may cause them to relocate to other regions with lower risks. This may have significant impacts on the local and national economy. Assessment of the economic risk is a synthesis of all the other risks, which in turn are largely dependent upon the physical risk.

It is unlikely that the current situation would cause such severe and sustained physical deterioration that major irrevocable economic impacts will be experienced in the local economy or that individual companies will fail financially.

However, there is highly likely that some level of local economic and corporate financial impacts will occur during crisis periods, largely associated with reduced crop yields associated with reduced water abstraction and/or higher pumping costs from the farms that are directly dependent upon the lake and its surrounding groundwater.

Conclusion

In conclusion, the shared risk of the private and public sectors around the water resources of Lake Naivasha has been reframed as a shared opportunity for future social and economic development of the basin in the interests of all the people in the region. It is through this lens that the lake is being reclaimed.



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New Agency to Drive Horticulture's Compliance With Export Standards



The Kenya Horticultural Council (KHC) has been launched to support the industry's growth by championing compliance with domestic and international quality standards and other market access requirements.

Specifically, KHC will be responsible for enforcing compliance with horticulture standards for flowers and ornamentals (as outlined in KS1758 Part 1 guidelines) and fruits and vegetables (in KS1758 Part 2) which was also launched. The launch of KHC has been pioneered by the Kenya Flower Council (KFC) and the Fresh Produce Exporters Association of Kenya (FPEAK).

In a statement read on his behalf during the launch of KHC, Kenya's Cabinet Secretary, Ministry of Agriculture, Livestock and Fisheries, Willy Bett said: "The significance of the horticulture industry in Kenya cannot be overemphasized. It contributes

substantially to the country's Gross Domestic Product (GDP) with approximately KES 102 billion (USD 1 billion) annual turnover. It employs over 4.5 million Kenyans majority of whom are small scale farmers thus enormously supporting the Country to achieve its aspirations of Vision 2030 and the United Nations Sustainable Development Goals Agenda among others".

KHC is also mandated to enhance industry growth and development by providing high level lobbying and advocacy services for the industry with the aim of facilitating and sustaining access to existing and emerging markets.

"The formation of the Kenya Horticultural Council could not have come at a better time. The horticultural industry is facing existential threat from numerous interceptions at the market place occasioned by myriad of factors such as maximum residue levels (MRLs),

documentation, tariff barriers and non-tariff barriers. The time has come to have a single strong platform that addresses common issues affecting the industry," said Ms Jane Ngige, acting CEO of the Kenya Horticultural Council.

While handing over the Standard and its Quality Management System, a representative of the Kenya Bureau of Standards (KEBS) Managing Director, said, "Standards provide a common reference point for the assessment of the quality of goods and services and ensure products and services are safe, reliable and of good quality."

Ongwae added, "For business, they are strategic tools that reduce costs by minimizing waste and errors and increasing productivity. They further help companies to access new markets, level the playing field for developing countries and facilitate free and fair global trade."



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Water Footprint : A New Paradigm For Our Fresh Water Future

To solve the freshwater problem we must first understand how much water is actually available, how much we use, to what purpose, using what system, in what condition, and with what realistic capacity given rapid climate change and its visible and continuing catastrophic effect.

By Peter Neill

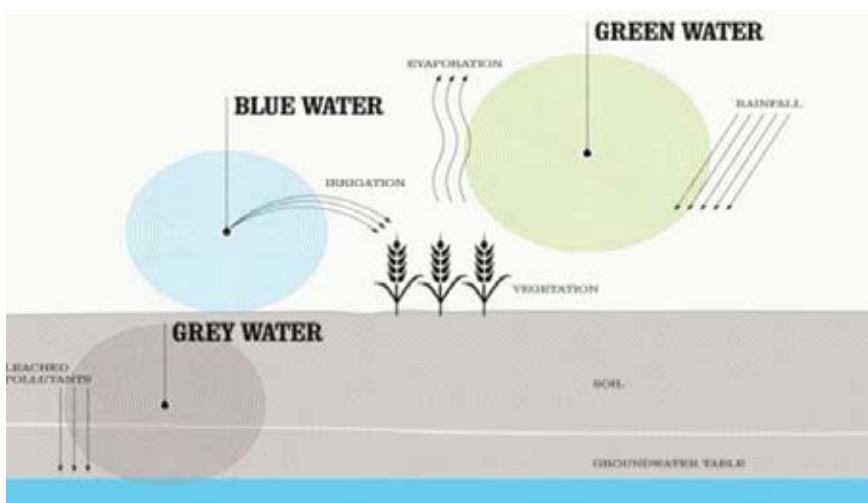
To solve the fresh water problem we must first understand how much water is available and how it is being used.

The new water paradigm should begin not at the top of the user pyramid, but at the bottom. It needs a better calculation of our own water footprint, a measure of the amount used to produce each of the goods and services we use, directly and indirectly, including “virtual” water and externalities. There is an excellent online tool to help us understand this process—the Water Footprint Network, founded in the Netherlands by Professor Arjen Hoekstra, and intended to assist individuals, companies, municipalities, and governments with water assessments, to design stewardship plans, and to offer training for new methodologies and project implementation under this new aqua-centric approach.

The Water Footprint Network assesses three types of water as follows:
Green water footprint is water from

precipitation that is stored in the root zone of soil and evaporated, transpired or incorporated by plants. It is particularly relevant for agricultural, horticultural and forestry products.

Blue water footprint is water that has been sourced from surface or groundwater resources and is either evaporated, incorporated into a product or taken from one body of water and returned to another, or returned at a different time. Irrigated



agriculture, industry and domestic water use can each have a blue water footprint.

Grey water footprint is the amount of fresh water required to assimilate pollutants to meet specific water quality standards.

The grey water footprint considers point-source pollution discharged to a freshwater resource directly through a pipe or indirectly through runoff or leaching from the soil, impervious surfaces, or other diffuse source.

Each of these requires an evaluation and strategy particular to use, place, and time for an individual, a business, a product, or a nation using a standard that, according

to the Water Footprint Network website, “has been applied and tested worldwide across many sectors and includes detailed instruction and guidance on the following:

- How to calculate the green, blue and grey water footprint to understand the geographic and temporal allocation of water resources for industry, agriculture and domestic water supply;
- How to conduct a water footprint sustainability assessment which includes

criteria for understanding the environmental sustainability, resource efficiency and social equity of water use, for both consumption and pollution;

- How to use the results of the water footprint accounting and sustainability assessment to identify and prioritize the most strategic actions to be taken in local, regional, national and global scales, individually and collectively.

The Network provides an extensive data site, called WaterStat, a comprehensive collection of research and statistics about international, national, and product water footprints, as well as scarcity and pollution against which to compare baselines and



set objectives. The website also makes available a free online assessment tool that allows the user to complete both a geographic assessment to explore the water footprint of a river basin, its sustainability, and ways to reduce consumption; or a production assessment to quantify and map operational and supply chain water footprints of a specific facility or product, to maintain sustainability, and to identify ways to reduce use going forward.

I admit it is facile to suggest such a radical change to how we interact with all elements of the water cycle without understanding the who, what, where, and how such actions are implemented down to the lowest level of use or production.

But there is a vast community of water scholars and hydraulic engineers available for such research, planning, design, and organization, that must be reprogrammed and reassigned to this new way of measuring and assuring the value of water as an organizing principle of a new society.

Why not try it for yourself? Go to waterfootprint.org and use the personal water footprint calculator. So what is the real cost of all that water that is typically

under-valued in general and by the resultant negligible price factored into the accounting of what is purchased as raw material, transformed, and sold?

Now consider this: if climate and irresponsible water use and management further delimit the amount available for all uses just in the critical climate and under-supply we know today, what will the inevitable change in water valuation and consequent increase in price mean for the cost of a product or anything else on earth? It will simply be unaffordable. Just as for years we have been living the delusion of endless fossil fuel supply, we are now living in an even more devastating delusion of endless fresh water. What has been seemingly a dream is becoming a nightmare, and we have no alternative but to wake up, face reality, and change assumptions and behavior along the full systemic extent of the water cycle.

To solve the freshwater problem we must first understand how much water is actually available, how much we use, to what purpose, using what system, in what condition, and with what realistic capacity given rapid climate change and its visible and continuing catastrophic effect.

The answer is complicated and can only be found in the understanding of “watermarks,” measures of use at every level of supply and demand—for the individual, for separated uses, or uses not therefore integrated or included in the general calculation for corporate manufacture and processing, and for the externalities of virtual water as hidden in almost every product that affects our lives. Even if these disparate elements are recognized, measured, and integrated into a larger discussion, the problem still cannot be solved without first addressing the larger national policy question and a revolutionary new governance approach that, taken together with complementary international policies, adds up to a global solution.

This is not an easy process. There are many difficult questions and no easy answers. But when, as today, cities like São Paulo, San Francisco, and Bangkok are exhausting their drinking water supply, when the reservoirs and rivers run shallow or dry, when the water dependent crops cannot grow, when we can no longer stay clean or healthy, then this problem will find its urgent, irrefutable logic and we will change the “watermarks” we know today dramatically and forever.

Kordes Rose Set to Unveil a Top Range of White Premium Varieties

Rose growers from across the East African region are naturally clamoring for new interesting varieties to include in their production lines. Kordes Roses' new white codes have drawn a lot of interest from growers. Most have visited their show case recently and discussed some of the varieties that are quite promising. These varieties have been the most popular in trial selections inline with indications that growers are looking premium varieties.



Pallas



We expect to be one of a new line of white varieties that will be introduced into the market place.

From the trials we have conducted it will be most suited for high altitude, the bud size will be between 6 to 7cm tall, stem length will be 50-80 cm. Transport and vase life are good. Production

figures are yet to be concluded, estimates are of 90 to 120 stems m² at high altitude.

Pallas is already in commercial trial in the Mount Kenya region and hopefully by end of 2017 will be introduced commercially onto the market. For now there will be a limited release for what is classified as an auction variety.

110794-13

From the trials to date, this variety is the closest to Athena in terms of production. It has a strong and dark foliage and white cream bud. The bud size is between 4 to 5cm with average lengths of 40 to 60cm, the expectation is that length will be maintained as it ages. Indications are that this variety is more suited for low to medium altitude, though there is a current trial at high altitude. Commercial trials are now commencing, production from Kreative will be available before the end of the year.



116289-01



A large classic shaped White bud, 5 to 6 cm in medium altitude. Lengths of 50 to 70cm, with production estimates of 150 -160 stems in medium altitude. Trials have been recently concluded and material is being built up for trials to growers. This variety is categorized as a premium expected to start as a niche variety. Kordes will be looking to partner a grower to introduce this variety

probably in the new year.

122032-03

Medium to High altitude variety, the bud will get a little larger with altitude. Bud size 5 to 6 cm and length of 50 to 70 cm with production estimates of 140 -180 stems m², depending on altitude. Commercial trial has been planted and production expected by December 2017. This premium variety is expected to be more mainstream and not restricted to a niche. Trials have started to be issued to growers with the initial plantings to come into production in 2018.



