May - June 2026

THE LEADING FLORICULTURAL JOURNAL IN THE REGION

FLORICULTURE

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Editorial

Political Biology

Late in April, I sat down with a senior agronomist and asked a simple question: What do you most want to see at this year's IFTEX? He paused for a long moment before answering. "How do we replace the molecules we are losing? How do we maintain perfect nutrition under mounting pressure? And who is listening to the concerns growers are carrying?" His questions capture the defining tension of this moment.

Across the industry, the pesticide toolbox continues to shrink as regulatory reviews intensify and global market standards tighten. Yet necessity is driving innovation. In this issue, we examine how biological solutions are moving from alternative to essential, with insights into Novonesis and UPL's introduction of Nemix® C. We also preview Syngenta's upcoming launch of SEGOVIS® FLORA, a timely response to the persistent downy mildew challenge facing Kenya's rose sector.

Nutrition, too, is entering a new era. Doris Kawira explains why effectiveness now matters more than volume, and how humates, fulvic acids, and biostimulants are redefining performance.

But beyond products lies a deeper question: Who sets the rules, and who carries the cost? As retailers increasingly dictate production standards, growers are being asked to translate political expectations into biological reality.

We also features exclusive conversations with Red Lands Roses and Leinot Farms—two farms representing experience and bold new ambition.

That is why IFTEX 2026 matters. It brings every voice into one room to confront hard truths, share solutions, and shape the industry's next chapter. The conversation has begun.

Masila Kanyingi
Editor

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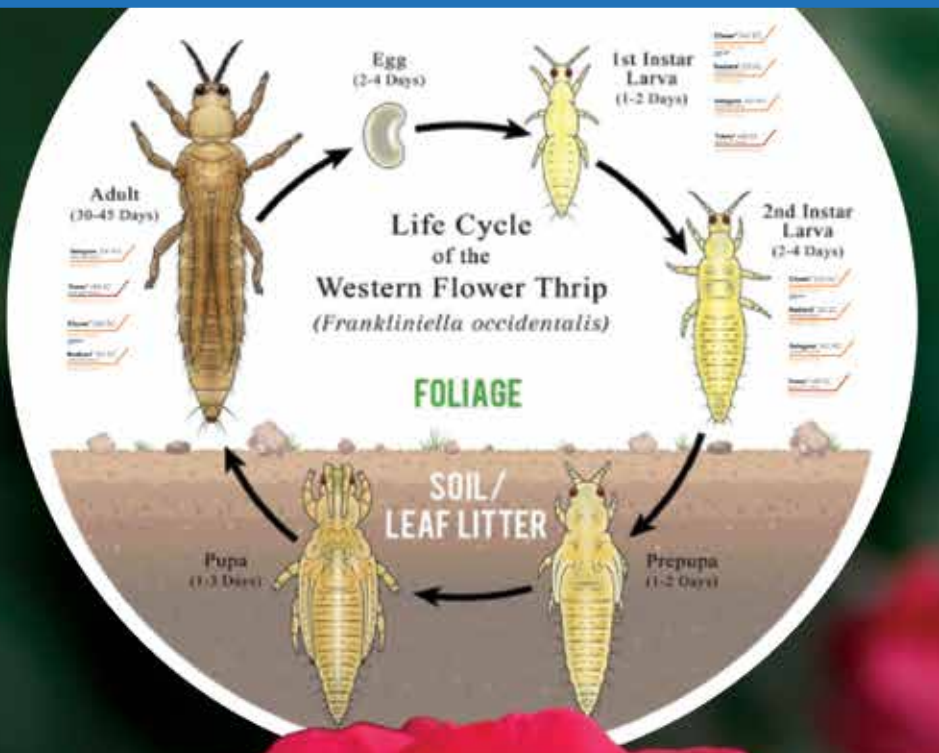

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The Communication Gap That Shapes Public Trust

In today's information economy, truth alone is not enough. It must also be communicated clearly, consistently, and courageously. When data is limited, when benchmarks are unclear, and when honest discussion is scarce, trust becomes fragile. Neither defensive messaging nor simplified storytelling is sufficient to close that gap.

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Editor
MASILA KANYINGI

Assistant Editor
VICTOR OKEYO

Editorial Assistant
CORNELIUS MUEKE

Contributors
CELTIC COOLING
FLORINEWS TEAM

Photographers
JAIRUS NDANI

Graphic Designer
EVELYNE NDIEMA

Marketing
FLORINEWS TEAM

Adminstration Assistant
MUTHOKI MWOLOLO

Editorial Consultants
TOM OCHIENG - Penta Flowers
VICTOR JUMA - Syngenta E.A Ltd
SIMON KIHUNGU - Corteva
STEVE GACHOKI - Vaselife
DANIEL KISONGWO - Consultant
MAURICE KOOME - Bayer E.A Ltd

STAY CONNECTED TO FLORICULTURE
P.O.BOX 79396 - 00200, Nairobi.
Tel: 020-2440908 • Cell 0732-558172,
Email: info@floriculture.co.ke
Website: www.florinews.com

The New Chemistry of Survival in Kenya's Flower Fields

There was a time when Kenya's flower growers fought pests with confidence born of familiarity.

When thrips appeared, there was a trusted molecule. When powdery mildew crept across greenhouse rows, the spray programme was almost instinctive. Agronomists knew what worked, procurement managers knew what to order, and growers could focus on producing the flawless stems Europe expects from Kenya's flower farms.

That era is quietly ending.

Across the country's greenhouses, a new kind of conversation is unfolding. It is no longer simply about whether a product can kill a pest. It is about whether that product can survive regulatory review, be accepted by EU markets, satisfy European residue expectations, align with sustainability certification standards and still remain affordable enough for commercial use.

Kenya's floriculture industry is living through one of its most profound crop protection transitions.

The Pest Control Products Board's intensified review of active ingredients, combined with tightening global market standards, is steadily shrinking the pesticide toolbox. Long-familiar molecules that formed the backbone of flower protection programmes are disappearing from practical use. Some have been withdrawn, others reassessed, and still others pushed aside by private market restrictions.

For growers, the pain is immediate.

The disappearance of the molecules has dismantled a cost structure many farms depended on. Affordable molecules that once kept pests under control are being replaced by newer alternatives that often cost significantly more and demand greater technical precision.

Yet replacing chemistry is proving harder than removing it.

Research and development, while returning, has not moved fast enough to bridge the gap. Biologicals and softer chemistries offer promise, but many remain in trial stages or require carefully calibrated greenhouse conditions to perform effectively. What once took a routine spray may now require sophisticated integration of climate control, scouting precision and technical expertise.

For local agrochemical distributors, the shift is equally disruptive. Product portfolios built around Old chemistries and mature generic molecules are rapidly losing relevance, forcing painful business realignments.

And for multinational innovators, Kenya presents both an opportunity and a challenge.

The withdrawal of older chemistry opens space for next-generation solutions, but the flower sector cannot survive on incremental reformulations. Cut flowers are unlike broad-acre crops. A minor blemish can destroy export value. Cosmetic perfection is not optional.

This is the industry's defining test.

Kenya's pesticide reset is necessary. Safer chemistry, stronger environmental stewardship and tighter compliance are non-negotiable.

But regulation without innovation creates a vacuum.

The future of Kenyan floriculture will depend on how quickly science catches up with policy. Because in the greenhouse, losing molecules without gaining solutions is not progress.

It is attrition dressed as transition.

Role of Lithovit ($CaMgBoSi_2O$) + 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.

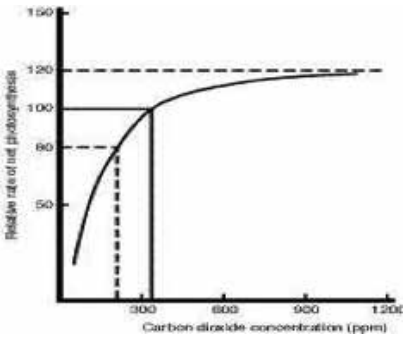
How does this happen?

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 CO2 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 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 <-> (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.

