

May - June 2025

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Editorial

Time for Realism, Not Illusions

Repeat after me: pigs can't fly. Repeat after me: if you don't work you die. Repeat after me: fire will certainly burn. Perhaps these truths seem self-evident. Markets have been lost; jobs shed; businesses shuttered. Our production is too costly; and each day brings further evidence that the ways we use energy strengthen our carbon emissions and threaten our planet. We are reminded that we are exporting pests and diseases not to mention chemical residues. Lest I forget, we are not only paying our employees peanuts but also feeding them with spray chemicals. This is all utter nonsense based on the fathomless human ability to disregard facts and believe in cloud-cuckoo-land. How could it happen? Rudyard Kipling's poem, "Epitaphs of the War," has an answer in the light of current events.

If any question why we died,
Tell them, because our fathers lied.
The world's gravity escapes many. Not Kipling.

I have a simple message. The challenges we face are real. They are serious and they are many. They will not be met easily or in a short span of time. But know this, growers- they must be met. We will handle some scientifically, others politically and the rest economically. So, get it right, this is not a business of quitters. We must soldier on.

That's cutesy politics. But pigs still don't have wings. The world's still a dangerous place. It's time for Kipling realists in the global leadership.

Have a Kipling reading

Masila Kanyingi
Editor



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Perceived quality through labelling

Labels often form the first impression of product consumers. A clean, professional and visually appealing label has been built and suggests quality, but unorganized or unclear labels can undermine the reliability of the product. Important information such as harvest data and storage times improves awareness of freshness and quality, increasing the likelihood of purchase.

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Role of Lithovit ($\text{CaMgBoSi}_2\text{O}$) + CO_2 in Plants

What are the benefits of carbon dioxide supplementation on plant growth and production within the greenhouse environment.

Carbon dioxide (CO_2) is an essential component of photosynthesis (also called carbon assimilation).

1. Photosynthesis is a chemical process that uses light energy to convert CO_2 and water into sugars in green plants. These sugars are then used for growth within the plant, through respiration.
2. The difference between the rate of photosynthesis and the rate of respiration is the basis for dry-matter accumulation in the plant.
3. In greenhouse production growers AIM to increase dry-matter content and optimize crop yield.
4. CO_2 increases productivity through improved plant growth and vigor.
5. Ways which productivity is increased by CO_2 include earlier flowering, more fruits, reduced bud abortion in roses, improved stem strength and flower size.
6. Growers should regard CO_2 as a nutrient.

Green House Crops

7. For the majority of greenhouse crops, net photosynthesis increases as CO_2 levels increase from 340–1,000 ppm (parts per million).
8. Most crops show that for any given level of photosynthetically active radiation (PAR), increasing the CO_2 level to 1,000 ppm will increase the photosynthesis by about 50% over ambient CO_2 levels.

How does this happen?

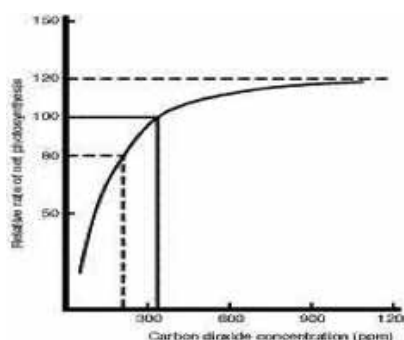
1. Carbon dioxide enters into the plant through the stomatal openings by the process of diffusion.
2. Stomata are specialized cells located mainly on the underside of the leaves in the epidermal layer.

3. The cells open and close allowing gas exchange to occur.
4. The concentration of CO_2 outside the leaf strongly influences the rate of CO_2 uptake by the plant.
5. The higher the CO_2 concentration outside the leaf, the greater the uptake of CO_2 by the plant.
6. The Key factors that determine the opening and closing of the stomata are: Light levels, leaf and ambient air temperatures, relative humidity, water stress and the CO_2 and oxygen (O_2) concentration in the air and the leaf.

Ambient CO_2 level in outside air is about 340 ppm by volume.

1. All plants grow well at this level but as CO_2 levels are raised by 1,000 ppm photosynthesis increases proportionately resulting in more sugars and carbohydrates available for plant growth.
2. Any actively growing crop in a tightly clad greenhouse with little or no ventilation can readily reduce the CO_2 level during the day to as low as 200 ppm.
3. The decrease in photosynthesis when CO_2 level drops from 340 ppm to 200 ppm is similar to the increase when the CO_2 levels are raised from 340 to about 1,300 ppm (Figure 1).

Figure. The effect of carbon dioxide on net photosynthesis.



1. As a rule of thumb, a drop in

carbon dioxide levels below ambient has a stronger effect than supplementation above ambient.

2. During particular times of the year in new greenhouses, and especially in double-glazed structures that have reduced air exchange rates, the CO_2 levels can drop below 340 ppm which has a significant negative effect on the crop.
3. Ventilation in day time can raise CO_2 levels closer to ambient but never back to ambient levels of 340 ppm.
4. Supplementation of CO_2 is the only method to overcome this deficiency and increasing the level above 340 ppm is beneficial for most crops.
5. The level to which the CO_2 concentration should be raised depends on the crop, light intensity, temperature, ventilation, stage of the crop growth and the economics of the crop.
6. Most crops the saturation point will be reached at about 1,000–1,300 ppm under ideal circumstances.
7. A lower level (800–1,000 ppm) is recommended for raising seedlings (tomatoes, cucumbers and peppers) as well as for lettuce production.
8. Even lower levels (500–800 ppm) are recommended for African violets and some Gerbera varieties.
9. Increased CO_2 levels shorten the growing period (5%–10%), improve crop quality and yield, as well as increase leaf size and leaf thickness.
10. The increase in yield of tomato, cucumber and pepper crops is a result of increased numbers and faster flowering per plant.

Calcium carbonate in LITHOVIT® products, that remained on the surface of the leaves, assimilates CO_2 during the night from the atmosphere and from the

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breathing of the plants, but also under the action of dew water, is transformed by a thermodynamic equilibrium reaction $(Ca, Mg) CO_2 + H_2O + CO_2 \rightleftharpoons (Ca, Mg) (HCO_3)_2$ in bicarbonate. During the day, water evaporates due to temperature rise and the reaction becomes reversible, forming calcium carbonate and CO_2 on the surface of the leaf, and then diffuses into the intercellular space.

As long as the particles of LITHOVIT® products are present on the leaf surface, this ping-pong effect occurs.

Other Benefits of Lithovit

Additional nutrients in Lithovit and relevant elements from the point of view of plant physiology, such as calcium, magnesium, boron, silicon, potassium, phosphorus, manganese, copper, zinc, sulfur, sodium, etc., stimulate plant vitality and healthy growth, and help achieve high yields, increasing farm profitability.

Lithovit® also contains a considerable amount of silicon dioxide (SiO_2). Next to positive structural effects many metabolic processes are fostered when sufficient silicon is supplied to the

plants.

This results a better resilience to diseases (Powdery Mildew, Rusts etc) or insect pest.

Lithovit also contains a high level of Boron as well as MgO and Fe among other trace elements.

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28.0 % CaO calcium oxide	1.0 % Fe iron
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5.0 % B boron	



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Orvego® is a premium fungicide with excellent and long-lasting preventive and curative activity against downy mildew in roses.

General Information

Product type	Fungicide
Crops	Ornamentals
Dose rate	0.8 L/Ha or 16 ml/20L

Diseases	Downy mildew
Active ingredients	Dimethomorph & Ametoctradin
Spray interval	7-10 days

Benefits of Orvego® 525 SC Fungicide

- Highly effective in the control of downy mildew in roses – preventive and curative action.
- Excellent and long-lasting preventative activity ensuring disease free flowers.
- Yields high quality flowers which translate to high profit for the grower.
- Short re-entry period that ensures the safety of the worker.
- IPM compatible ensuring the safety of beneficial pests.
- New mode of action makes cross-resistance to any other Downy Mildew fungicide difficult.

Before applying this product, please refer to the information on the product label.

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General Information

Product type	Fungicide
Crops	Ornamentals
Dose rate	0.8-1.2 Kg/Ha in 1000L

Diseases	Botrytis, Powdery and Downy mildew and Black Spot
Active ingredients	Boscalid 252 g/kg, Pyraclostrobin 128g/kg

Benefits of Bellis® 38% WG Fungicide

- Bellis® 38% WG has improved efficacy on stem botrytis, head botrytis as well as post-harvest botrytis.
- Bellis® 38% WG offers additional advantage of controlling downy mildew and black spots, it further suppresses powdery mildew offering broad spectrum control.
- Ensures high yield quality flowers even when the crop is most susceptible to disease.
- Dual mode of action optimizes efficacy and further minimizes the risk of resistance management giving the farmer a perfect option in the spray programme.
- Economical with no need to add an adjuvant to spray mixture as it is already present in the Bellis® 38% WG formulation.
- Long lasting efficacy ensuring the flowers are protected over a long period of time.
- Bellis® 38% WG is an IPM compatible product which does not cause any damage to beneficial organisms.

Before applying this product, please refer to the information on the product label.

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Invest in Seamless Value Chains Not Tariffs

By Masila Kanyingi

I recently read an article by Mahesh Punia titled, “Reframing Kenya’s Textile Competitiveness: Building a Holistic Value Chain for Sustainable Growth.” This piece aligns closely with my previous work on optimizing seamless cold chains in the flower sector, reinforcing an urgent truth that policymakers must confront.

Kenya’s horticulture industry stands at a critical juncture. For too long, the narrative has been dominated by the misconception that our relatively low tariffs compared to other horticultural giants provide a substantial advantage in global trade. This viewpoint is fundamentally misguided. As Mahesh Punia convincingly argues, it is not tariffs but a robust, integrated ecosystem that truly determines a country’s competitiveness.

Countries like Colombia, Ecuador, and the Netherlands have excelled not because of tariff advantages but due to their commitment to building comprehensive end-to-end value chains. These chains include every aspect; from breeding and propagation to crop production, nutrition, protection, post-harvest handling, skilled labour, reliable infrastructure, and solid relationships with global buyers. The Netherlands exemplifies this approach, producing nearly all of its inputs at low cost, housing thousands of buyers through auctions and other outlets, training an efficient workforce, and providing growers with dependable utilities, financing, and access to expansive domestic and global markets. This cohesive strategy allows the Netherlands’ flower sector to operate at scale, drive down costs, and deliver superior quality flowers faster than competitors like Kenya.

In stark contrast, Kenyan growers face deep structural

inefficiencies despite having access to low tariff markets. They contend with excessive electricity and financing costs, lengthy lead times, inadequate logistics, high freight rates, and limited access to affordable inputs—all exacerbated by our own taxation regime. The internal tax structure imposed by both national and county governments adds layers of complexity, with multiple agencies taxing the same industry, numerous required audits and certifications, and self-styled lobbyists complicating rather than easing the landscape.

The influx of substandard products also

undermines quality production and stifles the development of a thriving export market; one of the key drivers of success for countries like the Netherlands.

To firmly reposition Kenya as a global horticulture powerhouse, we must implement a bold and comprehensive transformation strategy without delay. This strategy must prioritize building a complete breeding-to-market ecosystem: enhancing production quality, establishing a seamless cold chain, and investing in local quality inputs manufacturing and support facilities.

A critical re-evaluation of our tax regime is necessary, as it currently hampers production efforts. We must also streamline the myriad government support organizations that overlap in their functions. The time for indecision is over; we must choose clearly between scientific advancement and activism.





Additionally, developing modern shared infrastructure from suppliers to consumers is an immediate necessity. This infrastructure will ensure timely delivery of inputs like greenhouses, irrigation materials, crop protection, and nutrition products to farms, while significantly reducing logistics costs and boosting production efficiency.

Human capital is another cornerstone of this transformation. Kenya must prioritize investment in national training and research institutes, forge global partnerships, and align our vocational programs with international buyer standards. Such initiatives will enhance labour productivity and attract higher-value manufacturing.

Infrastructure and logistics demand urgent attention. We must modernize Mombasa Port, enhance Jomo Kenyatta International Airport, and implement digital inspection and freight systems to

dramatically lower export costs and timelines.

Moreover, we need to adopt smart financing models such as low-interest loans, credit guarantees, and order-based financing to unlock growth for SMEs and attract investment across the entire value chain.

Policymakers must advocate for strategic specialization. Kenya's

climate uniquely positions us to cultivate alternative high-value ornamental crops and herbs, diminishing our reliance on roses. With proactive investment in research, training, and processing,

these crops can establish Kenya as a distinguished and sustainable flower source.