There are still several other white varieties that are currently in trial at Kreative, once they have passed there critical tests of vase-life and transportation will available to growers for trials. Kordes has recently had a wave of new white varieties, however the quest will continue to find varieties that are sought after in the diverse market place.



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Safeguarding the Hard Earned Gains of the Flower Industry

By Nelson Maina

The upgrading of Jomo Kenyatta International Airport to Category A is perhaps the most iconic development for the Kenyan flower industry that has for years made spirited effort to capture one of the most promising markets in the recent past. It is a development that sums up the zeal and dedication of the players in an industry that has weathered many storms to remain competitive and a global darling.

The industry continues to attract investors due to a solid infrastructure, favourable climate, and a productive workforce. It comprises large, medium and small scale producers who have attained high management standards and have invested heavily on technical skills, production, logistics and marketing. The growers have vast knowledge complemented by modern technology for precision farming and prowess in marketing.

Emerging markets like Asia, Russia and US are positioning the country's flower exports at an even higher earning scale with the Kenya Flower Council reports indicating that on the global front, a growth of 5 per cent is anticipated every year over the next five years. The sector has grown annually by 15 per cent in value and volumes, defying political and weather uncertainties while providing employment to an estimated 500,000 people, including over 90,000 flower farm employees. This means that the sector is growing faster than the 10 per cent growth envisaged under Vision 2030. Indeed the experts say the sector could grow at 20 per cent by 2030.

What is now projected to up the production further is the entry of smallholder farmers. Researchers hail this as a way to create a good mix between the traditional large companies who concentrate on the high end

flowers and small scale farmers now into alternative, easier to cultivate flowers like summer flowers.

But even as attention continues to be concentrated on increasing and diversifying markets, production though not heavily affected hasn't been impressive. And with new markets opening up fast, demand will need to be matched with consistent and high production. And this means flower growers both small and large scale would require necessary assistance and infrastructure to up production. This production pitfalls should be the concern of everyone from growers to government. Pests for example have been every grower's nightmare. What has taken months to nurture and tend to may be spoilt in a matter of seconds by voracious and sap hungry pests. Infact Bridgenet Africa, a not for government institution, that works actively with farmers in Africa has identified pests in flowers and horticultural produce as one of the major drawbacks that has stagnated production and discouraged flower growers especially smallholder who are new to the trade. Most of these pests have developed resistance to conventional pesticides rendering them impotent and leaving farmers with a barrage of frustrations.

Then there is the threat of climate change that flower growers have to contend with. In fact the reason Kenya is doing so well in terms of flower production and exports is because traditional flower producing behemoths like Columbia and Ecuador are grappling with an acute shortage of exports due to reduced production as a result of climate change which has taken its toll on flower farms. New pests and diseases that are resistant to conventional pests have voraciously chewed thousands and thousands of tonnes of these stems and

petals leaving these countries high and dry. Ironically the same factors that have boosted our flower sales are imminent in our country and continent. And it is a matter of time before they strike.

But while there are grave problems facing one of the most important pearls of the country's economy, the will and zeal by industry players to tackle them head on is promising resilience in the wake of an unpredictable future.

The depth of this importance has guided Elgon Kenya Limited in channeling its efforts and resources to boosting and lending a hand to industry players in the market.

Aware of the importance attached to the velvety sector Elgon Kenya has made game changing market decisions, and rolled out various products and services that responds to the needs of flower growers. Living true to our Elgon Tosha mantra, we have introduced state of the art irrigation technologies, brought on board very highly specialized technical team to advice our flower growers and entered into partnerships with global giants in distribution of flower products and services. We feel that these are the first steps in a journey of a thousand steps to propelling Kenya to the enviable top position in global flower production.

As Elgon Kenya advance in its Elgon Tosha mantra of being a one stop shop, it is promising its flower industry customers even superior products and services in future as it plays its part in supporting Kenya's flower power.

Nelson Maina
is the Communication Manager
Elgon Kenya Ltd.

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Chrysal Africa's Technical Consultants are available year-round to support all Chrysal customers in their post-harvest processing. The team has extensive combined experience in post-harvest processing, flower growing, soil and water analysis, water management and an excellent understanding of what it takes to be a grower in the region. Travelling around East Africa to growers and bouquet makers, the team provides:

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- On farm and off-farm training
- Experienced support
- Support for trials and R&D
- Backup for trials and testing in Nairobi and Holland
- Post-harvest water use management
- Links to Buyers and Processors in Europe, the Americas, Australia and the Far East

Chrysal Africa's confidential audits

cover post-harvest solution quality, hygiene, temperature and humidity, packaging and handling. Audit reports score each section, so growers can see how well they are performing.



Chrysal Africa's technical team

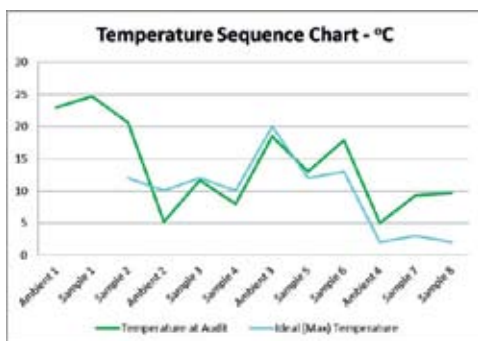
is integrated with that of Chrysal International to bring you the most up to date technical innovations and information from Australia and Japan through Europe and the Americas.

Trials and tests

can be undertaken at the farm, at Chrysal Africa and Chrysal International in Holland.

For any technical queries

support and information, the Chrysal Africa technical team is available to visit your farm, check your processes, recommend improvements, provide international backup networks and lend a hand when and where you need it the most.



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solution!



Chrysal Inicial is a pre-conditioning product for Rose and Summer flowers. The solution is stable and ready to use throughout the Post-Harvest chain.

- To be used in greenhouse and at intake
- Available in 6 kg and 20 kg buckets

For more information and availability please contact us locally or visit www.chrysal.com

CHRYSLAL

Meet

The New MD at De Ruiter East Africa



Mr. Rob Letcher

Since beginning of May this year, Rob Letcher took over the helm at De Ruiter East Africa as the company's new Managing Director. Rob has an admirable wealth of experience in floriculture, with a career that was groomed back in the early 90s. We spoke to the new MD to find out more about his journey in floriculture, personal aspirations, vision for De Ruiters East Africa and message to rose growers in East Africa.

Rob the manager

As a manager, team work, delegation of duties and work ethic are most important to Rob.

"Nothing comes easy so I expect all team members to perform well and then enjoy the success of their labour. We will aim for better open communications, transparency and consistency in all our dealings to ensure growers get what they seek. This we trust will allow relationships to flourish on the back of our effort."

His Mission and Vision for De Ruiter East Africa

"My mission for De Ruiters East Africa Limited is to continue developing the good brand that De Ruiters is, in "Creating Flower Business"! That challenge includes further improvement of the farm facilities, staff development training and relationship building across the region. Team spirit is a vital ingredient for our future success. I will use my market and marketing knowledge, farm background and African and European network to achieve our mission objectives. Having worked for many years



abroad I am excited by my return to Africa and the challenges we face. My vision for DREA is to be the most reliable breeder for choice of varieties across all market segments. We have work to do to achieve this goal."

What Rob has to say to rose growers in East Africa.

"I invite all growers to meet with me to discuss their respective strategies. It is important to know what market you are selling into and the product those market segments demand. The market is constantly changing and evolving, at an alarming rate. Be aware of this and the pros and cons of all changes for your farm. Importers and unpackers face this challenge every year too, so test these relationships to be sure of getting the right advice and answers when selecting varieties. The market is much less forgiving than it was 15 years ago. I look forward to developing good relationships that assist in making this region more professional, competent and successful. De Ruiters has some exciting new variety options across many colours being fast-tracked through selection. The future looks exciting!"

Rob's Journey in the industry

Rob was initially introduced to the rose industry in the early 90s by his brother-in law who was a manager at a Zimbabwean Rose Farm. He didn't immediately delve deep into roses since he was at the time involved in the Coffee Industry. He started learning more about roses and being directly involved in the industry when he was recruited by Suparose, a Zimbabwean Rose Grower Group, just before the close of 1998.

"Later on, I was tasked with establishing a Sales and Marketing company, C.A.R.M.S., in The Netherlands. I relocated to the Netherlands

where I dedicated time to developing their Marketing Strategy using the Bloemenvelling Naaldwijk as our base. Sales of sweetheart roses were split across Dutch Auctions and direct market clients initially," he recalls.

In 2003 C.A.R.M.S. relocated to the Aalsmeer region for closer proximity to their primary clients and Schiphol airport.

"We changed strategy focusing only on the direct sales market. The Dutch Auctions no longer offered a cost effective sales platform for sweetheart roses. We included product sourced from Uganda, Tanzania, Zambia and South Africa. This strategy reduced the risk of non-supply and further developed our reputation as a reliable supplier, come volcanic ash-flow scares, drought or cancelled flights. Despite losing most of our Zimbabwean farms to politics in 2004, we increased our annual sales of imported roses from 60 to 190 million stems (in 2010). Being close to the market allowed us to focus on the grower's best interests. In the past decade our strategy further evolved focusing less on stem volume and more on quality and inclusion of Intermediate and Hybrid T roses supply from Kenyan and Ethiopian growers."

The European market is very competitive. That competition, and the difficult economic period from 2008 through to recent years, focussed our attention on selection of the appropriate clients, transparency, improving supply and cold chains, and financial management. Low margins from the outset ensured our small team had to be cost effective and efficient. It was both a very challenging but rewarding experience.

Courtesy : Flowerweb Newsletter



A Professional Insight On How Best Farmers Can Handle Water Shortage.

By Issabella Wanjiru

Drip irrigation is a type of micro-irrigation that has the potential to save water and nutrients by allowing water to drip slowly to the roots of plants, either from above the soil surface or buried below the surface. Drip irrigation systems distribute water through a network of valves, pipes, tubing and emitters. With the drip of an emitter, precise amounts of water are delivered directly to the plants, rootzone. Drip irrigation gives farmers much more control over where water is distributed and where it is not distributed, allowing you to use only the exact amount of water needed for each plant.

Recently Kenya experienced one of the driest seasons, and with major drought gripping various parts of the country, farmers needed reliable methods to conserve water and on the same breadth produce high quality crops. Amiran Kenya as an agricultural company with years of experience providing solutions to



farmers, has answers to water shortage issues. Shay Nir Amiran's Head of Green house and Irrigation department avers that, efficient irrigation is essential for water-wise farming. Flood, furrow, sprinkler and drip irrigation are the most common watering techniques, but the first three are notoriously inefficient. With flood or furrow irrigation, most water and nutrients moves down through the soil past the roots. Sprinkler water can evaporate or can be simply blown away, by wind, wetting leaves thus making them more susceptible to diseases.