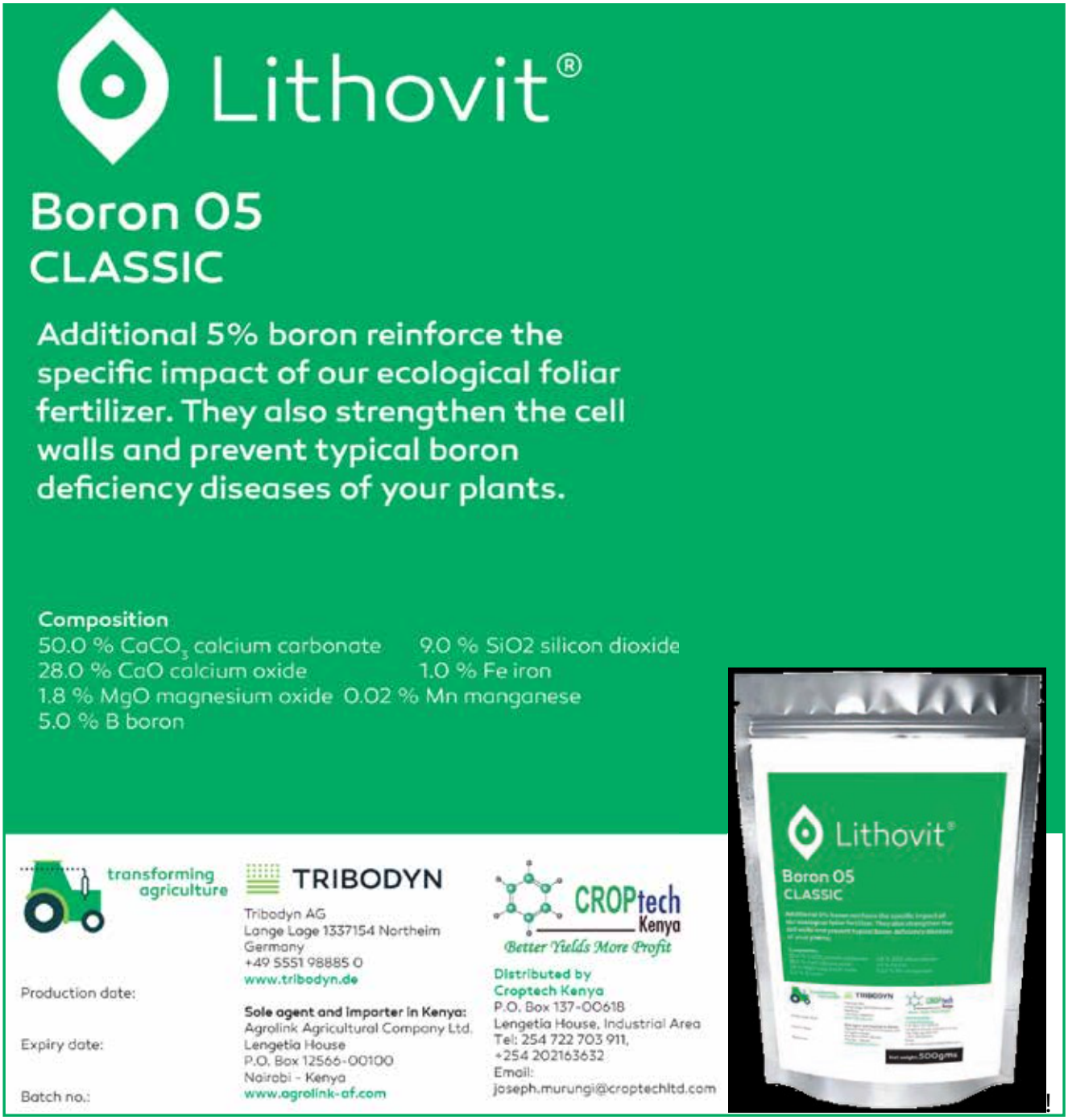
Lithovit® also contains a considerable amount of silicon dioxide (SiO_2). Next to positive structural effects many metabolic processes are fostered when sufficient silicon is supplied to the plants.

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.

For More information contact:

Croptech Kenya
P.O. Box 137-00618
Lengetia House, Industrial Area
Tel: +254 722 703 911, +254 202163632
Email: info@croptechltd.com
joseph.murungi@croptechltd.com



Re thinking Nematode Control in Intensive Production Systems

Kenya's floriculture and export vegetable sectors are among the most advanced and globally connected agricultural systems in Africa. Roses, carnations, cut flowers, and export vegetables such as tomatoes, beans, and cucurbits must meet stringent quality, residue, and sustainability standards to access premium international markets. However, below the soil surface, plant parasitic nematodes remain one of the most persistent and yield limiting challenges for growers.

Root knot nematodes (Meloidogyne spp.), lesion nematodes (Pratylenchus spp.), cyst nematodes, and dagger nematodes cause chronic root damage, reduced nutrient and water uptake, uneven crop growth, and increased vulnerability to secondary soil borne diseases. In intensive greenhouse and open field systems, nematode pressure builds rapidly, leading to declining productivity over crop cycles.

Traditionally, growers have relied on chemical nematicides for quick knockdown. However, increasing regulatory scrutiny, resistance risks, soil health degradation, and pressure to reduce chemical residues are forcing the industry to rethink nematode management strategies.

It is within this context that biological solutions are playing a central role in shaping the future of sustainable crop protection.

Novonesis and the Shift Toward Biological Control

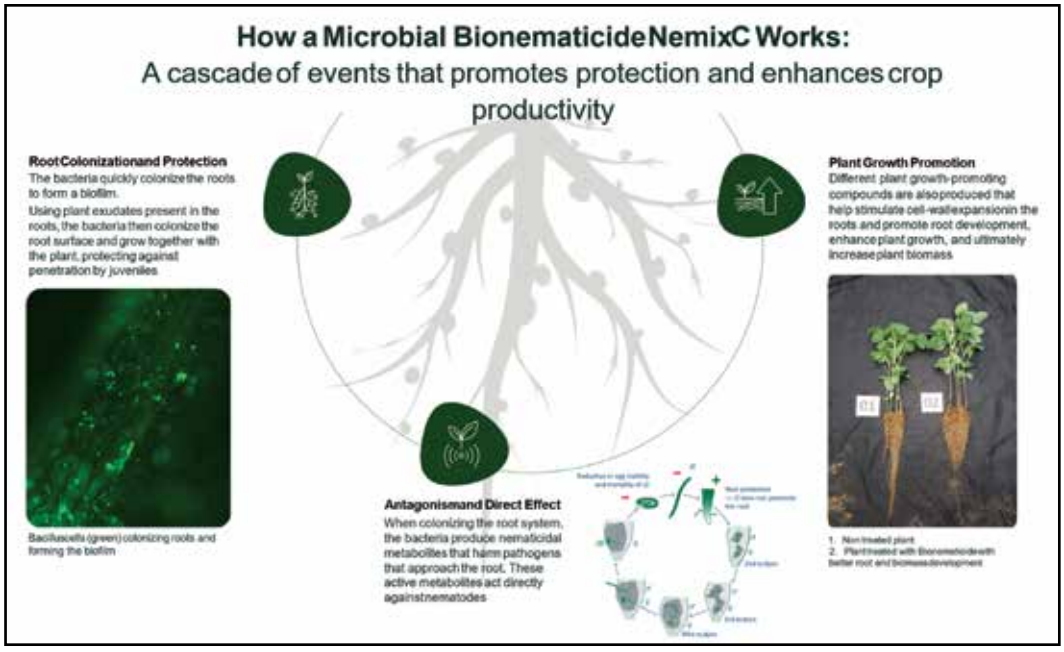
Novonesis is globally recognized for its leadership in biological solutions for agriculture, particularly in biocontrol and soil health technologies. The company's approach focuses on harnessing beneficial microorganisms to offer effective, environmentally responsible tools that complement modern integrated pest management (IPM) programs.

In partnership with UPL, Novonesis is introducing Nemix® C, a biological nematicide, to Kenyan growers—bringing a science backed solution designed for high value crops such as flowers and export vegetables.