A critical re-evaluation of our tax regime is necessary, as it currently hampers production efforts. We must also streamline the myriad government support organizations that overlap in their functions. The time for indecision is over; we must choose clearly between scientific advancement and activism.

Equally important is the pressing need to transition the domestic market from an over reliance on dead gifts to a vibrant promotion of affordable, locally grown cut flowers. This shift should be strategically phased in over the next 5 to 10 years, supported by policies that reinvest a portion of import duties into industrial development.

Finally, to genuinely integrate into global value chains, Kenya must incentivize global brands to set up local sourcing, design, and quality control offices. Establishing a credible, ESG-compliant sourcing hub powered by green energy and transparent supply chains will attract progressive buyers. Furthermore, we must diversify our ornamental portfolio. The time for action is now Kenya has the potential to lead in the horticulture sector, but we must act decisively.

Why Cut Flower Packaging Matters

Packaging for cut flowers is essential to keep them fresh, beautiful, and valuable from harvest to customer delivery. It involves more than merely wrapping blooms in attractive materials; it combines practicality with visual appeal. Proper packaging safeguards delicate petals against damage, ensures proper hydration, and maintains their aesthetic qualities during transport, storage, and display.

Choosing the appropriate packaging can significantly impact the outcome. Hydration wraps and floral foams that retain moisture, alongside insulated boxes suited for delicate flowers like roses and tulips, are designed to keep blooms fresh and beautiful until they reach their destination.

Emphasis on Sustainability

With growing environmental awareness, the cut flower packaging sector is adopting more sustainable methods. Eco-conscious consumers increasingly prefer materials that are biodegradable, recyclable, and compostable, such as paper, cardboard, and plant-derived films. This shift towards sustainability has sparked innovation among manufacturers to develop packaging solutions that are not only attractive but also environmentally friendly. Collaborations among manufacturers, florists, supermarkets, and retailers are increasing to provide customized packaging

solutions that meet consumer needs while reducing waste.

Innovations in Packaging: Modern and Streamlined

Innovation is changing the landscape of flower packaging beyond just sustainability. Many leading manufacturers utilize technology that keeps blooms fresh for as long as 15 days without water, revolutionizing long-distance shipping.

There is also a rising interest in premium and customized packaging options, including luxurious flower boxes and designer wraps, which cater to a more affluent clientele. These high-quality solutions are ideal for gifting occasions and enhance the overall floral experience.

The Role of AI in Flower Packaging

Artificial Intelligence is revitalizing the flower packaging industry. By merging advanced technology with traditional floral care, AI assists companies in enhancing freshness, efficiency, and customization.

Smart Sensors & Tags: AI-driven freshness sensors and connected tags monitor environmental factors like temperature, humidity, and ethylene gas levels in real-time, ensuring that flowers remain in optimal condition throughout transportation.

Sustainable Materials: AI aids researchers and





“
Smart Sensors & Tags: AI-driven freshness sensors and connected tags monitor environmental factors like temperature, humidity, and ethylene gas levels in real-time, ensuring that flowers remain in optimal condition throughout transportation.
”

manufacturers in creating innovative eco-friendly materials, optimizing packaging for strength while reducing environmental impact.

Predictive Analytics: AI anticipates demand by analyzing factors like seasonality, weather, and market trends, thereby minimizing waste and improving inventory management.

Logistics Optimization: AI-enhanced route planning reduces delivery times, ensuring that every shipment of flowers arrives fresher.

Personalization & Automation: From AI-powered chatbots suggesting bouquets to robotic systems sorting and packaging flowers, automation is streamlining operations and personalizing customer experiences.

The Dominance of Bouquets

In 2024, the bouquet segment continued to lead the cut flower

packaging market, and it's easy to see why. Bouquets provide greater visual interest, diversity, and perceived value than single stem flowers. They are frequently selected for special events such as weddings, anniversaries, Valentine's Day, and corporate gifts.

Ready-made and easy to display, bouquets offer convenience and significance. A thoughtfully arranged bouquet conveys a variety of emotions through an assortment of flowers, colours, and textures. Including filler flowers such as eucalyptus or baby's breath (*Gypsophila*) contributes to a rich, full look without significantly increasing costs.

IFTEX 2025: Being there is the Name of the Game

When the doors of the 12th IFTEX trade show open on 3rd-5th June, there will be no room for any shortcomings that may inhibit 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 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. The event, since its first ever occurrence in 2012

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

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

From the organizers, the tussle process of liaising with potential exhibitors and buyers is becoming less stressful 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 to make the best out of the entire event. Most of the exhibitors have participated previously and know pretty well what is

Unlike other events conceived like the fair, IFTEX is an archetypical business platform that attracts business minded personalities and groups.

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. Over 90% of the exhibitors had confirmed participation in time of going to press. Surprisingly, only few stands had not been booked by the time.

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 to be among the top three flower exhibitions globally.

Exploring the growth of the horticultural industry reveals more than what meets the eye. For example, in the next one year additional hectares of new roses are projected. This brings in an estimated over 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. It may need a more appropriate space to cater for more exhibitors during the next event.

Mr. Dick Van Raamsdonk

TO PAGE 14

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FROM PAGE 12

The government, in this respect, has to swallow a bitter pill for its lassitude to expand with the new developments. The government hasn'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. Exports have been fairly well with a corresponding number of new investors in the sector: Of course a few shortcomings such as poor infrastructure, tariffs, phytosanitary regulations, MRLs, taxation, freight cost, geopolitical tensions and changing consumer preference.

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 2025 exhibition 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.

Anticipated Guests

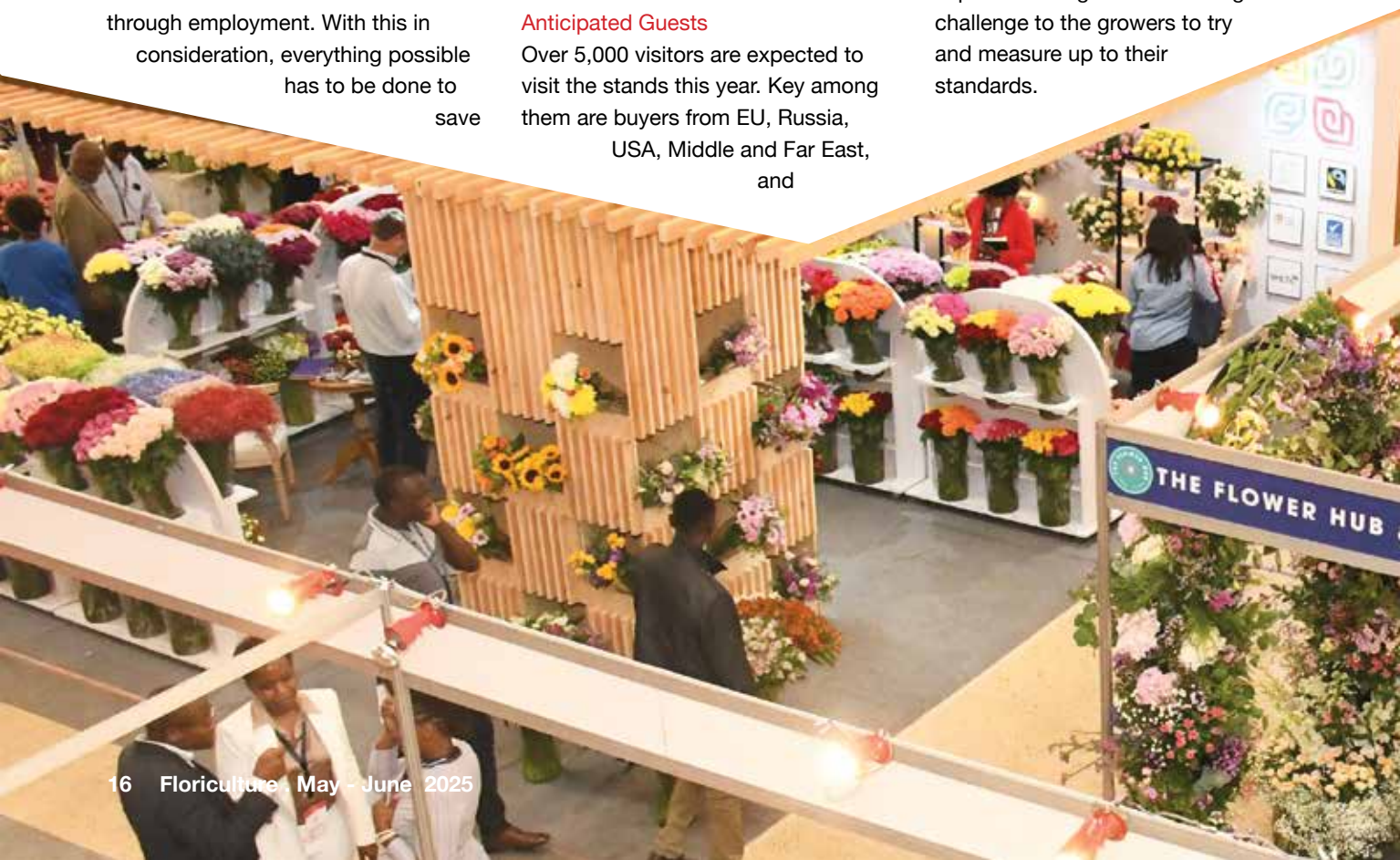
Over 5,000 visitors are expected to visit the stands this year. Key among them are buyers from EU, Russia, USA, Middle and Far East, and

China. In addition a retinue of dignitaries who are expected to explore newer business frontiers on which they can anchor some investment will attend.

Exhibitors from Ethiopia, Zambia, Zimbabwe, Uganda, Rwanda, 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.

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.



Adequate Preparation

Preparing to exhibit at IFTEX in today's climate can be expensive, so it is increasingly crucial to use it effectively. This requires careful planning, purposeful engagement and precise follow-up. Investing in a complete event strategy will help you maximize the benefits of your visit and ensure that you leave the event with valuable connections, knowledge and opportunities for your business. IFTEX is a bustling hub of opportunity, and although it only lasts a two days, preparation starts weeks to months in advance. Exhibitors can make the most by effectively preparing, actively engaging during the show, and implementing strategic follow-up afterward.

Setting clear objectives and creating a well-thought-out plan before the trade show is crucial. Start by familiarizing yourself with meeting

locations available at list and schedule. that align with your reach out in advance in their calendars. resources wisely make the most of

Networking is aspect of IFTEX. collect business Instead, engage conversations, ask to their pain points, and experiences on these connections can open doors and create lasting relationships in your industry. There is always need to re-evaluate your preparations, execution and follow-ups and look for ways to make the whole experience more seamless before the event.

Great Presentation

In the flower sector, we are collectively very good at sharing information – we do it all day, every day. But is that sticky enough? Does that convey the why of what we do? Last time I checked, customers or potential customers often make emotional decisions when we ASSUME they make decisions based on logic and information.

I use a very simple “overlay” when helping clients communicate effectively and it is based on AUDIENCE / MESSAGE / CHANNEL. Clearly understand who you are trying to speak with and be as specific as you possibly can, be clear on what you want to say specifically to them and then, and only then, decide what platform is the best way to get that message to them. Making a connection is critical to generating your audience's listening... if you share critical buying information but have not created that person's listening to hear you as a trusted source of information, it will not be heard the right way or not heard at all.

Follow Up

Event strategy doesn't end with the event. After the trade show has concluded, it's essential to follow up promptly and with care. Send personalized follow-up emails, connect on professional platforms like LinkedIn, and schedule meetings to maintain and strengthen the relationships you've established. This step is crucial for turning initial interactions into valuable, ongoing partnerships.

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.

the venue, the exhibitor Identify the organizations business goals and to schedule meetings Prioritize your time and to ensure that you your visit.

a fundamental Don't just cards aimlessly. in meaningful questions, and listen and share insights

topics. Building purposeful





Recent Developments in Postharvest Practices

latest innovations transforming floriculture, such as modified agricultural techniques, soilless growing, biotechnology, nanotechnology, blockchain, precision farming, and postharvest advancements.

Enhanced cultivation methods

Cultivation strategies like greenhouse farming, vertical agriculture, and integrated farming are increasingly favoured for their effectiveness in resource utilization and their ability to meet consumer demands. Soilless farming methods, including hydroponics and aeroponics, offer benefits in terms of water and fertilizer consumption while promoting high-quality flower production with a lower environmental footprint.