In contrast, drip irrigation slowly delivers water to plant roots. The root zone remains moist but rarely waterlogged, creating a balance of water, oxygen and nutrients around roots for optimum growth. It also reduces root stress from flooding and drying cycles. Shay Nir states that drip irrigation can save up to 70 percent of applied water compared with a sprinkler system. Weeds are also reduced since water targets the root zone rather than aisles between rows. In addition, given that nutrients concentrate where water is, drip will help conserve nutrients because the root zone retains more water than with other irrigation systems.

He also says that, to conserve more water, farmers should cover drip lines and areas around plants with mulch such as Amiran's plastic mulch. Plastic Mulches help conserve moisture by reducing evaporation. The types of plastic mulch available at Amiran are black, white mulch and silver/black mulch.

Mulch has other advantages, such as controlling annual weeds. Mulch shades soil and prevents weeds from germinating, but removes all weed seed from mulch before applying it. In colder regions, black plastic mulch also helps to warm the soil. Most organic mulches tend to slowly decompose where they touch soil, releasing nutrients for plants. Mulches also control temperatures by adjusting light, heat conditions and providing the optimal root zone temperature.

Combining drip irrigation technologies and plastic mulch is quite beneficial to farmers as they strive to conserve water during the dry periods that continue to be felt in most parts of the country. Amiran Kenya has a variety of driplines such as; drip net PC 12150, stream line 16100, Aries 16250, Netafim integral non-compensated dripper etc.

In conclusion Shay Nir adds that Amiran has water reservoirs such as Kentanks, polytanks of various capacities and dam liners of 1mm and 0.5mm, which are good for water storage. All these items are available at Amiran Kenya headquarters at Embakasi.



Farmer Laying down his drip pipes



A Farmer in Turkana



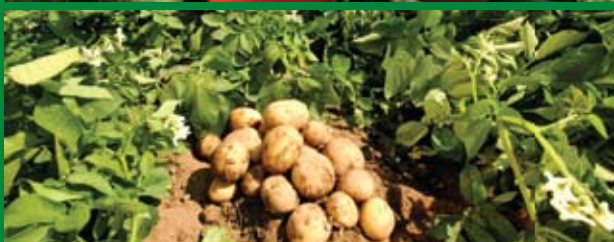
Our Knowledge, Your Success.

ALEXIN®

Alexin is a liquid organic nutrient complex containing salicylic acid derivatives to boost the immune response of the plant.

Composition:

Calcium	(Ca)	26.4g/Kg	(33.3g/L)
Magnesium	(Mg)	8.41g/Kg	(10.6g/L)
Boron	(B)	2.375g/Kg	(3.0g/L)
Potassium	(K)	45g/Kg	(56.7g/L)



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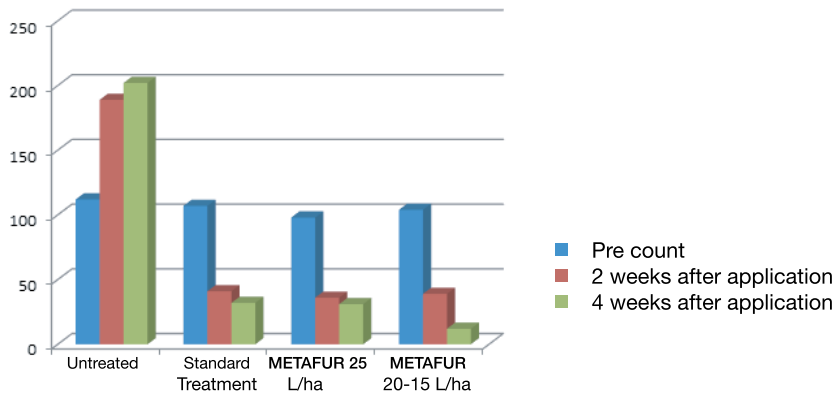


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Making Nematodes Control Simple, Clear And Engaging



If you ask Arysta Lifescience management what is the main difference between their company’s business model and that of most other players in the market for Agrochemicals, they will answer “While the traditional business model in this market is product driven and supply-pushed, ours is the exact opposite: Customer-driven, demand-pulled”. While Arysta Lifescience is certainly not the only company to have such business model, it is true that this is their business model, reflected in their strategy and moves in the market. With a focus on emerging countries and niche markets, Arysta Lifescience manages a portfolio of many active ingredients.

In well attended seminar on their products, this was well seen. Speaking to the growers, Mr. Innocent Arunda, said, “Arysta Lifescience is focused on helping its customers cultivate business growth through the development, marketing and distribution of innovative, high quality chemical and non-chemical solutions for today’s dynamic agro science marketplace”.

The start of the seminar focused on two trusted products that have been in the Kenyan ornamental market for some time. Mr. Arunda highlighted that Metafur, whose unparalleled efficacy on nematodes goes beyond the achievements of today’s nematicides is a

natural by-product of sugarcane, organic and biodegradable, leaves no harmful residues in the plant or in the soil and multiple applications are possible. “Metafur is a powerful nematicide against range of nematodes”, he added.

In addition to this, Mr. Arunda said Metafur is a semi systemic contact nematicide. The product movement is only in the root system. It is a liquid emulsifiable concentrate or natural metabolites which can be applied at planting and post planting during the season. It is a unique formulation from organic plant material which is field proven and is a non-volatile formulation for increased safety.

Metafur kills harmful nematodes by contact and systematically therefore is also effective against free nematode. It can be applied throughout the growing season, is less toxic to other common nematicides and is IPM compatible.

The product acts through direct exposure of nematodes to the active ingredient and almost all plant parasitic nematodes are susceptible to it. It damages the cuticle of the nematode and paralyzes it to stop feeding within hours preventing subsequent crop damage.

Metafur application suppresses major soil insect pests like white-grubs. It is Drip/trickle

irrigation system applied. Growers should water to moisten the soil. It should be injected in the irrigation system as long as possible minimum half an hour. Thereafter, a grower should flush the system with water to ensure no metafur remain in the system

Apart from Metafur, Arysta had the chance to discuss with the farmers Delfin 6.4WDG, a unique *Bacillus thuringiensis* var, Kurstaki, granular formulation.

The manufacturer of Delfin is Certis USA and Delfin is actually the sole Btk product still manufactured in the USA, ensuring high quality and efficacy. Delfin is manufactured via a protected Evaporation method ensuring high quality and that the final output contains both the solids and solubles of the fermentation method, high content of technical powder (85%) and fine particles (c. 5µm) in contrast to the usual Centrifuge method which contains only the solids from the fermentation method, is low in technical powder (54%) and has larger particles (c. 40µm).

Delfin 6.4WDG contains Cry1Aa, Cry1Ab, Cry1Ac and Cry2A toxins, making it highly effective to control important Lepidoptera larvae from different families, such as *Plutella xylostella*, *Grapholitha mollesta*, *Trichoplusia ni*, *Helicoverpa armigera*, *Spodoptera* spp. and more.

Growers interactively discussed of their experience in the field. The growers agreed they needed products which offer the best long lasting efficacy. They need products which can live happily with biological control agents, which are safe to users, consumers and the environment. Mr. Arunda assured growers that Metafur fitted in their description. He assured them that the product was available with their distributor Elgon Kenya Ltd who was well represented in the seminar.

Present during the meeting were other Arysta Lifescience technical sales representative among others who interacted with the growers for more technical consultative personalised meetings after the seminar. Growers unanimously thanked Arysta Lifescience for the initiative to open up the Pandora box. The countrywide seminars were held in other flower growing areas.

Saudia Cargo and Holland Flower Alliance to Sponsor Flower and Perishable Logistics Africa Conferences



Saudia Cargo, a key player in global air cargo industry, has announced its decision to support the second edition of Flower Logistics Africa (FLA) and the inaugural edition of Perishable Logistics Africa (PLA) as the Platinum Sponsor. FLA and PLA, scheduled for 11 and 12 October 2017 respectively, will take place at Radisson Blu Hotel in Nairobi.

With an extensive global network spanning four continents and 225 international destinations, Saudia Cargo operates a dedicated freighter fleet and offer ample belly capacity on its passenger flights across Asia, Africa, Europe and the USA. Saudia Cargo is a leader when it comes to cut flower uplift from key African markets including Nairobi. Saudia Cargo operates extra frequencies to meet the high demand during peak seasons from Nairobi.

Supporting the two events as the Diamond Sponsor is Holland Flower Alliance, a strategic alliance of Royal FloraHolland, KLM Cargo and Schiphol Airport – three important stakeholders in the global air cargo supply chain of flowers. These three strategic parties with over 300 years of combined experience in flower logistics are joining forces to make the Aalsmeer-Schiphol region the preferred flower hub of Europe.

With “Enhancing Africa’s flower power through better logistics” as the core theme, FLA 2017 has already received the industry support from Kenya Flower Council (KFC), Cool Chain Association (CCA), Kenya Plant Health Inspectorate Service (KEPHIS), Ethiopian Horticulture Producer Exporters Association (EHPEA), Union Fleurs – the

international flower trade association and The International Association of Horticultural Producers (AIPH).

The inaugural edition of PLA with the theme of “Perishables: Creating Africa’s Future Logistics Grid” is supported by industry association like CCA, KEPHIS, EHPEA and AIPH.

The two conferences are aimed to open dialogue and facilitate sharing of ideas, knowledge and practical solutions to improve logistics and supply chain performance of key perishable commodities exported from African countries.

The two-day event, covering both flower and other cargo commodities like fruits, vegetable and meat, seeks to develop modern and cost efficient logistics and supply chain infrastructure within the African continent. FLA and PLA will bring under one roof global and regional providers of cold chain logistics, transport services and infrastructure, and will meet with Africa’s flower and perishable producers and shippers. The platform also provides participants to identify new opportunities that will allow African exporters to compete in global markets.

FLA and PLA will help participants connect with the right set of resources to understand and implement solutions that will optimize your supply chain. The event is specially curated with topics that matter to your industry and speakers who influence your business.





MINISTRY OF AGRICULTURE

By Ernest Muriu and Floriculture Staff

Export Processing Zone (EPZ) program was established in 1990 to provide an attractive investment opportunity for export-oriented business ventures within designated areas or zones. This sought to help the economy through increased productive capital investment, jobs generated, technology transferred, backward linkages developed and diversified exports.

However, to date no one has ever answered, why is flower growing not included in the program. The sector which is predominantly an export oriented business continues to struggle with a stringent tax regime which has slowed foreign direct investment for the last five years and a relocation of a number of investors to the more lucrative Ethiopia. All this has happened under the government's watch.

The EPZ Act in section 15(1) provides that The Minister may, on recommendation of the Authority and in consultation with the Minister for the time being responsible for finance, with the object of attracting, promoting or increasing the manufacture of goods, or provision of services, for export, by notice in the Gazette, declare any area of Kenya to be an export processing zone. Where "manufacture under the EPZ Act includes—

(a) The conversion or organic or inorganic material by manual, mechanical, chemical or biochemical means into a new product by changing the size, shape, composition, nature or quality of such material; and

(b) Assembly of parts into a piece of machinery

Government Should Stop Anesthetizing Floriculture Investors

or other products, but excludes—

- (i) The installation of machinery or equipment for the purpose of construction; or
- (ii) Any process that is composed primarily of agricultural, pastoral, horticultural or sivicultural activities;

The exclusion of agricultural / horticultural from declaration as an EPZ.