Nemix® C: Multidimensional Biocontrol Against Nematodes

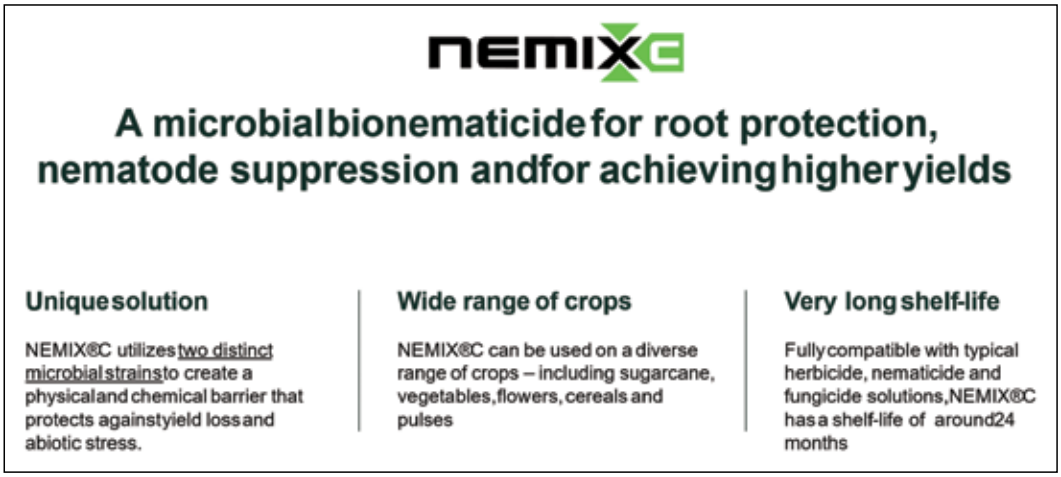
Nemix® C is a bionematicide that ensures best in class, multi dimensional protection from nematode losses while contributing to improved crop yield and better water use efficiency.

At the heart of Nemix® C is a biological consortium containing two strains each of Bacillus subtilis and Bacillus licheniformis. These specific strains have been selected for their complementary modes of action, allowing Nemix® C to deliver robust and consistent nematode management under diverse growing conditions.



High Efficacy with Broad Spectrum Control

Nemix® C is highly effective against a wide range of



economically damaging nematodes, including:

- Meloidogyne (root knot nematodes)
- Pratylenchus (lesion nematodes)
- Heterodera (cyst nematodes)
- Xiphinema (dagger nematodes)

This broad spectrum performance makes Nemix® C particularly suitable for mixed nematode populations commonly found in intensive floriculture and vegetable production systems.

How Nemix® C Works: Multiple Lines of Defense

Unlike single mode solutions, Nemix® C delivers nematode control through three complementary mechanisms:

1. Root Zone Protection

The bacterial strains colonize the root system, providing biochemical and physical protection, effectively creating a protective barrier around roots.

2. Direct Antagonistic Action

The bacteria secrete secondary metabolites that have a direct effect on nematode viability and activity, reducing nematode populations in the rhizosphere.

3. Induced Plant Defense and Growth Support

Nemix® C supports root growth and enhances plant vigor by stimulating beneficial biochemical pathways, resulting in healthier roots better able to withstand nematode pressure.

This integrated activity allows Nemix® C to fit seamlessly into Integrated Nematode Management (INM) programs, rather than functioning as a stand alone intervention.

Relevance for Flower and Export Vegetable Growers

For flower growers, root health translates directly into uniform stem length, bud quality, vase life, and overall yield consistency—key parameters for export markets. Nematode damaged roots compromise water uptake, leading to stress symptoms that affect flower size and marketability.

For export vegetable growers, nematodes reduce nutrient efficiency and increase crop variability, directly impacting harvest quality and export grading. The biological nature of Nemix® C makes it especially relevant in production systems where soil health, residue management, and long term sustainability are critical.

Practical Advantages for Growers

- Two strain biological consortium providing consistent field performance
- Flexible application methods, including furrow and drench applications
- Compatibility with integrated programs, reducing dependence on chemical nematicides
- Supports long term productivity without compromising soil biology

A Sustainable Path Forward

As Kenya's floriculture and export vegetable sectors continue to evolve, growers need solutions that combine efficacy, sustainability, and regulatory alignment. Nemix® C represents a shift from reactive nematode control to proactive, biology driven soil health management.

Through the collaboration between Novonesis and UPL, Kenyan growers now have access to a next generation biological nematicide that helps protect yields, improve root health, and support sustainable production—without compromising future cropping potential.

Nemix® C is not just about controlling nematodes; it is about building healthier soils for resilient, profitable horticulture.

NPP Natural Plant Protection

nemix C

BIONEMATICIDE

Nemix C ensures best-in-class, multi-dimensional protection from nematode losses and drives increase in crop yield and water use efficiency.

- **BIOLOGICAL PRODUCT:** It contains 2 biological agents of *Bacillus subtilis* and *Bacillus licheniformis*. These specific strains provide different benefits.
- **HIGH EFFICACY AND BROAD SPECTRUM:** Effective against *M. incognita, Pratylenchus* sp., and *Globodera* spp.
- **VERSATILE USE:** Can be used, in furrow and drench application.

SCAN FOR MORE INFORMATION:

Orbit Place, 3rd Floor Westlands Road
P,O Box 30335-00100
Nairobi,
Kenya
www.uplcorp.com/ke

UPL

How Market Pressure is Rewriting Power in Crop Protection.

Q: What is drivingchange in Kenya's flower crop protection market?

A: For years, Kenya's floriculture industry was built on a simple formula. Generic agrochemicals offered reliable pest and disease control at manageable cost, helping growers remain globally competitive. That formula is now shifting. The pressure is no longer coming only from agronomy or local regulation. It is increasingly shaped by European markets, especially buyers in Germany and France, where expectations around sustainability, residues, and environmental safety continue to tighten.

For growers, compliance is no longer just about what is legally registered in Kenya. It is about what international buyers and certification systems are willing to accept.

Q: Why are generics under pressure?

A: Many generic products dominating today's market were developed in a different regulatory era.

While many remain legally registered in Kenya, their acceptance in export markets is shrinking. Several active ingredients are now restricted, heavily scrutinized, or banned in Europe due to concerns around toxicity, environmental persistence, and residue risks.

Some of the hardest hit are long standing workhorses of generic portfolios. The once dependable and affordable tools for flower growers are declining forcing a rethink of crop protection strategies.

Q So are generics disappearing?

A: Not at all. Generics remain central to crop protection, but they are being forced to evolve. Manufacturers are reformulating products, shifting toward molecules with stronger market acceptance. The line between generic and innovative chemistry is becoming less defined. What is changing is not the existence of generics, but the rules they must now meet.

Q: Is this benefiting research riven Multinationals?

A: Yes, though the opportunity comes with limits. Most of the current molecules were developed decades ago, during a regulatory period that focused primarily on field performance and basic toxicology thresholds. Today's market demands something far more complex. Products are being judged against residue sensitivity, environmental persistence, pollinator impact, operator safety, groundwater contamination potential, and increasingly, public perception.

R&D multinationals are structured to respond to this complexity because they invest heavily in developing next-generation molecules designed specifically for modern regulatory realities. Their role should not be merely to replace old molecules with newer chemistry. It is to fundamentally redesign crop protection around precision, lower use rates, improved toxicological profiles, and shorter residue windows.

Their newer molecules should come with cleaner residue profiles, more targeted modes of action, stronger compatibility with integrated pest management programs, and technical stewardship support that helps growers remain compliant across multiple market destinations. Beyond chemistry itself, data is key. They should indicate residue trials, environmental fate studies, toxicology assessments, pollinator impact evaluations, and stewardship programs that provide confidence to regulators, certification

bodies, and international buyers. In an era where market access increasingly depends on evidence, this scientific backing becomes a competitive advantage for growers.

Multinationals need to bridge the knowledge gap through technical training, trial support, and crop-specific guidance tailored to export floriculture.

They must prove that their new innovation delivers measurable commercial value through improved market access, reduced rejection risk, stronger sustainability credentials, and longer-term resistance management. The opportunity is significant. As older molecules steadily lose commercial viability, the sector is effectively inviting research-led companies back into a market they had partly ceded to low-cost competition.

The real question is whether they will move fast enough. And introduce affordable, export-compliant, flower-specific solutions backed by strong local technical support, they will not simply fill the gap left by the old molecules. They will help redefine the next era of crop protection in Kenyan floriculture.

Companies such as Syngenta, Bayer Crop Science, Corteva, and BASF are able. This gives them a structural advantage. But innovation is not cheap. Developing new active ingredients is costly, slow, and increasingly difficult under modern regulatory frameworks. While research driven companies are regaining influence, they face tighter innovation pipelines than in previous decades.

