

May - June 2015

THE LEADING FLORICULTURAL JOURNAL IN THE REGION

# FLORICULTURE

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A large bouquet of vibrant orange roses is the central focus, resting on a dark green moss-covered base decorated with small, colorful, diamond-shaped ornaments. The bouquet sits on a round table with a floral patterned tablecloth. In the background, a vast greenhouse is filled with rows of rose bushes in various colors, including pinks, yellows, and whites, under a translucent roof structure.

Glossy, Green and Rosy Scented





**ELGON KENYA LIMITED**



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## The Leading Floriculture Magazine

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## Every Day in Every Way I'm Getting Better And Better

*It has been said that an ostrich which sticks its head in the sand makes an irresistible target to a paddle. And so people who ostrich-like bend over to hide their heads in the sands of unreality, make irresistible targets for the paddle of fate which brings up the highly controversial subject of the positive affirmation which tries to hide an ostrich like from reality. In floriculture, one cannot hide like the ostrich for what happens to America, Ecuador, Japan, Europe, Tanzania, Uganda and Ethiopia will always affect you? So, peruse on.*



*One cannot think of the Kenya Floriculture without thinking of the psychologist-psychiatrist Emile Cou'e and his famous affirmation; Everyday in every way I'm getting better and better; Emile Cou'e cured a lot of people by having them repeat that simple affirmation over and over again, in every spare minute, day after day. That was all-repeat it and believe it. Since half of today's floricultural problems are psychomatic (Consult a doctor) it is clear that Emile Cou'e can be the best consultant. But since it cannot happen, in this issue we are echoing the same statement. Everywhere in every way I'm getting better and better.*

*So you have problems, troubles, fears, worries, anxieties. Sure you do. But do you know why? It's because you are all alone. Neither you nor any of us can ever be big, powerful, that intelligent to evade problems, troubles, worries and anxieties but as a team we can beat them. So the place you should be is IFTEX 2015.*

*What is your problem? Packaging! Silpack Industries Limited is revolutionizing manufacturing of cartons and SFKs. Maybe is crop protection, the Plant Doctor kicks off with managing botrytis. To cement it, Dudutech says, "Healthy soil, Healthy Plants. As though that is not enough, Koppert Biologicals (K) limited is prepared to help you reduce pesticide use through IPM. For nutrition, Novixa International Ltd has some of the best from Silicon. You have already solved all these? How about irrigation; Amiran Kenya limited has introduced Novel Aries. I can hear some of you whispering have done all these; my only problem is super quality at market place. I knew it and so I decided to have a stop at Chrysal Kenya Limited, just look at their interesting piece.*

*You always complain they are paid a lot, they push you much, and they are always behind the computer. Maybe you do not understand them. Have time and look at my interactive article with head growers. You will never complain again. As usual, the manager of the month column will be as interesting as ever. This time round, we knocked at the doors of Dow Agrosiences and met Oscar Shilliebo.*

*This is all what is in this issue, everyday in everywhere I'm getting better and better; you doubt, get a copy.*

### Kanyingi

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**Orvego®** is the innovative fungicide from BASF that combines the well known active ingredient dimethomorph with Initium® to form a premium preventive shield against downy mildew.

Downy mildew, *Peronospora sparsa*, is a serious disease that attacks all types of roses. It can be quite severe under cool moist conditions and will defoliate rose plants within a day or two in the greenhouse.

Downy mildew is extremely infectious and will spread throughout your roses very quickly if left untreated. It defoliates a plant so rapidly that the plant loses its photosynthesizing ability and weakens the plant to a degree that it becomes totally unproductive.

**BASF solution: Orvego®**: Dose Rate 0.8 l/ha

If you expect more from a new fungicide, **Orvego®** is a new opportunity. **Orvego®** has an excellent regulatory profile, meeting not only your own needs but also those of consumers and the environment.

Overall, this ensures high yields and reliable crop quality - adding to your confidence and convenience.





## Key Advantages of Orvego®

- New generation fungicide with dual mode of action
- Highly effective against downy mildew and Phytophthora spp. in ornamentals and a wide range of crops
- Excellent and long lasting preventive activity
- Short re-entry period, safe for the workers
- IPM compatible
- Has excellent compatibility with tank mixes

## Key Benefits For You:

- **Orvego®** protects your crop effectively and keep them healthy longer to develop their full potential
- Yields high quality & residue free flowers



We create chemistry

## Re-Defining Agriculture Solutions In The Region And Beyond

**N**ovixa International Limited is part of the \$30 million Jumbo group. The group has interest in Foam Mattresses, water tanks and agriculture. Parent company is a leading player in the business of Roto-moulded water tanks and mattresses in Kenya. Novixa International Limited is an Agri Input Company established with a Vision of Re-defining Agriculture Solutions in the region and beyond. Novixa is the sole distributors

of Privi Pharma Pvt Ltd, an ISO 9001:2008 certified Company based in India. Our product range includes innovative formulations that will build the immunity of the crop from the very initial stages and improve the uptake of all the essential nutrients from the soil & their utilization in the plant system to enhance yields. Our mission is to maximize the farmer's profitability by providing high quality products at affordable prices, yet safeguarding our environment through reduced chemical usage.

### Innovative Product Range

#### NUTRIFIGHT

- Provide nutrition
- Enhance immunity

#### OSA VEGETABLES

- Improves plant resistance against water, soil and temperature stress
- Promotes root and plant growth thus enhancing nutrient uptake
- Improves plant resistance against fungal and insect attacks
- Leads to higher yields and better quality produce

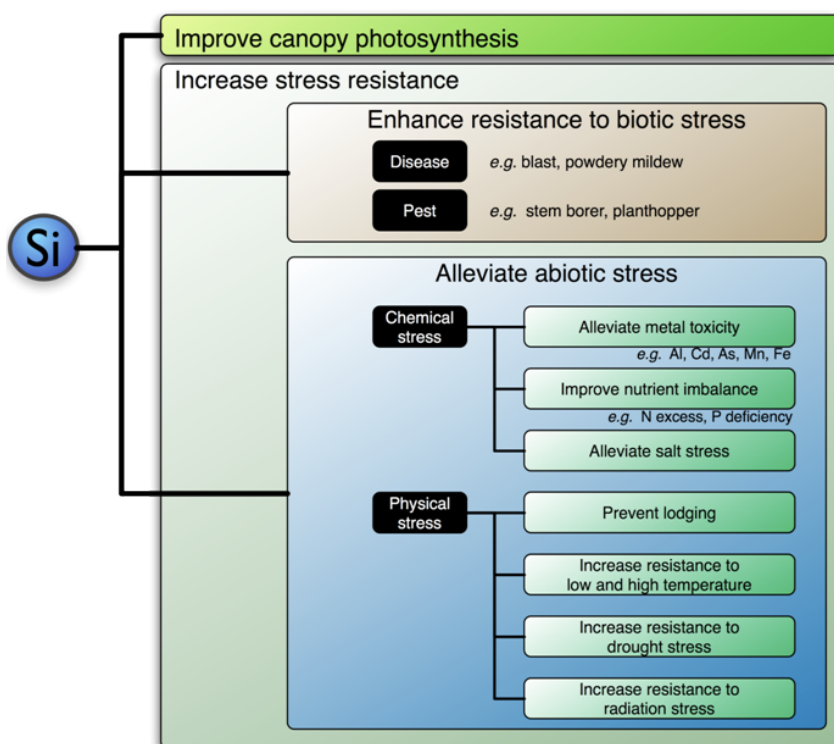
#### NUTRIVIT

- Improves the utilization of nutrient in plant system
- Increase nutrient flow towards maximum flowering and fruiting
- Leads to higher yields and better quality produce

#### OSA RICE

- Increases tillering ability
- Prevent lodging
- Reduces white ear
- Increases yield and grain quality

### Importance of Orthosilic Acid



#### NUTRIFIGHT

- Provide nutrition
- Enhances immunity
- Contains Zinc and Manganese

#### OSA TUBERS

- Makes the plant tolerant to stress
- Reduces undesirable colour of tubers
- Uniform sized tubers
- Reduces hollow heart in tubers
- Reduces growth cracks

#### NUTRIN COMBO

- Correct the deficiencies of micro-elements
- Helps the plant for healthy and sound growth
- Reduces premature flower and fruit drop
- Improves flower and fruit in colour, size and aroma

#### OSA WHEAT

- Increases nutrient uptake
- Helps in prevention of fungal attack
- Increases the chlorophyll content in plant
- Helps in improving the quality and yield



## Orthosilicic Acid Alleviating Soil Features

From the thousands of silica compounds only ortho Silicic Acid (OSA) is relevant to the general goodness and health of the plants. OSA has dual role in plants. When applied as foliar spray it helps in uptake of nutrient ions in plants as well as act as a catalyst for various metabolic processes. Additionally a portion of it is translocated down to the roots, when it has a profound role in reclamation of soil properties to a certain extent.

OSA enters in plant through leaf via stomata. From leaves it travels through the phloem, a vascular component and travels down the plant up to the roots. When it reaches to the soil, it is exudated out from the root hairs and then it plays a vital role in increasing the available form of major nutrient ions, nitrogen, phosphorous and potassium.

### IMPORTANCE OF ORTHOSILICIC ACID.

- 1) Presence of OSA elevates the pH of soil, thereby reducing the activity of anaerobic bacteria, which are responsible for loss of nitrogen through volatilization.
- 2) Presence OSA in the soil improves the anion exchange capacity of soil, which ensures less loss due to erosion and run off.
- 3) Presence of OSA in the soil helps improve the moisture as well as cationic exchange capacity, thereby increasing the plant available potassium in the soil.
- 4) Amendment of silica in the soil changes the pH (heavy metals are less mobile at high pH) and also increases the soil's adsorption capacity thereby reduces the plant's ability to access the heavy metals.

### Benefits of Orthosilicic acid.

- OSA improves plant resistance against water, soil and temperature stress.
- OSA enhances nutrient uptake thus providing strength to the roots and plant.
- OSA promotes new shoot development
- OSA improves plant resistance to fight against fungal, insect and mite attack
- OSA increases flowering per plant, stem thickness and vase life of flowers.



**OSA**  
FLOWERS



***An unique formulation based on  
OSA (Orthosilicic Acid) chemistry fortified  
with boosters***

# IFTEX 2015,

## Glossy, Green And Rosy Scented



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

**A**s the curtain of the 4th edition of the International Floriculture Trade Expo (IFTEX) 2015 opens from 3rd to 5th June, there will be no room for any shortcoming that may hamper its success. All minds and hands that know what it entails have been up and down trying to put different pieces together to make what can be seen as the true spirit of the regional horticultural industry.

The event, since its inception in 2012 has continued to aggressively spread its tentacles world over, luring to its importance the most reputed and less comparable companies in various businesses of sorts.

The beginning of the event concept wasn't such humble though the humidity and value that is endowed in the event itself reflects a totally different picture. Good institutional organization, positive projection and a solemn consideration of participants' interests.

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

Thanks to HPP Exhibitions who have tirelessly worked all round to have the horticultural fraternity exhibit their products and highlight their best practices. They have expanded their scope by adding more space to accommodate more exhibitors. Good enough the small scale growers will not be left behind since they will have a chance to market their products. This show grows bigger and better every year making record as the fastest growing event in the history of international flower trade fairs, attracting flower growers from even other continents to exhibit. As HPP spokesman Jasper van Dijk put it It is like a tornado, the show has a fresh face at every turn, there is no telling where it is heading but what is clear, is its phenomenal growth towards a world class trade exhibition. One mission of bringing the world to source flowers in the country where they are grown have been achieved indeed.

But is it all that HPP Exhibitions' vision encompasses? Not really. The organization's President, Dick Van Raamsdonk takes this as a good of a prospective future for such events and firmly holds that IFTEX has





grown and will stop at nothing to make sure it satisfy the exhibitors and the visitors.

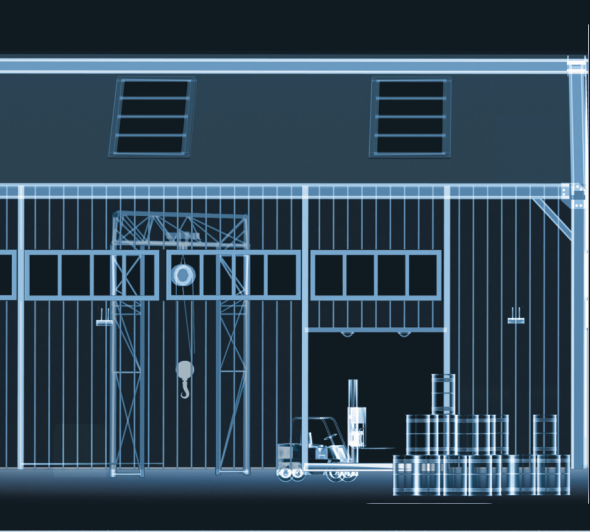
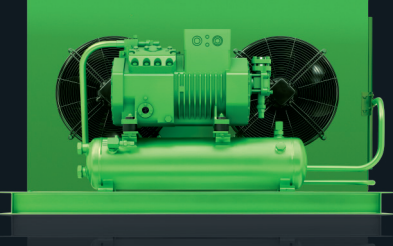
Exploring the rapid growth of the horticultural industry reveals more than meets the eye. For example, in the next one year additional 200 ha of new roses are projected. This brings in an estimated 200 million dollars' worth of investment within this vast area. If this is anything to go by then HPP Exhibitions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

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

### Fast growth

Notwithstanding a few hitches that have almost docked many investment sectors, the horticulture one of the fast lane included.

*to page 10*

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**Bitzer**  
THE HEART OF FRESHNESS

*from page 10*

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

At least 500,000 people derive their livelihood from the sector through employment. With this in consideration, everything possible has to be done to save the sector. The current challenge that niggles the minds of exporters to the European Union Market is the issue of renewed, stricter standards. The phytosanitary regulations set up may not be quite friendly to the exporters but fortunately, the inspection regimes set by Kenya Plant Health Inspectorate Service may save the day.

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

Over 5,000 visitors are expected to visit the stands this year. Key among them are buyers from EU, Russia, USA, Middle and Far East, and China. In addition a entourage of dignitaries who are expected to explore newer business frontiers on which they can anchor some investment will attend. Expected are representatives from Rwanda, Ethiopia, Zambia, Zimbabwe, Uganda, South Africa and Tanzania which are fast developing their agricultural sectors to accede to some international rating are expected. They may with time, compliment Kenya in flower exports



to the global market if their growth trend progresses stably.

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

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

### Challenges

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

exhibitors.

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

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

### Why Attend

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



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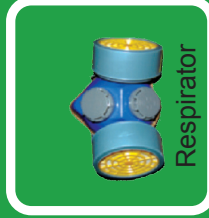
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## Botrytis blight outbreaks

*Forecasts for clouds and rain favor Botrytis blight. Cultural practices and correct fungicides will help until the sun shines.*

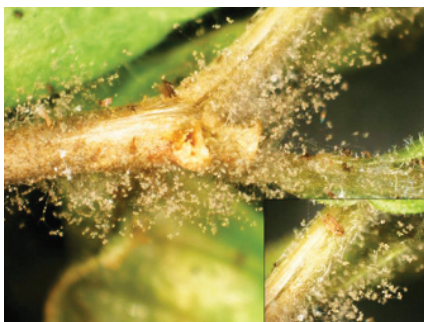
Listening to the continuity announcer, she announced weather forecast for the next five days as cloudy, cool and rainy weather conditions. These low light, humid conditions combined with a near full greenhouse floral crops meant Botrytis blight outbreaks. My crop was especially vulnerable now since they had a full flower canopy filled to the maximum allowable space.

Immediately, my Production Manager called me, “we are in danger of contracting Botrytis”, he started. “Botrytis is a fungal disease that can cause leaf spots, petiole blighting and stem cankers on our crop. It will produce large masses of “fuzzy looking” spores that are most often called “gray mold.” These spores or conidia will be spread on wind currents and can readily travel from infected to uninfected plants in that manner. The spores can survive for upwards of 21 to 24 days before they germinate on a plant”, he concluded.