This leaves many asking was EPZ started as catalyst for investment and economic growth? Are EPZA programmes and policies intended to foster a bright investment for investors and further encourage them to take advantage of the numerous opportunities the country offers by virtue of its distinctive location as the 'gateway to East Africa'? Do the investors in the sector really enjoy the investor-friendly fiscal and monetary policies and supportive political frame work?

Quick mathematics will definitely give you a negative answer as the sector does not enjoy the tax benefits under EPZA investors despite been predominantly an export business not to mention been the highest export earner.

The sector is purely denied:

- 10 year corporation tax holiday and 25% tax thereafter
- 10 year withholding tax holiday
- Stamp duty exemption
- 100% investment deduction on initial investment applied over 20 years
- Perpetual duty and VAT exemption on company input including machinery, spare parts , construction material, raw materials, office equipment, packaging, heavy diesel and fuel oil, excluding other petroleum based fuel, motor vehicles that are from outside the zone and motor vehicle spare parts.

In contrast the sector is choked by various taxes which are mugging the investors to near death. Whereas we need to accept that tax evasion is a crime and retrogressive effort for economy growth, we also need to accept overtaxing is anesthetizing the investor. It is not gainsaying to state that the sector is on its worst times calling for the government to intervene especially on taxation to make it more competitive.

Why the cry?

Kenyan growers have been forced to recapitalize their business due to government's slowness to refund VAT. Value Added Tax which is a general consumption tax assessed on the value of goods and services which applies to all commercial activities involving production/distribution of goods/services and it is ultimately borne by the final consumer which is charged as a % of price – 0%, 12%, and 16% should be refunded.

However, the numerous meetings with the revenue authority have yielded nothing with some growers opting for court interpretation. "The revised VAT bill should require, under section 17, the revenue authority to make refunds within 30 days from when the tax payer has lodged a claim. Where payment is not made within the time specified an interest of two per cent per month or part thereof of the tax refunded shall forthwith be due and payable," said one of the growers who did not wish to be mentioned due to the sensitivity of the matter".

Adding, "Under sections 17 and 18 of the Bill, the tax payer should be allowed to make an election, where input tax exceeds the amount of output tax due for the period, to either carry forward the input tax deductible in the next tax period or to receive a refund for the amount.

This will be useful in the event a tax payer has made heavy capital expenditure that may have a significant impact on his cash flows”.

Other taxes

In addition to VAT, flower growers are entitled to pay numerous other taxes to the government. Some of the main taxes include:

Corporate Tax

This is the income chargeable to tax which in simple terms means tax charged on all income of a person, whether resident or non resident, which has accrued in or is derived in Kenya and is charged for each year of income.

In the same respect there are incomes that are taxable which might comprise business income, rent and Interest. A company is considered resident when its management or Incorporation is done in Kenya and most importantly the declaration was Gazetted Kenya. Most farms fall under this category with a few incorporated outside.

On the other hand a non-resident company has a permanent establishment in Kenya. It will be taxed on its Kenyan income at a non-resident tax rate. Dividends are taxed if accrued in Kenya and on the other hand dividends which are received from outside Kenya are not chargeable to tax in Kenya.

Withholding Tax

Dividends to residents are limited to withholding tax deducted at source on payments for income arising from various sources. In which the WHT is deducted on payments to both residents and non-residents.

According to the legislative provisions by income tax act, section 35 provides the withholding Tax rates for both residents and non-residents, which will assist to generate cash to Kenya Revenue Authority.

There are operating mechanism that surrounds the WHT system, where incomes are subject to withholding tax includes; interest, dividends, agency, management, professional, training, technical, consultancy fees etc. This can either be from companies (final tax) or from some co-operative societies ‘advance tax’.

Withholding tax is deductible upon payment of a taxable amount, it operates when a person is making payment and he/she is obligated to compute and deduct the tax at the relevant rate. Should also remit the tax so deducted by the 20th day of the month following that in which tax is deducted and Make an end of year WHT return by the 28th day of February the following year.

Pay As You Earn.

Like every other employer, their employees are subject to tax. Employment income is covered under Section 5 of Kenya Income Tax Act (ITA), it is taxable in the year in respect of which it is received or accrued and all tax year for individuals’ runs from 1st January to 31st December.

The chargeable income is for resident and non-resident. “Employer” includes any resident person responsible for payment of, or on account of, emoluments to an employee.

Source of income is determined by the residential status of the employee and where he was recruited from, there is resident income which accrued permanent home and is for average residents, and there is also a worldwide employment income and non resident income.

There are however basis of recognizing employment income which are gains or profits from employment including; Wages, salaries, overtime and leave pay, Sick pay, commissions and fees; and Bonus, gratuity or subsistence, travelling, entertainment or other allowance or any other allowance received in the course of employment . In the same account there maybe amounts above which are charged on an “earnings” basis and not “receipts” basis.

In Pay as You Earn operating mechanism, the employer calculates and deducts tax from employees’ monthly emoluments then employer records pay and tax particulars on each employee’s tax deduction form (P.9

forms) thereafter the tax deducted is remitted to KRA on or before the 9th of the month following that in which the deduction has been made however where no tax has been deducted, an employer should provide a nil PAYE credit pay-in-slip.

There may some Non-compliance issues that may arise due to; failure to deduct PAYE where applicable (on salary, allowances, benefits, etc), failure to submit returns or Nil returns, failure to remit PAYE, failure to produce required records or failure to use the appropriate rates and methods for taxing benefits. Whenever compliance issues occurs there maybe some common problems evolving in the PAYE service such as lack of taxpayer/ agent education, technicality of PAYE, lack of clear definition of certain provisions, or there are no legislation to cover emerging issues.

There are causes that can exhibit cost of non compliance which is outlined In Section 37 (2) of the Income Tax Act stating if an employer fails to deduct tax upon payment of emoluments to an employee; to account for tax deducted or to supply the Commissioner with a certificate prescribed under PAYE Rules. Penalty is 25% of amount of tax involved or Kshs. 10,000.

There are also other costs of non-compliance such as; interest on Unpaid Tax – Section 94 (1)A late payment interest of 2% per month or part thereof or failure to include employee PIN on any form submitted to KRA – Kshs 2,000 per omission and Section 72D of the Income Tax Act - penalty of 20% on tax remaining unpaid after due date.

Conclusion

A time has come and the time is now and if not now, it is right now. The government must stop pushing the flower sector into its death bed by ensuring that the sector enjoys the same benefits as the EPZs. The application of the double standards should stop and allow all investors to operate on the same level.

Ernest Muriu is a Partner with Ernest and Martin Associates, Certified Public Accountants

Six Things to Consider Before Planning A Greenhouse Expansion

If you could go back and re-design your existing greenhouse, how many changes would you make? How many of those changes would be minor ones and how many would involve major structural, heating or other mechanical changes? Avoiding this in your future expansion is easy; have a checklist of things you should have in your greenhouse now and incorporate them into the next build.

Things to consider before you begin:

1. Flexibility

One major complaint that growers have in their existing operation is that they don't have flexibility to adapt to the needs of a change in crop choice. If your greenhouse is designed for a cool crop with no need for blackout, and by necessity you need to accommodate a day-length sensitive, warmer crop, you are forced to make expensive changes, or to avoid drastic internal climactic changes that a crop can demand. What you have essentially done is to narrow the list of the crops that can be grown in your chosen environment.

2. Future

Investment decisions that focus only on the past and the present rarely yield staggering returns. Remember this is a greenhouse built to last for decades, so what you want it to do 10 or 20 years from now is almost as important as what you need it to do in the next 5 years. With the changing economy and everything else that has happened in this industry in the last decade, who knows what choices need to be made in the future, don't let your growing environment limit them!

3. Budget

It seems very obvious but knowing your budget and looking at cost effective ways to achieving what you need in return

from your greenhouse can save you more money in the long run. More than if you didn't plan and carefully think through your options first. It is worth considering that to accommodate varying climactic conditions involves larger capital, but the expenses are far less to incorporate flexibility into a new build than to an existing structure.



Have a look at the ROI possibilities and this may ease your decision making process! Here's a quick list of questions that you need to ask yourself before your next expansion:

4. Structures

- What kind of structure will best accommodate my present needs and provide the flexibility that I may need in the future?

- What light levels will be best for the types of greenhouse crops I can grow?
- What range of air flow and ventilation will different crops grow best in?
- Would dividing the structure into individual zones add the necessary flexibility?
- Would these zones need their own separate controls?
- Would shading and or blackout meet any present or future needs?

5. Heating and Lighting

- What maximum temperatures would I need to maintain to be flexible enough to keep my options open to other crops? Take a look at options like crop heat, rail heat, and under bench heat; would any or all of these be necessary now or in the near future?
- If supplementary lighting isn't presently required, does it make sense for the future? This could be determined by looking at research into shrinking growing times for specific crops, and whether the install makes financial sense.

6. Growing Systems & Irrigation

- What type of growing systems would make the most sense for the future?

The decisions on your growing systems are crucial as they influence so many other systems such as irrigation.

- Your irrigation system should allow for future installations and should consider automated controls.
- You need to consider the following possibilities: Do you need overhead watering, an irrigation boom, drip lines, hydroponics etc.

Respect

is Key to Success in Managing Different Cultures

In many horticultural enterprises all over the world, managers are working with people from a different cultural background. A specialist in the field of transcultural management answers ten questions related to these issues. According to her, respect for the 'other culture' is vital as the basis for a successful manager. "A manager who recognizes its importance will experience increased worker motivation and productivity," she says.

What is the golden rule for a manager who works with people from different cultures?

The golden rule relates to the importance of showing 'respect' by a manager for the culture of the workers. This refers largely to the human values of the culture of workers, and how these values influence the interpretation of the manager's attitude to them. Workers can feel that the manager behaves superior and feel threatened if they perceive that the manager has no interest in or respect for their culture. It is often helpful for a manager to identify a 'worker representative' within the worker group who can help to interpret the manager's explanation positively."

Have you noticed superior behavior of managers in your work?

"In workshops, I have noticed cases where the some foreign managers have been perceived as having a superior attitude. This has mainly been related to their knowledge and administrative skills. Some workers usually openly accepts this area of superiority of the foreign manager. On the other hand, the foreign managers usually have very little knowledge of the workers cultural values and how these directly affect their work. In this area the workers feel superior, and often the foreign managers are unaware of the importance of cultural differences. Often they don't know what adaptations they need to make to have a well motivated and productive workforce. Similar situations have been found in many

countries."

Can you give an example of misunderstanding on the work floor?

"A manager may have a complaint about the productivity in general. As a result, he may ask workers to stop talking to each other, so in his opinion they can get the job done better. But workers may be offended, since they could think this is not human. The workers may believe that talking while working is positive for the production, because it helps them to feel happy by having relationships. Another example is the misunderstanding of a word, like 'responsibility.' In most highly industrialized countries this means both responsibility for completing certain tasks, plus the authority to make essential decisions related to that task. In some cultures the word responsibility is more limited: the responsibility for the task is the same, but all decision making is reserved for the owner or manager."