Q: What is the bigger structural shift?

A: The industry is moving from a cost driven model to a risk driven one.

> Today's market demands something far more complex. Products are being judged against residue sensitivity, environmental persistence, pollinator impact, operator safety, groundwater contamination potential, and increasingly, public perception.

In the past, decisions centred on effectiveness, availability, and price. Today, growers must weigh market acceptance, certification compliance, and future regulatory risk.

Crop protection is no longer simply a technical agronomy decision. It has become a strategic commercial one.

Q: What is the long term implication for floriculture?

A: The biggest shift is about power. The authority to define acceptable crop protection is moving away from growers and national regulators toward retailers, certification systems, and export market expectations.

In this new reality, success will depend less on finding the cheapest molecule and more on anticipating change.

For Kenya's flower sector, the future will belong to growers and suppliers who can align with evolving standards before the market forces them to.

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Lasting power for beautiful blooms

SEGOVIS® FLORA sets a new standard in rose production and Downey mildew management.

- Curative effect with long-lasting preventive activity
- Low use rates
- Shield the most delicate unfolding young leaves
- Excellent and powerful disease control
- Built-in resistance management

Profile:
Active Ingredients:
Oxathiapiprolin 30g/L + Mandipropamid 250g/L
Rate: 0.7L / Ha

The Perfect perfect partner that seamlessly rotates with Ridomil Gold®, Ortiva®, and Revus® for a complete, season-long solution.

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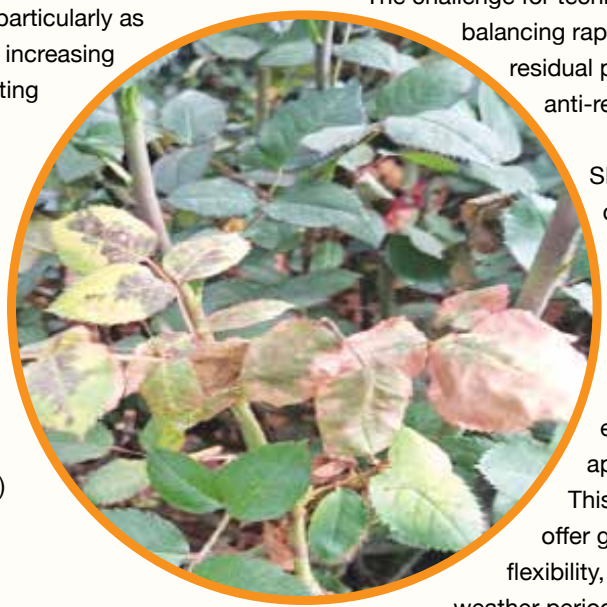
Segovis® Flora
Fungicide

Syngenta Set to Launch SEGOVIS® FLORA In Late May

A New Technical Standard in Rose Downy Mildew Management

Kenya's commercial rose sector is set to gain a significant new tool in its fight against downy mildew, with Syngenta preparing to release SEGOVIS® FLORA into the local market by late May.

The launch marks an important technical development for professional rose production, particularly as growers continue to contend with increasing disease pressure linked to fluctuating humidity, unpredictable rainfall patterns, and mounting concerns over fungicide resistance in intensive production systems.



Designed specifically for ornamental production, SEGOVIS® FLORA introduces a dual-active fungicidal formulation combining oxathiapiprolin (30 g/L) and mandipropamid (250 g/L) in a suspension concentrate (SC) formulation.

The product targets oomycete pathogens, with specific positioning for the management of Peronospora sparsa — the causal agent of downy mildew in roses — one of the most economically damaging diseases affecting both greenhouse and outdoor rose production systems in Kenya.

A Timely Intervention for an Increasingly Complex Disease Challenge

For agronomists managing high-performance rose production systems, downy mildew remains among the most difficult diseases to control.

Its epidemiology is particularly problematic under cool, humid conditions where relative humidity exceeds 85 percent and prolonged leaf wetness creates ideal infection windows. Once established, Peronospora sparsa can spread rapidly through susceptible tissue, compromising young shoots, flower buds, leaves, and stems, often leading to significant quality downgrades and direct production losses.

The challenge for technical managers has been balancing rapid knockdown with sustained residual protection, while also preserving anti-resistance stewardship.

SEGOVIS® FLORA appears designed to address precisely this technical gap.

The product offers both preventative and curative activity, with residual protection extending up to 21 days under appropriate application conditions. This extended activity could offer growers greater spray interval flexibility, especially during transitional weather periods when disease pressure fluctuates unpredictably.

Dual Chemistry, Complementary Modes of Action

What differentiates SEGOVIS® FLORA technically is its combination of two distinct FRAC groups:

Oxathiapiprolin (FRAC 49)
Acts through inhibition of the oxysterol-binding protein homologue (OSBP), disrupting lipid transport and membrane integrity within oomycete cells.

Mandipropamid (FRAC 40)
Interferes with cellulose synthesis and cell wall formation, effectively halting pathogen development during critical early infection stages.

This complementary activity creates a broader physiological disruption of pathogen development.

Mandipropamid delivers strong inhibition of zoospore germination and mycelial development, while oxathiapiprolin provides highly potent preventative and antisporulant action.

Syngenta indicates that both actives demonstrate strong translaminar movement, with oxathiapiprolin also exhibiting limited xylem systemic movement.

This characteristic is especially relevant in fast-growing rose crops where protecting newly emerging foliage often determines overall disease control success.

Strong Affinity to the Leaf Surface

One notable technical feature is the formulation's rapid fixation to the leaf cuticle.

Both active ingredients bind strongly to the waxy layer and are rapidly absorbed into plant tissue, improving:

- Rainfastness
- Redistribution across treated surfaces
- Protection of untreated portions of unfolding foliage

Recommended use Patterns

Syngenta recommends SEGOVIS® FLORA for both greenhouse and outdoor-grown roses at an application rate of 0.7L/ha.

Technical guidance positions the product as part of a structured rotational program alongside established Syngenta fungicides including RIDOMIL GOLD®, REVUS®, and ORTIVA®, rather than as a standalone solution.

This is particularly important for resistance stewardship.

Integration into IPM Systems

A major consideration for export-focused Kenyan flower farms is compatibility with beneficial insects and biological control systems.

SEGOVIS® FLORA is selective and compatible with many beneficial insects and mites commonly used within integrated pest management programs.

This compatibility is increasingly important as farms align with tightening retailer residue expectations and broader sustainability certification standards.

Strategic Implications for Kenyan Rose Production

The product's low use rate, extended residual profile, and dual mode-of-action positioning suggest strong potential as a technical fit for farms seeking:

- Longer spray interval flexibility
- Enhanced preventative protection
- Improved resistance management
- Better crop cleanliness under export quality requirements

Staying ahead of downy mildew remains one of the most pressing challenges for growers. The introduction of Segovis® Flora adds a powerful new tool to the crop protection arsenal, giving growers greater confidence in delivering more effective and consistent disease control.

The Agrochemical Tightrope in Kenya's Flower Sector

Between Compliance and Competitiveness

Kenya's floriculture industry has built its global reputation on consistency, quality, and reliability. From the greenhouses of Naivasha to the high-altitude farms of Timau, Kenyan roses dominate auction floors and supermarket shelves across Europe. Yet beneath this success story lies a growing tension—one that is reshaping how flowers are produced, protected, and ultimately sold.

At the centre of this shift is a widening gap between what is legally permitted in Kenya and what is commercially acceptable in key export markets, particularly Germany and France. For growers, the challenge is no longer just compliance with local regulation. It is navigating a complex, fast-moving landscape where certification schemes, retailer standards, and consumer expectations are redefining what constitutes an acceptable crop protection strategy.

A Moving Regulatory Target

In recent years, Kenya's Pest Control Products Board has taken significant steps to review and rationalise the country's pesticide portfolio. Dozens of active ingredients have been withdrawn, restricted, or placed under review.

This marks a clear policy shift toward aligning with international standards. However, alignment is not yet complete. A number of active ingredients that are restricted but still permitted under controlled use in Kenya remain under intense scrutiny—or outright rejection—in European markets.

These include widely known molecules such as chlorpyrifos, dimethoate, imidacloprid, abamectin, and mancozeb. Many of these have been mainstays in crop protection programmes, particularly in roses where pest and disease pressure is relentless.