Improving flower characteristics and preserving postharvest quality

Biotechnology and genetic engineering, which involve tissue culture and molecular breeding, are transforming the industry by enhancing flower characteristics such as colour, disease resistance, and the durability of flowers postharvest. Nanotechnology, through its applications in flower preservation and disease management, is extending shelf life and decreasing reliance on chemical treatments. Blockchain technology is promoting transparency and traceability within the supply chain, while precision agriculture tools, including AI and IoT, are fine-tuning growing environments for improved yield and quality. Ultimately, advancements in postharvest technology are lengthening the vase life of flowers, reducing waste, and enhancing their market appeal.

Post-Harvest Innovations

Postharvest technology plays a crucial role in sustaining the



The floriculture sector, an essential part of ornamental horticulture, has experienced notable progress in improving sustainability, productivity, and quality. This review article examines the

Within the Floriculture Sector

quality and freshness of produce from harvest until it reaches consumers. The primary objective of postharvest preservation is to prolong the vase life of cut flowers while enhancing their market quality.

Various methods exist to prolong the lifespan of flowers and ensure their preservation, such as:

- ethylene action inhibitors,
- growth regulators,
- floral preservation treatments,
- temperature management, and
- flower dehydration.

Harvest timing

A significant factor affecting the lasting quality of flowers is the appropriate timing of harvest based on the delivery distance. Utilizing sucrose in a pulsing solution or as part of a vase solution can delay the aging of cut flowers by either enhancing water balance and energy or by reducing ethylene production.

Water quality

Techniques such as reverse osmosis and UV sterilization enhance the quality of water used in flower maintenance, as water quality is crucial for extending the vase life postharvest.

Temperature control

Storing flowers at lower temperatures is effective for reducing carbon dioxide

levels and ethylene production; however, for temperature-sensitive flowers like bird-of-paradise, heliconia, and orchids, storage below 10-13°C must be avoided due to severe tissue discoloration.

Plant hormones and ethylene inhibitors

The application of plant hormones, such as treating roses with 1-mM GA3, has been shown to curb the onset of postharvest diseases by preventing senescence-related changes. Similarly, Benzyl adenine (BA) has enhanced the vase life of *Anthurium andraeanum*, *Heliconia psittacorum*, *Heliconia chartacea*, and *Alpinia purpurata* by 1.5-2.5 times. Additionally, the implementation of ethylene inhibitors like Rhizobitoxin analogs, such as Aminoethoxyvinylglycine (AVG) or Aminoxyacetic acid (AOA), can prolong the vase life of orchids (Costa *et al.*, 2021).

Innovations in postharvest technologies reduce waste

Consequently, key factors influencing the regulation of cut flower senescence include handling conditions, environmental factors, plant hormone activity, carbohydrate levels, and water relations. Innovations in postharvest technology are enhancing the quality and longevity of cut flowers while also contributing to waste reduction and improved sustainability within the floral sector.

Financial and technical challenges

Despite the promising advantages, hurdles such as high expenses and the necessity for technical knowledge impede the widespread implementation of these technologies.

Ongoing collaboration among scientists, growers, policymakers, and consumers is crucial for addressing these challenges and ensuring a sustainable and profitable future for the floriculture industry.



The Role of a Customs Broker in Freight Shipping



International shipping usually requires navigating various regulations, documentation, and possible obstacles. Ensuring compliance with trade regulations and determining duties and taxes can be daunting for those without expertise. This is where customs brokers come into play — as reliable professionals ensuring the efficient and lawful clearance of your freight through customs.

What is the function of a customs broker?

A customs broker acts as a partner for the legal import and export of goods. They are certified professionals who facilitate the transport of goods across international boundaries by overseeing the customs clearance process. They confirm that your shipment adheres to all relevant laws, tariffs, and taxes, enabling it to cross borders smoothly.

Licensed customs brokers serve as intermediaries between shippers and customs authorities, assisting businesses in avoiding expensive delays, fines, or legal complications. Each nation enforces its own customs

authority, implementing specific trade regulations, duties, and processes in accordance with national policies.

They can represent individuals, companies, or freight forwarders to optimize international trade functions. In addition, within the European Union (EU), there is a collaborative network of national customs administrations functioning within the EU Customs framework, adhering to unified regulations, including standardized tariffs for goods imported from outside the EU.

What functions do customs brokers perform, and what services do they provide?

Customs documentation and declarations are fundamental to their roles, but customs brokers also provide supplementary services focused on achieving seamless, compliant, and effective customs clearance. These generally entail:

Customs declarations and clearances

Managing all necessary paperwork and processes to successfully clear goods through customs for both

importing and exporting.

Goods valuation and classification

Verifying that goods are accurately classified with the correct HS codes for proper taxation and compliance. Trade compliance audits: Examining shipping and trade records to detect and correct compliance concerns while offering updates on new regulations.

Freight coordination

Collaborating with third-party logistics providers to ensure smooth movement of goods from start to finish.

Customs bonds

Assisting in obtaining this vital financial document, which serves as a guarantee between the importer, customs authorities, and a surety company, ensuring that the importer fulfills their obligations, including payment of relevant duties, taxes, and penalties.

Specialized handling

Offering customs knowledge for the transport of high-value,

perishable, or regulated items such as pharmaceuticals, food, and electronics.

Tariff and duty calculations

Precisely assessing applicable duties, taxes, and tariffs, as well as utilizing relevant trade agreements and programs to eliminate duties on products imported from qualifying beneficiary nations.

What part does a customs broker play in international trade?

Global trade extends beyond merely transporting goods from one location to another. Each country enforces its own import and export regulations that must be adhered to.

Additionally, tariff rates are subject to frequent changes. Minor mistakes, like selecting the incorrect HS code for a product, can result in costly penalties or significant delays at customs.

Customs brokers excel in navigating these complicated, cross-border customs clearance challenges. Their

knowledge is invaluable for businesses wishing to concentrate on their core functions without being overwhelmed by regulatory and trade compliance responsibilities.

Can a customs broker assist if regulations change unexpectedly?

Absolutely. Customs brokers monitor changes in trade policies, tariff rates, and documentation requirements in real-time. If any new regulations emerge, your broker will provide guidance, ensuring your shipments continue to flow smoothly.

Do I need a customs broker?

If your company is involved in the import or export of goods, employing a customs broker can significantly benefit your operations. Here's why:

Handling customs clearance internally can be unpredictable and potentially costly.

Without a customs broker, you must undertake the responsibility of researching intricate regulations, accurately classifying products, and keeping up to date with any new regulations.

For those lacking expertise, this can lead to expensive errors, such as using an incorrect tariff code or neglecting to obtain a necessary certificate. Additionally, such mistakes can incur heavy financial implications, including penalties for non-compliance, incurring unnecessary duties that could have been avoided, or in extreme scenarios, facing legal action. Moreover, beyond immediate financial burdens, these oversights can disrupt supply chain efficiency, harm your reputation, and interfere with crucial delivery schedules.

Misdeclaring goods or failing to meet customs standards can result in fines assessed as a percentage of the goods' value, supplemental import duties, and, in severe instances, the confiscation of shipments.

In the long run, the associated risks and compounded consequences can far exceed the cost of hiring a licensed customs broker to prevent such problems.

Benefits of using a customs broker *Here are circumstances when and reasons why you may require a customs broker:*

Navigating intricate regulations and ensuring adherence: Customs legislation and trade rules can be complicated and are constantly evolving. If you are not familiar with the requirements, a customs broker will



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MAINSRING[®]

AND THE ATTACK STOPS

The brand new insecticide for the floriculture industry that is fast acting, broad-spectrum and IPM compatible

Mainspring[®] is effective and controls thrips and caterpillars in hard to reach places offering you consistent and reliable control.



Friendly

- Safe for the crop
- Can be easily integrated with natural enemies



Unique

- Fast acting and broad-spectrum coverage based on cyantraniliprole
- Useful tool for managing resistance



Reliable

- Stops the damage within a few minutes of application
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guarantee precision and compliance at every stage.

Expertise in HS classification

Misclassifying freight can lead to substantial penalties. Brokers ensure that goods are accurately classified using Harmonized System (HS) codes, thus optimizing expenses.

Reducing delays

Brokers manage documentation, submissions, and correspondences with customs authorities to hasten clearance, thereby averting potentially pricey delays at customs.

Cost optimization

Dealing with customs paperwork can consume a lot of time, which translates into additional costs. Customs brokers also assist you in identifying potential savings by ensuring precise classification of goods, accurate valuation, and appropriate duty/tax calculations. Furthermore, they enable businesses to take advantage of trade agreements and duty exemptions while avoiding penalties associated with misfiled paperwork or missed deadlines.

Risk management and reduction

Errors in customs compliance can disrupt your supply chain and tarnish your reputation. A licensed customs broker mitigates risks by proactively identifying and resolving compliance concerns.

Handling specialized shipments

If you are transporting regulated, high-value, or time-sensitive goods such as pharmaceuticals or perishable foods, brokers offer the requisite expertise to navigate the added complexities of such shipments.

Most crucially, collaborating with a customs broker provides you with assurance and peace of mind.

Instead of fretting over whether you've overlooked a vital update or misinterpreted a regulation, you can take comfort knowing that a professional is managing the process.

How to select a customs broker?

Not every customs broker is the same. Finding the right partner involves considering several aspects that match your business's objectives and operational scope. Here are some factors to evaluate when choosing a customs broker:

Accreditations and qualifications

Seek brokers certified by recognized bodies in your target markets. For instance, the Customs-Trade Partnership Against Terrorism (C-TPAT) certification in the US signifies a dedication to secure and compliant trading practices. Likewise, in the EU, the Authorised Economic Operator (AEO) program serves as a crucial certification, delivering customs simplifications and security-related advantages.

Experience in particular regions or sectors

Knowledge is frequently specific to geography or industry. A broker with a solid history in Asian markets may be the right choice for imports/exports from China, while another specializing in perishable goods could be the best fit for agribusiness exporters.

Digital resources and technology

Whether it involves real-time

tracking, predictive analytics for duty optimization, or seamless connections with national customs systems, a broker's technological capabilities can greatly enhance efficiency and transparency while streamlining your clearance processes.

Global reach with local expertise

International brokers who possess an extensive global presence and local knowledge can quickly tackle unexpected challenges or regional policy shifts. They comprehend specific local customs protocols, cultural nuances, and language barriers that might disrupt a well-organized shipment.

Forward-thinking guidance and industry insights

The most effective customs brokers do more than just respond to changes; they anticipate them. They keep you informed on new trade regulations, notify you of

impending HS code updates, and offer strategic advice to enhance your supply chain well before any customs-related delays occur.

Dedicate time to assess brokers on their expertise, technological capabilities, and global footprint to confirm they meet your business requirements. Aim for experienced, reliable, and long-term partnerships that can streamline your import-export processes.

Courtesy: Maersk Customs Services



Misdeclaring goods or failing to meet customs standards can result in fines assessed as a percentage of the goods' value, supplemental import duties, and, in severe instances, the confiscation of shipments.

Celtic Cooling Continues its **Path of Independence, Innovation, and Quality**

In 2024, Celtic Cooling reaffirmed its commitment to independent growth and excellence in the cooling industry. Staying true to its mission and values, the company continues to strengthen its market position across Africa and beyond.

“We want to assure our clients and partners that Celtic Cooling is in a strong position to continue our growth independently. We remain focused on our goals and are excited about the future,” says the company’s Managing Director.

Echoing this commitment, Nelson Okoth, General Manager of Celtic Kenya, adds: “We will continue to focus on delivering exceptional products and services to our clients, as we have consistently done over the years. Our dedication to innovation, sustainable growth, and maintaining the highest standards of quality and customer service remains unwavering.”

Specialties

Celtic Cooling specializes in the design and installation of bespoke refrigeration and freezer systems, air conditioning solutions, and fully integrated turnkey installations. The company serves clients across a wide range of industrial sectors, both in the Europe and internationally.

At the heart of Celtic Cooling’s approach is a commitment to building long-term relationships. The team takes pride in understanding each client’s needs and delivering solutions that not only meet expectations—but anticipate them.



Maintenance

Vision

Celtic Cooling believes that the best installation is one that performs exactly as intended—creating the perfect environment for the product. That is the company’s guiding principle.