What can a manager do if despite the explanations, a worker still has problems adapting to certain rules?

"There will be many aspects of the whole work experience that will be new for the worker. These certainly include such items as punctuality, work methods and follow through. Experience has shown that most workers will accept and learn these new ways of working. However, if for example a worker arrives late, a manager will need to take a number of steps to solve the problem. These may include taking a few things into account, such as there may be a good reason for being late or the interpretation of an exact arrival time may be different for the worker.

Usually these problems are solved by a good explanation of why hours of work are important to the project, as well as showing respect for his work mates who often need to fill in for him. However, if the problem persists, then most works understand that



to have an important impact on the worker's motivation and openness to the adaptations he or she needs to make.

Not knowing a language may be an obstacle to get a message clear. How can a manager cope with this?

“In this case it is usually practical to find a spokesperson amongst the worker group who speaks both languages. This person can explain details of work and other concerns to the worker and can also communicate problems

and questions from other workers to the manager. Without such a person, the manager will need to develop other communication tools, such as diagrams and pictures to demonstrate work methods and details.”

What is the best way to correct a worker without harming his or her feelings?

“It is important how a manager says something when correcting a worker. It is best to begin by first mentioning something positive about a worker and then carefully explain what he or she could do better. It is also important not to do this in front of other workers. This is a sensitive point for many cultures as most workers feel work criticism as personal criticism. If the criticism involves a number of workers, it is often easier, as the workers do not feel the impact as strongly or lose face when they have other workmates involved. This is because culturally, workers tend to be collective rather than individualistic. These types of situations demand cultural sensitivity on the part of the manager.”

What important practical measures can managers take when employing workers from another culture?

Most workers are entering a new and strange working world. Therefore, it is important that a number of details are clearly communicated to them before a work project begins. These include clear information on such items as; salary, working hours, period of contract, food, health and housing. If these topics are carefully communicated before the working contract begins many misunderstandings can be avoided. Upon their arrival, the manager needs to introduce the tasks he expects each worker to perform in such a way that he shows sensitivity and respect for the culture of the worker. Careful communication during this introduction appears

Is a good manager also naturally a good intercultural manager?

“Not always. Certain managers, who can be very good ‘people managers’ in their own culture, may not be so effective when working with people of other cultures. A good intercultural manager needs to have a high level of respect and tolerance for other cultures. It also appears that not everyone can easily learn this ‘cultural sensitivity’. In addition, it is important to note that the senior level management who are responsible for selecting managers should be aware of this. It could often be unfair to appoint a manager before ensuring that he is capable of working effectively across cultures. The success of a project could be negatively affected, as well as the future career path of a manager.”

How can a manager learn to cope with other cultures?

“Before starting a job as a manager of workers with other cultural backgrounds, a manager needs to learn about the other cultures involved and what this means regarding his relationship with workers. To learn this, there is a choice of publications, books and seminars related to the subject of transcultural management. Unfortunately, at present many managers who deal with workers of other cultures, start their job unprepared. As a result, we often miss an important opportunity to significantly improve motivation and productivity in these transcultural operations.”

Joy as KHC & KS 1758 are Launched

PICTORIAL



Becoming A Flower Grower And Other Lessons Awaiting You At Horticulture Fair

Richard McGonnell, the chairman of the Naivasha Horticultural Fair, which will be held at the Naivasha Sports Club between 15 and 16 September 2017.



In Summary

- Knowledge of the types of cold storage rooms, conditions for cultivation and understanding the market market are vital.
- The biggest challenge currently is the high cost of investment. Cost of land has become a prohibitive factor for new investors coming on board.
- NH Fair started some 15 years ago with 30-40 stands. Exhibitors pay some entry charges at the gate as we believe that people exhibit to do business.
- All the information of how to contact us and what is needed is available on the website.

In September, the country will hold the Naivasha Horticultural Fair, a key event in the sector's calendar. We spoke to Richard McGonnell, the chairman of the event on what farmers should expect and how small producers can make money from the industry.

What is your assessment of the horticulture industry in general? Is the country doing better?

Climate change has severely impacted business. Many flower farms are currently counting losses due to water shortage meaning they have to reduce their acreage.

Some farms have closed down while others have laid off workers as they battle prolonged drought. Other farms are struggling due to increased costs.

What challenges should farmers expect when they join the sector?

The biggest challenge currently is the high cost of investment. Cost of land has become a prohibitive factor for new investors coming on board.



It is time the government began leasing out land similar to the way it is done in Ethiopia, otherwise there will be few investors coming in.

Besides, electricity cost is also far too high and salaries are climbing too quickly. The government recently announced 15 per cent salary increment.

Workers expect a pay rise immediately they hear about this yet the environment of doing business remains the same.

Floriculture remains a preserve of big farmers who can access the export market. How can smallholder farmers be encouraged to join the sector?

It is difficult for small-scale farmers to make money in this sector especially in the international market unless they are tied to a good marketing outlet.

New farmers can find it a big struggle to make a breakthrough in the market due to capital and marketing challenges. But smallholder farmers can as well net profit by being sub-contracted by big established farms.

Tell us about the Naivasha Horticultural Fair (NH Fair) and what does it involve?

NH Fair started some 15 years ago with 30-40 stands. Exhibitors pay some entry charges at the gate as we believe that people exhibit to do business. Contrary to what many people think that it is a flower event, the fair is open to all horticultural farmers such as those growing fruits and vegetables.

What does it take to participate in the fair?

All the information of how to contact us and what is needed is available on our website. In short, however, the fair will be held at the

Naivasha Sports Club between 15 and 16 September.

We welcome everyone, especially agri-entrepreneurs who would like to gain knowledge about the industry, including those growing vegetables and other horticultural produce.

What advice would you give to anyone keen on venturing into flower farming, with regards to how the flower value chain works?

They should do their homework properly and diligently. Among the things one needs to know include the types of cold storage rooms they need, conditions for cultivation, where and how you will acquire farm inputs, plant health requirements, harvesting and storage and make sure you have a market for your produce.

Such analyses are very critical for the prosperity of a flower venture.

If possible, hire a consultant or someone who has knowledge of the industry to help you design a well-functioning plan to run the farm sustainably.

Courtesy: NHFair



Ethiopia Horticulture Investors To Enjoy Favorable Loan Conditions

Local horticulture investors are going to enjoy the same loan privileges which were extended only for industrial park developers before. The new incentive will give local investors up to 85 percent loan if they manage to pay 15 percent of the capital in cash.

Development Bank of Ethiopia will facilitate the loan upon the request of the investors. A previous trend shows that local horticulture investors would only get up to 70 percent loan while the rest is required to come from investors.

On August 2, 2017 the Investment Board has approved six milestone incentives which was said to lift the sector to the next level. A letter signed by Fistum Arega, commissioner of Ethiopian Investment Commission, listed a number of incentives which will be provided to investors who are involved in the sector.

In this respect, it identifies six areas designated for horticulture in four regional states- Amhara, Tigray, Somali and Oromia. It includes areas such as Bahir Dar, Arba Minceh, Raya, Shinele, Alagea and Sahlo. In addition, the EIC along with Ethiopian Horticulture Development & Agricultural Investment Agency will prepare more plots to the investment.

Those of the investors on these designated areas will get three to eight years tax and custom exemption, if they able to export 80

Ethiopia Pockets 271m USD from Export

Ethiopia has generated close to 271 million U.S. dollars from the exports of flower and other horticulture products during the just concluded Ethiopian fiscal year, the Ethiopian horticulture and Agriculture Investment Authority revealed. Export of flower holds the lion's share of the total 271 million U.S. dollars generated from

the sector, with 218 million U.S. dollars. Other horticulture products, vegetable and fruits, accounted for the 53 million U.S. dollars generated. The authority further revealed that various activities are being done so as to increase the amount of flower and other horticulture products export during the just commenced 2017-2018 Ethiopian fiscal year.

percent of their products for three consecutive years. In the same token, the investors will have three to 10 years tax and custom exemption if the export reached 100 percent.

The board has also decided the horticulture investment to be administered as specialized economic zones within a cluster. Further, it introduces schemes to support propagation of planting materials by the investors.

"For years the country has been losing immense amount of foreign exchange used for export of planting materials," reads the circular. So in order to save the hard currency the circular has provided the same tax and custom exemptions incentives for those who will be involved in propagation of planting materials and tissue culture.

In addition, investors who are also involved

in the export of consolidated flowers will be considered as indirect exporters and will be exempted from value added tax. Even though there is a demand from the market for the export of consolidated flowers, those who are interested to invest were facing limitations, according to the circular.

Limitations such as getting investment license, tax related problems as well as access to foreign currency have been a challenge for those players in the sector. In a bid to support the export of horticulture, the investment board chaired by the Prime Minister Hailemariam Desalegne has also lifted tax and customs levied upon inputs used for packaging of the horticulture products.

Currently, there are more than 130 local and foreign companies that are investing in the production of flowers, vegetables, fruit and herbs. From this, 83 of the companies are working in the floriculture development sector, and the remaining 45 are cultivating vegetables, fruit and herbs. In addition from the total number of companies, more than 85 are foreign and joint venture companies while the remaining 43 are local.

Recent reports show that Ethiopia's annual export revenue from the sector has reached around 300 million dollar.

Source: - www.thereporterethiopia.com

New Standard Added to Hallmark EHPEA

Ethiopian Horticulture Producer Exporters Association (EHPEA) has successfully finalized the benchmarking of its flowers & ornamentals and plant propagation material scheme, the EHPEA Code of Practice for Sustainable Flower Production - Silver Level. This standard, which is open for certification of individual producers, currently has recognition as an equivalent scheme.

EHPEA was founded in 2002 by five growers having the mission of contributing to the national economic development and to advance their shared objectives of enhancing horticulture production and marketing strategies. Ethiopia plays an important role in cut flower production and export. It is the second largest cut flower exporter in Africa and the 5th largest one worldwide (2015).

Uganda Flower Exporters Set to Invest \$17.8m in Value



In the next 4 years, Wagagai Ltd will invest an additional \$14.1m between 2017 and 2021. Jambo Roses pledged to add \$1.8m while Ugarose Flowers will inject \$1.9m in the same period.

Three flower firms, Wagagai Ltd, Ugarose Flowers Ltd and Jambo Rose have pledged to invest \$17.8m in Uganda's flower sector in the next 4 years aimed at increasing flower export volume on the global market.

The investors said in Kampala that, the market is available on the international market but they cannot afford to maximize it due to limited production.

This they tag to the high cost of growing flowers and the shortage of land, where they can establish more greenhouses used for flower growing. In the next 4 years, Wagagai Ltd will invest an additional \$14.1m between 2017 and 2021. Jambo Roses pledged to add \$1.8m while Ugarose Flowers will inject \$1.9m in the same period.