A technical manager at a large Naivasha-based farm put it bluntly: "We are not using these products irresponsibly. We are using them within label, within regulation. The problem is that the market has moved faster than the regulator."

When Legal is no Longer Marketable

The distinction between legal use and market acceptance is now one of the most critical fault lines in the sector.

In Germany, retailers and bouquet programmes increasingly operate their own "blacklists," often going beyond European Union legislation. France is following a similar path, driven by both regulatory tightening and strong consumer advocacy around health and environmental risks.

This means a product can be:

- Registered and legally applied in Kenya
- Within maximum residue limits at harvest
- Yet still rejected by a buyer or certification scheme

For growers, the consequences are immediate and financial. "You can pass all your local compliance checks and still lose a customer," noted a crop protection specialist working with multiple export farms. "That's the reality now. The decision is happening at the shelf, not just at the regulator."

In addition, growers operating under different diversified markets may find themselves netween the rock and the deep sea as jungling with the products which will be universally acceptable may risk the flowers.

The Molecules Under Pressure

Several categories of agrochemicals illustrate this growing disconnect. Organophosphates such as chlorpyrifos and dimethoate are a clear example. Once widely used for their effectiveness, they are now largely phased out in Europe due to toxicity concerns. Yet in Kenya, they remain in restricted use, particularly where alternatives are either less effective or significantly more expensive.

Neonicotinoids, including imidacloprid and thiamethoxam, present another challenge. While valued for their systemic action against sucking pests, they are heavily restricted in Europe due to their impact on pollinators. Some buyers now operate near zero-tolerance policies, especially in the German market. Fungicides are perhaps the most sensitive area for floriculture. Active ingredients such as

mancozeb and chlorothalonil, long relied upon for disease control in roses, have been banned in the European Union. Yet they remain part of the toolbox in Kenya, particularly where resistance management is a concern.

A farm manager in Nakuru described the dilemma: “You remove something like mancozeb without a proper replacement, and suddenly your entire spray programme becomes unstable. Disease pressure does not wait for regulatory alignment.”

Certification: The New Gatekeeper

Beyond regulation, certification schemes are playing an increasingly decisive role.

Standards such as those set by the MPS system, the Kenya Flower Council, and Fairtrade International are tightening their lists of permitted and restricted substances.

Under MPS, the use of certain high-impact chemicals significantly affects a farm’s environmental score, which in turn influences market access and pricing. The Kenya Flower Council’s Red List increasingly mirrors European restrictions, while Fairtrade maintains a strict prohibited list that goes beyond many national regulations.

For growers supplying multiple markets, this creates a layered compliance burden. “You are not managing one standard anymore,” explained a sustainability officer at a large export farm. “You are managing five or six at the same time—and they are not always aligned.”

The Cost of Transition

Shifting away from high-risk molecules is not simply a technical adjustment. It is an economic one.

Biological alternatives and newer-generation chemistries are available, but they often come at a higher cost and require more precise application. They may also deliver slower or less predictable results, particularly under high pest pressure.

Integrated Pest Management

strategies are increasingly promoted as the solution, combining biological controls, monitoring, and targeted chemical use. Many leading Kenyan farms have already invested heavily in these systems. But the transition is uneven.

“IPM works, but it is knowledge-intensive and management-intensive,” said an agronomist advising medium-sized farms. “Large farms can absorb that. Smaller growers struggle.”

A Sector at a Crossroads

The direction of travel is unmistakable. Global flower markets are moving toward:

- Reduced chemical residues
- Elimination of highly hazardous pesticides
- Greater transparency in production systems

Retailers are accelerating this shift, often acting faster than regulators. Kenya, for its part, is also moving. Recent policy signals indicate a stronger alignment with European approvals, with fewer new registrations for products already banned in key export markets.

Yet the transition period is where the pressure is most acute.

Growers are effectively operating in two realities:

- A regulatory framework that still permits certain tools
- A market environment that increasingly rejects them

The Strategic Question

For the Kenyan flower industry, the issue is no longer whether change is coming. It is how quickly and how strategically the sector can adapt.

Those who move early—investing in alternative solutions, strengthening IPM systems, and aligning proactively with market expectations—are likely to secure long-term access and resilience.

Those who lag risk being squeezed out, not by regulation, but by the market itself.

As one grower summed it up: “The question is no longer ‘Is this product allowed?’ The question is ‘Will my customer accept it?’ And those are two very different things.”

In this new landscape, competitiveness is no longer defined solely by yield and quality. It is defined by the ability to navigate complexity, anticipate change, and align with a market that is rewriting the rules in real time.

Supporting Flower Crops in a Challenging Export Season

With fertiliser supply constrained and costs rising, Kenyan flower growers are finding new ways to protect crop performance through efficiency rather than higher input use.

Kenya's floriculture sector is operating under pressure. Export demand into the Middle East has slowed, prices at European auctions remain weak, and farm margins are tight. At the same time, growers are dealing with reduced availability of soluble fertilisers, sharply higher prices for key inputs such as calcium nitrate, and increasing freight costs. Together, these challenges are forcing changes to nutrition programmes across the industry.

Many feeding decisions this season are being made to manage cost and availability rather than to optimise crop performance. Fertigation rates are being cut back, programmes simplified, and some inputs removed altogether. While unavoidable in the short term, these changes place more importance on how efficiently nutrients are used by the crop.

In response, growers are exploring alternative nutrition strategies. Foliar nitrogen is being used in some cases to compensate for reduced fertigation, although this approach carries risk, particularly increased susceptibility to fungal diseases. More commonly, growers are prioritising foliar calcium and magnesium to help maintain stem strength, flower quality, and post harvest performance despite reduced base feeding.

As nutrition programmes become tighter, the focus is shifting from input quantity to input effectiveness.

Doris Kawira

This is where humates, fulvic acids, and biostimulants are proving increasingly useful. Rather than being treated as optional extras, these products are being used to support crops when fertiliser options are limited or more expensive.

Fulvic acids can improve the performance of foliar programmes by helping nutrients move more effectively into and within the plant. When growers rely more on foliar calcium or magnesium, this improved uptake can make a noticeable difference to consistency and response.

Humates support soil function and root activity, which becomes critical when fertigation rates are reduced or inconsistent. Strong roots help plants access nutrients more efficiently and cope better with variable feeding. When combined with biostimulants, this support also helps crops manage additional stresses linked to heat, salinity, irrigation changes, and fluctuating nutrient supply.

For flower crops, maintaining quality remains the priority. Stem length, strength, uniformity, and bud development all depend on steady plant health. In a low price environment, even small drops in quality can have a significant financial impact.

By improving nutrient efficiency, humates and biostimulants help growers get more value from reduced fertigation programmes and targeted foliar feeding. Instead of increasing application rates, the focus moves to making each input work harder and reducing waste.

This season is not about adding more products, but about using the right tools at the right time. Growers who prioritise root health, nutrient uptake, and stress management are better placed to protect crop performance while navigating fertiliser shortages, higher costs, and uncertain export markets.

Used thoughtfully, humates, fulvic acids, and biostimulants offer a practical way to support flower crops through a difficult period and maintain production until conditions improve.

In today's environment, resilience in floriculture is built through efficiency and smart decision making rather than higher input use.

For more information, contact
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Who Sets the Rules? And Who Carries the Cost?

The shifting landscape of sustainability in ornamental horticulture

Sustainability is no longer a side conversation in ornamental horticulture. It is increasingly becoming a condition for market access, shaping how flowers are grown, packaged, traced, and traded. For Kenyan flower growers and exporters, this shift is not theoretical. It is already embedded in contracts, audits, and day-to-day production decisions.

What is changing is not only the expectation that growers will operate more sustainably, but who defines what "sustainable" actually means. Increasingly, those definitions are being set not only by policy frameworks or certification systems, but by retailers who sit closest to the consumer.

From Ambition to Market Requirement

Across global markets, sustainability is being shaped by a mix of regulation, certification schemes, and industry initiatives. Yet in practice, it is retailers who are translating these broad ambitions into specific supply chain requirements.

For growers, this is where complexity begins. Requirements around soilless growing, chemical use, packaging materials, carbon reporting, and traceability are becoming more detailed and more frequent. In some cases, these expectations go beyond existing certification standards, creating overlapping layers of compliance that do not always align neatly.