To achieve this, Celtic Cooling stays fully aligned with the latest international legislation and regulations on refrigeration technologies. It delivers energy-efficient, environmentally responsible solutions and offers expert guidance on refrigerant selection and available subsidies. All required expertise is available in-house, backed by a team of highly skilled and motivated professionals with extensive experience in the field. These strong foundations enable the company to consistently deliver high-quality, future-ready installations.



Tailored solutions



Remote temperature control with real time data access

Cooling with Care

Celtic Cooling provides sustainable cooling solutions tailored to each individual situation, with a strong focus on flowers, fruits, vegetables, logistics and pharma. The company believes every client deserves exceptional support—and works tirelessly to deliver on that promise.

“When clients choose to work with our team, they are consistently choosing quality and excellence.

Customer service is at the heart of everything we do,” says Alice Njau, Sales Representative. With over two decades of experience, Celtic Cooling designs and builds cold rooms and freezers customized to each client’s specifications. The team has the expertise to manage projects of any size or complexity, and prides itself on rapid response times and long-term reliability.

“We are available 24/7 for breakdowns—we’re just a call away,” adds Njau.

Flexible payment plans are available, making Celtic Cooling accessible to both small-scale farmers and large commercial operations. Clients include Flamingo Horticulture, Sian Roses, Mzurrie Flowers, and Africa Flight Services.



Precooling

Meet Us at IFTEX 2025

Celtic Cooling invites all to its stand number **G1.17** at the **International Floriculture Trade Exhibition (IFTEX) 2025**, from Tuesday, June 3rd to Thursday, June 5th at the Oshwal Center in Nairobi, Kenya.



3D PROJECT MODELING



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FLOWERS



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www.celtic.nl

Impact of Labelling on Consumer Purchase Decision



Labels play an important role in influencing consumer purchase decisions, particularly for flowers, fruits and vegetables. By providing important information about quality, origin, organic certification, nutritional benefits and sustainability. Effective labelling enhances consumer connections and builds confidence in your product. Visually attractive and transparent designs are key to being more competitive, increasingly healthy and environmentally conscious markets.

As perceptions of health and environmental impacts continue to grow, whether fresh fruit or plant-based factors, have become a critical factor in consumer choice. A well-designed label is not just simple information, but the final decision about where to buy is formed directly in the perception of the product and affects the final decision.

Producers should work for quality and sustainability.

We understand that clear, beneficial and environmentally friendly labelling is essential for success in the flower, fruit and vegetable sector. Let us then examine how the design and information presented in the labels affects consumer perceptions and ultimately affects purchasing behaviour.

Perceived quality through labelling

Labels often form the first impression of product consumers. A clean, professional and visually appealing label has been built and suggests quality, but unorganized or unclear labels can undermine the reliability of the product. Important information such as harvest data and storage times improves awareness of freshness and quality, increasing the likelihood of purchase.

Production Leap: Important Shopping Factors

In a globalized world, knowledge of where products come from is becoming increasingly important to consumers. Labels that clearly indicate local or regional origin can create a sense of connection and have a positive impact on your purchasing decision. Many consumers are currently looking for products that support the local economy and have a lower ecological footprint.

Organic Certification: appeals to conscious consumers

The growing interest in organic and sustainable products has created certifications such as Kenya Flower Council and Fair Trade in modern product labelling. These certifications not only reflect responsible farming practices, they also build trust in consumers who value sustainability.





Research shows that many people are willing to pay more for such certified products, highlighting the importance of packaging.



Transparency is a growing expectation for consumers. Buyers are looking for labels that clearly disclose information about origin, agricultural methods, ingredients and conservation practices. Labels that emphasize pesticides will be more resistant to environmental audiences where agriculture or ecological obligations are.

Nutritional information: Added value to health consumers

With the increased awareness of health, the demand for clear nutritional information is also increasing. Labels highlighting health benefits such as high vitamin content, fibre and lack of additional sugar can be a critical factor for many buyers. Claims such as “Vitamin C-rich” and additional sugar not only attract health-conscious consumers, but also improve the brand’s image of transparency and quality.



Visual Design: Tools for Attractions

Label visual design plays an important role in product recognition. Elements such as colour, typography, and graphic style can establish emotional connections with consumers. Natural colours like green and yellow are reminiscent of freshness and health, while clear, easy-to-read fonts build trust. Including images of the product or its ingredients also increases visual appeal.

Labelling as a bridge to consumer commitment

labelling is more than just a legal requirement. This is a strategic opportunity to develop permanent relationships with consumers. A well-designed label that matches the value of the consumer will show a leap of the product, highlighting nutritional benefits, and reliable certifications can make a big difference to the sales stand.

A well-designed label is not just simple information, but the final decision about where to buy is formed directly in the perception of the product and affects the final decision.

Transparency: Modern labelling Fundamentals

FLiPPER® is the **New Weapon** Against Thrips, Mealybugs and Spider Mites

Inspecting the underside of a rose leaf, George Kopf of Interplant in Naivasha, half-expects to find the signs of wanton damage by spider mites. However, for the first time in weeks, the leaf is clean. “No chemical smell, and the results speak for themselves,” he says, smiling.

Like many growers across the horticultural industry, George recently began using Bayer’s newly launched bioinsecticide-miticide, Flipper, joining the growing shift toward sustainable pest control.

Flipper is launched

Bayer East Africa recently launched FLiPPER®, an innovative biological insecticide, at Interplant Roses in Naivasha. The event brought together flower growers and key industry stakeholders to discuss critical pest challenges and explore sustainable solutions. Among the topics addressed were thrips, mealybugs and spidermites with Bayer presenting FLiPPER® as an effective, organic option for Thrips, Mealybugs and spider mites management. Topics touching on nematodes and False Codling Moth (FCM) were also tackled by Nem Africa and Kenya Plant Health Inspectorate Services (KEPHIS) respectively.

This came as a timely breakthrough because growers across the region are facing mounting pressure from both pests and policy. Global export markets are tightening restrictions on

chemical residues, demanding safer and more sustainable production practices.

“Synthetic pesticide resistance is on the rise, and export markets are tightening rules on chemical residues,” said George Momanyi of the Kenya Plant Health Inspectorate Service (KEPHIS). Noting, “Profitability does not have to come at the cost of sustainability.”

Bayer’s FLiPPER is a timely response and equal to the challenge. A residue-free solution, approved for organic farming.

What is FLiPPER®?

FLiPPER® is an innovative bio-insecticide and miticide whose active substance is derived from extra-virgin olive oil production. It offers growers a sustainable solution for controlling key pests in fruit and vegetable crops while ensuring the safety of crops, users, pollinators, and beneficial insects. The product is registered across the European Union (EU), exempt from EU maximum residue limits (MRLs), and approved for organic farming.

How FLiPPER® Works

FLiPPER® is a biological insecticide that acts upon contact with the pest’s body, effectively targeting all growth stages of thrips, mealybugs, and spider mites in roses. Its active



ingredient, Fatty Acids Potassium Salts (479.8 g/L), works by penetrating the external layers of the target pest and reaching the cell membrane through its lipophilic carbon chains.

Once inside, the unsaturated portion of the carbon chains binds with vital cell components, disrupting membrane fluidity and overall cell functionality. This interference affects the feeding activity of phytophagous insects, ultimately leading to their mortality. Additionally, FLIPPER® can obstruct insect trachea, further disrupting respiration and enhancing its insecticidal effect.

FLIPPER® provides highly effective control of thrips, mealybugs, and spider mites at all growth stages, making it an essential tool for rose growers seeking reliable pest management. It is gentle on pollinators, including bumblebees and honeybees, as well as beneficial insects and mites, thus it's a sustainable choice for pest control.

"The product is relatively easy to use as it is safe for the applicator and pollinators with visible effect a few days after application," testified George Kopf, who tested it in the field.

FLIPPER® is also ideal for integrated spray programs and works effectively alongside conventional crop protection products such as Sivanto Prime and Movento 48 SC.

Application Guidelines for Optimal Performance

To maximize efficacy, proper application is essential. At the first signs of infestation, it is advisable to apply a foliar spray with enough water to thoroughly wet both the pests and the host crop, ensuring complete coverage of the upper and lower leaf surfaces for maximum effectiveness. Since the product works

on contact, it is essential to reach all target pests directly.

Sprayers should avoid spraying plants with curled leaves when possible and ensure creeping vegetation is well treated. FLIPPER® leaves no residual activity, so efficacy should be assessed not earlier than 72 hours after application. If pest pressure remains high, repeat treatments may be necessary, with a maximum of three consecutive applications at seven-day intervals, always following the recommended rates and guidelines.

Proper Handling of FLIPPER® in Hard Water

Hard water contains calcium, magnesium, and other metallic ions that can interact with FLIPPER®, forming largely insoluble salts. This reaction may cause the solution to appear milky or develop scum. In cases of extremely hard water, a heavy precipitate may form, potentially reducing the effectiveness of the product.

To prevent this, always add an approved water conditioning agent before mixing FLIPPER® with hard water. This step helps maintain the product's full activity and ensures consistent crop safety in the spray solution.

Bayer's introduction of FLIPPER® which is an organic, residue-free solution, provides growers with an environmentally friendly alternative that aligns with global agricultural trends. This product is set to play a crucial role in enhancing flower production while maintaining ecological balance as industry players embrace innovative pest control strategies.

Flower growers can easily access it through Elgon Kenya.

Meeting Consumer Expectations in Crop Protection

In a recent special meeting by Kenyan growers to discuss “European Market” the issue of voluntary strategic business decision by some pesticide manufacturers not to renew some active ingredients in the EU cropped up. The meeting focused on EU pesticide regulations and the central role of Kenyan agrochemical companies in facilitating market access. Discussions covered the EU plant protection products approval process, non-renewal in EU and how to mitigate the transition.

Impact of Non-Renewal in European Union

For the last three years we have seen a number of pesticide manufacturers voluntarily making strategic business decisions not to renew some active ingredients in the EU. Their decision is more of commercial than scientific considering the expenses involved. Despite an assurance that growers will continue to access and use the products, the issue of market access was key. “We do not expect any impact on EU MRLs, we expect the Codex MRLs and import tolerances for crops with Codex MRLs available to be maintained to enable trade”, one speaker said. But the growers argued that some markets will ban the use of the products because they are not registered in the EU.

Commercial value

In a heated debate, growers expressed regret over some of the companies’ management decision not to support the renewal of



the products in EU. They said the decision was suicidal for most flower growers whose market is the EU. "If it disappears from the shelves in the EU, most supermarkets will remove it from their list of approved products," one grower said. He added, "We don't decide what we use, the market decides and any product not registered in the EU will automatically lose its approval. It's suicidal because there are no or very few other products to replace them in the market.

It was agreed that the manufacturers should use their presence in the EU and engage with supermarkets and other stakeholders to address grower concerns and ensure that growers are not affected by the decision not to support the extension of the registration approval in the European Union.

The meeting was attended by growers, government regulators, agrochemical companies' representatives, industry regulators and other stakeholders

Call for science-Based Regulations to Improve Trade

Growers argued that regulatory system of one country can stifle innovation in another when it comes to exporting. Growers often export to countries or markets with complex regulatory frameworks, even if those systems are influenced by political agendas. Unfortunately, these governments and markets frequently establish non-scientific barriers that hinder the adoption of essential technologies. These technologies are crucial for addressing pressing issues like sustainability and climate change. As a countermeasure, markets impose

contractual obligations on growers, restricting them from certain pesticide use.

This can create a significant commercial impact where growers hesitate to invest in necessary pesticides if it risks rendering their produce unmarketable. Despite the fact that these technologies are vital for safeguarding crops from

All governments should aim for regulations grounded in science and evidence. If this fails, governments in exporting countries should bolster infrastructure and programs that expedite the establishment of commodity channels suited to politicized and restrictive foreign markets. Furthermore, the actions of lobbyists and activists should not unfairly disadvantage pesticides by mischaracterizing products without a science-based rationale.

pests, diseases, and weeds without harming consumers. The result is a limited availability of market approved pesticides until specific foreign approvals are granted, even if those regulatory systems are politicized.

Such a system can lead to severe market distortions. For instance, consider a grower exporting horticultural products to both Germany and the United Kingdom. If Germany restricts a specific molecule while the UK allows it, the grower faces a dilemma. The molecule permitted in the UK might be banned in Germany, and vice versa. This can also lead to a scenario where the only molecule acceptable for both markets is prohibited altogether in Kenya.

What does this mean for the grower? They may find themselves forced to choose one market, leading to significant waste of their produce. This not only results in job losses and reduced government revenue, but also pushes pesticide manufacturers out of the market. Navigating politicized and non-scientific regulated export regulations becomes increasingly challenging for growers. Ultimately, this discourages them and consumers from embracing new technologies and stifles investment in innovation across the board.