“Am listening”, I said after a short interval of silence. “I suggest cultural control practices that will reduce the conditions that favour Botrytis infections: reducing the relative humidity in the greenhouse below 85 percent; making sure plants do not remain wet for six or more hours in a 24-hour period; and if possible, heat and vent on mornings and evenings for at least a half-hour or more to reduce humidity thus removing the humid, warm air allowing for plant surfaces to dry”, he said.

“Do we have any seriously infected plants”, I asked. “Not of now”, he said. “However, if plants are seriously infected and need to be removed from the growing area, I will not just remove the plants and throw them on the compost pile out behind the greenhouse range as the spores can blow back into the facilities on wind currents.

Instead, I will bag up infested plants where they were growing, seal the bags and remove them from the facilities, thus reducing the risk of spores dislodging and infecting other plants in the greenhouse. I will also use the same process when cleaning plants to remove dead foliage. I will bag it and remove the spent blooms or leaves as quick as possible so the spores are not released in a clean greenhouse” he concluded.







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Ironearth is a 100% water soluble iron humate in powder form containing 6% iron in chelated form plus humic acids in a readily available form for plants. It is made through extraction of leonardite and addition of mineral iron salts.

Iron in plants is associated with the formation of chlorophyll, an essential element to ensure plant health. Deficiency of Iron can be seen on the leaves where the leaves have interveinal chlorosis and appear light green to yellow in colour.

Ironearth provides iron in an easily absorbed form through foliage when sprayed on the leaves or through the roots when used through irrigation systems. It can be used for all horticultural and floricultural crops for correction of iron deficiency. In addition to iron, the presence of humic acids in Ironearth assists in improving the overall health of plants and resistance against stress. Applied to soils, it can improve the performance of regular fertilisers.

#### COMPOSITION OF IRONEARTH:

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- Chelated/complexed Iron 6%
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- Saturated solution ~100 g/L
- Stability pH range 6-11
- pH-value (in 20% solution) 8-9

#### DIRECTION FOR USE: PLEASE READ THE LABEL CAREFULLY

- Ironearth should be used for correction of iron deficiency, soil conditioning and increase of soil fertility.
- Mix the recommended amount into water (the chart below is a guideline) in a spray / mixing tank and apply as a foliar, drench or soil application through sprinkler, drip or surface irrigation systems.
- Ironearth can be used on its own or mixed with soluble fertiliser formulations (soluble NPK, MAP, DAP or urea) and herbicides. However always carry out a miscibility test before first application of a mixture.
- Always carry out a phytotoxicity test on a small area before large scale application.

CROP	RECOMMENDED FOLIAR APPLICATION	RECOMMENDED SOIL APPLICATION
Roses	0.5g/L week	40-50g / 100m <sup>2</sup>
Green House Vegetables (tomatoes, peppers, eggplant, cucumbers, zucchini)	0.5-1g/L	6-8 Kg/Ha divided into several doses (1Kg/Ha)
Fruit Trees (citrus, banana)	5-10g/10L per tree	6-8 Kg/ (1Kg/Ha) or 100-150 g /tree
Field Vegetables (potatoes, beans, onions, tomatoes etc.)	1-1.5 Kg/1000L per Ha	4-6 Kg/Ha divided into several doses (1Kg/Ha)
Cereals (wheat, barley maize & other grains)	200g/L	4-6 Kg/Ha divided into several doses (1Kg/Ha)
Ornamental Plants, Trees & Shrubs, Grass	250g/L	6-8 Kg/Ha divided into several doses (1Kg/Ha)
All crops in general	300g/1000L water every 2-3 weeks	4-6 Kg/Ha divided into several doses (1Kg/Ha)

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Recycle Paper

## Arysta LifeScience Kenya Ltd Appoints A New Managing Director



Matt Fryer (Left), previously Commercial Manager South Africa, has been appointed to succeed Hildo Brilleman as the

new Managing Director Arysta Lifescience. Matt has a BSc Agriculture (Horticulture) Degree from University of Kwa-Zulu Natal, and joined Arysta LifeScience in 2008 as a Key Account Manager.

With the acquisition of Arysta by Platform Specialty Products, the integration process to merge Arysta LifeScience, Chemtura AgroSolutions and Agriphar has been started across the world. Hildo Brilleman, currently Managing Director of Arysta East Africa will return to Europe to lead the integration on that continent.

To ensure business continuity in East Africa, there will be a comprehensive handover in the coming months.

## Weak Shilling Affecting businesses



In the recent past there has been a change of trend of the Shilling exchange rates against the Euro and USD with the shilling losing value against the dollar and gaining against the Euro, a trend that experts say may continue in the near future. The impact on flower producers and exporters is quite big and this can be explained in 2 ways; our major costs, apart from payroll costs, which include imported inputs and freight cost are in dollars. On the other hand, our main market is in the EU and our sales are in Euros. Therefore while our Ksh value of revenue is falling, our costs are going up. Obviously this will further erode an already suppressed bottom line, coming hot on the heels of challenges related to GSP duty paid as a result of a delayed conclusion of the EPAs.

The flower industry is currently exploring ways of cushioning the sector against the negative impact of this trend. The immediate option is by lobbying the government – the National Treasury and Kenya Revenue Authority, to fast track the outstanding VAT refunds. This will help alleviate cash flow constraints. Other options include engagement with airlines and shippers to seek possibilities of reviewing freight charges and related costs, also in light of the falling global oil prices. Also, to focus on reducing wastage of products due to rejections at JKIA and interceptions at the market place.

## EHPEA, IPD Sign Memorandum of Understanding



The Ethiopian Horticulture Producer Exporters Association (EHPEA) and Import Promotion Desk (IPD) of Germany have signed a memorandum of understanding. The agreement was signed by EHPEA Chairman, Zelalem Mesele and Head of IPD in the presence of German Flower Association Chairman and buyers from Germany.

The objectives of the agreement includes, among others, undertaking market studies in the field of fresh fruits and vegetables, boosting export of cut flowers to Germany, organizing market program to Germany, support of fresh fruit and vegetable growers to obtain Global Gap certification by providing needed trainings and organizing information events and provision of demand oriented trainings. Experiences sharing is also part of the process.

During the ceremony, Mr. Zelalem said this is a good opportunity for Ethiopian growers to diversify their market outlets. Dr. Julia on her part said Germany is the biggest importer of horticultural products in Europe and this will give them chance to directly import horticultural products from Ethiopia. The delegation visited HortiFlora Ethiopia 2015 Expo and they expressed their satisfaction in the horticultural products they saw. The buyer Delegation and IPD officials also visited farms.



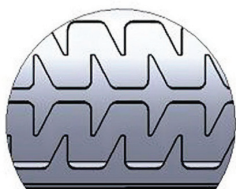


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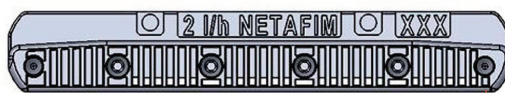
**CREATING A NEW STANDARD  
FOR CLOGGING RESISTANCE**



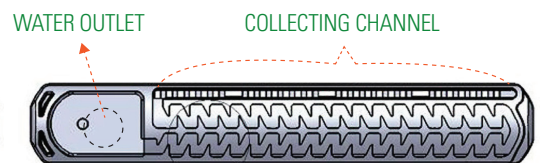
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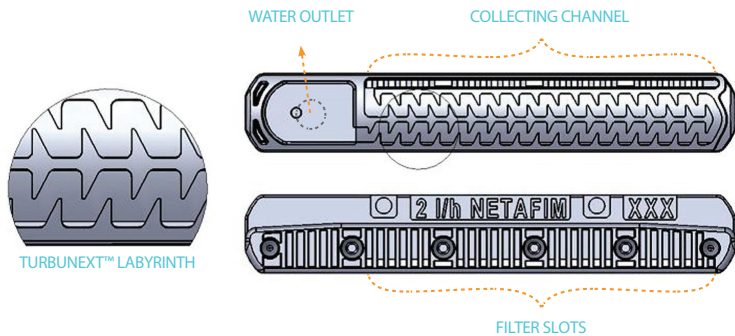
# Amiran Introduces the Novel Aries™ Dripper Lines that Provides a New Standard of Clogging Resistance for Growers

Through decades of partnership with Kenya's floriculture and horticulture growers, Amiran Kenya has become a "one stop shop" for all of Kenya's agricultural needs by reducing risk while increasing productivity and profitably for its farmers through providing unique solutions to farmers everyday challenges.

The company has spearheaded the introduction of modern and very efficient agricultural technologies that are sustainable and have proven to be environmentally friendly, such as Amiran's new Aries Dripper Lines. Launched recently into the Kenyan market, the Amiran integral non-compensated drippers designed by the Israeli Multinational that invented drip

irrigation, Netafim, creates a new breath of fresh air to the dreaded clogging menace.

"Drip irrigation systems are a necessary part of any modern agribusiness venture. The simplest drip irrigation system includes pressure regulator, filter, tubing and emitters (drippers). It provides a controlled and uniform distribution of water and nutrients between plants located along the irrigation line. However, emitters are prone to clogging from deposits of calcium carbonate, algae or bacteria, so growers are encouraged to invest in quality drippers such as the Amiran Aries™ that seeks to provide better and longer service" says Eyal Azar, Head of the Irrigation Division Amiran Kenya.



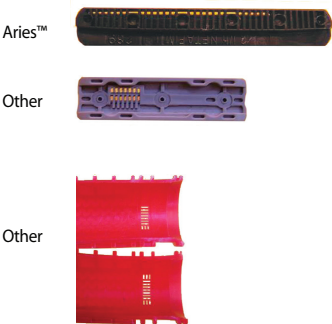
Aries™ Dripper lines are made of one plastic part which covers the dripper line wall to create a well defined water flow path. The water enters the filter slots and via the collecting channel goes to the flow-path and then exists through a hole punched in the dripper line wall.

Packed with a long list of benefits for its users, the Amiran Aries™ Dripper lines are designed to ensure growers reap a big advantage in the small details as below;

## The Filters on the Aries™ Dripper

Element	Aries™ Characteristics	Importance and Benefits
Prevents penetration of large sediments particles inside the flow- path, thus preventing the flow path from becoming the dripper's 'bottle-neck'	<ul style="list-style-type: none"><li>• Large, effective filtration area.</li><li>• Slot width is smaller than any point within the flow-path&gt; any particle that penetrates can proceed all the way out.</li><li>• Contains many short deep slots connected in parallel (independent of one another) to the collecting channel.</li><li>• The flow in the dripper line flushes the filter</li></ul>	<ul style="list-style-type: none"><li>• Even when most of the slots are blocked, one partially opened slot is enough to keep the dripper operating well.</li><li>• Enables flushing, and keeps the filter clean (no bottle neck).</li><li>• Highest efficiency in preventing dripper clogging (For both the filter and flow-path )</li></ul>

### IN THE PICTURES: A COMPARISON OF THE EFFECTIVE FILTRATION AREA



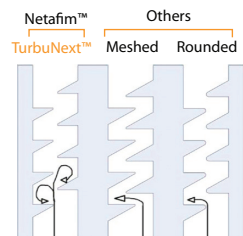
The picture below shows an Aries™ dripper sample that underwent an accelerate clog resistance test, in Netafim's test bench. Even though most of the filter slots were plugged, there were still a few small openings that enabled the dripper to function well, and keep the original flow-rate (1.0 l/h in this specific dripper). It proves that the filter slots are really independent due to parallel connection through a relatively large collecting channel!





## Flow path Labyrinth for the Aries TM Dripper

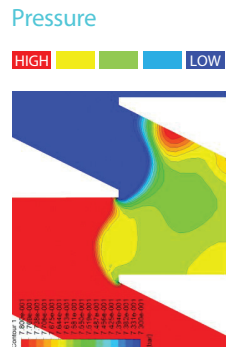
Element	Aries™ Characteristics	Importance and Benefits
Built to pass relatively low flow, in a relatively large flow path and to prevent dirt particle accumulation.	<ul style="list-style-type: none"> <li>Built of extremely thin, sharp teeth &gt; creating flow detachment and low pressure pockets&gt; high drag and extremely high turbulence (imitates the drag mechanism of parachute)</li> <li>Even though the flow is low- the teeth create extremely high local velocities &gt; high turbulence prevents particles from settling.</li> <li>The patented labyrinth keeps high turbulence rate</li> </ul>	<ul style="list-style-type: none"> <li>Large flow path cross section.</li> <li>Relatively short flow-path.</li> <li>Extremely high local velocities prevent dirt accumulation.</li> <li>Low dependence of the flow on the pressure.</li> <li>Best clog resistance.</li> <li>Accurate and uniform flow rate.</li> <li>Enables use of low flow drippers.</li> <li>Enables longer laterals.</li> </ul>



**TurbuNext™ labyrinth** creates flow detachment thus creating high local velocities and strong turbulence

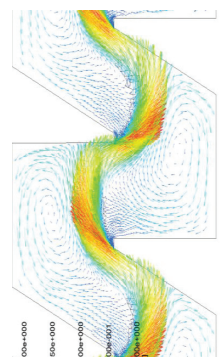
Meshed or rounded teeth prevent flow detachment, reduce turbulence and lead to smaller flow path dimension, and higher sedimentation rate.

Pressure



↑ FLOW

**TurbuNext™ computerized simulation**



- Immediate pressure drop after passing the tooth (flow detachment).
- Lowest pressure in the center of the turbulence
- Arrows show direction and local speed magnitude.
- Max. local speed is ~8 times larger than average.

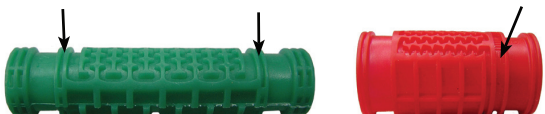
## Sedimentation Areas on the Aries Dripper

Element	Aries™ Characteristics	Importance and Benefits
Areas that connect the dripper elements where the dirt can accumulate due to slow laminar flow.	<ul style="list-style-type: none"> <li>Extremely short sedimentations areas &gt; prevent dirt particle accumulation.</li> <li>Flat dripper- no laminar paths between the dripper sides.</li> </ul>	<ul style="list-style-type: none"> <li>Minimal dirt accumulation downstream the dripper filters.</li> <li>Best resistance to clogging</li> </ul>

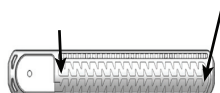
Water enters the labyrinth through a connecting flow path, where the flow is slow and laminar, and dirt particles accumulate. The accumulated dirt can peel off and block the labyrinth. Good dripper should have as small connecting paths as possible. In cylindrical drippers there are additional paths that connect the different sections of the labyrinth.

See images of the samples below:

Cylindrical drippers: Long laminar paths between labyrinth sections. Parting line in mold forces these paths.



In Aries™ drippers there is a very short connecting zone between the filter and the labyrinth. The "U" turn on the right is short enough to keep turbulent flow.



"Prevention is always better than cure. Amiran encourages the use of products that work to reduce risk in agriculture such as the clogging of drippers. Our products and services are custom made to cater to the daily needs of our farmers and growers to ensure ease in their agribusiness projects with the end result being exceptional products for both the local and international markets", states Aviv Levi, Managing Director Amiran Kenya.



# Healthy Soil, Healthy Plants

*Soils are the essence of life, sustaining humans, plants and animals as the source of the food we eat and home for much of the planet's flora and fauna. Soil health, therefore, is the foundation of health for all plants, animals, and people writes John Ogechah.*

## Undervalued, neglected resource

Undervalued, the soil has become politically and physically neglected, triggering its degradation due to erosion, compaction, salinization, soil organic matter and nutrient depletion, acidification, pollution and other processes caused by unsustainable land management practices. The irony is that the main culprit of soil degradation is the very thing that most relies on healthy soils: agriculture. Industrial agriculture's intensive production systems, which rely on the heavy application of synthetic fertilizers and pesticides, have depleted soil to the point that we are in danger of losing significant portions of arable land.

It is estimated that on nearly one-third of the earth's land area, land degradation reduces the productive capacity of agricultural land by eroding topsoil and depleting nutrients resulting in enormous environmental, social and economic costs. Most critically, land degradation reduces soil fertility leading to lower yields.

In Africa, the United Nations paints a graver picture: 65% of arable land, 30% of grazing land and 20% of forests are already degraded. Locally, there has been concern in the recent years about the state of Kenyan soils and the decline in yields in some parts of the country attributed to soil health. The first national soil test was carried out across the country and the results released in February last year revealed a lot of issues ranging from soil pH, limited nutrients and organic matter content in the soil.