The result is a system where sustainability is no longer just about meeting one standard. It is about navigating multiple, sometimes competing, frameworks while still delivering consistent quality and volume.

At farm level, this creates a practical tension. Reducing chemical inputs may increase pest or disease risk. Shifting to alternative substrates can affect crop performance and uniformity. Improving environmental outcomes often requires experimentation, investment, and time. Yet market expectations for uniform blooms, predictable supply, and strict delivery schedules remain unchanged.

Retailers Setting the Pace

In several European markets, retail groups have moved from reacting to public scrutiny to actively shaping sustainability agendas across their supply chains. Following increased attention on pesticide use and environmental impact, parts of the retail sector developed structured sustainability programmes that define long-term ambitions for suppliers.

These programmes typically set clear targets, including significant reductions in chemical use over the next decade. Rather than functioning as traditional certification systems, they operate as shared frameworks across retailers, allowing suppliers to report once into a common system instead of responding to multiple separate questionnaires.

Digital tools are increasingly used to streamline supplier reporting, while residue testing and compliance checks are carried out on products sold through retail channels. The intention is to ensure that what is declared at production level matches what is detected in the final product.

With large retail networks and millions of annual consumers, this

segment of the market has significant influence over how sustainability is interpreted and enforced across borders.

A System That is not Always Aligned
For growers, the challenge is not simply whether they are certified, but whether certification alone is sufficient. Existing schemes such as GLOBALG.A.P. and other industry standards provide structure, but they do not always answer the full set of questions being asked by retailers. This has led to a situation where certification and retailer requirements operate in parallel rather than as a single unified system. Additional questionnaires, audits, and data requests are increasingly common, often requiring growers to duplicate information across multiple platforms.

The result is a fragmented compliance environment. While the intent behind different systems may be similar, the practical interpretation can vary significantly from one buyer or market to another.

At the same time, expectations continue to rise. Retailers are not only asking for compliance but for verifiable proof, supported by data, testing, and transparent reporting systems. In this context, sustainability is becoming less about stated commitment and more about measurable evidence.

Where Responsibility Sits
One of the most important questions emerging in this transition is where responsibility actually lies.

While sustainability targets are often defined at retail or corporate level, the operational burden sits firmly with growers. Changes to crop protection strategies, production methods, or input materials all require investment and carry production risk. These decisions are not easily reversed once implemented in a production cycle.

At the same time, growers are expected to maintain consistency, volume, and quality in highly competitive global markets. This creates a structural imbalance between ambition and implementation.

Some supply chain systems attempt to address this through engagement platforms, training, and phased transitions. In certain cases, suppliers are given time to explain deviations or non-compliance before action is taken.

> **Digital tools are increasingly used to streamline supplier reporting, while residue testing and compliance checks are carried out on products sold through retail channels. The intention is to ensure that what is declared at production level matches what is detected in the final product.**

However, repeated breaches of agreed standards can lead to sanctions, including temporary suspension from supply chains.

There is also growing discussion within the industry about whether certain high-input varieties or production systems remain viable under emerging sustainability expectations. In some cases, this raises difficult questions about crop selection itself, not just production practices.

An Industry in Transition
What is emerging is not a single, unified sustainability system, but a sector in transition.
Sustainability is becoming embedded in retail strategy and consumer expectation, but its implementation remains uneven across regions and markets. Regulatory environments, certification frameworks, and commercial pressures all influence how requirements are applied in practice.

For growers, this means operating in a moving environment where standards are tightening, transparency requirements are increasing, and documentation is becoming as important as production itself.

An Uneven Balance
As in many global supply chains, the balance of influence is not evenly distributed.

Retailers are increasingly setting the direction, responding to consumer expectations, regulatory pressure, and reputational risk. Growers, meanwhile, are tasked with translating those expectations into biological systems that are inherently complex and sensitive to change.

The challenge is no longer simply about compliance. It is about adaptation within a system where expectations are becoming clearer, but the pathways to achieving them are still evolving.

For Kenyan flower growers supplying international markets, the message is increasingly consistent. Sustainability is no longer an optional narrative. It is becoming a structured, data-driven requirement for participation in key retail channels. Meeting it will depend not only on good agricultural practice, but on the ability to demonstrate it in ways that are measurable, comparable, and trusted across the supply chain.

IFTEX 2026: Where the Global Flower Industry Meets to Shape the Future

A Gathering of Global Significance

From June 2 to 4, 2026, Nairobi once again becomes the centre of the global floriculture calendar as the International Flower Trade Exhibition opens its doors to the world. This year carries a stronger sense of momentum than ever before. The message is unmistakable. The industry is not slowing down. It is adapting, expanding, and positioning itself for a new era of growth.

For the first time in its history, IFTEX is set to host more than 200 exhibitors, surpassing the 2025 edition that welcomed 189 companies from 18 countries. This is more than a numerical achievement. It reflects an industry that continues to invest in innovation, partnerships, and long term market presence despite mounting global challenges.

Navigating a Market Under Pressure

IFTEX 2026 arrives at a time when the floriculture trade is navigating one of its most demanding periods in recent memory. The ongoing Middle East crisis has disrupted traditional logistics corridors, pushing airfreight costs sharply upward while limiting cargo availability. Key destination markets in the region have also slowed, creating sudden gaps in demand.

At the same time, inflationary pressures across Europe continue to reshape consumer spending patterns, directly affecting flower consumption and pricing. Together, these forces have created a market defined by uncertainty and cost pressure. Yet the response from the industry has not been retreat. It has been resilience.

In an exclusive interview with ***Floriculture Magazine***, Dick van Raamsdonk, President of HPP Worldwide and organiser of IFTEX, captures this reality. “The flower industry has always been dynamic, much like fashion. Consumers are constantly looking for something new. In times of uncertainty, that only increases the need for businesses to meet, exchange ideas, and stay ahead of change,” he says.

That need for connection continues to drive IFTEX forward. As market pressures intensify, face to face engagement has become even more valuable.

Kenya’s Strategic Advantage

The rise of IFTEX is closely linked to Kenya’s position as a global floriculture powerhouse. Supplying nearly 40 percent of Europe’s flowers, the country has built a reputation for quality,

Dick van Raamsdonk,
President of HPP Worldwide and organiser of IFTEX

“IFTEX plays a crucial role in bringing stakeholders together to demonstrate the real progress being made.”

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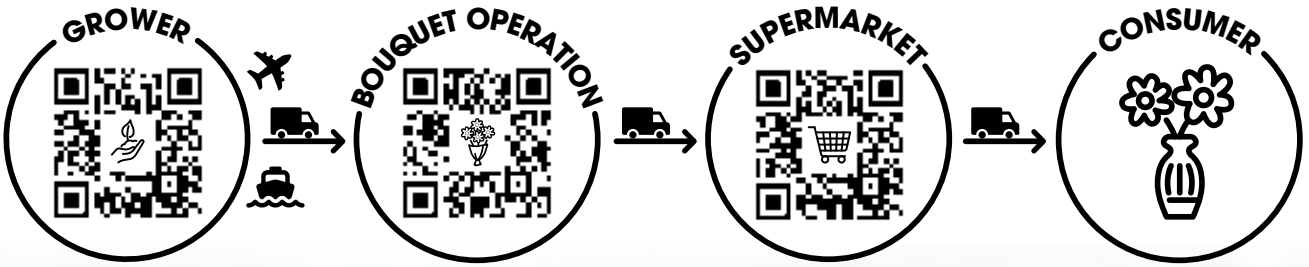

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What sets Kenya apart is not only production capacity but the ecosystem behind it. An equatorial climate supports year round cultivation. Diverse growing altitudes allow for an exceptional range of varieties. A skilled workforce and efficient logistics systems ensure flowers move quickly from farm to market.

Van Raamsdonk sees this as part of a broader transformation. "Kenya produces one of the widest ranges of high quality flowers in the world. Combined with its logistics strength and growing value addition through packed at source models, it is evolving into a true global flower business hub," he notes. This evolution is reshaping buyer behaviour. International buyers are increasingly building direct relationships at origin, creating greater transparency and flexibility across the supply chain.