Pesticide Regulatory Landscape

Crop protection experts argued that regulatory environment is marked by two primary trends: an increasing demand for safety data and intensified international harmonization efforts. A major challenge for the industry is the expensive registration and

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re-registration program aimed at ensuring that older, widely used products comply with contemporary environmental and safety standards. However, the ongoing trend of regulating based on non-scientific criteria, such as the precautionary principle, remains a significant concern. Proponents of this principle advocate for a zero-risk approach, often overlooking the reality that absolute safety is unattainable.

Government officials in the meeting argued that this has seen notable shifts in public policy that are shaping the agricultural landscape. Most governments have integrated environmental considerations across all policy domains, with sustainability and greening now central to agricultural and crop protection frameworks. As the global consumer demands continue to evolve, crop protection regulations are also adjusting. Over the past decade, the social, political, and regulatory climates affecting the crop protection industry have grown increasingly intricate, necessitating business adaptations.

The industry has become increasingly attuned to public policy matters. It recognizes the goals of policies related to the environment, consumer interests, and agriculture as integral to societal progress, rather than viewing them as obstacles. This awareness is factored into strategic planning and product marketing efforts.

What Is the Role of Governments?

All governments should aim for regulations grounded in science and evidence. If this fails, governments in exporting countries should

bolster infrastructure and programs that expedite the establishment of commodity channels suited to politicized and restrictive foreign markets. Furthermore, the actions of lobbyists and activists should not unfairly disadvantage pesticides by mischaracterizing products without a science-based rationale.

Understanding Pesticides

In summary, pesticides concentrates serve as formidable allies in the fight against pests, thanks to their concentrated formulas and diverse action modes. Understanding the scientific principles behind insecticide concentrates allows us to make informed choices when selecting and using these solutions for effective pest management.

Conclusion

In the pursuit of sustainable agriculture, it's clear that crop protection will continue to be a dynamic field ripe with innovation for years to come. The integration of conventional chemistry with genetic technology will likely speed up this evolution, especially as we acknowledge our responsibility to adapt to a complex political landscape. The industry is already navigating these waters by implementing proactive measures. One noteworthy initiative is Integrated Crop Management (ICM), which focuses on balancing environmental sustainability with economic viability, addressing the needs of both consumers and the community.

Moving forward, it's vital to enhance public understanding and acceptance of the essential role that crop protection plays in contemporary farming. Here, plant pathologists can

play a significant role by advancing disease management and effectively communicating the importance of their work to consumers and the NGOs representing them. Ultimately, fostering teamwork and collaboration will be key as we strive for broader consensus on these important issues.

Background

In today's industrialized society, individuals play two key roles: as consumers and as citizens. On one hand, consumers are focused on the safety, pricing, availability, variety, presentation, and quality of what they consume. These factors impact demand variably, influenced by personal culture and social status. On the other hand, as citizens, people are increasingly vocal about how what they consume is produced. In market place, there is a strong push for sustainable farming practices, with a growing demand for taxpayer funds to support environmental initiatives instead of simply providing farm subsidies. This creates a challenge for farmers, regulators, policymakers, consumers, advisors, retailers, and the crop protection sector to balance these conflicting needs.

Looking ahead, we anticipate a trend towards greater specialization in the use of crop protection products. Recommendations for their use will be tailored to meet specific quality demands and retailer standards. This will involve more voluntary agreements and detailed contracts outlining required inputs, focusing on quality beyond just appearance—such as storability—as well. The commitment to safety and sustainable production will likely make traceability from the farm to the consumer a common practice.





HUWA-SAN: CULTIVATE FLOURISHING EXCELLENCE


DISINFECT

Horticulture

If you aim to create flowers and indoor plants of the highest quality, inhibiting the growth of harmful pathogens is highly important. Microorganisms such as Botrytis, Cladosporium, Xanthomonas and Erwinia can cause tremendous damage to the plants and reduce the marketable yield enormously. Therefore, it is indispensable to integrate a highly effective disinfectant in your integrated pest management plan to kill these pathogens.

THE CHALLENGE

A group of floricultural growers (Carnations - Osteospermums - Succulents - Hedera - Scabiosa) in Kenya were suffering from economical losses due to infections with pathogens such as *Botrytis*, *Cladosporium*, *Xanthomonas*, *Fusarium* and *Erwinia*. More than 40% of their yield was lost, especially during the rainy season when pathogens are thriving. Controlling these outbreaks is top priority for this group.



THE BENEFITS

- » Increased marketable plant yield
- » Highest quality plants
- » No further spread of diseases
- » Recycling of growing media

RECOMMENDED PRODUCT


 Advanced water
hygiene


Oxygen rich water


 No harmful
residuals

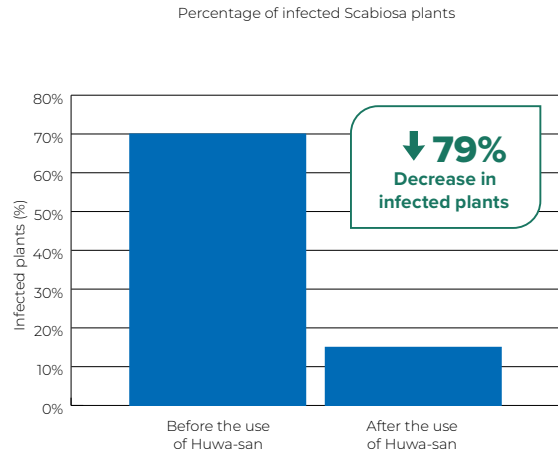
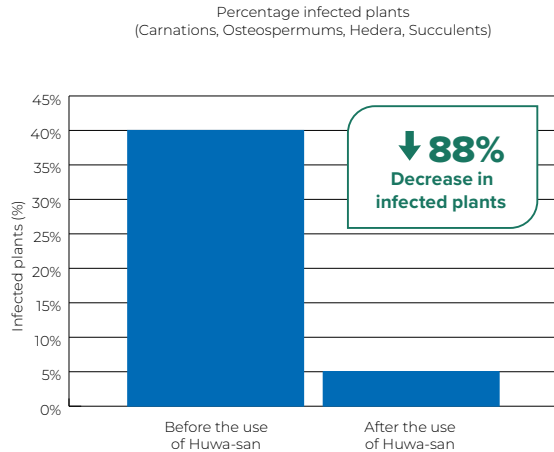

Biofilm removal

OUR SOLUTION

Our technical experts in the field designed a multifactorial solution for these farms aimed at eliminating the pathogens at every level. Before implementing the suggested adjustments the lines needed to be flushed weekly.

1. Disinfecting the growing medium before planting:
 - a. 2-4% **Huwa-San TR-50** was dosed via the drip line on growing medium consisting of soil or consisting of pumice and soil
 - b. Pumice bags were drenched in 200 ppm **Huwa-San TR-50**
2. Disinfecting floors, tables and surfaces
 - a. After a thorough cleaning cycle, they disinfected all surfaces with 6% **Huwa-San TR-50**
3. Disinfecting tools
 - a. Harvesting knives were soaked for 5 seconds in a solution containing 4% **Huwa-San TR-50**
4. Disinfecting the irrigation system
 - a. 20 ppm **Huwa-San TR-50** was continuously dosed in the irrigation water
 - b. Once every month, the water systems were flushed with 1% **Huwa-San TR-50** as a shock treatment

These measures resulted in a reduction of 88% in infected plants, and thus increased the marketable plant yield extremely. Moreover, due to the flushing and continuous dosing build-up of algae and biofilm was prevented resulting in unclogged drippers. All farms within the group decided to implement these measures in their biosecurity protocol.



CONCLUSION

Utilising **Huwa-San TR-50** across various levels, such as disinfecting surfaces, irrigation water, and growing media, has proven to be a remarkable strategy in managing numerous detrimental pathogens, mitigating significant losses. Implementing these measures resulted in 88% (79% for scabiosa) fewer infected plants. Switching from weekly flushing to continuous dosing also greatly reduced the number of flushings per year (77% less flushings), resulting in a yearly reduced product- and labour-cost.

The integration of robust disinfection measures into your biosecurity protocol contributes to an enhanced farm profitability.



Huwa-San is a biocide and subject to certain laws and regulations per country. As a result, in some countries, our full range isn't available. Please contact us for more information on our registrations. Use biocides safely. Read the label carefully before usage.



Fairtrade Flowers are Equitable for All

Around the world, flower shops and retailers get ready for the busiest seasons of the year. However, each colourful flower has a backstory that honours equitable pay, secure working conditions, and environmental preservation. The beauty of flowers is being extended to the lives of those who grow them thanks to Fairtrade International. At a recent product launch, *Floriculture Magazine* interviewed a Flower Farm Manager to learn more about the history of the Fairtrade movement, how Fairtrade certification is transforming the flower industry, and why Fairtrade flowers are a double-edged sword.

Give Us a Quick Overview of Fairtrade?

In response to the hardships faced by Mexican coffee growers following the collapse of global coffee prices, Fairtrade marking was first introduced in the 1980s. The establishment of the first Fairtrade certification label by a Dutch development agency was largely influenced by this price drop. In 1989, the first Mexican 'Fairtrade' coffee showed up in Dutch supermarkets. In honour of a mythical Dutch figure who resisted the exploitation of coffee workers in Dutch colonies, it was given the name Max Havelaar. Since then, Fairtrade has grown to include a variety of goods, such as flowers and plants, as well as several programs and projects that try to better the lives of underprivileged farmers and labourers throughout supply chains.

What does having a Fairtrade certification mean?

Sustainable development and fair commerce are the goals of Fairtrade, particularly in developing nations. Fair prices, good working conditions

for employees, environmental preservation, and the Fairtrade Premium which benefits both workers and their communities are the main points of emphasis. However, what does it really mean to be Fairtrade certified? A producer organisation or trader that has earned Fairtrade certification has had an independent certifier verify that the social, economic, and environmental requirements of the Fairtrade Standards are being fulfilled. When fundamental standards are broken, the certifier has the authority to suspend or decertify a producing organisation or trader. But the main goal is to provide Fairtrade farmers with the chance to resolve any concerns and get better over time.

Fairtrade Premium: What is it?

What makes Fairtrade unique is Fairtrade Premium. Workers can invest the Premium, which is an additional sum of money on top of the stem price, however they see fit. This could involve creating local initiatives and enterprises as well as necessities like housing, healthcare, and education. The most recent data shows that Fairtrade certified flower and plant growers made over €7.3 million in Premium in 2023. This indicates that these monies helped over 75,000 workers and their communities. According to a recent Fairtrade study, Kenyan flower workers benefited economically from the Fairtrade Premium to the tune of almost €107 annually.

These advantages provide significant financial help, especially for female employees. Workers who make less than the standard living wage of €2,808 are supported by the Premium. Retailers and flower buyers who

choose to acquire flowers on Fairtrade conditions are helping workers free up more of their pay to be utilised for other important spending while also providing more flower workers with much-needed economic and social advantages through the Fairtrade Premium. It benefits both parties.

How would you rank its advancement?

There are many obstacles to overcome while navigating a complicated global supply chain, but Fairtrade is unwavering in its commitment to promoting change. The company is proud of its progress to date, which has only been made possible by close cooperation throughout its value chain, from manufacturers and labourers to retailers and customers.

The majority of growers take particular pride in the positive effects Fairtrade has had on workers' lives through improved working conditions and through Fairtrade Premium, which enables people to invest in projects that truly and permanently improve their communities and lives. The Naivasha Women's Hospital, which is currently Kenya's second-largest maternity referral hospital, is a prime example. Employees in Kenya's flower-growing region of Naivasha contributed their Premium funds to the construction of the hospital's maternal wing. Only the committed global network of merchants, Fairtrade certified producers, and dealers makes such initiatives feasible."



Fairtrade has also been at the forefront of living wage work as a member of the Global Living Wage Coalition, where they are creating living wage standards, raising awareness, and promoting equitable pay across a range of supply chains. The Floor Wage requirement, which was implemented in 2019 for nations without sector minimum wages, is a crucial component in the Fairtrade Standards. In nations like Ethiopia and Uganda, where it was initially enacted, this clause has resulted in salary increases of 33 to 120 percent and helps keep workers from living below the poverty line.