## 2015 – The International Year of Soils

This worrying state of soil affairs, against the backdrop of unprecedented population growth

which will require an increase of approximately 60 percent in food production by 2050, means that business-as-usual cannot be an option going forward. Driven by an increasing awareness that soil health is at the root of planetary, agricultural and, of course, human health, the

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Food and Agriculture Organization of the United Nations (FAO) has declared 2015 the International Year of Soils in an effort to raise awareness and promote more sustainable use of this critical resource. It notes that unless new approaches are adopted, globally, arable and productive land per person in 2050 will be one-fourth of the level in 1960. Healthy soils not only are the foundation for food, fuel, fibre and medical products, but are also essential to our ecosystems, playing a key role in the carbon cycle, storing and filtering water, and improving resilience to floods and droughts. This, of course, is an incredibly timely initiative in light of a series of serious challenges impacting our future and perhaps our very existence that we should all surely embrace with open hearts and willing hands!

### What is a healthy soil?

But what constitutes a healthy soil? FAO defines soil health as the capacity of soil to function as a living system, with ecosystem and land use boundaries, to sustain plant and animal productivity, maintain or enhance water and air quality, and promote plant and animal health. Healthy soils maintain a diverse community of soil organisms that help to control plant disease, insect and weed pests, form beneficial symbiotic associations with plant roots; recycle essential plant nutrients; improve soil structure with positive repercussions for soil water and nutrient holding capacity, and ultimately improve crop production.

The concept of soil health captures the ecological attributes that are chiefly those associated with the soil biota; its biodiversity, its food web structure, its activity and the range of functions it performs. At least a quarter of the world's biodiversity lives underground. Such organisms, including plant roots, act as the primary agents driving nutrient cycling and help plants by improving nutrient intake, in turn supporting above-ground biodiversity as well. This biological component of the soil system highly depends on the chemical and physical soil components.

### There is a price to pay

The green revolution of the past century has seen the constant removal of soil minerals and a loss of two-thirds of the humus that helps to store and deliver those minerals and on which the organisms depend. It is a no-brainer to recognise that every time we harvest a crop from a field, we are removing a little of the minerals that were originally present in those soils. We replace a handful of them, often in an unbalanced fashion, and we decimate our soil life with farm chemicals, many of which are proven biocides. And when we decimate this 'microbial bridge' between soil and plant there is a price to pay. The plant suffers, in that it has less access to the trace minerals that fuel immunity, and the animals and humans eating those plants are also compromised. Restoration of this microbe bridge between soil and plant through sustainable soil management is key to the achievement of food security and nutrition, climate change adaptation and mitigation and overall sustainable development. How do we do this?



### Composting

Composting, the accelerated conversion of organic matter into stable humus, is much more than just that. When compost is added to the soil it stimulates and regenerates the soil life responsible for building humus. Compost serves as a microbial inoculum to restore your workforce. A teaspoon of good compost can contain as many as 5 billion organisms and thousands of different species. These beneficial microbes increase biodiversity and the balance of nature that comes with it. This balance can create a disease-suppressive soil where beneficial organisms neutralise pathogens through competition for nutrients and space, the consumption of plant pathogens, the production of inhibitory compounds and induced disease resistance through a plant immune boosting phenomenon called systemic acquired resistance. Vermicompost (compost produced from worms) such as VERMITTECH® is a superior type of compost containing worm castings (worm poop). Castings are loaded with beneficial microorganisms which continuously build fertility in the soil. They are very high in organic matter and humates which are both extremely important to plant and soil health.

### Mycorrhiza

Mycorrhizae is a general term describing a symbiotic relationship between a soil fungus and plant root. Mycorrhizal fungi have been lauded as the most important creatures on the planet at this point in time. A part from enhancing plant growth and vigour by increasing the effective surface area for efficient absorption of essential plant nutrients, these organisms produce a carbon-based substance (called glomalin) that, in turn, triggers the formation of 30% of the stable carbon in our soils. These fungi are endangered organisms as we have lost 90% in farmed soils. Dudutech, for example, has developed a mycorrhizal inoculum called RHIZATECH® allowing farmers to effectively reintroduce these important creatures into farmlands. Compost also has a remarkable capacity to stimulate mycorrhizal fungi.

*To page 20*

### Pest antagonists

Soil degradation earlier explained above disturbs the balance of nature that keeps pest organisms in check, leading to an upsurge of pests (including diseases). Re-introduction of antagonistic fungi such as Trichoderma (TRICHOTECH®) that attack fungi causing root rots such as Fusarium, Rhizoctonia, Pythium etc and nematode attacking fungi such as Purpureocillium (formerly Paecilomyces) (MYTECH®) that attack plant parasitic nematodes such as root knot nematodes is another sustainable way of restoring this balance.

### Protect soil life

Strategies that promote the survival of soil life and their humus home base must be promoted. Moreover, there is no point in reintroducing beneficial microbes with one hand and then promptly destroying the new population with the other. The use of un-buffered salt fertilisers kills many beneficials and overtillage destroys mycorrhiza. However, the single most destructive component of modern agriculture, in terms of soil life, has been pesticides. Even some 'safe' herbicides are more destructive than fungicides in destroying beneficial fungi.

### Manage nitrogen

Mismanagement of nitrogen is a major player in the loss of humus. Excess nitrogen stimulates bacteria, and in the absence of applied carbon, they have no choice but to feed on humus. A carbon source should, therefore, be included with all nitrogen applications. We need to regulate N applications (e.g. by adopting foliar application of N) and to include a carbon source such as molasses, manure or compost with every nitrogen application. The carbon source offers an alternative to eating humus.

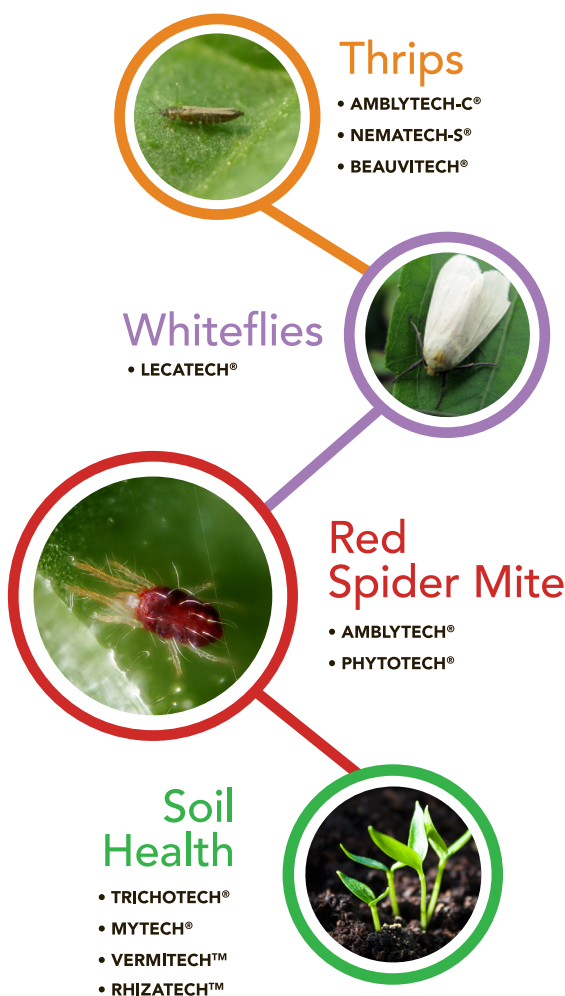
### Turning point

The UN declaration of 2015 as the International Year of Soils is a timely wake-up call encouraging a focus upon the importance of the thin veil of topsoil that sustains us all in so many ways. It is not too late to recognise past mistakes and move forward to make this critically important year the turning point. The good news is that the Kenyan agricultural sector is well endowed with a broad range of expertise that is well positioned and ready to assist commercial growers and rural communities develop production systems that are economically viable and environmentally intelligent.

*The author is the Training Manager at Dudutech*



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# Silpack Industries Limited

## Revolutionize Packaging For The Flower Industry



There comes a time in the business world when integrity, honesty, openness, personal excellence, continual self-improvement, and mutual respect become valued constituents for things to move in the right direction. With these core beliefs, Silpack readily takes on all challenges, and pride themselves on seeing them through and holding themselves accountable to their customers, honoring their commitments, and striving for the highest quality in new and current developments.

That is what you find at Silpack Industries Limited, an established manufacturer of boxes and packaging materials since the mid-1980. Ever since, Silpack's rich tradition has been built on innovation, investment, quality, and value partnerships. It is this very tradition that has established the Company as a leading provider of corrugated carton and polythene packaging solutions to all sectors of the East African economy.

They assure customers with the provision of quality products and services; keenly focusing on the Flower Sector, whom they have faithfully serviced with boxes, Single Face Kraft (SFK) rolls and sheets, and partitions. As a note of their commitment, Silpack was the first company to produce bespoke SFK with printed names and designs, pre-cut to grower specifications and requirements. Partitions

are also available in the same way as the bespoke SFK, whereby, different designs and configurations allow growers to protect their valuable flowers in transit.

The Company has taken the flower box to a new horizon with their range of boxes mainly the "SoliQ Air" range, made in collaboration with Paccess Packaging (the R&D operation of BillerudKorsnas in Sweden). SoliQ Air boxes have been a positive influence to the flower growers.

According to Parit Shah, a Director at Silpack Industries Ltd., the traditional notion of "accepting" whatever is supplied is no

longer "acceptable". Growers understand that alternatives and facilities now exist to undertake a scientific approach to developing the correct packaging.

"SoliQ Air is providing solutions to growers to increase their returns by providing mechanically superior boxes, lighter in weight and consistently available throughout the year. These products are made under strict guidelines from Paccess and use very high technical paper specifications, thereby, ensuring that the quality remains consistent throughout the year" He said.

Silpack also acknowledges that vase life is fundamental to the grower and believes that the industry has exciting times ahead. Having understood the needs of the Growers, in the near term Silpack will be making available a nano-technology to absorb latent ethylene and moisture and thereby extending the vase life of sensitive varieties. This will be made available in boxes and SFK.

This will be enhanced with the introduction of a moisture controlling coating on the SFK to ensure the rigidity and robustness of the SFK during long and short transit. Other than using

*To Page 24*



### Red Lands Roses A Growing And Direct Exporter Of High Quality Roses

"We have used SoliQ boxes and SFK from Silpack Industries Ltd for the last 2 and 1/2 years. This has given them better protection of their flowers and reduced the freight costs since the box is lighter.

Our clients have enjoyed high protection of flowers during transport and lower boxes damages, reduction of weight of boxes by 7% to 12% which has led to reduced freight costs hence profitable to our clients.

SoliQ boxes are humid resistant, lighter and stronger hence they shipped better for long hours and distance. The boxes and SFK are 100% recycled at the end destination hence making them environmental friendly. On the other hand, all their SFKs are delivered of high quality, pre-cut sizes, pre-printed and ready to use, in hygienic condition hence reduced costs to Red Lands Roses on labor to cut from rolls", says Dr. Isabelle Spindler, the Managing Director of Red Lands Roses.



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-  *Quality Assured*
-  *Savings on freight*
-  *Reduce loss of produce*



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water repellent additives in the traditional glue making process, Silpak has an innovative method of adding this technology, which is food grade, to boost the returns to the Grower.

Silpak has also developed printing technology on the SFK to improve market visibility of a grower's product once out of the box.

These are a few of the innovations that have been converted from concept to commercial use. They have a number of other products under development and will roll them out once

### Waridi Farm, Grower and Exporter of High Quality Flowers

"Silpak's customer service has always proved to be prompt, reliable and flexible enough to be able to carry out tailor made customized orders of a consistent quality product," added Mr. P. D. Kadlag.

they are commercially viable.

#### Challenges

The two key challenges faced during the roll out of SoliQ Air cartons have been pricing and imitations.

Traditional paper specifications allow for production of relatively cheap products, but require the use of heavier paper and/or higher recycled contents. These lead to hidden leakages for the growers through higher freight charges and weaker boxes. A typical difference in weight between a SoliQ Air standard flower box and the traditional box is 200gms. The higher recycled content means that moisture in the cold chain will weaken the box faster than the virgin materials used to make a SoliQ Air box. This timing difference could be the difference between sales or waste.

"When a grower understands the total cost of ownership, whereby, the packaging cost, freight, loss of produce and consistency are all considered, the total cost of owning a SoliQ Air carton is far less than the traditional carton" added Mr. Parit.

### Waridi Farm, Grower and Exporter of Of High Quality Flowers

"We have been using the SoliQ Air brand of boxes from Silpak Industries since September 2014. The boxes and technology used in their construction have proved to be of a good quality and very reliable. The boxes are of superior strength but with a lighter weight which provides a real saving on freight cost," Said Zing.

The second challenge has been the proliferation of imitations that claim to work in the same way as a SoliQ Air product but fall way short. This is inevitable because all SoliQ Air products are made from paper produced by our partners and

therefore only available through the SoliQ Air product range.

#### Conclusion

Overall, Silpak Industries Ltd has products aimed at reducing loss of produce, increasing marketability, saving on

freight, and product consistency.

Silpak has invested heavily to manufacture products for the flower industry because they strongly believe the horticulture sector has a long life ahead. Growers are challenged on



the world stage by better packaging available elsewhere but according to Mr. Parit, this will no

longer be the case as Silpak closes that gap.

Growers can focus on marketing the truly amazing produce that is made in Kenya.

### Equinox Ltd, Grower and Exporter Of High Quality Roses

Mr. Tom Lawrence the Managing Director of Equinox said, "the concept of SoliQ lightweight boxes is a very interesting one, as our model is much more about increasing value than simply cutting out cost. We have done lengthy trials on the box's strength -after packing (and so after being exposed to humidity), they performed the best to compaction tests. It is arguable that perhaps they were too strong".

However, confirming the actual airfreight saving due to the light-weight boxes has proved more of a challenge hoping to get more statistics to back it up. By the end of the season there should have some long term statistics, that should overcome the week-by-week variances and box weights, which hinge on the stem profile mix, and the weekly variety mix depending on what is in flush.

Equinox does average very close to the required 11kg per 'standard [flower] box' and so complied with the 'volumetric weight' demanded by the air-freight companies. We are in the middle of doing some dry-pack trials which may reduce the box weight even further, which on the surface is very good news.

The long and the short of it, is that the lightweight SoliQ box gives them scope to play around with their box weights and therefore open doors to freight saving that would not have otherwise been there -it is a step by step process and a subject that needs to be given a great deal of respect and understanding.





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# Perfect Conditions for Growing Roses

The Ethiopian flower industry emerged in the late 1990s, and despite being a late-comer, Ethiopia has become the second largest flower exporter in Africa after Kenya. Projections are for even further future growth. Exports are expected to reach \$550 million by the end of 2016.

The Ethiopian flower industry represents an extraordinarily fast and successful diversification into a non-traditional export product.

Climate conditions have made Ethiopia a favourable cultivation site for such products as it is situated in the tropics, with its diverse range of altitudes. Additionally, the Federal Government, the Ethiopian Horticulture Producers and Exporters Association (EHPEA), and international investment played key roles in Ethiopia's floriculture industry development.

The EHPEA, which included private sector entrepreneurs, has been instrumental in gaining government support in the sector. The organisation's aim was to promote the sector.

With good climate conditions and cheap transportation costs, Ethiopia was a favourable choice, especially for the cultivation of roses. State-owned land was made available for flower farms at affordable prices, especially near the airport. This reduced transportation cost facilitating market entry. The government also offered attractive incentives for investors.

For example, a five-year corporate tax exemption for inputs, import duties were scrapped and investors were also given access to financing from banks. It became obvious that Ethiopia had a comparative advantage in the production of roses, especially with vast amount of labour. As the industry expanded, the unit cost of production decreased.

The sequence of entry of firms in the Ethiopian flower industry shows that domestic entrepreneurs played a major role in the



initial stages. With the exception of Golden Rose and Ethio Dream, the first movers and early imitators were domestic owned firms. Foreign firms (in the form of joint-venture or full ownership) started to enter mostly after 2003.