Daniel Kiryango the Jambo Roses Ltd Chief Executive Officer said their investment will enable them to procure more land for greenhouses expansion. They will also acquire more modern farming inputs and other mechanized equipment.

"Our Directors have approved additional capital to be injected in the company. The target is to see that, we increase production capacity by using modern technology and expanding the farming acreage.

"By 2021, we shall be in position to compete with our counterparts in other countries like Kenya and Ethiopia," said Kiryango.

Juliet Musoke, the Executive Director of

Uganda Flowers Exporters Association said Uganda exports only 8,000 tons annually yet if they can address the challenges of lack of cold rooms at Entebbe Airport, high cost of Electricity and inadequate land for flower farmers, their export volume can hit 20,000tons.

"Flowers farmers need more support because currently we are hiring the storage facility at Entebbe Airport.

"We appeal to the government to enter into joint partnerships where we can pull resources and construct modern storage facilities at the airport to ease the problem of poor storage," said Musoke.

"Looking at the industrial sector, our government is doing well. Through Uganda Investment Authority, they have established industrial parks.

"The same should be done to flower sector," said Stanley Musiime the Managing Director Ugarose Flowers Limited.

Rwanda Government to Scale up Greenhouse Production

The Government is seeking to promote the use of greenhouses to harvest more from high value crops, in the forthcoming fourth Strategic Plan for Agriculture Transformation. Dr. Octave Semwaga, Director General for Strategic Planning and Programmes Coordination at the Ministry of Agriculture and Animal Resources (MINAGRI), made the revelation last week at the sidelines of a conference where experts in agriculture and related fields, were debating on this six-year agriculture advancement strategy. PSTA4

will run from 2018 until 2023.

Mads Knudsen, a private sector development economist at Vanguard Economics, said that greenhouses are quite expensive, but they can generate a lot of value on a little space for high value crops such as flowers and tomatoes. "Some high value crops can be produced in greenhouses and with access to international markets with direct flights to Brussels by RwandAir, that's a great opportunity," Knudsen pointed out.

Kenya Earns More From Flower Exports

Kenya's flower exports grew 20 per cent in the first five months of 2017, shrugging off challenges such as last year's move by Britain to leave the European Union (Brexit) and the subsequent weakening of the Sterling Pound that were expected to slow down demand.

Data from the Kenya National Bureau of Statistics (KNBS) shows cut flowers earned the country Sh42 billion (USD 404 million) between January and May compared to Sh35 billion (USD 337 million) earned over a similar period in 2016.

Flowers, together with fresh produce such



as fruits and vegetables, are a key foreign exchange earner and last year brought

the country Sh101.5 billion (USD 978 million).

The major horticulture products that Kenya exports include roses, French beans and mangoes. UK and the Netherlands are among the leading export destinations for Kenyan horticultural products.

KNBS says the country exported 138,000 tonnes of flowers, fruits and vegetables in the period against 113,993 tonnes in 2016.

Brexit, whose full impact is yet to be felt around the world, led to a decline of the pound against other world currencies.

Dümmen Orange, East Africa Now in One Location



Following the acquisition of Olij Breeding by Dümmen Orange back in October last year, all operations for Dümmen Orange including offices and showhouses have recently been moved to the Olij Breeding site.

The new Dümmen Orange location offers growers an opportunity to sample a

significantly expanded assortment of roses, as well as other products such as fillers, chrysanthemums and carnations. The propagation production facility also remains fully operational; continuing to deliver excellent quality plants and service.

Now under one roof, the integration is well underway to achieve its goal of attaining maximum customer value and bringing more innovations onto the market for growers.

Solai Roses Launch New Beautiful Sleeves



Solai Roses has just launched their new beautiful plastic sleeves together with a classic logo. Solai Roses is located at Solai town 30 km north away from the capital county of Nakuru, Kenya. The farm stands on 10 hectares and they are looking to expand further. For more information about their beautiful roses, please contact Roses Department Manager, Ishai Sharon at ishai.sharon@optimal-connection.com

Enhancing Food Safety and Competitiveness for Kenya's Fruits, Vegetables and Herbs."



Mr. Apollo Owuor

Fresh Produce Exporters Association of Kenya (FPEAK) and Kenya Association of

Small & Medium Scale Fruits and Vegetables Exporters (KEFE) are organizing a fruits and vegetables conference and exhibition to be held on the 13th and 14th September 2017 at the Kenya School of Monetary Studies, Nairobi. The conference and exhibition is supported by Global communities,

Netherlands Development Organization (SNV), SGS Kenya LTD and COLEACP among others.

The conference and exhibition is aimed at helping the horticulture industry in Kenya to cope with the emerging issues in the local and global markets including aspects such as food safety, compliance to market standards and regulations required for farmers, processors, distributors, growers, retailers and food service operators among others.

The conference will also provide a forum for exchange of ideas, views and knowledge by leading industry players, outstanding experts as well as business leaders and investors in this subsector of our economy. The output

of this conference will be an action plan on how to improve the productivity, financing, marketing, competitiveness and safety of fresh produce in Kenya.

The conference participants are drawn from among others high-level decision makers representing various parts of the industry that include leading fresh produce exporters, domestic consolidators, researchers, industry professionals, scientists, National and County Government, farmers and academia. This year's conference and exhibition is the first such event focusing specifically on Fruits, Vegetables and Herbs and will be held annually going forward.

Schiphol, KLM and Royal FloraHolland Work Together in Holland Flower Alliance

Three strategic parties with combined over 300 years of experience in flower logistics are joining forces to make the Aalsmeer-Schiphol region the preferred flower hub of Europe.

The Netherlands and flowers are inextricably linked. The Netherlands has grown over the past few decades into a hub for horticultural products from around the world. The presence of mainport Schiphol with home carrier KLM and Royal FloraHolland have placed the Aalsmeer-Schiphol region in the position of world market leader in the horticultural sector.

To ensure that the region retains this position in an environment characterised by competition from other airports and freight transport abroad, Royal FloraHolland, Schiphol



Cargo and KLM Cargo have established an alliance: the Holland Flower Alliance (HFA). This is an open alliance that other parties are welcome to join, such as trading companies, importers, etc.

Amsterdam region: preferred flower hub
Schiphol Airport and the horticultural cluster in Aalsmeer occupy an important position in the international flower and plant trade. The companies based here are familiar with the logistics required to handle large flows of

horticultural products while retaining their top quality. The Holland Flower Alliance wants the Amsterdam region to be seen as the world's preferred flower hub: the place where the horticultural logistics is most optimally organised and where the logistics chain - from grower to wholesaler - is best facilitated. To achieve this goal, they are initially focussing on three aspects:

1. Describing and setting up the ideal chain
2. IT integration
3. Positioning of the region and the logistics chain

In the near future, the Holland Flower Alliance will be making itself known, and you will regularly read reports about the alliance on our website, in the specialist journals or in the social media.



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
AAA-Flowers-Rumuruti	Roses	Rumuruti	Shailesh	0722 203750	shailesh.raiaaagrowers.co.ke
AAA-Flowers -Chui Farm	Roses	Timau	Shailesh	0722 203750	shailesh.raiaaagrowers.co.ke
AAA Growers	Vegetables / Flowers	Nairobi			
AAA-Chestnut		Narumoru			
AAA-Growers		Nakuru			
AAA-Hippo		Thika	Steve	0721778736	julius@aaagrowers.co.ke
AAA-Roses	Roses	Rumuruti	Julius Ruto	0720330039	julius.ruto@aaagrowers.co.ke
Acacia Farm-Sunripe		Naivasha	Antony	0711827785	naivasha@sunripe.co.ke
Africala	Roses	Limuru	Meindert	-	meindert@africala.com
Africa Blooms	Roses	Salagaa	Ravindra Chaudhari	0723159076	ravindra.chaudhari@xflora.net
Afriscan Kenya Ltd	Hypericum	Naivasha	Charles Mwangi	-	-
Alani Gardens	Roses	Nakuru	Judith Zuurbier	0722 364 943	alani@alani-gardens.com
Aquila Development Co	Roses	Naivasha	Prakash Shinde	0710791746	pm@aquilaflowers.com
Bamboo Farm-Sunripe		Nakuru	Reuben	0723920237	
Balaji Flowers	Roses	Olkalou	Erastus Simiyu	0711393248	erastus190@gmail.com
Baraka Farm	Roses	Ngorika	Lucy Yinda	-	lucy@barakaroses.com
Batian Flowers	Roses	Nanyuki	Dirk Looj	0720102237	dirk@batianflowers.com
Beautyline	Flowers	Naivasha	Peter Gathiaka	0722676925	peter@beautyli.com
Bigot Flowers	Flowers	Naivasha	Kakasaheb Jagtap	0722205271	jagtap.kt@bigotflowers.co.ke
Bila Shaka Flowers	Roses	Naivasha	Joost Zuurbier	0722204489	bilashaka.flowers@zuurbier.com
Black Petals	Roses	Limuru	Nirzar Jundre	0722848560	nj@blackpetals.co.ke
Bliss Flora Ltd	Roses	Njoro	Appachu Sachin	0789101060	appachu7@yahoo.com
Blue Sky		Naivasha	Mike	0720005294	info@blueskykenya.com
Bloom Valley		Salgaa	Ramnath Sarbande	0780314387	ramnath.sarbande@xflora.net
Blooming Dale Roses Kenya Ltd	Flowers	Nanyuki	Sunil	0718991182	info@bloomingdaleroses.com
Buds and Blooms	Roses	Nakuru	Shivaji Wagh	0720895911	shivjaniket@yahoo.com
Carnation Plants	Roses	Athiriver	Ami R.	0733626941	amir@exoticfields.com
Carzan (K) Ltd	Summer flowers- Hypericum, Carnations	Salgaa	Mahesh		seb.chambers@carzankenya.com
Charm Flowers	Flowers	Athiriver	Ashok Patel	020 352583	ashki@charnflowers.com
Colour Crops	Hypericum	Nanyuki	Kennedy Wanyama		colourcrops@tmu.com
Colour crops	Summer Flowers- Hypericum, Veronica	Bahati	Patrick Kipkurui	0727806184	kipkirui89@gmail.com
Colour crops Naivasha	Flowers	Naivasha	Geoffrey Mwaura	0722200972	nva@colourcrops.com
Credible Blooms	Flowers	Rumuruti	Eliud	0722382859	
Credible Blooms	Flowers	Ngong	Eliud	0722382859	
Dale Flora	Roses	Mogotio	Ajay Sutar	0711102266	ajay.sutar24@gmail.com
Delemere Pivot	Vegetables	Naivasha	Daniel Ondiek	0720395963	daniel.ondiek@vegpro-group.com
Desire Flowers	Flowers	Isinya	Rajat 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
Dummen Orange	Flowers Breeders	Naivasha	Steve Outram	0733 609863	s.outram@dummenorange.com
Elbur flora	Roses	Nakuru	Daniel Moge		
Enkasiti Thika	Flowers	Thika	Tambe	0734256798	enkasiti@gmail.com
Equinox	Flowers	Nanyuki	Harry Kruger		harry@equinoxflowers.com
Everflora Ltd.	Flowers	Thika	Bipin Patel	0735873798	everflora@dmbgroup.com
Fairy Flowers	Flowers	Limuru	Sylivester	0753444237	sylivesterkahoro@yahoo.com
Fides Kenya Ltd	Cuttings	Embu	Francis Mwangi	068-30776	francis.mwangi@dummenorange.com
Flamingo Holdings Farm	Flowers	Naivasha	Peter Mwangi	0722204505	peter.mwangi@flamingo.net
Flamingo Holdings-Kingfisher Farm	Flowers	Naivasha	Charles Njuki	0724391288	charles.njuki@flamingo.net
Flamingo Holdings- Kingfisher Farm	Flowers	Naivasha	Jacob Wanyonyi	0722773560	jacob.wanyonyi@flamingo.net
Flamingo Holdings-Siraji Farm	Carnations, Roses	Nanyuki			
Finlays -Tarakwet	Flowers	Kericho	Lelon Chepkwony		
Finlays Chemirel	Flowers	Kericho	Aggrey Simiyu	0722601639	aggrey.simiyu@finlays.co.ke
Finlays- Lemotit	Flowers	Kericho	Japheth Langat	0722 863527	japheth.langat@finlays.co.ke
Flamingo Flora	Roses	Njoro	Sam Nyoro	0721993857	s.ivor@flamingoflora.co.ke
Flora ola	Roses	Solai-Nakuru	Lucas Choi	0721832710	lucas.floraola@gmail.com
Flora Delight	Summer flowers	Kiambu/ Limuru	Marco	0710802065	marcovansandijk@yahoo.com