They continue to have a significant presence in nations that produce Fairtrade flowers thanks to our Fairtrade producer networks. This makes it possible for them to directly assist certified producers and workers in addressing the supply chain's most significant risks. Additionally, it has enabled them to carry out innovative programs on workers' rights and gender equality, which go beyond certification to support decent employment and sustainable livelihoods in the floriculture industry.

Talk about its possible future expansion.

Fairtrade flowers have been available in 14 European markets since their 2002 introduction. Traditional single-stemmed standard roses have given way to a number of flower varieties, including carnations and lilies, as well as a variety of bouquets and potted plants. Due to post-pandemic realities and economic issues in European markets, such as inflation and the conflict in Ukraine, the market has stayed steady in recent years. The percentage of volumes sold on Fairtrade terms per farm is decreasing, despite a steady rise in the number of Fairtrade certified growers. The most recent statistics indicates that 920 million Fairtrade flowers were sold by Fairtrade growers, accounting for roughly 21% of their entire flower production.

However, the high level of consumer knowledge of the Fairtrade mark indicates a great deal of room for expansion. They are encouraging merchants to carry a broad range of flowers and are collaborating with more retailers to stock Fairtrade flowers. Because Fairtrade flowers are produced by people on farms dedicated to sustainability and fairness, they also inspire customers to choose them.

Talk about the preferences of the buyer.

It is anticipated that more and more consumers will select Fairtrade flowers. Individuals are more aware of the social and environmental consequences of their decisions. Because their standards are compliant with the rules of the International Labour Organisation, workers are able to form unions and safety is given top attention. Additionally, Fairtrade flowers have a smaller environmental impact because their standards call for rigorous waste management, biodiversity preservation, and irrigation with less water usage. Additionally, particularly hazardous herbicides are forbidden. Selecting Fairtrade flowers entails more than just selecting a lovely arrangement. It is a decision to help guarantee that workers on flower farms receive fair compensation, respect, and support in bringing about significant change in their communities. One flower at a time, it is a tiny act of love that has a huge impact.



Why Does **Unpleasant News** About **Floriculture** Swoop in Like a Horde of Locusts?

Despite the significant contributions of the ornamental sector, it is still a victim of negative reporting from bloggers and the media. Well-funded and coherent campaigns targeting treaties and bilateral commitments, consumers and market outlets, as well as well-connected bloggers and media and politically globalized activist groups, continue to denigrate the sector. Their implementation path focuses on emotional vs. rational arguments. They stoke fear with simple, raw, emotional messages, not scientific facts. This was a discussion during a conference attended by all the sector's stakeholders.

The cycle of targeted misinformation and disinformation around pesticides starts by creating an issue and linking it to health. They target vulnerable people and fabricate evidence to incriminate the industry. Then they look for allies in the market, policymakers and the public, especially consumers, to elicit their emotions. They ignore scientific facts to provoke emotional arguments. They are pressuring consumers, supermarkets and other retailers to avoid Kenyan flowers. They have also exerted similar pressure on the government to enact punitive laws and ban some innovations. This negative reputation is really damaging the country.

Residues of plant protection products in food are admissible up to the legally stipulated maximum residue levels. These maximum residue levels are always set at a low level to rule out any risk to consumers.

Maximum residue levels are trade standards

Maximum residue levels serve as binding trade standards to guarantee the free movement of goods. Food and feed products may only be marketed if they comply with the established maximum residue levels. Those who commercially distribute food products to consumers are under an obligation to guarantee compliance with the maximum residue levels in the foods in question. Trading companies generally perform their own internal quality checks. The official food monitoring authorities of the federal states then conduct wide-ranging monitoring programmes to determine whether the producers comply

with the maximum residue levels and whether consumers are therefore adequately protected.

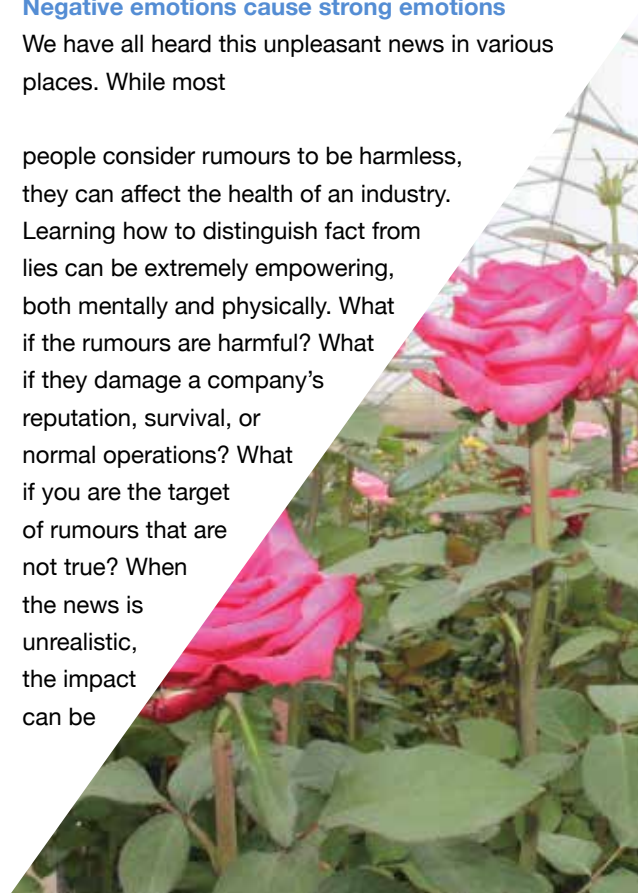
Effect

Those who are negative about the flower sector were mainly influenced by the manipulative propaganda tactics used in lobbying, rather than by their own experience or practical contact with observed reality. Many experts argue that doubt, fear and uncertainty are strategies to influence people's perceptions by spreading negative, dubious or false information. Today, not only ordinary people, but also authorities, academics and well-known experts in the development and service sectors from all over the country are subject to the spread of rumours and campaign propaganda, and are reluctant to speak out loud about the positive aspects of the flower business and its contributions to the public.

Negative emotions cause strong emotions

We have all heard this unpleasant news in various places. While most

people consider rumours to be harmless, they can affect the health of an industry. Learning how to distinguish fact from lies can be extremely empowering, both mentally and physically. What if the rumours are harmful? What if they damage a company's reputation, survival, or normal operations? What if you are the target of rumours that are not true? When the news is unrealistic, the impact can be



immediate and long-term. In most cases, an unrealistic story can shake your emotions and change your disposition.

Depending on the strength of your emotions, what story it evokes, and what reaction it provokes, it may stay with you even if you find it to be false. You may even recall these emotions when you read another article on the same subject.

All said, regardless of industry, realistic research and information gives us more power because the more we know, the more we can affect positive

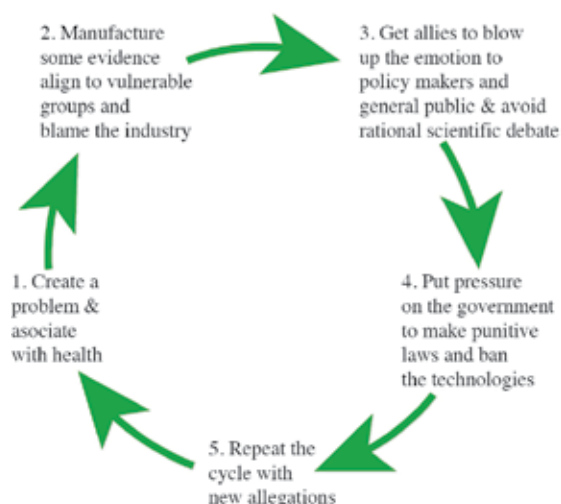
steadily contributed to the national economy for many years and is the second largest export item. It is estimated that 2.5 million Kenyans depend on floriculture, of which 150,000 people, 70% of whom are women, work on flower farms. Kenyan floriculture exported 230,000 tonnes worth US\$850,000 in 2023, contributing about 1.5% to the national economy.

With the sector grappling with issues such as the production and export of quality flowers, restrictions on pesticide use within

due to MRL exceedances PR, MLs-oculatoxin A in coffee and microbial contamination. Dr. Syanda of Kenya Plants Inspectorate Services (KEPHIS) advised growers not to source produce from unlicensed or uncontrolled farms as most of those farms use unlicensed or unapproved PPPs in the EU. He said Kephis is also concerned about PPPs where the active ingredient is not listed on the label. He called on growers to have an established food safety management system where hazards and risks related to food safety can be easily identified and managed. He warned against poor calibration of sprayers as 60% of

pesticide application errors are due to equipment calibration.

Their Strategy: A cycle of a Deliberate Misinformation/ Disinformation



change at both the industry and societal levels.

Current Status

Kenya's floriculture began in the late 1960s. The sector flourished in the 1990s with large-scale exports of cut flowers. The period after 1990 was marked by the influx of many foreign companies and impressive export growth.

Today, the floriculture sector has

the European Union, and rising freight capacity and costs, the conference sought to discuss the challenges

Market Access

Kenya is a leading exporter of cut flowers in Africa and is the largest exporter of cut roses to the European Union. Most of Kenya's flower exports are destined for the Netherlands, the heartland of the European cut flower industry. In addition to FCM, there have been other interceptions



Dr. Syanda said Kephis adopts a "system approach" that aims to minimize targeted pests and involves integrated management of all stages of production up to the point of export. This choice is determined by bilateral agreements between the exporting and importing parties. He

said growers with poor systems are at risk of restrictions and suspension of ECS accounts and export licenses.

When need be, Kephis may conduct surprise audits at the company's expense. In addition, normal routine costs will be covered and control samples will be collected for MRL testing. He said Kephis continues to educate and raise awareness about the market needs.

Kreative Roses is Dedicated to **Sustainable Practices**



Can you share a bit about your background?

Kordes Rosen & Söhne was founded in 1887 in Germany, originally functioning as a trading enterprise, but in the subsequent generation, a passion emerged to create “The Most Beautiful Roses in the World.” The family-run business is now preparing its fifth generation for leadership in an ever-evolving industry.

In the 1980s and 90s, a new era of rose cultivation began in Kenya, with Kordes Rosen leading the way due to their extensive variety offerings. The rapid growth driven by favorable climate, lower production costs, and year-round supply introduced more product diversity and increased competition within the market. Initially, propagators served as intermediaries

for breeders, producing plants and connecting with growers. In 1999, Kordes Roses East Africa was established as a subsidiary in Kenya to address the needs of growers through direct engagement.

What about Kreative Roses, how did it come about?

The next phase occurred in 2006 when Kordes Rosen launched its own farm, Kreative Roses, a company registered in Kenya; the name is derived from an anagram of Kordes Roses East Africa’s “tive.” Kreative was created to facilitate the introduction of new varieties to the market via Dutch auctions. The growth of the rose-growing sector accelerated the evolution of the flower industry not just from Kenya to East Africa and Sub-Saharan Africa, but also transformed the landscape for growers in Europe.

In 2016, the Farm was sold as the industry transitioned from introducing new varieties from breeders to the growers themselves. Consequently,

the purpose of the farm was reassessed, leading to its acquisition by one of its clients. The core mission of breeding continued, focusing on the testing and selection of new varieties. These practices persisted, with part of the original farm retained and new facilities constructed to fulfill the intended purpose.

Kreative as an organization has also had to adapt to the demands of the marketplace. The pursuit of a more environmentally and socially responsible industry has highlighted new technological advancements that have been integrated into daily operations. These challenges will persist as Kreative and Kordes endeavour to breed The Most Beautiful Roses in the World.

There is a significant global shift towards sustainable production; how have you responded to this?

Our company is committed to pursuing sustainable objectives to guarantee environmentally friendly methods of growing and producing our roses. By adopting ecological cultivation techniques and leveraging innovative technologies, we aim to reduce the environmental impact of

our operations and lead the way in sustainability within the rose industry. “Natural elegance through sustainable breeding: Our roses narrate a Green Story!”

Water rivalry with the neighbouring community has been a significant concern; how do we mitigate this?

The rooftops of our greenhouses allow for the harvesting of rainwater. This is achieved through rain gutters directed from the roofs. Via underground pipes, the rainwater is channeled into substantial storage reservoirs. The collection of rainwater helps us fulfill 40% of our yearly irrigation needs.

Altogether, we have two sizable rainwater reservoirs that gather all the precipitation from the greenhouse roofs. These two containers, with a capacity of 6 million litres, enable us to irrigate for 20 weeks without relying on borehole water.