A significant number of the foreign firms came from other African countries, including Kenya (for example Linsen, Abyssinia, Maranque, Karuturi, and Sher-Ethiopia), Uganda and Zimbabwe.

The better investment climate in Ethiopia have contributed to the increasing shift of foreign investment to Ethiopia.

International investment, knowledge transfers and technological innovations can be introduced into the domestic market; through improved agricultural methods. International investment is beneficial for the recipient country as it also promotes economic activity, therefore increasing employment.

In the case of Ethiopia, the cut flower industry has experienced investment from a range of geographical and industrial backgrounds, from

the Netherlands, United Kingdom and India, to more regional markets such as Nigeria, Sudan and Oman, thereby also encouraging South-South integration. Nevertheless, the biggest market for the Ethiopian roses is the Netherlands, as around 90% of rose exports go to Holland. Evidently, Ethiopia has emerged as a strong global cut flower market competitor.

The floriculture industry has had a huge impact on Ethiopia's economy and society; most significantly on job creation, which is said to amount to over 100,000 new jobs in the last five years.

Locals are being trained in business and management skills and most donors are giving back to society in one way or another. The industry has also had a major influence on gender perspectives, as more than 75% of workers are women. Through production diversification, Ethiopia can depend more on trade and less on aid. Although floriculture is a fairly new industry in Ethiopia, sales records of flower exports have shown how profitable diversification can be achieved through trade.



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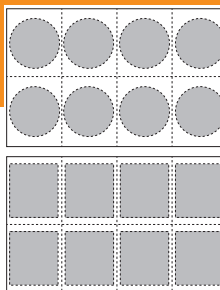
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# How Can You Explain This Persistent Sluggish Growth?

When you read the economic survey, what trends do you see? Where is this economy headed? The message from the statistics is loud and clear: Our economy continues to experience successive years of anaemic growth. How can you explain this persistent sluggish growth? How did we lose the growth momentum of the Mwai Kibaki years? Is this economy slowly losing its wealth creating power?

## Agricultural Statistics

The agricultural sector in 2014 recorded a growth of 3.5 per cent compared to a growth of 5.2 per cent in 2013. The sector recorded mixed performance mainly attributable to erratic rains with some regions experiencing depressed rainfall. The value of marketed agricultural production at current prices declined marginally from Kshs 334.8 billion in 2013 to Kshs.333.2 billion in 2014.

## Key Crops Production

Commodity ('000 Tonnes)	2013	2014	% change
Tea	432.4	445.1	2.9
Coffee	39.8	49.5	24.4
Fresh horticultural produce	213.8	220.2	3.0

## Domestic Economy

The country's Gross Domestic Product (GDP) is estimated to have expanded by 5.3 per cent in 2014, compared to a growth of 5.7 per cent in 2013. The Performance was supported by increased government and private final consumption, low oil prices, increase in exports of goods and services and stability of the Kenya Shilling against major currencies (despite slight depreciation against the US dollar). The Agriculture, Forestry & Fishing sector contribution to GDP growth was 14.5 compared to 20.8 in 2013.

## Inflation

Annual average inflation increased from 5.7 per cent in 2013 to 6.9 per cent in 2014. The modest increase in the rate of inflation was attributed to increases in the cost of several food and non-food items which outweighed notable falls in the cost of electricity and petroleum products including petrol, diesel and kerosene.

In regard to International Trade key indicators showed that in 2014, Kenya's merchandise trade deficit continued to widen due to a high import bill. Imports rose by 14.5 per cent in 2014 to KSh 1,618.3 billion while total exports grew by 6.9 per cent to KSh 537.2 billion during the same period. The trade balance worsened by 18.7 per cent from a deficit of KSh 911.0 billion in 2013 to a deficit of KSh 1,081.1 billion in 2014. Tea, horticulture, articles of apparels and clothing accessories; and coffee were the leading export earners in 2014 collectively accounting for 52.1 per cent of the total export earnings.

In the International scene the world economy is estimated to have grown by 3.3 per cent in 2014 similar to the revised growth of 3.3 per cent in 2013. This low growth was due to persistent weak import



*Ms. Ann Waiguru, Cabinet Minister for Devolution and Planning.*

demand from advanced economies, slower expansion of global supply chains and shifts in demand towards less import intensive products

## Economic Outlook for 2015

Globally, most developed and developing economies are projected to experience improved growths in 2015. World trade is expected to grow by 4.5 per cent compared to a growth of 3.0 per cent during the year. Oil prices are projected to remain subdued throughout the year due to possibilities of sustained oversupply as Iran and Libya add to the current output after improved political environment. Based on these projections, the global economic prospects for 2015 is therefore bright with world real GDP projected to grow at 3.5 per cent in 2015 subject to continued recovery from the global financial crisis. This is expected to impact positively on Kenya's economic growth.

Locally, the country experienced depressed rainfall during first quarter of 2015 while weather forecast points to a possibility of insufficient long rains in parts of the country. Performance of the agriculture sector is likely to therefore remain close to the 2014 level due to its over-reliance on rain fed water and on average, electricity prices might fall slightly in 2015 due to increased share of geothermal electricity generation.

Ms. Waiguru said that to spur growth in the agriculture sector, the Government will endeavor to step up efforts aimed at increasing the adoption of commercial agriculture, reduce the cost of farm inputs to ensure affordability, increase the level of mechanization in farming practices and fast track the construction of fertilizer factory to reduce the price of fertilizer and therefore encourage its use. They will also promote good agricultural husbandry especially with regard to agricultural exports, reduce rain dependency by expanding land under irrigation, and fast track the ongoing efforts aimed at reducing the cost of production

She added that the enactment of Special Economic Zones (SEZ) bill will be fast tracked and to facilitate the establishment of SEZ's and industrial parks. To promote exports and improve balance of trade the Government should provide tax and other incentives to exporters, facilitate bilateral arrangements with regional trading economic blocks and improve the competitiveness of Kenyan products.

# HortiFlora 2015, Registers a Remarkable Growth

**T**he 6th edition of the HortiFlora Ethiopia, an International Horticultural show successfully took place from March 25 to 27, 2015 at Millennium Hall, Bole Addis Ababa Ethiopia. The event was colourfully opened by the Ethiopian Prime Minister Hailemariam Desalegn. Also present were senior government officials, civil society organizations and other stakeholders.

The Prime Minister said that Ethiopia's long-term development strategy envisages agriculture-centered development bringing fast economic progress benefiting the people and laying foundation for industrial development. He added that Ethiopia is endowed with vast natural resources that allow the growth of varieties of fruits, vegetables, flowers and herbs making the horticulture industry a priority in the agenda of the Ethiopian government.

Hailemariam noted that even if horticulture is an infant sector, it has registered remarkable growth generating huge job opportunities particularly for women and earning 245 million US dollars foreign currency in the year 2013/2014. The Premier also said that Ethiopia is becoming centre of attraction for direct investment in horticulture because of its favourable agro-climatic condition and conducive investment environment. However, he did not deny the fact that the export performance in horticulture has not yet reached the desired level.

The PM noted that unlike the floriculture, the fruit and vegetable production lags and in this regard, the government has given due attention to increase the volumes exported by integrating private investors to out-grower schemes in various development corridors. The under construction national railway project will also become a plus for bulk export of the fruit and vegetables.

The premier said HortiFlora Ethiopia 2015



Expo is an excellent event to promote Ethiopia's horticulture providing Ethiopian growers a platform to introduce themselves and meet international buyers and partners. Finally, he encouraged investors to invest in Ethiopia saying that his government is committed to extend all the necessary support and declared the expo open.

On the other hand, Ethiopian Horticulture Development Agency Director General, Alem Woldegerima, pointed out that the government has been giving the necessary support to investors since inception of the industry. Mr. Alem cited that although the growth of the industry is notable, there yet remains a lot to be done in terms of expansion and intensification of the industry against the potential of the country and concerted efforts are needed to make this a reality.

The Ethiopian Horticulture Producer Exporters Association (EHPEA) chairman, Mr. Zelalem Mesele, expressed his thanks to the Ethiopian Government for being on producer exporters' side and helping them in many respects. He also requested further collaboration between the government and the sector.

Participants expressed their satisfaction terming the show as a high level exhibition

the sector has ever had. Similarly, Ethiopian exhibitors conveyed their contentment that they made dealings with buyers from different corners of the world.

The HortiFlora Ethiopia 2015 Show enjoyed the presence of buyers, input suppliers, consultants and other sector actors from Germany, Qatar, Belgium, Spain, Sweden, Norway, Zimbabwe, Holland and many other countries.

Some of the growers also concluded agreement on their stands to export their products to different countries.

Among the 100 exhibitors, were companies from Spain, China, Kenya, Holland, Turkey, Belgium, and among others countries. These companies mainly exhibited potted plants, refrigeration and cooling chain systems, water and soil analysis services, packaging solutions and supplies, greenhouse supplies and other services and products.

On the other hand Ethiopian exhibitors also show cased their products mainly dominated by flower, fruit and vegetable. Other service and product providers like Ethiopian Cargo, House Ware Mart, Arrigoni S.P.A, etc were not left behind.



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# How to Reduce Pesticide Use in Floriculture through IPM

By Kabuba Purity

Some years back, Integrated Pest Management (IPM) had become a buzzword in the floriculture industry. It was the ideal concept to subscribe to and everyone ached to be seen either as an adopter or advocate of IPM. Nevertheless, beyond the hype, we have witnessed positive progress in the manner which Kenyan flower growers are implementing IPM measures in their pest control programs. However, it is still not exactly clear to some people what really constitutes IPM. The UN's Food and Agriculture Organisation (FAO) defines IPM as "the careful consideration of all available pest control techniques and subsequent integration of appropriate measures that discourage the development of pest populations and keep pesticides and other interventions to levels that are economically justified and reduce or minimize risks to human health and the environment. IPM emphasizes the growth of a healthy crop with the least possible disruption to agro-ecosystems and encourages natural pest control mechanisms."

## Benefits of IPM

In a nutshell, IPM is about considering all the available options to combat target pests; followed by a conscious decision to prioritize the use of the options that are not only effective but pose the least harm to the environment and are also safe to humans. The core principles of IPM are outlined below:

1. The first key step is to define acceptable pest levels. The emphasis here is on control not eradication. The IPM programs set action thresholds and control measures are applied if those thresholds are exceeded.
2. The second step is to engage preventative cultural methods that

minimize the risk of pest infestation and development. Such practices include selecting resistant varieties, crop sanitation, quarantine to restrict movement of infected materials etc.

3. Monitoring is the third crucial step. The grower should focus on inspection, identification and proper record keeping to understand target pest behaviour and reproductive cycles. The investment here is on qualified personnel, scouting programs and systems.
4. Mechanical control: This is physical removal of the target pest from the crop. Employ methods such as the hand-picking, barriers, traps and tillage to disrupt breeding.
5. Biological control: Use of natural organisms and materials such as beneficial insects (predatory mites, parasitic wasps) and beneficial microorganisms.
6. Responsible use of chemical pesticides: Chemical pesticides are employed as a last resort. They must also reach their intended target.

As you can see already, IPM is an intensive process and requires conscious effort from the grower. It calls for a deep understanding of insect pests and diseases, the various control methods available and judicious application of the same. While it might seem demanding in terms of time and resources, IPM poses numerous benefits to the grower that make the effort worth it in the long term. These include: higher productivity, improved quality, reduced chemical residues, better chemical-resistance management, lower costs, and less harm to people and the environment. In this age of heightened market demands on sustainable production, growers who fully adopt IPM will find it very easy to

comply with emerging demands and thus enjoy secure access to markets.

## Biological control as the core tool in reducing pesticide use

As earlier highlighted, IPM will only manage to reduce pesticide use significantly only if the grower prioritizes the pest control methods in this sequential manner: mechanical control, biological control and judicious use of chemical pesticides. Given the limited options and practicability of mechanical methods, this leaves biological tools at centre stage. In the Floricultural sector, there has been a gradual decline and rationalization in the use of chemical pesticides to control pests and diseases in favour of biological control. At the moment, we have some flower growers who are heavy users of biological agents to control a wide array of insect pests and diseases from the Red Spider Mite (RSM), Thrips, Nematodes, Mealy bugs, Caterpillars, Downy Mildew, Powdery Mildew, Botrytis, etc. To them, the benefits of bio-control agents are clear and they are always eager to try the next new product available to add to their arsenal.

Koppert Biological Systems (K) Ltd., a subsidiary of Koppert B.V. of Netherlands, is one of the key players in the biological product market. They are at the forefront supplying innovative, top-quality and sustainable natural solutions for the professional cultivation of flowers, fruits and vegetables. Koppert is in fact the international market leader in the field of biological crop protection and natural pollination. Koppert Kenya has since 2006 helped growers produce more yields of a higher quality in a healthy and sustainable

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way. Our experienced specialists work hand in hand supporting growers every step to ensure success of our programs and products. In order to reduce their chemical pesticides load we advise every flower grower to embrace two approaches at a bare minimum:

#### **Reduction tip #1: Target Key Pests First**

At Koppert we advise that in order for flower growers to be able to make a significant reduction in pesticides use, they should first aim to use biological tools against their key problematic pests. This is because the bulk of chemical pesticides would be used to target the said pest. In Roses this often translates to Red Spider Mite (RSM) and Thrips. One of the areas in which Koppert has mastered the deployment of effective and successful tools is in the control of the two spotted spider mite (*Tetranychus urticae*). Our unique approach involves the use of two predatory mites -*Phytoseiulus persimilis* (SPIDEX) and *Amblyseius californicus* (SPICAL). The combined use of both predators prevents the occurrence of sudden upsurges of the spider mite. This is due to the inherent unique characteristics of SPICAL; a broader diet, resistance to high temperatures, low relative humidity & some pesticides. This means it can survive longer in the crop even in the absence of the pest, and thus is able to combat new infestations immediately they occur. Spical has also shown to reduce Thrips infestations by feeding on Thrips larvae. Interestingly, it has also been established that with consistent use of SPICAL growers use less *Phytoseiulus* in their RSM programs, thus reducing their costs.

After successful implementation of spider mite control, growers need to watch out for Thrips, which are continually posing a threat to growers leading to the loss of valuable produce. Heavy Thrips infestation may occur at the most inconvenient time, such as close to the prime flower days when every cut-flower stem counts. However, this need not be the case because a comprehensive bio-control strategy that tackles the various

stages of the pest's life cycle can be employed. Our strategy includes ;

(1) the use of the predatory mite *Amblyseius swirskii* (Swirski-Mite) which preys on the Thrips larvae, and  
(2) intensive application of Horiver-TR (blue Horiver sticky cards) and Lurem-TR (Thrips attractant) for mass trapping of the Thrips adults. In future, we will also avail products to target the pupal stage such as Macro-Mite (*Macrocheles robustulus*), a soil dwelling predatory mite. Adding Attracter (a solution of selected sugars that lures Thrips) to ALL thripicides further increases the effectiveness of these insecticides when sprayed to control Thrips. Growers who have adopted this strategy have been able to reduce insecticides sprays by 25% to 75%. The predatory mite *A. swirskii* (Swirski-Mite) is also used for the control of Whitefly. It preys on the first larval instars of both the glasshouse whitefly and tobacco whitefly.

#### **Reduction tip # 2: Maintain healthy soil life**

One of the greatest hurdles a grower has to overcome after a successful implementation of a bio-control program against the RSM and Thrips is the need for constant chemical intervention against fungal diseases especially Downey mildew, Powdery mildew and Botrytis. In fact, recent information indicates that fungicides have the largest share in the current use of chemical pesticides. That is where the concept of healthy soil life comes in. The goal here is to eliminate the need for constant chemical intervention against fungal diseases especially Downey mildew which not only add to chemical load in a crop but also disrupt the bio-control programs which involve beneficial insects.

At Koppert we are convinced that maximum disease suppression in the soil forms the key to a healthy and vigorous plant. We have thus invested in research and technology to develop unique products and systems to assist growers achieve this goal. One of the recent introduction is the NatuGro System which is comprised of a wide range of unique products, usually up to five, that are customized into a program to suit an

individual crop. The core principles of NatuGro are:

1. Use products and concepts to induce the natural defence mechanisms against harmful microbes in the crop;
2. Use specific organisms to protect the crop against root related diseases and optimize soil health;
3. Use of corrective/curative products only when necessary. The NatuGro System seeks to introduce good microorganisms into the growing media which are usually in missing commercial fields due to use of disinfectants and chemical pesticides. A well-balanced soil food web contributes to the health of plants. Plant roots communicate (signal) their environment by excreting exudates that feed the good microorganisms in the root. In return, the microorganisms avail to the plant nutrients, growth compounds and disease-suppressing compounds.