More Than an Exhibition

IFTEX has grown into far more than a trade show. It is now a strategic meeting point for the entire floriculture value chain. Breeders arrive with new varieties tailored to shifting consumer tastes, focusing on vase life, transport resilience, and visual distinction. Growers present advances in quality and consistency. Logistics providers and postharvest specialists showcase solutions aimed at improving efficiency and reducing costs.

Clement Tulezi, CEO of the Kenya Flower Council, underscores the importance of this convergence. "Innovation and sustainability are the drivers keeping our industry competitive. The growing global interest in IFTEX is a clear signal that the market recognises Kenya's leadership and the opportunities ahead," he says.

For buyers, the value is direct access. The ability to engage producers at source and establish stronger supply relationships is becoming increasingly critical.

Shift from Products to Solutions

IFTEX 2026 reflects a clear evolution in industry thinking. The focus is no longer simply on showcasing flowers. It is on presenting solutions. Digital farm management systems, cold chain optimisation technologies, and advanced postharvest handling tools will feature prominently. These innovations all point to the same goal. Greater efficiency, reduced waste, and improved reliability from farm to consumer.

This signals a more mature and competitive industry. Success is no longer defined by product alone but by the systems that support it.

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Sustainability Takes Centre Stage

Sustainability will be one of the defining themes of IFTEX 2026. Environmental compliance, carbon footprint reduction, certification standards, and responsible production practices are now essential for market access.

The exhibition will provide a platform for moving beyond broad commitments toward practical action. Exhibitors will present measurable solutions, from energy efficient production systems to smarter packaging and freight strategies. As Van Raamsdonk explains, “The industry must present a transparent and consistent message on sustainability. IFTEX plays a crucial role in bringing stakeholders together to demonstrate the real progress being made.”

Why IFTEX Matters Now

The timing of IFTEX 2026 could not be more significant. Across the globe, floriculture businesses are reassessing their strategies around logistics, risk, market access, and long term growth.

For growers, it offers a chance to reposition and connect with new buyers. For buyers, it provides access to reliable supply and new sourcing opportunities. For suppliers and service providers, it is where innovation meets immediate market need.

A Statement of Confidence

Surpassing 200 exhibitors is more than a milestone. It is a statement of confidence.

The floriculture industry is not waiting for conditions to stabilise. It is actively shaping its future.

As the doors open in Nairobi this June, one thing is clear. The future of floriculture will be shaped by those willing to engage, adapt, and move forward together. IFTEX 2026 is where that future takes root.

Global Cut Flowers Market Outlook to 2035

The global cut flowers industry is entering a decisive growth phase, shaped by shifting production geographies, rising consumer demand, and evolving distribution channels. According to the Global Cut Flowers Market: Industry Dynamics, Market Size, and Opportunity Forecast to 2035 report released in March 2026 by Astute Analytica, the sector is being redefined by structural demand growth and increasingly sophisticated supply chains.

Demand Growth Outpacing Supply

One of the most critical insights from the research is that global demand for cut flowers is growing faster than supply. Consumption is expanding at an estimated 5 to 7 percent annually, slightly ahead of production growth of about 4 to 6 percent.

This imbalance is significant. It signals a sustained opportunity for exporting countries like Kenya to capture additional market share. The growth is being driven by urbanisation, rising disposable incomes, and a global gifting culture that continues to deepen.

Flowers are no longer reserved for special occasions. Everyday consumption, corporate events, hospitality, and lifestyle spending are now key demand drivers. This shift is expanding the market beyond traditional peaks.

Kenya's Strategic Position Strengthens

Kenya, already a leading exporter to Europe, stands to benefit further as global buyers continue to diversify sourcing away from high cost production regions. For investors, this reinforces Kenya's long term competitiveness. However, maintaining this advantage will depend on continued investment in sustainable farming practices.

The Power of Events, Gifting, and Lifestyle

A major growth driver identified in the report is the expanding global events and gifting economy. In addition, the professionalisation of the events industry and the rise of experiential spending are pushing demand towards premium flowers. Margins are increasingly shifting towards quality, variety, and branding rather than just volume.

Cold Chain and Logistics

The report makes it clear that logistics, particularly cold chain infrastructure, is becoming the defining competitive factor in the industry. Countries that invest in efficient air freight capacity, temperature controlled storage, and seamless export systems will dominate global trade. Kenya already has a strong logistics ecosystem centered around Nairobi's JKIA air cargo network. However a continuous upgrades will be necessary to retain this edge.

Market Structure and Competitive

The global cut flower market remains highly fragmented. Competition is intense. At the same time, barriers to entry at the international level remain relatively high due to capital requirements and compliance standards.

The Opportunity to 2035

Looking ahead to 2035, the global cut flowers market presents a compelling growth story. Demand expansion, digital transformation, and supply chain evolution are converging to create new opportunities across the value chain.

For Kenya, the opportunity lies in moving beyond volume driven exports to a more integrated model focused on value addition, branding, and direct market access. Investments in sustainability, certification, and innovation will also be critical as global buyers increasingly prioritise environmentally responsible sourcing.

For those willing to invest strategically, Kenya remains firmly at the heart of that future

Media Narratives and the Need for Real Dialogue in Floriculture

A few days ago, my phone rang. On the other end was a senior manager from one of Kenya's most respected flower farms. His voice carried the kind of frustration that has become increasingly familiar across the sector, not the frustration of poor yields or difficult weather, but of watching an entire industry once again forced to defend itself against a narrative already accepted as fact.

The reason for the call was a recent article published by one of the country's leading media houses. Built around findings from an NGO study and amplified widely across broadcast platforms, the piece painted a troubling picture of Kenya's flower industry. Yet for those who understand the sector, it was a story that was strikingly economical with the truth. Important scientific context was missing, technical realities were flattened into headline-friendly claims, and the resulting damage to the reputation of Kenya's floriculture industry was immediate.

Unfortunately, this is no longer unusual. In recent years, the sector has increasingly found itself caught in a cycle where complex agricultural issues are distilled into simplified narratives designed for maximum attention rather than balanced understanding. Allegations surface, often built around selective data or isolated cases, and are quickly amplified before rigorous scientific scrutiny can take place. By the time context emerges, the reputational damage is already done.

What is perhaps most concerning is how often these claims influence real market and regulatory outcomes. Some crop protection products have faced bans or restrictions despite questions about whether the evidence supporting such decisions meets the threshold of robust, peer reviewed scientific validation. In other cases, a single non-compliant farm or one rejected consignment has been allowed to cast a shadow over an entire export industry that has spent decades building systems of compliance, traceability, and stewardship.

This tendency to generalise isolated incidents into sector-wide condemnation reveals something much larger than the specific claims being made. It exposes how vulnerable modern agriculture has become to the dynamics of today's media environment.

Floriculture, by its nature, is particularly exposed to this. It is highly visible, deeply connected to international markets, and operates at the intersection of trade, sustainability, labour rights, and environmental scrutiny. This makes it an easy target for narratives that seek sharp contrasts: profit versus people, exports versus ecosystems, production versus ethics. The reality, of course, is far more complex.

Kenya's flower sector has not been spared. Much of time, articles about chemical use, residue management, worker welfare, environmental stewardship, and regulatory reform have been misreported. Scrutiny must be anchored in science, evidence, and proportion.

When storytelling sacrifices complexity for sensation, it does not simply create misleading headlines. It distorts public understanding, undermines investor confidence, unsettles buyers, and unfairly penalises thousands of workers and growers whose livelihoods depend on the sector.

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Flower Sector Can No Longer Afford to Stay Silent

For years, agriculture has often responded to controversy with silence. The assumption was simple: staying quiet avoided unnecessary attention. But in today's fast moving information environment, that strategy no longer works.

Let's Talk

Across the global flower industry, including major export hubs like Kenya, the pressure is mounting. Sustainability standards are becoming stricter, market access is increasingly tied to public perception, and policy decisions are often shaped as much by narrative as by scientific evidence. In this environment, remaining silent can translate into reputational damage, heavier compliance demands, and regulations that may not reflect operational realities.

The challenge is not always outright misinformation. More often, it is incomplete information presented without context. A trace residue detection becomes a headline about danger. A localized environmental issue is portrayed as evidence of systemic failure. Once these narratives gain traction, they spread quickly through digital platforms, advocacy campaigns, and media coverage. If left unchallenged, such claims often harden into accepted truth. They begin influencing public opinion, buyer expectations, and eventually regulatory frameworks. Over time, this can lead to costly policy decisions that impose burdens on growers without necessarily delivering measurable environmental or health benefits.