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Florensis Ltd	Cuttings	Naivasha	Anne Marie		annemarie@florensis.co.ke
Florenza Flowers	Roses	Solai	Yogesh	0737453768	farm.florenza@megaspingroup.com
Fontana Ltd-Salgaa	Roses	Salgaa	Kimani	0733605219	production@fontana.co.ke
Fontana Ltd - Akina farm	Roses	Njoro	Mahindra Patil	-	-
Fontana Ltd - Ayana Farm	Roses	Mau Narok	Gideon Maina	0721 178974	gideon@fontana.co.ke
Fox Ton Agri		Naivasha	Jim Fox	0722204816	jim@foxtonagri.com
Frigoken K Ltd	Vegetables	Nairobi	Nicholas Kahiga	0722797547	nicholas.kahiga@frigoken.com
Gatoka Roses	Roses	Thika	-	-	-
Gladioli Ltd		Naivasha	Pieriguichi / Claudia	0722206939	torres.palau@yahoo.com
Golden Tulip	Roses	Olkalao	Umesh Choudhery	0739729658	umesh@bth.co.ke
Laurel Investment	Roses	Olkalao	Rajendra	-	-
Gorge Farm	Roses	Naivasha	Patrick Mulumu	0722498267	pmulumu@vegpro-group.com
Groove	Flowers	Naivasha	John Ngoni	0724448601	grovekenya@gmail.com
Harvest / Manjo Plants	Roses	Olkalao	Pius Kimani	-	-
Harvest Ltd	Roses	Athiriver	Julius Oloo	-	-
Highland plantations	Cuttings & Herbs	Olkalou			production@highlandplants.co.ke
Imani Flowers	Summer Flowers	Nakuru	Raphael Otieno	0792302466	raphael@imaniflowers.co.ke
Indu Farm		Naivasha	Wesley Koeh	0715546908	
Indu -Olerai Farm		Nakuru	Everline Debonga	0723383160	everlyne.adhiambo@indu-farm.com
Interplant Roses	Roses	Naivasha	Gavin Mouritzen	0733220333	info@interplantea.co.ke
Isinya	Flowers	Isinya	Rajesh	-	pm@isinyaroses.com
Jatflora		Naivasha	James Oketch	0724418541	jatflora@gmail.com
Jesse AGA		Mweiga	Thuranira	0754444630	davidt@eaga.co.ke
Karen Roses	Flowers	Nairobi	Peter Mutinda	0723353414	pmutinda@karenroses.com
Kariki Ltd.	Flowers	Thika	Samwel Kamau	0723721748	production@kariki.co.ke
Kariki Ltd - Bondet	Eryngiums	Nanyuki	Richard Fernandes	062-31023/6	bondet.production@karik.biz
Kariki Ltd - Hamwe	Hypericum	Naivasha	Peter Kamwaro	0721758644	hamwe.fm@kariki.biz
Kariki Ltd - Hamwe- Molo	Fowers	Molo	Joseph Juma	0725643942	production.fm@kudenga.co.ke
Twiga Flowers	Flowers	Naivasha	pius Kimani	0721747623	pius.kimani@gmail.com
Kenflora Limited		Kiambu/ Limuru	Abdul Aleem	0722311468	info@kenflora.co.ke
kensalt Ltd	Flowers	Solai	Pravin		
Kentalya		Naivasha	Linnet	0733549773	lynette@kentalya.com
KHE		Nanyuki	Elijah Mutiso	0722254757	mutiso@khekenya.com
Kisima Farm	Roses	Timau	Martin Dyer	0722593911	martin@kisima.co.ke
Kongoni River Farm-Gorge Farm	Roses	Naivasha	Anand Patil	0728608785	anand.patil@vegpro-group.com
Kongoni River Farm - Liki River	Flowers	Nanyuki	Madhav Lengare	0722202342	madhav@vegpro-group.com
Kongoni River Farm - Star Flowers	Flowers	Naivasha	Dinkar	0789487429	dinkar@vegpro-group.com
Kongoni River Farm - Timau	Flowers	Timau			
Korongo Farm		Naivasha	Macharia	0721387216	
Kreative	Roses	Naivasha	Bas Smit	0722 200643	info@kordesroses.com
Lamorna Ltd	Roses	Naivasha	Mureithi	0722238474	admin@lamornaflowers.com
Lathyflora		Limuru	Mbauni John	0721798710	mbaunij@yahoo.com
Lauren International	Flowers	Thika	Chris Ogutu/Carlos	0722783598	laurenflowers@accesskenya.co.ke
Laurel Investment	Roses	Nakuru	Rajendra Jadhav	0738359459	rajendra.laurel@bht.co.ke
Livewire	Hypericum	Naivasha	Esau Onyango	0728606878	management@livewire.co.ke
Lobelia Ltd/ Sunland	Roses	Timau	Peter Viljoen	0721632877	info@lobelia.co.ke
Lolomarik	Roses	Nanyuki	Topper Murry	0715 727991	topper@lolomarik.com
Loldia Farm		Naivasha	Gary/Rotich	0720651363	
Longonot Horticulture		Naivasha	Chandu	0724639898	chandrakant.bache@vegpro-group.com
Longonot Horticulture		Naivasha	Patrick Mulumu	0722498267	patrick.mulumu@vegpro-group.com
Magana	Roses	Nairobi	Lukas	0788695625	farmanager@maganaflovers.com
Mahe Flowers	Roses	Olkalao	Rao Venkatesh	0705401431	maheefm@eaga.co.ke
Maridadi Flowers	Flowers	Naivasha	Jack Kneppers	073333289	jack@maridadiflowers.com
Maua Agritech	Flowers	Isinya	Madan Chavan	0738669799	production@mauaagritech.com
Mau Flora	Roses	Molo	Mahesh	0787765684	mahesh@mauflora.co.ke
Milmet/Tindress Farms	Flowers	Solai	Pravin		pravinyadav.29@gmail.com



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Molo Greens	Summer Flowers	Molo	Justus Metho	0722 755396	justus@mologreens.com
Mt Elgon Flowers	Roses	Eldoret	Bob Anderson	0735329395,	bob@mtelgon.com
Mwanzi Flowers Ltd	Roses	Rumuruti	Ram	0722265845	-
Mweiga Blooms	Flowers	Nanyuki	Stewart/ Mburu	0721674355	mweigablooms@wananchi.com
Mzuurie Flowers - Maji Mazuri	Roses	Eldoret	Mark Juma	0727471034	mjuma@majimazuri.co.ke
Mzuurie Flowers - Molo River Roses	Flowers	Kilelwa	Andrew Wambua	0724256592	awambua@moloriverroses.co.ke
Mzuurie Flowers - Winchester Farm	Roses	Karen	Raphael Mulinge	0725848909	rmulinge@winchester.co.ke
Mzuurie Flowers - Winchester Farm	Flowers	Bahati	Raphael Mulinge	0725848909	rmulinge@winchester.co.ke
Nini Farms	Roses	Naivasha	Philip Kuria	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@oserial.com
Panda Flowers	Roses	Naivasha	Chakra	0786143515	chakra@pandaflowers.co.ke
Panocol International	Roses	Eldoret	Mr. Paul Wekesa	0722748298	paul.wekesa@panocal.co.ke
Penta	Flowers	Thika	Tom Ochieng	0723904006	-
United Selections	Roses	Nakuru	-	-	-
Pj Dave	Flowers	Isinya	Simiyu	0723500049	pjdavetimau@pjdaveepz.com
Pj Flora	Flowers	Isinya	Palani Muthiah	0752607651	muthiah.palani1971@gmail.com
Pj Flowers Ltd		Kiambu/Limuru	Elizabeth Thande	0722380358	elizabeth@wetfarm.co.ke
Plantation Plants	Cuttings	Naivasha	William Momanyi	050 20 20282	pplants@kenyaweb.com
Porini Flowers	Roses	Molo	Vivek Sharma	0731040498	gm@poriniflowers.com
PP Flora	Roses	Nakuru	Prakash	0718045200	ppflora2010@gmail.com
Primarosa Flowers Ltd	Roses	Olnjororok	Shantaram	0701464049	production.p2@primarosaflowers.com
Racemes Ltd		Naivasha	Bonny	0721938109	bonny@kenyaweb.com
Rain Forest	Roses	Naivasha	-	-	-
Ravine Roses Flowers	Flowers	Nakuru	Peter Kamuren	0722205657	pkamuren@karenroses.com
Redland Roses		Thika	Aldric Spindler	0733603572	aldric@redlandsroses.co.ke
Redwing Flowers	Flowers	Nakuru	Simon Sayer	0722227278	sayer@redwingltd.co.ke
Rift Valley Roses (K) Ltd	Flowers	Naivasha	Peterson Muchuri	0716589898	fm@riftvalleyroses.co.ke
Rimiflora Ltd	Hypericum	Njoro	Richard Mutua	0722357678	richard@rimiflora.com
Riverdale Blooms Ltd		Thika	Antony Mutugi	0202095901	rdale@swiftkenya.com
Roseto	Roses	Roseto	Arvind	0734848560	gm.roseto@megaspingroup.com
Rozzika Gardens - Kamuta Farm		Naivasha	Mbuthia	0721849045	jwachiram@yahoo.com
Savannah international	Geranium	Naivasha	Ignatius lukulu	0728424902	i.lukulu@savanna-international.com
Selecta Kenya		Thika	Alnoch Ludwig	0738572456	l.allnoch@selectakenya.com
Sojanmi Spring Fields	Roses	Njoro	Ashesh Mishra	0792217088	ashesh@xflora.net
Schreus	Roses	Naivasha	Haiko Backer		
Shades Horticulture	Flowers	Isinya	Mishra	0722972018	info@shadeshorticulture.com
Shalimar Flowers	Flowers	Naivasha	Anabarasan	0733604890	anbarasan@eaga.co.ke
Sian Roses - Maasai Flowers	Flowers	Isinya	Andrew Tubei	0722728364	atubei@sianroses.co.ke
Sian Roses - Agriflora (K) Ltd	Roses	Nakuru	Clement Ngetich	0723159619	cngetch@sianroses.co.ke
Sian Roses - Equator Roses	Roses	Nakuru	Nehemiah Kangogo	0725848910	nkangogo@sianroses.co.ke
Sian Roses - Equator Flowers	Roses	Eldoret	Charles Mulemba	0721311279	cmulemba@sianroses.co.ke
Sierra flora	Roses	Njoro	Sharieff	0787243952	farm.sierra@megaspingroup.com
Simbi Roses	Roses	Thika	Karue Jefferson	067 44292	simbi@sansora.co.ke
Sirgoek Flowers	Flowers	Eldoret	Andrew Keittany	0725 946429	sirgoek@africaonline.co.ke
Solai Milmet/Tindress	Flowers	Nakuru	Ravindra	0737801646	solairoses@gmail.com
Subati Flowers	Roses	Subukia	Naren Patel	0712 584124	naren@subatiflowers.com
Subati Flowers	Roses	Naivasha	Naren Patel	0712 584124	naren@subatiflowers.com
Suera Flowers Ltd	Roses	Nyahururu	George Kimathi	0724622638	gkbuuri@gmail.com
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
Syngenta Flowers - Kenya Cuttings	Flowers	Ruiru	James Ouma	0725217284	john.odhiambo@syngenta.com
Syngenta Flowers - Kenya Cuttings	Flowers	Thika	Kavosi Philip	0721225540	philip.munyoki@syngenta.com
Syngenta Flowers - Pollen	Flowers	Thika	Joseph Ayieko	0733552500	joseph.ayieko@syngenta.com