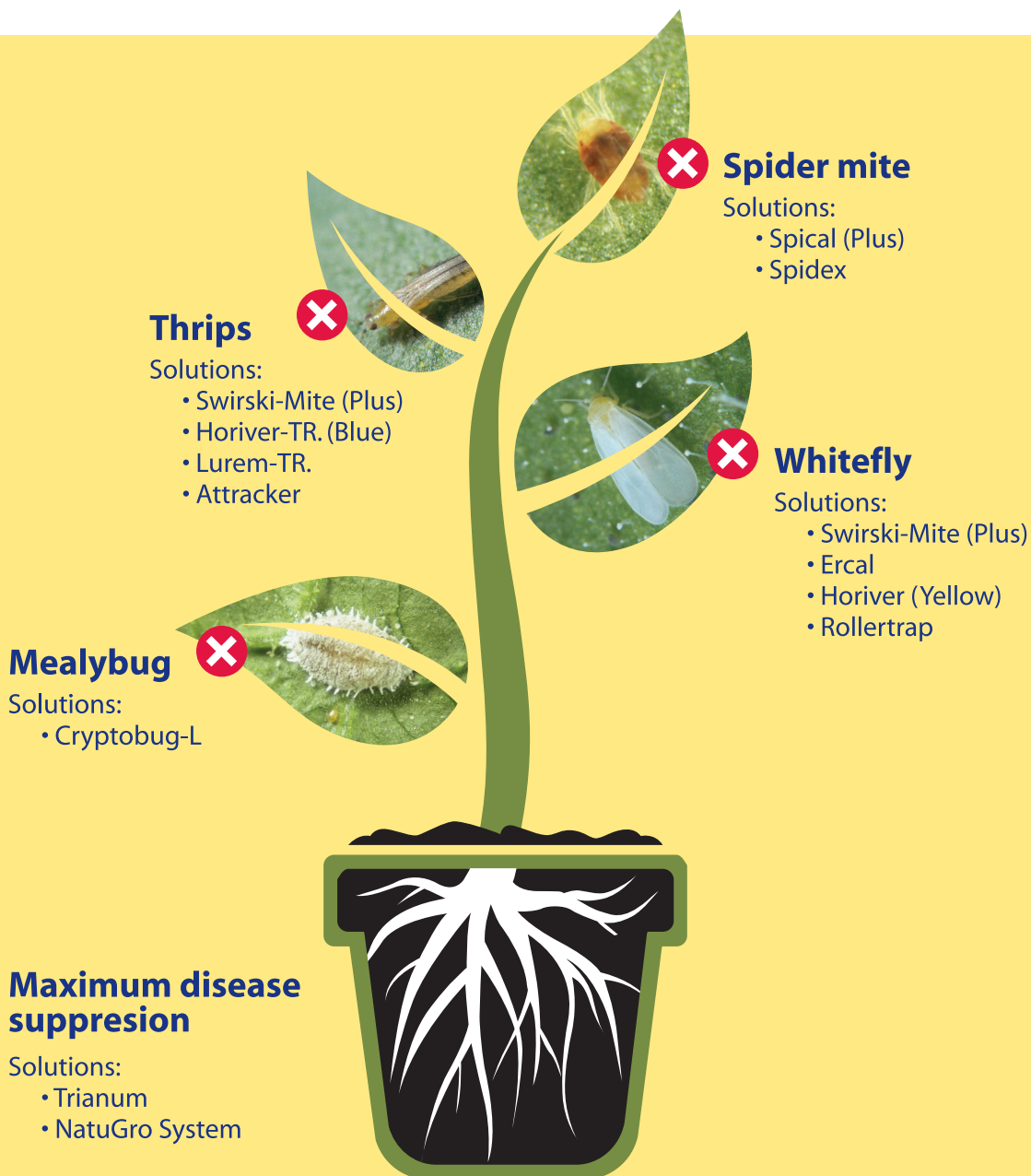
The possibility of growing profitable crops using less fertiliser and pesticides can be a reality for every grower who is willing to start with this resilient cultivation. A healthy plant with good resistance levels is less susceptible to diseases such as Pythium, Fusarium, various Mildews and Botrytis. Ultimately, this guarantees operational security, greater yields of high quality, sustainable cultivation, and food safety. The advances in the use of biological agents in IPM programs will continue to escalate in future. Increasingly, it is becoming more possible to grow healthy and profitable crops with minimal reliance to chemical pesticides. Kenyan flower growers can achieve great mileage if they embrace the above proposed tools of incorporating bio-control agents to target key pests and maintain a healthy soil-life.

**By Kabuba Purity**  
**Business Development Manager**





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**L**ooking back over the past twenty four months Oscar shilliebo technical sales manager Dow Agrosciences, is proud of the company's performance even though it has been exceptionally difficult year all round in the industry. With the next year underway and plenty of strategic plans in place, Shilliebo looks on with anticipation to the next twelve months.

### **Briefly discuss Oscar Shilliebo (background and Technical Sales Manager at Dow Agrosciences.)**

I am the New Technical Sales Manager responsible for East Africa at Dow Agrosciences. I Joined Dow in January 2013 from Suba Agro in Tanzania. I am a graduate of Horticulture from Maseno

University with years of experience in the Agrochemical industry. Before Joining Dow Agrosciences I have worked for different companies such as Amiran (K) Ltd, Dudutech (K) Ltd, Hygrotech E.A. Ltd, Bridgefarm Agriculture E.A. Ltd and finally Suba Agro in Tanzania. I have over 10 years experience in different crop sectors namely, Flowers, Horticulture, Cereals and Coffee in Kenya and Tanzania. As Technical sales Manager for Dow Agrosciences, I am responsible for building a demand generation plan with Marketing plans, train agents/distributors sales force on Product technical positioning and stewardship, train growers and end users on Product technical aspects and how to derive effective benefits from use of DAS products, establish demo trials to use as knowledge extension and support product launches aligned with marketing

*To Page 40*



strategies in different crop segments in the East African countries.

**How would you describe your last few months as the Technical Sales Manager? Are you passionate about what you do?**

I would say very exciting, It has basically been a time to equip myself with the right tools and ammunition to enable me get out there and be of service to our agents/distributors and end users of our products. I am very excited about this new role and really looking up to the challenge ahead.

**What is your vision for Dow Agrosciences in the floriculture subsector? What are your top priorities?**

My vision is to enhance Dow AgroSciences presence in East Africa, expand our product portfolio particularly in the Floriculture subsector and with my extensive years of experience enable our customers enjoy the full benefits of the technology and innovations churning out of Dow Agrosciences pipeline. I can tell our clients to look out for DAS in the next couple of months as we are bringing them unrivalled state of the art solutions with new innovative technology and science. My priorities are to help our clients understand our products better and especially how they can be able to gain maximum benefits out of the excellent portfolio that we have in plan for them.

**In a nutshell describe Dow Agrosciences flower portfolio and other services you offer to the growers**

As one of the Global leaders in Agrochemicals we are dedicated to bringing our clients new technological innovations that offer sustainable solutions. We are a company with professional ethics in the way we do our stuff and this is the reason why our presence is felt more and more. At the moment our portfolio in Flowers has been regarded narrow but I can tell you we are the company to beat in the coming days as we will soon be launching new innovative and unrivalled technology in our portfolio for Floriculture and Horticulture. Our current portfolio includes Tracer a leading natural Thripicide, Systhane an excellent Triazole for



Powdery mildew and Runner an excellent IGR with unique mode of action that works different from the known IGR's and can complement the known IGR's. We recently launched Delegate an improved Thripicide that also handles caterpillars and whiteflies nymphs. I invite the flower Growers to watch this space as we are soon coming with a, new innovative active against Meallybugs and other sucking insect pests.

**For the last few months we have seen a more aggressive Dow Agrosciences presence in the flower sector, participating in a number of Exhibitions, what can you attribute this to?**

As explained earlier there is need to be more closer and offer tailor made solutions to our customers. We want them to better understand our products and how to make the most benefits out of them.

**In our last discussion you hinted that you're looking to expand your flower portfolio, what are the factors that you're considering in making that choice?**

The pressure in which the pest problems is offering to our customers, the narrow available choice of products to pick from and the resistance management tool.

**What can you promise the flower sector in the next few months?**

Dow AgroSciences is back and in a big way. Just watch this space.

**What's the biggest challenge you feel your company faces in the flower sector, and are ready to face it head on?**

Our greatest challenge is that most of our products are not well known by the growers and we are prepared to hold trainings and demo trials to help growers better understand our products and get the most benefits out of them.

**Where do you see the Floriculture sector globally in the next 10 years? How are you prepared for this change in the industry?**

I can only see growth as you are aware Nakuru is growing fast, there are further expansions in Ethiopia and yes we are ready to grow with the industry.

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

I love my job and I enjoy what I do to see that I can offer solutions to the farmers and my clients. I am a strict professional with strict work ethics to earn the respect of my clients, colleagues, bosses and juniors. Dow Agroscience is a company with strong and professional work ethics, I am pretty sure this will go a long way to enhance my delivery both to the clients and the company.



**What decisions have you made in your career that you look back and feel they were mistakes?**

Yes I have made my mistakes although I cannot think of any relevant to this article.

**What have you learned from them?**

I have learnt patience is a virtue and life is very humbling at times.

**What are the 3 most pivotal moments in your career that you either learned from and/or that got you where you are?**

When I decided to leave a well paying Job at Dudutech to take a pay cut for my Job at Hygrotech and also deciding to take a poor paying job in the neighboring country which opened me to a whole new world of experience and crops.

**Describe your ordinary day?**

**Do you still have enough personal time?**

I wake up at 4 a.m. for a one hour Jog, freshen up, have breakfast at half past five and leave for the office at quarter to six. Normally arrive at the office between 7 a.m. and half past 7 in the morning depending with traffic. I spend 20 minutes to catch up with the dailies and then carry on with my work. I normally leave the office at 6.30 p.m. or 7 p.m. depending on the days' work get home at about 8 p.m. to catch my kids just before they get to bed. That is if I am in the office. When I am out in the field I will get up at 5 a.m. Jog or go to the Gym and then have breakfast then catch up with e-mails for an hour after which I go for my farmer meetings, trainings or field days.

**Give your final comments.**

Am excited to be working at Dow Agrosciences and the great team we are in South East Africa Region and I am sure the Sky is the limit.



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# Dutch Flower Fair Impresses Ugandan Farmers

**I**t is spring in the Netherlands and the flowers have started smiling! Spring is the period just after winter. It normally falls in April. It is these smiling flowers that welcomed the 2014 best farmers when they landed in Amsterdam on Sunday morning. The 10 farmers were visiting the Netherlands, courtesy of Vision Group, the Dutch embassy in Uganda and KLM airlines.

Just after touching down, the farmers visited the Keukenhof flower show and exhibition. Keukenhof is rated as the most beautiful flower centre in the world. More than 7 million tulips, daffodils and hyacinths on a 32-acre piece of land. The Netherlands is rated as the leading grower and exporter of flowers in the world. Growing Tulips at Keukenhof started over 400 years ago in the 17th and 18th centuries.

The centre only opens twice a year to visits of tourists from all over the world. It is one of few places in the Netherlands where flowers open up in early spring. Flowers open up much later, but at Keukenhof, it happens much earlier.

The show goesers include Asians, Europeans and Americans. "When you look all around here, you see a lot of smiles, thanks to the many colors here," said John Edwards who comes from England every year for the flower show.

At most shows in Uganda, visitors find their own way around, on entry here at Keukenhof, every visitor is given a map of the show area which also indicates whatever enterprise is found at a given location.

Additionally, there is a fan boat ride for over 45 minutes as the visitors get a tour of the place. The boat ride takes you through part of the flowering gardens. The boat ride is done on a maze of man-made water channels running through the flower gardens.

## **We can do it**

The visiting farmers were amazed by the thousands of visitors coming from different countries. It is estimated that in the two months of the year that the flower show opens, at least 50,000 people visit it every day. With each of these people charged 16 Euros per day. Additionally, visitors also spend on food, flowers and a boat ride. "This is agri-tourism at its best," said Judith Bakirya, from Busoga an agro-tourism farmer. Bakirya promised to improve on the walkways within her agro-tourism centre and also plant more flowers.

What amazed the best farmers most is the fact that the soils on which the flowers are grown do not look as fertile as the soils in Uganda.

This a big challenge to us as Ugandans. We have a lot of water, even around Kampala but we do not use it for city tours," Patrick Iga said. He added that the exposure garnered from the visit will help him start a similar project, even if at a smaller scale. "I will start something similar, based on this idea here," he said.

One unique thing about Keukenhof is that only one enterprise is exhibited. In Uganda, we rarely get farmers shows that entirely focus on one item. Instead the main farmers show in Jinja collects not only farmers, but also people engaged in other businesses. Although there are restaurants at the show grounds, they are put in specific areas and not scattered all around like the case is with most Ugandan farmers' shows.

"You see the level of organization here at this show and realize that it is poor organization that is also affecting us," Bakirya said. She pointed out that with proper planning, Ugandan agriculture shows can gradually develop to this level.

***What amazed the best farmers most is the fact that the soils on which the flowers are grown do not look as fertile as the soils in Uganda.***

***Bron: New Vision***

# Horticulture Tanzania Aims At 1 Billion Dollars

*Today greenhouse technology is the way of life in many parts of Tanzania. Even in coastal areas such as Dar es Salaam where the greenhouse technology is not always suitable, people tend to install it in order to grow vegetables.*

The target for Tanzania's horticultural industry is to hit an annual export value of 1 billion US Dollars in 2018 and almost double it in the following two years to reach 1.85 billion Dollars by 2020, says Jacqueline Mkindi, CEO of the Tanzania Horticultural Association (TAHA).

"Horticulture has grown in leaps and bounds - from northern Tanzania to southern highlands as well as Zanzibar. With an enabling environment and massive involvement of mostly women and youth farming at the moment, only the sky is the limit", Mkindi believes.

The Taha-CEO recently received the prestigious Tanzanian Women Achievement Award (TWAA) for 2015, Agriculture Category. Over the past decade, Mkindi often moved between farms and boardrooms in her quest to persuade not only farmers, but also technocrats that horticulture was, indeed, a green gold in disguise.

Last year Tanzania exported nearly 203,921 metric tonnes of vegetables, earning the economy \$231 million, followed by 15,113 tonnes of spices valued at \$125.7 million and 12,226.4 tonnes of flowers, which earned the country \$82 million. In 2014 the country also exported 6,440.6 tonnes of seeds, earning nearly \$20 million and 27,601 tonnes of fruits, valued \$19.2 million. data shows.

The sector has recorded an average annual growth of 11 per cent in the past six years, said Mkindi. In 2014 the total export value of 477 million US Dollars stood for 38 percent of total agricultural exports, 7 percent more than in 2013.

During the last ten years Mkindi had to overcome a lot of resistance and prejudice. Greenhouses, for instance, were the biggest foes of the entire community in Meru, Northern

Tanzania, where the contemporary horticultural farming first cropped up.

It all began with a widespread myth that greenhouses prevented rains. Promoting usage of the temperature-controlling buildings was therefore tantamount to declaring a war with the community. Investors, who pioneered the industry, experienced many attempts to destroy their greenhouses in a bid by community members to discourage horticulture altogether.

Mkindi, a talented young professional, applied her charismatic personality and high-level diplomatic qualities to swiftly overcome the widespread myth. Today, greenhouse technology is the way of life in many parts of the country. Even in coastal areas such as Dar es Salaam where the greenhouse technology is not always suitable, people tend to install it in order to grow vegetables.

"I am always ready and happy to work beyond the call of duty," reveals Mkindi, believing everything is possible provided one engages a positive attitude towards achieving his or her individual and organisation's goals.

Mkindi dedicated her prestigious award to all farmers who are struggling to feed Tanzanians and fill the national coffers with the much-needed foreign currencies.