We also recycle our wastewater. With our new UF filter system, we can treat and reuse nutrient-rich water previously utilized in our rose selection area. This process is known as “water recycling.” The water first goes through a system of sand and mesh filters before reaching the UF filter. Ultrafiltration entails the physical filtration of water through a 20-nanometer membrane. This method effectively eliminates bacteria, most viruses, and microplastics from the water while retaining the residual fertilizer contained within it. Each day, we filter 22,000 liters of water this way. The resulting product is stored in one of our fertilizer tanks and combined with new fertilizer used in our test house. The treated water constitutes 40% of the total water for the test house.

How do you manage liquid waste disposal?

There are regulations governing the proper disposal of wastewater in Kenya. In response to the requirements set by WARMA (Water Resources Management Authority), agricultural farms are subjected to increased monitoring to ensure adherence to national effluent standards. Consequently, our farm has upgraded its wastewater filtration system. The water is processed through a three-stage filter system. Initially, volcanic stones (pumice) eliminate 90% of the dissolved solids from the water. Next, the pre-filtered water flows through a filter containing activated carbon, which also removes 90% of fertilizers, pests, and pathogenic bacteria. Finally, the effluent is directed into a soak-away pit, which is regularly tested by WARMA to ensure compliance with National and WHO standards.

Is your Crop Protection Management eco-friendly?

In recent years, the agricultural sector has faced increasing demands for sustainable plant protection practices, primarily due to chemical pesticide usage. We believe that this aspect can be enhanced towards sustainability. Thus, Kreative Roses transitioned to biological pesticides several years back. Currently, the farm resorts to chemical pesticides only in dire situations, such as severe insect or fungal infestations. In practice, careful application of chemical pesticides tends to be more effective than biological options for pest control. Through meticulous scouting methods, we aim to minimize the necessity for chemical applications.

Insects significantly undermine production in the rose industry. In

an ongoing effort to enhance the environmental sustainability of our practices, we must explore and implement new eco-friendly measures against pests. This is where red nets come into play. Studies indicate these fine red nets act as a natural barrier against insects attempting to enter the greenhouse. We attach the red nets to the roof and side openings of the greenhouses to lessen, for instance, the occurrence of thrips infestations. This natural and biological pest management approach further curtails the need for chemical solutions.

How do you manage dry waste?

At our rose farm, all waste from rose plants is converted into compost within six months. This compost is routinely incorporated into our soil to maintain the organic matter levels. Given the elevated temperatures in Kenya, the rate of mineralization in the soil is faster than in cooler countries. Therefore, it is necessary to add fresh organic material to the soil more frequently to keep the organic matter content within the target range of 3 to 8 percent.

Are you utilizing renewable energy?

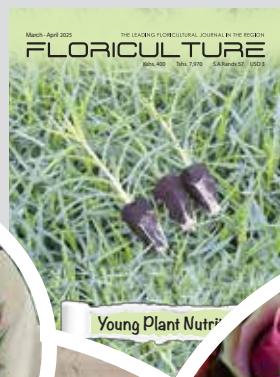
In 2022, we made an investment to install a solar energy system on some of our buildings. This system has a capacity of 50 kilowatts. As a result, the rose farm can generate its own electricity during the day. Presently, solar energy fulfills 30% of our daily electricity requirements, reducing our reliance on generators. By 2026, we plan to equip most of the company's roofs with solar panels, enabling us to meet 50% of our electricity needs through solar power.

FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
AAA- Flowers-Simba	Roses	Rumuruti	Sanjeev	0739360050	sanjeev@aaagrowers.co.ke
AAA- Flowers -Chui Farm	Roses	Timau	Phanuel Ochunga	07522506026	fanuel.ochunga@aaagrowers.co.ke
AAA-Simba Farm	Roses	Rumuruti	-	-	-
Across Agriculture Ltd	Herbs	-	Emily Chepkemoi	0729080186	chep28@gmail.com
Africalla Kenya Ltd	Cuttings	Eldoret	Meindert	-	meindert@africalla.com
Africa Blooms	Roses	Salgaa	Ramnath Sarbande	0798190511	ramnath.sarbande@xflora.net
Agriflora (K) Ltd		Nakuru, Njoro	Charles Mulemba	0721311279	cmulemba@sianflowers.co.ke
Aquila Development Co	Roses	Naivasha	Prashant Takate	0799356002	gm@aquilaflowers.com
Baraka Roses/ Mumi Flora	Roses	Ngorika	Paul Salim	0746766638	-
Batian Flowers	Roses	Nanyuki	Rakesh	0724631299	
Beautyline	Flowers	Naivasha	Peter Gathiaka	0721392559	peter@beautyli.com
Big Flowers	Roses	Timau	Gideon Waweru	0721178974	gideon@fontana.co.ke
Bigot Flowers	Flowers	Naivasha	Kakasaheb Jagtap	0722205271	jagtap.kt@bigotflowers.co.ke
Bila Shaka Flowers	Roses	Naivasha	Joost Zuurbier	0722204489	bilashaka.flowers@zuurbier.com
Bohemian	Flowers	Nakuru	Thambe Sabaji	0734 740202	-
Black Petals	Roses	Limuru	Nirzar Jundre	0722848560	nj@blackpetals.co.ke
Black Tulip- Lemotit	Flowers	Kericho	Yogesh	0715817369	-
Bliss Flora Ltd	Roses	Njoro	Appachu Sachin	0789101060	appachu7@yahoo.com
Bloom Valley	Roses	Salgaa	Ramnath Sarbande	0798190511	ramnath.sarbande@xflora.net
Blooming Dale Roses Kenya Ltd	Roses	Nanyuki	Sunil	0718991182	info@bloomingdaleroses.com
Blooming Africa	-	Gilgil	Bert	0722204309	bert@blooming-innovations.com
Buds and Blooms	Roses	Nakuru	Shivaji Wagh	0720895911	shivانيت@yahoo.com
Carzan (K) Ltd KS	Summer flowers	Salgaa	Stanley Rotich	0721931710	stanley.rotich@marginpar.biz
Carzan (K) Ltd ST	Hypericum, solidago	Sobeia	Thaddeus Adung'o	0716019094	thaddeus.adung'o@marginpar.biz
Carzan - Molo	Carnations	Molo	Charles Chelule	0728784081	charles.chelule@marginpar.biz
Chestnut	Vegetables	Naromoru	Gabriel Kiai	-	gabriel.kiai@aaagrowers.co.ke
Colour Crops	Hypericum	Nanyuki	Kennedy Wanyama	0716389472	colourcrops@tmu.com
Colour crops	Summer Flowers-	Bahati	Patrick Kipkurui	0727806184	bahati@colourcrops.com
Colour crops	Flowers	Naivasha	Geoffrey Mwaura	0722200972	nva@colourcrops.com
Credible Blooms	Flowers	Rumuruti	Eliud Njenga	0722382859	eliud@pigeonblooms.com
Dale Flora	Roses	Mogotio	Brijesh	0715469732	-
Desire Flowers	Flowers	Isinya	Rajat Chaohan	0724264653	rajatchaohan@hotmail.com
De ruiters	Breeder Roses	Naivasha	Ethen Chege	0720477717	-
Dummen Orange	Flowers Breeders	Naivasha	Bart Engels	0759069896	b.engels@dummenorange.com
Eco Roses	Roses	Salgaa	Madhukar Bhalerao	0799555440	Mbhalerao.eco@btfgroup.com
Elbur flora- kimman	Roses	Nakuru	Daniel Moge	0721734104	kimmanexp@gmail.com
Enkasiti Thika	Flowers	Thika	Satish	0735270236	enkasiti@gmail.com
Equinox	Flowers	Nanyuki	Harry Kruger	0707266956	harry@equinoxflowers.com
Everest Flowers Ltd	Flowers	Mt. Kenya	Japheth Chelal	0721770597	-
Everflora Ltd	Flowers	Juja	Satish Kuravi	0735270226	manager1@everflora.co.ke
Evergreen Crops		Nairobi	Arun Singh	0721941009	arun@evergreencrops.com
Exotic	Roses/ Carnations	Athiriver	Peninah Shimon	0737626533	-
Fairy Flowers	Flowers	Limuru	-	-	-
Fides Kenya Ltd	Cuttings	Embu	Jan Molenaar	0733331580	-
Fontana Ltd - Akina farm	Roses	Njoro	Mahendra Patil	0798254199	mahendra@fontana.co.ke
Fontana Ltd - Ayana Farm	Roses	Mau Narok	Osman	0712933710	osman@fontana.co.ke
Flamingo Horticulture Farm	Flowers	Naivasha	Peter Mwangi	0722204505	peter.mwangi@flamingo.net
Flamingo -Kingfisher Farm	Flowers	Naivasha	Jacob Wanyonyi	0722773560	jacob.wanyonyi@flamingo.net
Flamingo - Osprey		Naivasha	Jacob Wanyonyi	0722773560	jacob.wanyonyi@flamingo.net
Flamingo -Siraji Farm	Carnations, Roses	Nanyuki	Peris Muturi	0729050116	Peris.Ndegwa@flamingo.net
Flamingo - Ibis	summer, vegetables	Nanyuki	Abraham Gitonga	0722605942	-
Flamingo - Pioneer	Roses	Nanyuki	Gregory Sunguvi	-	-
Flora ola	Roses	Solai-Nakuru	Lucas Choi	0721832710	lucas.choi@floraola.co.ke
Flora Delight	Summer flowers	Kiambu/ Limuru	Marco	0710802065	marcovansandijk@yahoo.com
Florensis Ltd	Cuttings	Naivasha	Simon Mwangi	0721519470	simon.mwangi@florensis.com
Florenza Ltd 1 & 2	Roses	Solai	Vivek Sharma	0731040498	farm.florenza@megaspingroup.com
Fresh Gold Flowers Ltd	Flowers	Mt. Kenya	John Karimi	0721622294	karimi@freshgoldkenya.co.ke
Gatoka Roses	Roses	Thika	Herman Njuguna	0728 854 844	info@gatokaflores.com
Golden Tulip	Roses	Olkalao	Umesh Choudhery	0739729658	umesh.gftl@btfgroup.com