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Tambuzi	Roses	Nanyuki			
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 Flowers	Roses	Naivasha			
Tulaga Flowers	Roses	Rumuruti	Gideon Kariuki	0701153844	tulagamarmant@africaonline.co.ke
Tk Farm		Nakuru	Gichuki	0721499043	davidgichuki20@yahoo.com
Uhuru Flowers	Flowers	Nanyuki	Ivan Freeman	0713889574	ivan@uhuruflores.co.ke
United Selections	Roses -Breeder	Nakuru	Jeroen Van Marrewijk	0700176556	jvanmarrewijk@united-selections.com
V.D.Berg Roses	Flowers	Naivasha	Johan Remeus	0721868312	
Valentine Ltd		Kiambu/Limuru	Maera Simon	0721583501	simon.maera@valentinegrowers.com
Van Kleef Ltd	Roses	Njoro	Rathan	0787266007	rathan@vankleef.nl
Vegpro K Ltd Vegetables		Nanyuki	John Kirunja	0729555499	john.kirunja@vegpro-group.com
Vegpro K Ltd	Vegetables	Nairobi	Judy Matheka	0721245173	jmatheka@vegpro-group.com
Vegpro K Ltd	Vegetables	Nanyuki	John Nduru	0722202341	john@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	-	-	roses@wildfire-flowers.com
Wilfay Flowers	Gypsophila/hypericum	Subukia			
Wilmar Agro Ltd	Summer Flowers	Thika	Alice Muiruri	0722 321203	alice.muiruri@wilmar.co.ke
Windsor		Thika	Vikash	073705070	vikash@windsor-flowers.com
Xpressions Flora	Roses	Njoro	Brijesh Patel	0715469732	brijesh.patel@xflora.net
Zena -Thika Farm	Roses	Thika	Vincent	-	sales@zenaroses.co.ke
Zena - Asai Farm	Roses	Eldoret	-	-	sales@zenaroses.co.ke
Zena Roses - Sosiani Farm	Roses	Eldoret	Phanuel Ochunga	0722506026	pochunga@zenaroses.com

FLOWER FARMS IN UGANDA

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

FLOWER FARMS IN TANZANIA

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



FLOWER FARMS IN ETHIOPIA

TYPE	FARM NAME	CONTACT PERSON	LOCATION	PHONE NUMBERS	E-MAIL
Hypericum	Abssinia flowers	Sendafa		+251 11 6653911	office@abyssiniaflowers.com
Cuttings	Abysinia Ornamental	Ronald	-	+251 911490231	ronald.vijverberg@florencis.com
Roses, Summer Flowers	Afriflowers PLC	-	-	+251 937977849	ethiopia@bellafior-group.com
Roses	Agriflora PLC	M. Asokan	Holeta	+251 112372324	flowers@ethionet.et
Roses	AQ Roses PLC	Frank	Ziway	+251911706234	frank@aqroses.com
Hypericum	Assela Flowers farm PLC			+251 118237091	office@asellaflowers.com
Roses	Braam Flowers PLC	Ben Braam	Ziway	+251 464413137	braam.roses@gmail.com
Gypsophila, Solidago, Limonium	Beti Omamental			+251 930070000	betiomamentaldz@gmail.com
Cut Flowers	Condor Farms PLC			+251 911337207	haileseifu1@gmail.com
Cuttings	Desa Planta PLC			+251 116569195	gizbeley@yahoo.com
Roses	Dugda Floriculture Dev. PLC	Sayalfe Adane	Debra Zyeit	+251111566311	general@dugdaflora.com
Roses	Ethio Dream PLC	Holeta	Ethiopia	+251 116189313/14	ethiodream@ethionet.et
Roses	Ethio- Agri- CEFT	Levi	Holeta	+251 116621030	agriceft@ethionet.et
Roses	Enyi- Ethio Roses	Teshale	Sebata	+251113481981	enyiethiopia@gmail.com
Roses	ET- Highland Flora PLC		Sebata	+251 114660982	bnf2etf@ethionet.et
Roses	Eden Roses	Vibhav Agarwal	Sebata	+2518959343	vaibhavagarwal1@gmail.com
Cuttings	Ethiopian Cuttings PLC	solomon	Koka	+251 116633073	solomon.desta@syngenta.com
Carnation	Ethiopian Magical Farm	Ramadi		+251 552 9936	emf@ethionet.et
Roses	Euro Flora PLC			+251 118602075	ramadi.gowoda@gmail.com
Roses	Friendship flowers PLC	Edwin	Debra zyeit	+251 118602293	edwingruijil@gmail.com
Freesia & Statiz	Freesia Ethiopia PLC	Ronald Vijvberg	Sebata	+251 116450503	freesia@ethionet.et
Cuttings	Florencis Ethiopia PLC	Netsanet Tadasse	Koka	+251 116525556/57	florencis@ethionet.et
Roses	Flowerama PLC			+251 115157924	flowerama@hotmail.com
Roses	Gallica Flowers PLC			+251 11 2849368	gallica@ethionet.et
Roses	Golden Rose Agro Farm Ltd	Mr. Sunil	Sebata	+251 115507144	goma@ethionet.et
Roses	Herburg Roses PLC	Hubb	Ziway	+251 464414281	huub@herburgroses.nl
Roses	Hortanzia	Mr Micheal Owen	Arusha	255 784 200 827	hortanzia@gmail.com
Roses	J.J. Kothari PLC			+251 114661155/172	jjkothari@gmail.com
Roses, Herbs	Joytech PLC	mulugeta Meles	Debra Zyeit	+251 116620205	jagdish@joytechplc.com
Roses	Joe Flowers PLC			+251 112372016	jflowers@ethionet.et
Roses	Karuturi Sai Ramarkrishna			+251 116632437/39	jagdeep.singh@karuturi.com
Lilium	Klaver Flowers PLC			+251 916581769	klaverflowers@gmail.com
Roses	Lafto Roses PLC	Gerard	Sebata	+251 115541485/83	gerard@vanderdeijl.nl
Roses	Linssen Roses	Peter Linsen	Holeta	+251 113205668	linssenroseset@ethionet.et
Cuttings	Maranque Plants PLC	Mark Drissen	Merjetu	+251 113725145	md@maranqueplants.com
Hypericum	Marginpar Ethiopia PLC	Hayo Hamster Holeta		+251 1137116223	marginpar@ethionet.et
Roses	Minaye Flowers PLC	Eyob Kabebe	Debra Zyeit	+251 113728666	minaye@ethionet.et
Hypericum , Veronica	Mullo Farm PLC/Derba PLC			+251 116639559	mullo@ethionet.et
Roses	Mt. Meru	Tretter	Arusha	255 27 2553385	office@mtmount-meru-flowers.com
Roses	Oda Flowers			+251 111561572/73	ethiopassion@ethiopassion.com
Roses	Olij Roses Ethiopia PLC	Bas Van der lee	Debra Zyeit	+251116525571/7	info@olijethiopia.com
Roses	Oromia Wonders PLC			+251935998751	hfeven@gmail.com
Roses	Rainbow colours PLC	Tadessa Kelbessa	Debra zyeit	+251116461105	rainfarm@ethionet.et
Cuttings	Red Fox Ethiopia PLC	Hamilton	Ziway	+251221129252	b.hamilton@ethiopia.redfox.de
Roses	Roshanara Roses PLC			+251 1161833087/88	roshanaraexport@gmail.com
Roses	Saron Roses Agro-Farm PLC		Sebata	+251 114625551	saronfarm@gmail.com
Roses	Sathiya Sai Farm PLC				roshanmutheppe811@gmail.com
Roses	Selam Flowers PLC	Etsegenet Shitaye	Sebata	+251 116463851	selamfwr@ethionet.et
Roses	Supra Floritech PLC	Kaka Shinde	Holeta	+251116633745	suprafloritechplc@yahoo.com
Roses	Sher Ethiopia PLC	Ramesh Patil	Ziway	+251 116185353	sherethiopia@ethionet.et
Summer Flowers	Tai Flowers PLC	Mr. Uri	Sebata	+251 116517394	uridago@gmail.com
Roses	Tana Flowers PLC			+251 58220047495	tanaflo1@ethionet.et
Roses	Tengeru Flowers	Tretter	Arusha	255 27 255 3834	"
Roses	Tinaw Business PLC			+251 113720110/11	tinawflower@gmail.com
Roses	Yassin Legesse Flower Farm S.C	Tesfaye Gidissa	Debra zyeit	+251 1161870951	yassinlegesse@yahoo.com
Hypericum	Yalkoneh PLC	-	Sebata	+251 911331021	frans.diedens@gmail.com
Roses	Z. K Flowers	Abebe Mamo	Debra zyeit	+251 114664476	zkflowers@gmail.com
Roses	Ziway Roses	Ermiyas Solomon	Ziway	+251464417274	ermiasziwayroses@gmail.com

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