Chairman of Taha's Board, Eric Ng'maryo admitted that Mkindi has been instrumental in putting horticulture on the map of Tanzania and in the minds of millions of local agricultural entrepreneurs.

"Horticulture has changed many people's lives for the better. In terms of the national economy, horticulture has become a game changer in the agricultural sector," said Ng'maryo.



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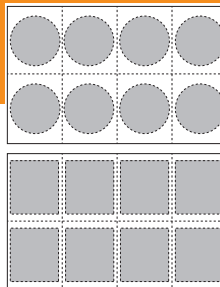
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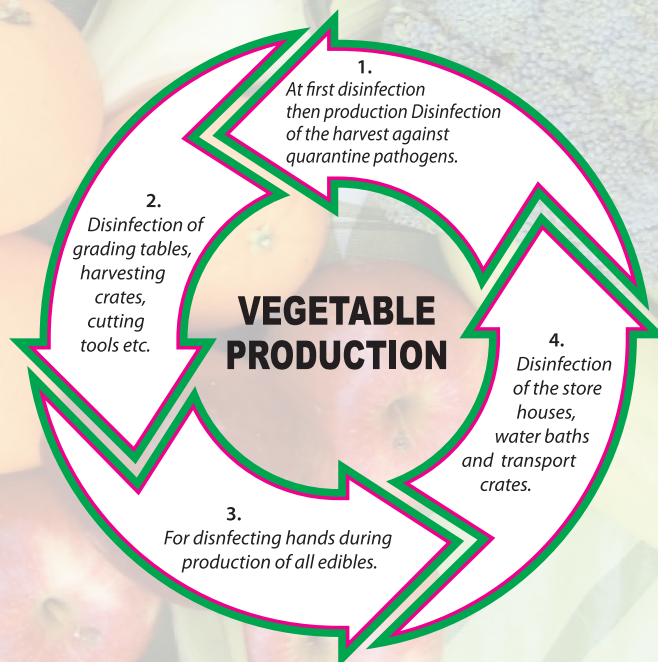
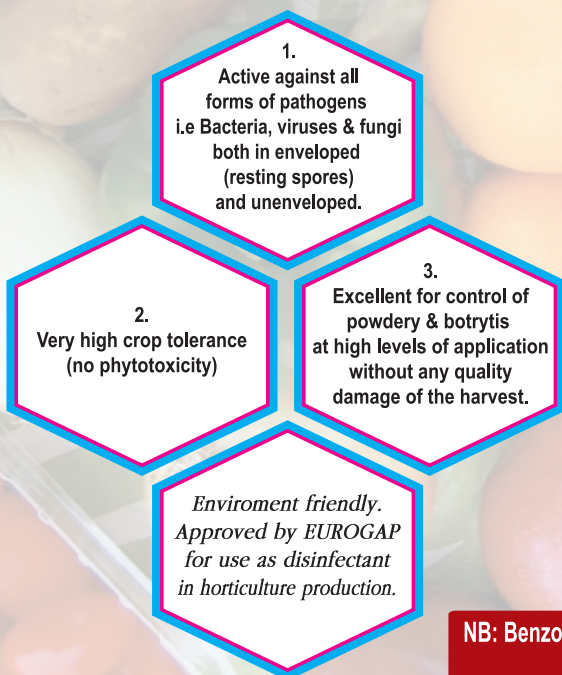
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# Symptoms of over-watering your plants healthy

Each species of plant has its own specific watering requirements, and giving plants too much water can spell disaster. Over-watering severely damages plants, and could lead to their overall decline. Knowing the symptoms of over-watering and how to correctly determine when to water will help keep the plant healthy.

## **Roots of waterlogged plants or over-watered cannot absorb oxygen properly.**

The roots of plants that are waterlogged or over-watered cannot absorb oxygen properly, resulting in wilted and yellow leaves. Both young and old leaves fall from the plant prematurely and buds fail to open. Both over-watered and under-watered plants develop wilted, discolored leaves that can fall from the plant, but leaves on over-watered plants have a limp appearance while under-watered leaves are brittle and dry. Over-watering deprives roots of oxygen, which they need to function properly. When the roots are continuously deprived of oxygen, the root fibers die. This prevents the plant from receiving the moisture it needs for healthy leaves. Dry, brown discoloration appears between the leaf veins and along the edges. These leaves will eventually die and fall off.

## **Roots of over-watered plants absorb water faster than the plant can use it.**

When the roots of over-watered plants absorb water faster than the plant can use it, the water pressure begins to build in internal cells. The cells will burst, killing them and forming blister like areas, generally on the undersides of the foliage. This physiological disorder is called edema. Once the blisters erupt, tan, brown or white warty growths begin to form where the blisters originally were. Indentations appear directly above the growths on the top sides of the leaves.

## **Over-watered plants are more susceptible to infections.**

Over-watered plants are more susceptible to pests, bacterial diseases and fungal infections. Root, crown and stem rots occur when over-watered plants become infected by fungal pathogens such as Pythium, Fusarium and Phytophthora. When the over-watered plant develops rot, the foliage begins to dull and turn yellow. The stems and roots of the infected plant are soft, break easily and tips turn brown. The plant will eventually die as the roots decay.

## **Giving your plants too much water is not the only cause of over-watering.**

Giving your plants too much water is not the only cause of over-watering. Plants growing in poorly drained and compacted soils will also suffer the same symptoms. There are generally three types of soils: loamy, sandy and clay. Loamy soil drains properly, retains nutrients and works well for most plants. Sandy soil doesn't retain moisture or nutrients, drains too quickly and is dry. Clay soil is compact and drains slowly, creating a soggy, saturated area. Plants growing in clay soil that cannot tolerate overly wet locations will become waterlogged.

## **Proper watering can help prevent problems.**

Proper watering can help prevent problems. Refrain from following a set schedule for watering and instead let the soil partially dry before watering the plant. Water deeply and less frequently to encourage deep root growth. Deep, thorough watering will promote healthy plants. Regularly check for signs of over-watering by gently removing potted from their containers or digging into the ground near the plant's root zone. If the waterlogged plants are caused by poorly drained soil, amended the soil by incorporating organic amendments, such as wood chips, straw, peat and tree bark, into the original soil. This is best done before planting.

***Regularly check for signs of over-watering by gently removing potted from their containers or digging into the ground near the plant's root zone.***

# The State of the Head Grower

*All of the management positions in flower business contribute to the overall success of the operation. Perhaps none has a more direct hand in the ultimate quality of the company's product, however, than the head grower. It's a position that has evolved over time from skilled plants man to grower, trainer, communicator, business manager and leader.*

*In a very casual way Florinews engaged four Grower's independently in the many different events hosted by agrochemical companies— Jafferson Karue, Simbi Roses; Attanus Mutiso, Flamingo Flora, Nirzar Jundre, Black Petals; and Peter Mutinda, Karen Roses — for their opinions on what the job is today, how growers can improve and how prospective head growers can prepare for the position.*

**Florinews:** What is the job of the head grower today? How has it changed over the years?

**Jafferson:** In its simplest form, the head grower's responsibility is to finish a crop or set of crops according to schedule and to a set of harvest specifications. Those might be generated internally, externally or both. The head grower ensures customer expectations are met in terms of overall crop quality and quantity, often within a narrow time frame.

**Attanus:** I think it's a very broad prospect today. It includes not only growing but also crop modelling, production, scheduling and interaction with people. In my case, I have many employees reporting to me. So I don't only grow plants but I also interact, teach and train people. Most importantly, I give them freedom to decide. In a big place like ours, you cannot do it all. You rely on your team to come up with the ideas and also execute them. It is more guiding, nourishing, advising and leading them in the right direction rather than telling them hour to hour and day to day how to do their job.

**Nirzar:** Apart from his core responsibilities, the head grower can be heavily involved in new product development, line extensions, employee development, operations management and strategic planning. As a head grower, I work with section growers, facilitating cross-functional meetings around a specific topic, space and crop

planning, and visiting with various suppliers and plant breeders.

**Florinews:** Are there special skill sets that help in making a good head grower?

**Jafferson:** A good head grower has to have openness to possibilities and an ability to be flexible and adaptable. He or she has to be a good listener, observant and proactive to situations as they develop. You need to be organized, a thorough and realistic thinker and a problem solver.

**Attanus:** Attention to detail is obviously important. You need to be an advocate for responsible change and continuous improvement. You need to be a solid communicator and have a willingness to learn from and listen to others.

**Mutinda:** you have to be extremely flexible and very willing to try new things. Each one of us has to have leadership skills. I have worked on a couple of areas and have learned to interact with different cultures and nationalities. That really helped me.

**Nirzar:** You have to be able to get along with a lot of different personalities. You're dealing with truck drivers, sales people, administrative people, and offshore labour from different countries. You have to be able to interact with all of these people because at the end of the day you have to be able to grow and deliver good quality flowers to your customer.

You can also be the best grower in the world, but if you can't communicate with people you're not going to get anywhere. You'll get pigeonholed as somebody who's only good for holding a hose and watering plants because nobody can stand you. You have to be a people person as much as a plant person.

**Florinews:** How much should a head grower be involved with the overall business beyond just focusing on growing a great crop?

**Jafferson:** I believe strongly that the head grower should interact with all segments of the business and understand how their role and the decisions they make impact the overall organization. Flower Farms produce flowers, so it makes sense for the head grower to have a strong voice within the larger organization.

**Attanus:** The head grower should be an integral part of the operating team. Head growers today should have more and closer contact with sales and ownership, and more emphasis on customer contact and relationships — more involvement with the company's big picture needs and plans.

**Nirzar:** I think it's imperative. It has to be a partnership. If a head grower isn't heavily invested in the company in all areas, it's not going to work. I have the best interest of the company in mind all the time. Everything is so linked to how we can grow flowers.



You have to be involved in labour decisions and looking at labour requirements. If you don't have enough people, things don't get done. You have to be working with people who purchase the pots and the tags because it can affect how things are grown. For example, If someone buys a pot that doesn't have the right holes at the bottom, it can affect the crop.

**Mutinda:** Growing, scheduling, production, sales, labour — all those pieces need to become one. It makes a huge difference. All of my peers are up to speed on what the other departments are doing. I need to know what they're doing in order to get my job done. We have regular meetings with all the department heads. We are there to advise and to take the information and make it work for us.

**Florinews:** How much of your day is spent training and communicating with your team as opposed to spending time attending to the crop?

**Jafferson:** Sometimes you get people who come to work in the greenhouse and they say, "I love flowers." I always worry a little when I hear that. At the end of the day, we're a flower factory. To an owner, every one of these flowers on the floor is cash. You have to enjoy plants and enjoy growing them but you have to realize, the owner has invested in these flowers and you're managing his investment. It's my job to make sure everyone recognizes what's on the line. It's a big responsibility. I hate losing money. Every flower that dies, it's like you're just throwing away money.

**Attanus:** You do have to learn to work with people. It takes more than just knowing plants. Those are the people who are going to take your vision and execute it. It's very important. I would say it's 50-50 now. Before, if you knew how to grow plants you were fine. Now if you know how to grow the plants but you don't communicate with the

rest of the team, or if you don't teach and coach, it just does not work.

**Nirzar:** Apart from technical growing skills, it's critical that head growers understand how to relate with their employees in a positive and constructive way. Wherever possible, the head grower should challenge their employees; listen to their needs and concerns, and trust that they can make important crop-related decisions without direct oversight. Like other managers, they should spend a considerable amount of time on employee development and leadership. A confident, motivated and appreciated employee is one of the greatest assets that any company can possess.

**Florinews:** How do you keep up with your own training and education? How do you get better at your job?

**Jafferson:** In the old way of doing things, a grower would be in his crops and spend all day looking at his plants. Now, our industry has changed so much and there's so much to learn, you have to spend a decent amount of time behind a computer researching and emailing back and forth with other growers to stay on top of things. I think that's equally important to being out in your crop. If you're not reading up on this kind of stuff, you're be left behind.

**Attanus:** Some of my most important trainings have come through visiting other growers and seeing how they handle similar challenges. I would encourage other growers to get out as often as possible to trade shows and to other farms, particularly those that are willing to share ideas and answer questions.

**Nirzar:** There is so much you can do. Speak to various groups, give presentations to customers and industry members to develop your speaking skills and comfort level. Write training manuals, care guides and articles. Attend trade talks and

seminars. Get to know and learn from people more experienced and possibly smarter than you. Study cost accounting and business strategies. Travel with owners or sales people to meet and learn from others and their operations. Observe and listen to people in other areas of your company. Get the best understanding possible of what your company stands for and is trying to accomplish.

**Florinews:** What advice would you have to help someone develop as a great head grower?

**Jafferson:** Don't be afraid to ask for help or say, "I don't know." Be a "we" person and not a self promoter. Measure your success through the success of the company and others. Strive to do your very best but accept failures and learn from them. Be open, honest, fair and consistent with your thoughts, actions and words.

**Attanus:** You have to put in time. You can't just walk into a greenhouse with a horticulture degree and say, "I am qualified to be a head grower." I think you learn about 20 percent more every year. It's probably five years before you're capable of taking care of an area by yourself without any help. It may be 10 years before someone is fully qualified to be a head grower.

**Nirzar:** You have to love your job. It is a very difficult position. You have to have the passion for growing and to figure out issues and challenges. You cannot linger. With plants, you only have one shot. You cannot say, "Tomorrow is another day and I'll figure it out next week." With our market, everything has to be precisely timed and delivered on a specific day because of ads and requirements from the stores. You don't have much time to react. You have to be proactive and work on management skills and working with people. Your team is the one that will deliver. It will not be you.

# A Glance at Global Performance

**UK's Tesco posts largest-ever loss of 6.3bn:** Test Tesco has reported the worst results in its history with a record statutory pre-tax loss of £6.4bn for the year to the end of February.. That compares with annual pre-tax profit of £2.26bn a year earlier. It is the biggest loss suffered by a UK retailer and one of the largest in the country's corporate history. Around £4.7bn of the losses were the result of the fall in property value of its UK stores, 43 of which it said would close earlier this month.

**Russia: X5 boosts profit:** X5 Retail Group NV posted a 34% gain in first-quarter. Total net retail sales increased by 26.5% year-on-year in Q1 to 182bn roubles. Gross profit margin increased by 54 basis points (bp) and reached 24.6%. X5's Ebitda margin widened to 7.2% of sales in the first quarter from 6.8% a year earlier, the company said. Net profit went up to 65.5% in Q1 y/y to 4.1bn roubles (\$75.9mn) (Reuters)

**SA: Pick n Pay moves to Stage 2:** Pick n Pay Stores Ltd. reported a rise in full-year profit that beat analyst estimates as the South African supermarket chain cut costs from its distribution network, opened more stores and repaid debt, biznews.com reports. In the year UP to February 2015, turnover increased by 6% to R66.9bn, up from R63.1bn in 2014 and R59.3bn in 2013. Pick n Pay added 113 new stores during the 12 months, bringing the total to 1,189, while interest payments declined 40% after the repayment of 700mn rand of debt. The company raised the full-year dividend by 28% to 1.18 rand. Sales rose 6.2% to 67.6bn rand. The grocer also plans to double its express, or smaller stores to 100. In Africa outside of Pick n Pay's home market, revenue climbed 14%.

**US: Walmart is the largest IT investor in the world:** According to the latest research from IDC, Walmart is not only the biggest IT spender in retail, but is the biggest investor in IT across industries worldwide, consumergoods.edgl.com reports. The competition for the top spot wasn't even close, with Walmart nearly doubling second place finisher Bank of America's seemingly paltry \$5.33bn investment, with a jaw-dropping \$10.16bn tally according to IDC estimates.

**Dutch Jumbo introduces contactless payment:** Jumbo has announced that it has rolled out a contactless payment solution to all

its stores in the country, retailanalysis.igd.com reports. The retailer said that the system will enable shoppers to complete their payment 'faster and easier' than previously, with the process being five seconds quicker, helping them to check out quickly and enabling it to keep queues short.

**US: Kroger fights by cutting prices:** As clear as any declaration by Congress, Kroger put its competition on notice this past week — announcing price cuts on thousands of items, including fruit and vegetables, dispatch.com reports. Mini peeled carrots for example were \$1.49 and are now 99 cents. "Kroger's goal is to give our customers consistent, everyday low prices across the store," said a spokeswoman for the grocer. There will be no increases in the prices of other items or bans on coupons to compensate, Jarrell said.