PICTORIAL: Bayer East Africa Launches FLiPPER® at Naivasha





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Stand No. H1. 33

FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Groove	Flowers	Naivasha	John Ngoni	0724448601	groovekenya@gmail.com
Hanna Roses Ltd	Roses	Thika	Dinkar Wandhekar	0702418174	dinkar@eaga.co.ke
Heritage Flowers Ltd	Roses	Rumuruti	Sailesh Kumar	0722203750	hfl.srk@gmail.com
Highland plantations	Cuttings & Herbs	Olkalau	Mangoli Dickson	0792847884	production@highlandplants.co.ke
Interplant Roses	Roses	Naivasha	Gavin Mouritzen	0733220333	info@interplantea.co.ke
Isinya	Flowers	Isinya	Rajesh	-	pm@isinyaroses.com
Karen Roses	Flowers	Nairobi	Peter Mutinda	0723353414	pmutinda@karenroses.com
Kariki Ltd- Thika	Flowers	Thika	Miriam	0720674307	kariki.production@kariki.biz
Kariki Ltd - Nanyuki	Eryngiums	Nanyuki	Peterson Thuita	0724786004	bondet.fm@karik.biz
Kariki Ltd - Naivasha	Summer	Naivasha	Esau Onyango	0728606878	hamwe.production@kariki.biz
Kariki Ltd - Molo	Fowers	Molo	James Oluoch	0716333717	jame.oluoch@kariki.biz
Kenflora Limited	Flowers	Kiambu/ Limuru	Abdul Aleem	0722311468	info@kenfloraa.com
Kentalya	Cuttings	Naivasha	Lynette	0733549773	lynette@kentalya.com
Kikwetu Flowers	Roses	Mt. Kenya	Rathan	0787266007	
Kisima Farm Ltd	Roses	Timau	Craig Oulton	0722205828	craig@kisima.co.ke
Kreative	Roses- Breeders	Naivasha	Bas Smit	0733607755	info@kordes-ea.com
Kongoni River Farm - Gorge Farm	Roses	Naivasha	Anand Patil	0728608785	anand.patil@vegpro-group.com
Kongoni River Farm - Liki River	Flowers	Nanyuki	Madhav Lengare	0722202342	madhav@vegpro-group.com
Kongoni River Farm - Star Flowers	Roses	Naivasha	Jagtap Shahaji	0792547633	jagtag@vegpro-group.com
Kongoni River Farm - Kongoni	Flowers	Timau	-	-	--
Kongoni River Farm -Bemack	Flowers	Timau	-	-	-
Kongoni River Farm - Galaxy	Roses	Naivasha	Chandrakant Bachche	0724639898	chandrakant.bachche@vegpro-group.com
Kongoni River Farm- Longonot	Roses	Naivasha	Ravi Sathe	0715173603	ravi.sathe@vegpro-group.com
Lamorna Ltd (Herburg Group)	Roses	Naivasha	Vijay	-	admin@lamornaflowers.com
Lathy Flora & Fairy	-	Kiambu	John Mbaoni	0753888126	info@lathyflora.com
Lauren International	Flowers	Thika	-	0706804225	ravipalshikar.lil@btfgroup.com
Laurel Investment Ltd	Roses	Olkalou	Ravindra Palshikar	0706804225	ravipalshikar.lil@btfgroup.com
Lenana Flowers Ltd	Flowers	Rumuruti, Laikipia	Jeroen van Marrewijk	0700176556	info@lenana-flowers.com
Lolomarik	Roses	Nanyuki	Topper Murry	0715 727991	topper@lolomarik.com
Lobelia	Roses	Timau	Ken Mwit	0722475785	info@lobelia.co.ke
Maridadi Flowers	Flowers	Naivasha	Jack Kneppers	0733333289	jack@maridadiflowers.com
Maua Agritech	Flowers	Isinya	Kori	115355251	kori@mauaagritech.com
Mau Flora	Roses	Nakuru, Turi	Manju	0748254171	manju@mauflora.co.ke
Milenium Growers	Summer Flowers	-	Sushant Wankara	0731316000	sushant@marvelgreens.com
Molo Greens	Solidago, carnations	-			
Mt. Elgon Orchards	Roses	Tran Nzoia	Bob Anderson	0735329395,	bob@mtelgon.com
Mt. Kenya Alstromeria	Alstromeria	Meru	Miriam	0716162671	miriam@mountkenyaalstromerialtd
Mzuurie Group	Roses	-	Andrew Wambua	0724256592	awambua@moloriverroses.co.ke
Mzuurie Flowers - Maji Mazuri	Roses	Moi's Bridge, Eldoret	Mark Juma	0727471034	mjuma@majimazuri.co.ke
Mzuurie Flowers - Molo River Roses	Flowers	Kilelwa	Paula Koros	072241436	pkoross@moloriverroses.co.ke
Mzuurie Flowers - Winchester Farm	Roses	Karen	Kasoso Joseph	0725696509	-
Mzuurie Flowers - Winchester Farm	Flowers	Bahati	Joseph Kasoso	0725696509	jkasoso@winchester.co.ke
Nini Farms (Herburg Group)	Roses	Naivasha	Vijay Bhosale	0702662297	vijay.bhosale@herburgroses.nl
Nirp East Africa	Roses	Naivasha	Danielle Spinks	0702685581	danielles@nirpinternational.com
Ol Njorowa	Roses	Naivasha	Charles Kinyanjui	0723986467	mbegu@olnjorowa.com
Panda Flowers	Roses	Naivasha	Sundhar	0748436571	farm@pandaflowers.co.ke
Panocol International	Roses	Eldoret	Paul Wekesa	0722748298	paul.wekesa@panocal.co.ke
Penta	Flowers	Thika	Tom Ochieng	0723904006	tom@pentaflowers.co.ke
Pendekeza	Roses	Nanyuki	James Kiiru	0708124381	tambuzi.sales@tambuzi.co.ke
PJ Dave Flowers	Flowers	Isinya	Pravin Yadav	0708920202	gm@pidave.com
Pj Dave	Roses	Timau	Shantaram	0732556256	fmrisingun@pjdave.com
PJ Flora	Roses	Isinya	Santos Kulkarni	0738990521	santosh@pjdaveflora.com
Plantech Kenya Ltd	Propagators	Naivasha	Idan Salvj	0702187105	idan@plantechkenya.com
Porini Flowers	Roses	Molo	Shakti Vanjimuthu	0739676998	shakti@poriniflowers.com
Primarosa Flowers Ltd	Roses	Ol njororok	Wilfred Mwai	0721922163	production@primarosafflowers.com
Rain Forest Farmlands Ltd	Roses	Naivasha	Boniface Kiama	0722780811	bkiama@fleurafrica.com
Ravine Roses Flowers	Flowers	Eldama Ravin	Peter Kamuren	0722205657	pkamuren@karenroses.com
Redland Roses	Flowers	Thika	Kadlag Palaji	0723149968	-

FLOWER & VEGETABLE FARMS IN KENYA

[illegible]

FLOWER & VEGETABLE FARMS IN ETHIOPIA

FARM NAME	PRODUCT	CONTACT PERSON	TELEPHONE	E-MAIL
Abyssinia Flowers	Summer Flower	Bas Terlouw	+2519 29 90 87 46	finance@abyssiniaflowers.com
Afriflower PLC	Rose,Spray Rose & Summer Flower	Sintayehu Kebede	09 12 50 67 03 +25111 381 12 41	gmanager.af@bellaflor-group.com
Alemu Deyas Irrigated Fruit & VEG	Fruit, Vegetable & Herbs	Alemu Deyas Tewolde K/Mariam	09 11 23 52 83 +251921679393	alemude@gmail.com
AQ Roses PLC	Rose Flower	Fanciscus Johannes	09 16 58 01 95	frank@aqroses.com
Asella Flower Farms PLC	Summer Flower	Friedric Willhem Teun (GM)	09 44 73 94 26	rolmedo@asellaflowers.com
Arini Flowers Plc.	Summer Flower	Judith Zuurbier	09 38 94 94 94	judith@vankeef.nl
Bahir Dar Frsh Fruits plc	-	Francisco Suter	09 00 91 32 36	fsuter@freshfruitseth.co
Beti Ornamental PLC	Summer Flower	Frank Meulewater	09 30 07 00 00	bettyze.beti@gmail.com
Braam Flowers PLC	Rose Flower	Jrit Braam Blas	09 16 58 02 34	braam.roses@gmail.com
Derba Flowers PLC/Mullo Farm	Summer Flower	Bas Terlouw	09 29 90 87 46	office@abyssiniaflowers.com
Desa Plants PLC	Cutting Flowers	Mr Ronald	0911490231	Ronald.vijverberg@florencis.com
Dugda Floriculture Development Plc.	Roses and Strawberry	Adugna Bekele	09 11 20 02 31	dugdadeputygm@gmail.com
ET-Highland Flora PLC	Rose Flower	Tsegaye Abebe	09 11 25 40 77	bnf2etf@yahoo.com
Ethio Agri-CEFT PLC	Rose Flower	Mihretu	09 11 37 05 19	sonyanbesso@yahoo.com
Ethio Dream PLC	Rose Flower	Leule Debase	0966272656	ethiodream@ethionet.et
Ethio Vegferu PLC	Veg., Fru. & Herbs	Tsgaye Abebe	09 11 25 40 77	etvf@yahoo.com
Ethiopia Cuttings/Syngenta Flowers	Cutting Flowers	Aschalew Tufa	0930106785	aschalew.anteneh@syngenta.com
Ethiopian Magical Farm	Summer Flower	Dirk Hogervorst	09 11 25 57 23	dirk@emf-flowers.com
Euro Flora PLC	Rose	Narayana Gowda Rama	09 11 52 42 29	ramadi.gowoda@gmail.com;
Elite Agro LLC	Flowers & Fruits	Mr. Saravan	+251954459659	Saravanan.subramanian@eaethiopia.com
Florencis Abyssinia Farm PLC	Cuttings	Ronald Vijverberg	09 11 49 02 31	ronald.vijverberg@florencis.com
Florencis Ethiopia PLC	Cuttings	-	+25111 652 55 56	Olaf.Kunert@florencis.com
Floweramaa PLC	Rose Flowers -	-	+25111515 79 24	floweramaAA@hotmail.com
Freesia Ethiopia PLC/ Samor Flowers	Summer Flowers	Ronald Vijverberg	+251911490231	roonvijv@hotmail.com
Friendship Flowers PLC	Roses	Edwin	09 27 71 30 37	edwingruijl@gmail.com
Gallica Flowers PLC.	Rose Flowers	Stephane Mottier	09 11 50 21 54	smottier5@gmail.com
Herburg Roses Plc	Rose Flowers	Adrianus Klijs	09 16 58 01 78	salome@herburgrosesplc.com
Hansa Horticulture plc	Cut Flowers	Sujit Govindan	09 29 11 23 70	kgsujit@gmail.com
Jordan River	Herb	Fikir	09 30 00 10 67	fikir@jrherbs.com
Joytech PLC	Fresh Herbs, Vege., Gypsophila flower	Arnon Carmel	09 11 50 21 28 +251911502128	arnon@jtfresh.com

FLOWER & VEGETABLE FARMS IN ETHIOPIA

FARM NAME	PRODUCT	CONTACT PERSON	TELEPHONE	E-MAIL
Klaver Flowers PLC	Summer Flower	Danny Koppes	046 89 00 191	klaverflowers@gmail.com
LARCA Investment PLC	Summer flowers	Mr. Hayo Hamster	09 11 50 58 45	larca@ethionet.et
Lafto Roses PLC	Rose Flowers	-	+25111554 14 85 /83	Gerard@vanderdeijl.nl
Linssen Rose PLC	Rose Flowers	Peter Linssen	09 11 23 06 24	Linssen.Export@gmail.com
Maranque Plants PLC	Cuttings	Mr. Benjamin Roddy	+251966334576	rb@maranqueplants.com
Marginpar Ethiopia PLC	Summer flowers	Hayo Hamster	+251911505845	hayo.hamster@marginpar.biz
Minaye Flowers PLC	Rose Flowers	Yidnekachew	09 11 24 94 27	yidnekachew@minayegroup.com
Oda Flowers/ Ethiopassion Agro PLC	Rose Flowers	Betselot Samuel	09 11 51 17 11	ethiopassion53@gmail.com
Olij Breeding PLC	Rose Flower-Propagation	Zegrum Assefa	09 30 11 03 46 +251930110346	Z.Assefa@DummenOrange.com
Oromia Wonders PLC	Rose Flowers	Franklin Thomas	09 35 99 87 51	hfeven@gmail.com
Rainbow Colors PLC	Rose Flowers	Mekonnen A.	09 11 51 66 18	rainbowcolorsplc@gmail.com
Red Fox Ethiopia PLC (Dümmen Orange)	Cutting (URC, Callus & RC)	Yordanos Jemal	+251953458955 +251 224 590 245	Y.Shkuri@DummenOrange.com
Roshanara Rose PLC	Rose Flowers	Elyas	09 11 50 54 44	roshanaraexport@gmail.com
Saron Rose Agrofarm PLC	Rose Flowers	Mariam	09 11 20 15 65	saronfarm@ethionet.et
Selecta Ethiopia PLC	Cutting Flowers	-	+251 930402227	p.klemm@selecta-one.com
Sher Ethiopia PLC	Rose flowers	Grit Barnhoorn	09 11 50 51 70	lulittadele@yahoo.com
SUPRA FLORITECH PLC	Roses	Chandra S.	09 11 50 55 00	suprafloritechplc@yahoo.com
Schechter Yosef	Summer Flowers	Schechter Yosef	09 64 60 54 73	ethschechter@gmail.com
TAL Flowers PLC	Summer Flowers	Gil Peleg	09 11 50 78 03	woynt.z@gmail.com
Tana flora PLC	Rose Flower, Fruit & Vegetable	Ato Nega	09 18 28 60 45	tanafloragm@gmail.com
Tinaw Business S.C.	Flowers & Vegetables	Tesfaye G	09 11 20 49 01	GM@tinawflower.com
VEGPRO Agriculture PLC	Rose Flowers	Sumanta Kumar Dash	09 30 01 42 95	dash.sumanta.kumar@gmail.com
Yalkoneh Flowers PLC	Summer Flowers	-	+251935986149	frans.diedens@gmail.com
Yassin Legesse Johnson Flower Farm	Rose Flowers	Yassin Legesse	09 11 50 75 18 +25111 618 70 95	yassinlegesseflowers@yahoo.com
Ziway Roses PLC	Rose Flowers	Marc Holla	09 16 58 01 81	marc.holla@hollaroses.com
Zuqualla Horti PLC	Strawberries & Cuttings	Wout van Koppen	09 30 51 62 61	wout@zuquallahorti.com
ZK Flower	Rose Flowers	Zelalem Messele	09 11 51 46 08	zkflowers@gmail.com



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