**US: Stop & Shop, Wegmans turn food waste into energy:** Stop & Shop announced it has broken ground on an anaerobic digester that will turn food scraps into energy at its distribution center in Freetown, Mass, supermarketnews.com reports. Separately, Wegmans Food Markets announced it would begin a pilot in May to transfer food waste from four stores in Syracuse, N.Y., to anaerobic digesters on local farms through a partnership with Natural Upcycling.

**US: Smart & Final revitalizes Sun Harvest brand:** Smart & Final has made a big addition to its natural, organic and sustainable offerings with a rebrand of its Sun Harvest private label, supermarketnews.com reports. The Los Angeles-based retailer relaunched Sun Harvest last Wednesday with 100 SKUs across perishables, grocery and nonfood categories that are now available in all stores, a company spokesperson.

**Dutch Sligro faces difficulties with EMTÉ in Q1:** Announcing its first quarter results, Sligro has said that total sales rose by 2.2% to €605mn, with the pace of growth at its foodservice division offsetting a contraction at its food retail division, EMTÉ, retailanalysis.igd.com reports. At EMTÉ the company said that sales were down 0.5%, to €205mn, with store closures affecting results and this offset by a 1.0% rise in like-for-like sales. Sligro said that with competitive levels remaining high, promotions and special offers continued to have a 'significant influence on sales performance'.

## Mark Your Calendar

Event	Date	City/Location	Products to be Exhibited
IFTTEX	3rd – 5th June 2015	Visa Oshwal Centre, Nairobi, Kenya	All products
International Floriculture Expo	9th-11th June 2015	McCormick place, Chicago Illinois	Cut flowers and ornamental
Naivasha Hortifair Fair	September 2015	Nairobi, Kenya	Horticultural products
FlowersExpo, "Crocus-Expo"	8th – 10th September 2015	International Exhibition Centre Moscow, Russia	Cut Flower & Potted Plants
Florasias EXPO	30th Sept – 2nd Oct 2015	Tokyo Japan	Cut Flowers
IFEX Tokyo	14th – 16th October 2015	Makuhari Messe, Japan	Cut Flower & Potted Plants
IPM Dubai	November 2015	Dubai world Trade Centre, Dubai	Cut flowers
FloraHolland Trade Fair	4th-6th November 2015	Aalsmere, Holland, Netherlands	Cut Flower & Potted Plants
IFTF Expo	4th – 6th November 2015	Vijfhuizen, Holland.	Cut Flower & Potted Plants

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## Holla Roses Fairtrade certified

Holla Roses has been awarded the Fairtrade certificate. This enables them to market all their roses, with this well-known consumer label. "Receiving this certificate is good for Holla Roses in showing its social and environmental responsibility", Paul Holla indicates.

The Fairtrade label caters successfully to the desire of consumers to buy sustainable produced products.

## Ecuador exporters exempted from income tax

President Rafael Correa signed an exclusion of 100% of tax payment for the fiscal period 2015, for flower exporters. The decision was made official through Executive Decrees 645 and 646 published." When sectors or subsectors of the economy have suffered a drastic drop in their income, the President of the Republic, may reduce or waive the advance fixed value to the sector or subsector by decree.

## PM Hailemariam awards Gold and Silver to farms

Ethiopian Prime Minister Hailemariam Desalegn awarded certificates of Gold and Silver to four Ethiopian EHPEA member farms.

Among the Gold certified farms were - Sher Ethiopia, TINAW Business Share Company and Maranque Plants. AQ Roses, was awarded silver by the Premier. EHPEA executive Director, Tewodros Zewdie said that EHPEA's Silver Code is benchmarked with the Global Gap certificate.

## World Floral Expo 2015 Highest Attendance Ever!



Expectations of an all-time high number of attendees were met at the 16th edition of World Floral Expo held in the Convention Centre of Los Angeles.

Over 1,000 high quality visitors, mainly flower importers, wholesalers and the bigger retailers attended the trade show one or more days and made all exhibitors very pleased with the outcome. Also several supermarket chains buyers were among the visitors to the great pleasure of many exhibitors. As

one of the exhibitors quoted, "the LA show was the best ever, both in quantity as well as in quality. Chicago was already a hit last year, but this one surpassed that edition by far".

During the opening speech, presented by the president of the Californian Flower growers & Shippers Association CalFlowers, Robert Kitayama expressed satisfaction and appreciation about the initiative of the show taking place in California this year. According to the spokesman of

WFE Dick van Raamsdonk, the probable most remarkable fact to mention was that for the first time in history US and NON US flower growers exhibited together in one event in California. "This will proof to be a great benefit for all. For the exhibitor to share market information, knowledge and develop different forms of cooperation between themselves, and for the visitor to be able to source a much more complete package of fresh cut flowers at one place", WFE spokesman Dick van Raamsdonk said.



## Japan to Review Rules on Kenya Flowers

Foreign Affairs Cabinet Secretary Amina Mohamed (Right) has urged Japanese authorities to review the fumigation requirements imposed on flower exports from Kenya. Under the present arrangement, flowers exported to Japan are required to be inspected and fumigated at the port of entry.



"This requirement has imposed extra costs on exporters which have eroded their benefits," Mohamed said during bilateral talks with Akio Koizumi, Vice-President of Agriculture, Forestry and Fisheries in Tokyo.

## Appreciation Blooms for Secretaries



The Kenya Flower Council, Brussels Airlines and DusitD2 Hotel recognized the vital role played by secretaries and personal assistants in Kenya thanks to a joint initiative.

Bouquets of flowers were distributed to the secretaries in different offices in Nairobi to inaugurate the unique event, which is celebrated annually worldwide. After the official launch, employers were expected to kick off the celebration of the Secretaries Day also known as Personal Assistants Day, Kenya

has not been keen on celebrating the day, which is meant to appreciate the support staff in the work places.

It's also hoped that employers will mark the special day in the coming years just like other celebrations for example Valentine's Day, or Mother's Day. This will contribute to the development and growth of the local flower market, promoting a culture for flowers consumption among Kenyans. It will also enhance employment among the youth and women in Kenya in the

local flower business.

The history of the Secretaries Day is a holiday observed in different countries to recognize the work of secretaries, administrative assistants, Receptionists, and other administrative support professionals to any office. Brussels Airlines presented bouquets to secretaries and PA's Around Nairobi on the big day. The airline, which flies to Kenya and 18 other countries in Africa, has a long association with Kenyan flowers as it is a major transporter for local flowers.

## Kenya to Enhance Monitoring of Agricultural Exports

Kenya will enhance the monitoring of agricultural exports to ensure they conform to strict European Union (EU) maximum pest residue standards.

This will ensure horticulture exports markets are safeguarded as they are a key foreign exchange earners and employers. The government will ensure all commodities going out of the country comply with

international standards and have a phytosanitary certificate before being exported. The country has also implemented additional steps to reduce pesticides levels on horticulture.

The Kenya Bureau of Standards is also reviewing the national standard on fruits and vegetables to ensure that the products are safe for consumption.



## Chinese want to invest big in Naivasha

A group of Chinese firms have proposed to set up a 28 million euro flower farm in Naivasha, Kenya. The consortium of Chinese firms comprising Julong and Oriental Agricultural group of companies have been checking the market in the past few months and have reached out to county officials and business lobbies in the region over their plans. They have also engaged county officials on the same.

## East Africa wants deal with non-EU countries

The East African Community (EAC) wants to expand its European market for horticultural products through a new trade partnership with Norway, Switzerland, Liechtenstein and Iceland who are not members of the European Union. A comprehensive free trade agreement negotiations under the European Free Trade Association (EFTA) umbrella will start. The EAC and EFTA secretariats have already drafted a trade declaration to kick-start the negotiation process set to finalize by 2021.

## Growers Must Reschedule their Procedures.

From April 1st, the Jomo Kenyatta International Airport (JKIA) was closed for 30 months. During these 30 months, the runway will be reconstructed, every night for 6 hours. Rescheduling the procedures will streamline procedures. The airport will be closed from midnight to 6 am. Therefore, all the flowers and documents need to be at the airport By 11 am a great challenge for the flower growers.



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





# FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
AAA- Flowers	Vegetables/Flowers	Nakuru	Banerjee	0704788852	banerjee@aaagrowers.co.ke
AAA Growers		Nairobi	Musa Sando	0787866022	sando@aaagrowers.co.ke
AAA-Chestnut		Narumoru	Kiai/Sando	0722944030	sando@aaagrowers.co.ke
AAA-Growers		Nakuru	Moses Sando	0787866022	sando@aaagrowers.co.ke
AAA-Hippo		Thika	Steve	0721778736	julius@aaagrowers.co.ke
AAA		Rumuruti	Julius Ruto	0720330039	turiagronomy@aaagrowers.co.ke
Acacia Farm-Sunripe		Naivasha	Antony	0711827785	naivasha@sunripe.co.ke
Africala		Limuru	Rob	0721-837968	sales@africalla.com
African Blooms		Nakuru	Samir Chandorkar	0735384552	samir.chandorkar@xflora.net
Afriscan Kenya Ltd		Naivasha	Reuben Kanyi	0723920237	
Agri flora Ltd	Flowers	Nakuru	Clement Kipnetich		cngetich@sianroses.co.ke
Akina Farm	Roses	Nakuru	Arfhan	0722728441	arfhan@fontana.co.ke
Alani Gardens	Roses	Nakuru	Judith Zuurbier	0722 364 943	alani@alani-gardens.com
Altitude Flowers	Flowers	Nakuru	Dominic Koeh	0723684277	
Aquila Development Co	Roses	Naivasha	Prakash Shinde	0710791746	pm@aquilaflowers.com
Ayana Farm	Roses	Nakuru	Gideon Maina	0721178974	gideon@fontana.co.ke
Bamboo Farm-Sunripe		Nakuru	Reuben	0723920237	
Balaji	Roses	Olkalou	BalasahebIngawae	0735593016	balasaheb.ingawale4@gmail.com
Baraka Farm		Nakuru	Lucy	0720554106	lucy@barakaroses.com
Batian		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		Limuru	Nirzar Jundre	0722848560	nj@blackpetals.co.ke
Blissflora Ltd	Roses	Nakuru	Apachu Sachin	0789101060	appachu7@yahoo.com
Blue Sky		Naivasha	Mike	0720005294	info@blueskykenya.com
Blooming Dale Roses Kenya Ltd	Flowers	Nanyuki	Sunil	0718991182	info@bloomingdaleroses.com
Buds and Blooms		Nakuru	Shivaji	0720895911	shivaniket@yahoo.com
Carnation Plants	Roses	Athiriver	Ami R.	0733626941	amir@exoticfields.com
Carzan Kipipiri	Flowers	Naivasha	Nicholas	0721844367	kipipiri.production@carzankenya.com
Carzan Kipipiri	Flowers	Naivasha	Justus Metto	0722755396	gm@carzankenya.com
Carzan Rongai	Flowers	Nakuru	Francis	0720890920	rongai.production@carzankenya.com
Carzan Rongai		Nakuru	Paul M.	0711838689	rongai.production@carzankenya.com
Charm Flowers	Flowers	Athiriver	Ashok Patel	020 352583	ashki@wananchi.com
Color Crops		Timau	Ken	0716389472	colourcrops@tmu.com
Colour crops	Flowers	Nakuru	Maina	0722578684	bahati@colourcrops.com
Colour crops Naivasha		Naivasha	Geoffrey Mwaura	0722200972	nva@colourcrops.com
Countrywide Connections		Nanyuki	Peterson Thuita	0724786004	bondet.production@kariki.biz
Delemere Pivot		Naivasha	Daniel Ondiek	0720395963	daniel.ondiek@vegpro-group.com
Desire Flowers	Flowers	Isinya	Rajat Chaohan	0724264653	rajatchaohan@hotmail.com
De ruiters	Breeder Roses	Naivasha	Fred Okinda	0722579204	Fred.okinda@deruiter.com
Double Dutch	Cuttings	Naivasha	James Opiyo	0723516172	Opiyojames160@gmail.com
Duro Farms (Rain Forest land)	Roses	Naivasha	Julius Kigamba	0723665509	jkigamba@fleurafrica.com
Elbur flora	Roses	Nakuru	Daniel Moge		
Enkasiti Thika	Flowers	Thika	Tambe	0734256798	enkasiti@gmail.com
Equator Roses	Flowers	Eldoret	Charles Mulemba	0721311279	cmulemba@sianroses.co.ke
Equinox	Flowers	Nanyuki	Tom Lawrence	0722312577 T	tom@equinoxflowers.com
Everflora Ltd.		Thika	-	0735873798	everflora@dmbgroup.com
Fairy Flowers	Flowers	Limuru	Sylvester	0753444237	sylvesterkahoro@yahoo.com
Fides		Embu	Kirima Nturibi	0714026988	k.nturibi@fides.com
Finlays Flamingo Farm	Flowers	Naivasha	Peter Mwangi	0722204505	peter.mwangi@finlays.net
Finlays- IbiS Farm	Flowers	Nanyuki	Purity Thigira	0722279176	purity.thigira@finlays.net
Finlays Kingfisher Farm	Flowers	Naivasha	Charles Njuki	0724391288	charles.njuki@finlays.net
Finlays Kingfisher Farm	Flowers	Naivasha	Jacob Wanyonyi	0722773560	jacob.wanyonyi@finlays.net
Finlays Ibis Farm	Vegetables	Nanyuki	Augustine Mwebia	0721447430	augustine.mwebia@finlays.net
Finlays-Siraji Farm	Flowers	Nanyuki	John Magara	0722763628	paul.salim@finlays.net
Finlays -Kericho	Flowers	Kericho	Elijah Getiro	0722873539	elijah.getiro@finlays.co.ke
Finlays -Tarakwet	Flowers	Kericho	Japheth Langat	0722863527	japhet.langat@finlays.co.ke
Finlays Chemirel	Flowers	Kericho	Aggrey Simiyu	0722601639	aggrey.simiyu@finlays.co.ke



# FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Finlays- Lemotit	Flowers	Kericho	Richard Siele	0721486313	richard.siele@finlays.co.ke
Flamingo flora	Roses	Njoro	Sam Nyoro	0721993857	s.ivor@flamingoflora.co.ke
Flora ola	Roses, Hypericum	Solai-Nakuru	Wafula	08382972	floraolaltd@gmail.com
Flora Delight		Kiambu/ Limuru	Marco	0710802065	marcovansandijk@yahoo.com
Florensis Ltd	Cuttings	Naivasha	Anne Marie		annemarie@florensis.co.ke
Florenza	Roses	Nakuru	Yogesh	0715817369	
Fontana Ltd-Salgaa		Nakuru	Kimani	0733605219	production@fontana.co.ke
Fontana Ltd		Nakuru	Girrish Appana	0726089555	production@fontana.co.ke
Fox Ton Agri		Naivasha	Jim Fox	0722204816	jim@foxtonagri.com
Fpeak		Thika	Mutiso/Titus	0711214396	anthonymutiso@gmail.com
Frigoken K Ltd	Vegetables	Nairobi	Nicholas Kahiga	0722797547	nicholas.kahiga@frigoken.com
Gatoka Roses	Roses	Thika	Chris	0723408471	gatoka@swiftkenya.com
Gladioli Ltd		Naivasha	Pieriguichi / Claudia	0722206939	torres.palau@yahoo.com
Golden Tulip	Roses	Nakuru	Ravi	0723159076	ravi@bth.co.ke
Golden Tulip ( Laurel Inter.)	Roses	Nakuru	Ashok	0738359459	ashok@btl.co.ke
Gorge Farm		Naivasha	Patrick Mulumu	0722498267	pmulumu@vegpro-group.com
Groove	Flowers	Naivasha	John Ngoni	0724448601	grovekenya@gmail.com
Hamwe	Hypericum	Naivasha	Peter Kamwaro	0721758644	hamwe.fm@kariki.biz
Hamwe- Molo	Fowers	Nakuru	Joseph Juma	0725643942	production.fm@kudenga.co.ke
Harvest / Manjo Plants	Roses	Naivasha	Phanuel Ochunga	0722506026	phanuel.ochunga@gmail.com
Harvest Ltd	Roses	Athiriver	Mr. Farai Madziva	0722-849329	farai@harvestflowers.com
Highland plantations	Cuttings & Herbs	Olkalou	Amos Mwaura	0726726392	production@highlandplants.co.ke
Imani Flowers	Flowers	Nakuru	Moses	0722977214	
Indu Farm		Naivasha	Wesley Koech	0715546908	
Indu -Olerai Farm		Nakuru	Everline Debonga	0723383160	everlyne.adhiambo@indu-farm.com
Interplant Roses	Roses	Naivasha	Gavin Mouritzen	0733220333	info@interplantea.co.ke
Isinya	Flowers	Isinya	Pradeep	0736586059	pm@isinyaroses.com
Jatflora		Naivasha	James Oketch	0724418541	jatflora@gmail.com
Jesse AGA		Mweiga	Thuranira	0754444630	davidt@eaga.co.ke
Karen Roses	Flowers	Nairobi	Peter Mutinda	0723353414	pmutinda@karenroses.com
Kariki Ltd.		Thika	Samwel Kamau	0723721748	production@kariki.co.ke
Karuturi	Flowers	Naivasha	Rob		rob.paul@twigaroses.co.ke
Twiga Flowers	Flowers	Naivasha	pius Kimani	0721747623	pius.kimani@gmail.com
Kenflora Limited		Kiambu/ Limuru	Abdul Aleem	0722311468	info@kenflora.com
Kentalya		Naivasha	Linnet	0733549773	lynette@kentalya.com
Kenya Cuttings	Flowers	Ruiru	James Ouma	0725217284	john.odhiambo@syngenta.com
Kenya Cuttings	Flowers	Thika	Kavosi Philip	0721225540	philip.munyoki@syngenta.com
Kenya Pollen Flowers	Flowers	Thika	Joseph Ayieko	0733552500	joseph.ayieko@syngenta.com
KHE		Nanyuki	Elijah Mutiso	0722254757	mutiso@khekenya.com
Kisima Farm		Nanyuki	Martin Dyer	0722475785	operations@kisima.co.ke
Kongoni River Farm-Gorge Farm	Roses	Naivasha	Anand Patil	0728608785	anand.patil@vegpro-group.com
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
Lex International	Roses	Naivasha	Steve Outram	0733 609863	steve@lex-ea.com
Liki River	Flowers	Nanyuki	Madhav Lengare	0722202342	madhav@vegpro-group.com
Liki River	Flowers	Nanyuki	Nitin	0700000342	nitin.golam@vegpro-group.com
Livewire	Hypericum	Naivasha	Esau Onyango	0728606878	management@livewire.co.ke
Lobelia Ltd/ Sunland	Roses	Nanyuki	Peter Viljoen	0721 632877	info@sunlandroses.com
Loldia Farm		Naivasha	Gary/Rotich	0720651363	
Longonot Horticulture		Naivasha	Chandu	0724639898	chandrakant.bache@vegpro-group.com
Longonot Horticulture		Naivasha	Patrick Mulumu	0722498267	patrick.mulumu@vegpro-group.com
Maasai Flowers	Flowers	Isinya	Andrew Tubei	0722728364	atubei@sianroses.co.ke
Magana	Roses	Nairobi	Lukas	0788695625	farmmanager@maganaflowers.com
Mahee	Roses	Nakuru	Senthil Bharathi	0789777145	maheefm@eaga.co.ke
Mahee Wilham	Vegetables	Nakuru	Missire	0754444629	maheevf@eaga.co.ke
Maji Mazuri Roses	Flowers	Eldoret	Wilfred Munyao	0725848912	wmunyao@majimazuri.co.ke



# FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Maridadi Flowers	Flowers	Naivasha	Jack Kneppers	0733333289	jack@maridadiflowers.com
Maua Agritech	Flowers	Isinya	Madan Chavan	0738669799	production@mauaagritech.com
Mauflora	Roses	Nakuru	Mahesh	0787765684	mahesh@mauflora.co.ke
Milmet/Tindress Farms	Flowers	Nakuru	Pravin		pravinyadav.29@gmail.com
Molo River Roses	Flowers	Nakuru	A. Wambua	0724256592	awambua@moloriverroses.co.ke
Mwanzi Ltd	Flowers	Rumuruti	Peter Wekesa	0723027208	
Mt Elgon Flowers	Roses	Eldoret	Bob Anderson	0735329395,	bob@mtelgon.com
Mweiga Blooms		Nanyuki	Stewart/ Mburu	0721674355	mweigablooms@wananchi.com
New holland - Laurel Investment	Roses	Nakuru	Ashok	0738359459	
Nini Farms	Roses	Naivasha	Menjo / Philip	0720611623	production@niniltd.com
Nirp East Africa	Roses	Naivasha	Danielle Spinks	0702685581	danielles@nirpinternational.com
Ol Njorowa	Roses	Naivasha	Charles Kinyanjui	0723986467	mbegufarm@iconnect.co.ke
Olij Kenya Ltd	Roses	Naivasha	Sally Nicholas	0737888028	v.bhosale@olijkenya.com
Oserian	Flowers	Naivasha	Musyoka Stephen	0722888377	stephen.musyoka@oserian.com
Panda Flowers	Roses	Naivasha	Chakra	0786143515	chakra@pandaflowers.co.ke
Panocol International	Roses	Eldoret	Mr. Paul Wekesa	0722748298	paul.wekesa@panocol.co.ke
Penta	Flowers	Thika	Tom Ochieng	0723904006	tom@wananchi.com
Preesman	Roses	Nakuru	Benard Ndungu	0721630887	
Pj Dave	Flowers	Isinya	Promina	0733333230	pjdaveflowers@wananchi.com
Pj Flora	Flowers	Isinya	Palani Muthiah	0752607651	muthiah.palani1971@gmail.com
Pj Thande Farm		Kiambu/Limuru	Elizabeth Thande	0722380358	elizabeth@wetfarm.co.ke
Plantation Plants	Cuttings	Naivasha	William Momanyi	050 20 20282	pplants@kenyaweb.com
Porini Ltd	Flowers	Nakuru	Pitambar Ghahre	0726774955	porini@isinyaroses.com
PP Flora	Roses	Nakuru	Robert /Prakash	0718045200	ppflora2010@gmail.com
Primarosa	Flowers	Athi RiVer	Dilip Barge	0731000404	dilip@primarosaflovers.com
Primarosa	Roses	Nakuru	Kadam	0721274413	kadam@zuri.co.ke
Racemes Ltd		Naivasha	Bonny	0721938109	bonny@kenyaweb.com
Ravine Roses Flowers	Flowers	Nakuru	Peter Kamuren	0722205657	pkamuren@karenroses.com
Redland Roses		Thika	Aldric Spindler	0733603572	aldric@redlandsroses.co.ke
Redwing Flowers	Flowers	Nakuru	Simon Sayer	0722227278	sayer@redwingltd.co.ke
Rift Valley Flowers Ltd	Flowers	Naivasha	Peterson Muchuri	0721216026	fm@riftvalleyroses.co.ke
Rimiflora Ltd		NaivaSha	Richard / Stephen	0722357678	richard@rimiflora.com
Riverdale Blooms Ltd		Thika	Antony Mutugi	0202095901	rdale@swiftkenya.com
Roseto	Roses	Nakuru			gm.roseto@megaspingroup.com
Rozzika Gardens –Kamuta Farm		Naivasha	Mbuthia	0721849045	jwachiram@yahoo.com
Savannah international	Geranium	Naivasha	Ignatius lukulu	0728424902	i.lukulu@savanna-international.com
Selecta Kenya		Thika	Alnoch Ludwig	0738572456	l.allnoch@selectakenya.com
Soljanmi	Fowers	Njoro	Kirani Nangare	0787787544	kiran.nangare@xflora.net
Schreus	Roses	Naivasha	Roddy Benjamin	0733207729	roddy@schreusnaivasha.com
Shades Horticulture	Flowers	Isinya	Mishra	0722972018	info@shadeshorticulture.com
Shalimar Flowers	Flowers	Naivasha	Mr Anabarasan	0733604890	anbarasan@eaga.co.ke
Sierra flowers Ltd	Flowers	Nakuru	Sherif	0787243952	farm.sierra@megaspingroup.com
Simbi Roses		Thika	Mr. Karue	067 44292	simbi@sansora.co.ke
Sirgoek Flowers	Flowers	Eldoret	Andrew Keitany	0715 946429	sirgeok@africaonline.co.ke
Solai Milmet/Tindress	Flowers	Nakuru	Ravindra	0788761964	tindressmilmet@gmail.com
Star Flowers Flowers	Flowers	Naivasha	Dinkar	0789487429	dinkar@vegpro-group.com
Subati Flowers	Flowers	Nakuru	Naren Patel	0712 584124	naren@subatiflowers.com
Subati Flowers	Flowers	Naivasha	Naren Patel	0712 584124	naren@subatiflowers.com
Suera Flowers Ltd	Flowers	Nakuru	George Buuri	0724622638	gbuuri@suerafarm.sgc.co.ke
Sun buds	Hypericum	Naivasha	Reuben Kanyi	0723920237	kanyireuben@gmail.com
	Gypsophilla, Army				
Stockman rozen	Roses	Naivasha	Julius muchiri	0708220408	julius@srk.co.ke
Tambuzi		Nanyuki	Paul Salim		production@tambuzi.co.ke
Terra nigra	Breeder--1ha	Naivasha	Peter van der meer		petervandermeer@terrannigra.com
Timaflor Ltd	Flowers	Nanyuki	Brian Allen	0715 270037	info@timaflor.com
Transebel		Thika	Mr. David Muchiri	0724646810	davidmuchiri@transebel.co.ke
Tropiflora		Kiambu/Limuru	Niraj		tropiflora@africaonline.co.ke
Tulaga	Roses	Naivasha	Steve Alai	0722659280	tulagaflower@africaonline.co.ke
Tk Farm		Nakuru	Gichuki	0721499043	davidgichuki20@yahoo.com





# FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Uhuru Flowers	Flowers	Nanyuki	Ivan Freman	0713889574	ivan@uhuruflowers.co.ke]
V.D.Berg Roses	Flowers	Naivasha	Johan Remeeus	0721868312	
Valentine Ltd		Kiambu/Limuru	Maera Simon	0721583501	simon.maera@valentinegrowers.com
Van Kleef Ltd	Roses	Nakuru	Judith Zuurbier	0722 364 943	judith@vankleef.nl
Vegpro K Ltd Vegetables		Nanyuki	John Kirunja	0729555499	john.kirunja@vegpro-group.com
Vegpro K Ltd	Vegetables	Nairobi	Judy Matheka	0721245173	jmatheka@vegpro-group.com
Vegpro K Ltd	Vegetables	Nanyuki	John Nduru	0722202341	jnduru@vegpro-group.com
WAC International	Breeder	Naivasha	Richard Mc Gonnell	0722810968	richard@wac-international.com
Waridi Ltd		Athiriver	P. D.Kadlag	0724-407889	kadlag@waridifarm.com
Wildfire	Flowers	Naivasha	Boniface Kiama	0722780811	roses@wildfire-flowers.com
Wilmer	Summer Flowers	Thika	Wilfred M.Kamami	0733714191	kamami@wilmar.co.ke
Winchester Farm	Flowers	Nairobi	Raphael Mulinge	0725848909	rmulinge@sianroses.co.ke
Windsor		Thika	Vikash	073705070	vikash@windsor-flowers.com
Xpression Flora		Nakuru	Mangesh Rosam	0720519397	mangesh.rasam@xflora.net
Zena	Roses	Thika	Arun Mishra	020 2328970	sales@zenaroses.co.ke
Zena Asai Farm	Roses	Eldoret	Laban Koima	0722554119	koima@zenaroses.co.ke
Zena Roses - Sosiani	Roses	Eldoret	Sylvester Saruni	0722635325	saruni@zenaroses.co.ke

## FLOWER FARMS IN UGANDA

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

## FLOWER FARMS IN TANZANIA

TYPE	FARM NAME	CONTACT PERSON	LOCATION	PHONE NUMBERS	E-MAIL
Roses	Kili flora	Jerome Bruins	Arusha	255 27-25536 33	jbruins@habari.co.tz
Roses	Mt. Meru	Heikki Niskala	Arusha	255 27 2553385	office@mtmount-meru-flowers.com
Roses	Tengeru Flowers	Mark Ngalo	Arusha	255 27 255 3834	teflo@africaonline.co.tz
Roses	Hortanzi	Mr Micheal Owen	Arusha	255 784 200 827	hortanziagm@cybernet.co.tz
Roses	La fleur de Afrique	Greysom Mrema	Arusha	0784 363 570	fda@ars.bol.co.tz
Hypericums	Kilimanjaro flair	Greg Emmanuel	Arusha	255 784 392 716	greg@kilimanjaroflair.com
Crysenhemums	Multi flower Ltd	Tjerk Scheltema	Arusha	255 27 250 1990	tjerk@arushacutting.com
Crysenhemums	Fides	Greg Emmanuel	Arusha	255 27 255 3148	fides@habari.co.tz
Crysenhemums	Dekker Bruins	Lucas Gerit	Arusha	255 27 255 3138	info@tfl.co.tz
Crysenhemums	Arusha cuttings	Tjerk Scheltema	Arusha	255 27 250 1990	tjerk@arushacutting.com



# FLOWER FARMS IN ETHIOPIA

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

# NUTRIFIGHT

## A Unique Formulation

This is a unique formulation of mono and di-potassium salts of phosphorous acid, very powerful and high systemic water soluble Foliar Fertilizer. The controlled release of phosphorous through various growth stages of crop ensures better plant health and root development there by enhancing yield and quality of the produce.

Due to the high mobility and prolonged presence of the formulation within plant tissues hence fewer application are required.

Nutrifight can be used on a variety of crops including Cereals, Flower, Fruits, vegetables and plantation crops.

### Advantages of Phosphites over phosphates

- Phosphites are readily absorbed through leaves, trunk and roots resulting in faster action.
- Phosphite oxidizes to form phosphates thus providing continuous supply of phosphorus.
- No phosphate fixation in phosphite fertilizers.
- Strengthens plant resistance to disease by boosting its phenolic, carbon, nitrogen and active oxygen metabolism.

### Superiority of Nutrifight

PARAMETER	NUTRIFIGHT
Solubility in water	High
Mobility in soil	Very high
Mobility within plant system	Very high
Dosage /acre/application	1LT/Ha
% active ingredient	90%

### Benefits of Nutrifight

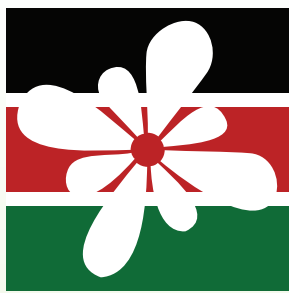
- 1) Nutrifight enhances the nutrient level in the plant epidermis thereby increasing immunity.
- 2) Active ingredient in Nutrifight is 90% due to which it is required in less quantities.
- 3) Nutrifight shows effective results in less than 48 hours after spraying.
- 4) The active component of Nutrifight remains stable and highly mobile within plant system for a long time leading to better utilization and fewer applications.



# NUTRIFIGHT







# IFTTEX 2015

INTERNATIONAL FLOWER TRADE EXPO

**WEDNESDAY JUNE 3 - FRIDAY JUNE 5**  
**OSHWAL CENTER • NAIROBI • KENYA**

4th  
edition



## Kenya's Flower Industry Expo



# [www.ifttex.org](http://www.ifttex.org)



## HANUEL GREEN HOUSE 9.6M SPAN

**NEW MODEL  
GREENHOUSE  
COST EFFECTIVE AND  
FASTER INSTALLATION**



### **FASTER ASSEMBLY**

Fast installation of the structures which are installed together with the covering, saving the grower time and meeting targets/schedule of supply of his produce.

### **RESISTANCE TO WEATHER CHANGES**

Due to changes on weather conditions time to time, the structure is more reinforced with an arch of 8.4 and 4.3m thus making it more resistant.

### **IMPROVED GUTTERS**

Improve Gutters, with a new system of gutters bending inside thus minimizing leakage during rainy season thus saving the grower from high expenses on chemicals due to brought about diseases because of leakages.