This dynamic is partly structural: Advocacy organizations are often highly effective communicators, able to simplify complex issues into compelling messages. Media outlets, working under tight deadlines and shrinking specialist resources, are under pressure to publish quickly. In such an environment, nuance often struggles to compete. The result is a system where those who speak first often shape the narrative.

Unscientific Policies: For policymakers, this creates a serious challenge. Sound regulation depends on balanced, evidence based information. When decisions are influenced by incomplete or emotionally charged narratives, the result can be policies that miss their intended targets. This is especially critical for export oriented industries like floriculture. Regulations in destination markets increasingly reflect public concerns about sustainability, environmental safety, and ethical production. If the prevailing narrative portrays a sector as irresponsible, that perception can influence certification standards, buyer requirements, and access to international markets.

Fast Communication: The flower sector cannot afford to underestimate the economic cost of perception. The modern media environment rewards speed. First impressions often define the public conversation, while later corrections receive far less attention.

Effective engagement must be timely: Responding quickly does not mean being defensive or confrontational. It means providing clear, evidence driven explanations when claims are inaccurate or incomplete. Broad reassurances are easy to dismiss, but factual, detailed responses are harder to ignore.

Consistent engagement: This also changes expectations. Journalists become more careful when they know claims will be scrutinized. Policymakers benefit from richer information. Public debate becomes more balanced when multiple perspectives are available.

A Complex Sector: Floriculture is a technically complex sector sitting at the intersection of agriculture, trade, environmental science, and public health. Reporting on it accurately requires specialist knowledge, strong sourcing, and a commitment to context. The decline in specialist agricultural journalism has made this more difficult. Transparent, responsive stakeholders can help improve reporting quality, while journalists retain the essential role of independently testing claims and distinguishing between presence and actual risk.

Accuracy is not an obstacle to compelling journalism. It is the foundation of credibility. The interconnected nature of floriculture makes this issue even more urgent. Growers, exporters, wholesalers, retailers, and florists are all part of the same value chain.

Reputational damage rarely stays isolated: A misleading story about production practices on one farm can influence consumer confidence at the retail level. Florists and retailers often find themselves answering questions about concerns they did not create but cannot ignore. This is why communication cannot be left to individual farms or exporters.

Embrace Shared Response: Trade associations, research institutions, certification bodies, exporters, and retailers all have a role in ensuring accurate information is accessible and timely. Coordinated responses carry more authority than isolated.

Tell Your Own Story: Floriculture has made significant progress in sustainability, traceability, water efficiency, responsible crop protection, and certification standards. These achievements are real and measurable. Yet too often they remain invisible because they are not actively communicated.

Good practice does not speak for itself: Sharing these advances is not about marketing spin. It is about contributing to informed public discourse and ensuring that decisions by consumers, journalists, and policymakers are based on a complete picture. The choice before the flower sector is clear. It can either shape the conversation or allow others to shape it.

For policymakers, this means grounding regulation in comprehensive evidence and ongoing dialogue with those directly affected. For media leaders, it means prioritizing depth, verification, and context. For the industry, it means recognizing that public engagement is no longer optional.

Silence may once have been a strategy. Today, it is a liability.

Sustainability and Chemical Use

Kenya's flower industry is entering a defining period. For decades, commercial flower production relied heavily on synthetic pesticides, fertilisers and growth regulators to deliver the uniform blooms, strong yields and reliable harvest cycles demanded by international buyers.

Success has come with pressure

Years of intensive chemical use have raised concerns about soil degradation, water quality and the long term resilience of production systems. At the same time, international buyers are changing what they expect from suppliers. Flower quality alone is no longer enough. Buyers increasingly want proof that flowers are grown responsibly. Sustainability has shifted from a marketing concept to a commercial requirement.

Reducing Chemical Dependence

Moving away from heavy chemical use is not a simple process. Flower production systems have been built around synthetic support for decades. Abruptly reducing inputs can destabilise crop performance, increase pest pressure and compromise consistency. As a result, most growers are taking a gradual approach.

Blanket applications of pesticides and fertilisers are being replaced by more targeted interventions through integrated pest management, precision irrigation scheduling and carefully adjusted nutrient programmes. Greenhouse ventilation is also being improved to reduce disease pressure naturally.

The Rise of Data Driven Farming

One of the most significant shifts in floriculture is the growing reliance on measurable evidence. Sustainability can no longer be claimed through broad commitments. It must be proven through data. Export farms are increasingly documenting pesticide and fertiliser use across production cycles, converting records into measurable indicators that show progress over time.

This documentation is becoming essential for certification schemes and buyer audits. Data is also helping growers maintain crop consistency. When chemical growth regulators and intensive nutrient programmes are reduced, natural variation in stem length and flower size becomes more visible. For export markets where grading precision determines value, this can create serious challenges.

Detailed harvest analysis allows growers to identify performance variations across greenhouse zones, revealing issues linked to irrigation, nutrient distribution or soil conditions before they affect market quality. This analytical approach is changing how farms make decisions, combining grower experience with measurable production intelligence.

Soil Health Takes Centre Stage

At the heart of sustainable flower production lies soil health. For many years, intensive flower farming often treated soil as

little more than a medium for delivering nutrients and water. Over time, this weakened natural biological processes and increased dependence on external inputs.

Today, that thinking is changing. Growers are increasingly treating soil as a living production asset that directly influences crop resilience and long term performance. This has led to greater investment in compost application, organic matter improvement and more detailed soil testing. Modern assessments now examine not only nutrient levels, but also pH balance, water holding capacity and biological activity.

The benefits are practical.

Healthier soils improve nutrient retention, reduce fertiliser loss and strengthen crops during periods of heat stress or irregular rainfall.

For Kenya's flower sector, where climate variability is becoming more pronounced, these improvements are increasingly valuable.

Biological Control Expands

Another major development is the growing use of biological pest control. Beneficial insects and natural predators are increasingly being introduced to manage pests such as mites, aphids and thrips. This marks a significant departure from routine chemical spraying.

Biological systems require close monitoring, precise timing and a strong understanding of greenhouse ecology. Success depends on maintaining balance rather than simply eliminating pests.

This demands higher technical expertise from farm teams, but the benefits are substantial.

Reduced chemical residues help farms comply with stricter international standards. Worker safety improves through lower chemical exposure, while greenhouse ecosystems become more stable over time.

Biological control is not replacing chemistry entirely, but it is becoming an increasingly important part of integrated crop protection.

Sustainability as Competitive Strategy

The transition is not without cost. Biological inputs can be expensive, organic amendments are not always available at scale and staff training requires sustained investment.

For growers already operating in a highly competitive export market, these pressures are significant.

Buyers are rewarding farms that can demonstrate measurable environmental progress and transparent production systems. Sustainability performance is becoming a competitive advantage.

For Kenyan flower growers, this makes the transition about more than environmental responsibility. It is a strategic business decision.

The future of floriculture will belong to farms that can balance productivity with resilience, proving not only the quality of their flowers but also the sustainability of the systems that produce them.

That future is already taking shape across Kenya's greenhouses.

Sustainability Starts Below the Surface

For Kenyan flower growers working in an increasingly competitive and climate-sensitive global market, sustainability is no longer a distant conversation. It is now part of daily production decisions, including one of the most fundamental yet often overlooked elements of cultivation: the growing substrate.

In modern floriculture systems, substrates are rapidly replacing traditional soil-based production in many greenhouse operations. The shift is not just about technique. It is about performance, resilience, and environmental responsibility.

Why substrates are changing flower production

Unlike field soil, substrates offer growers a controlled growing environment where plant roots can develop under more predictable conditions. They help reduce common production challenges such as pest and pathogen pressure, weed seed contamination, and risks linked to heavy metal accumulation in soils.

For Kenyan exporters and greenhouse producers, this level of control is especially important. Substrates also improve flexibility in where and how production can take place, making it easier to scale operations and maintain consistent quality throughout the year.

Water management is another key advantage. Substrates allow for more precise control of water and air in the root zone, improving water use efficiency at a time when climate variability and rising input costs are putting pressure on irrigation systems.

Productivity meets sustainability

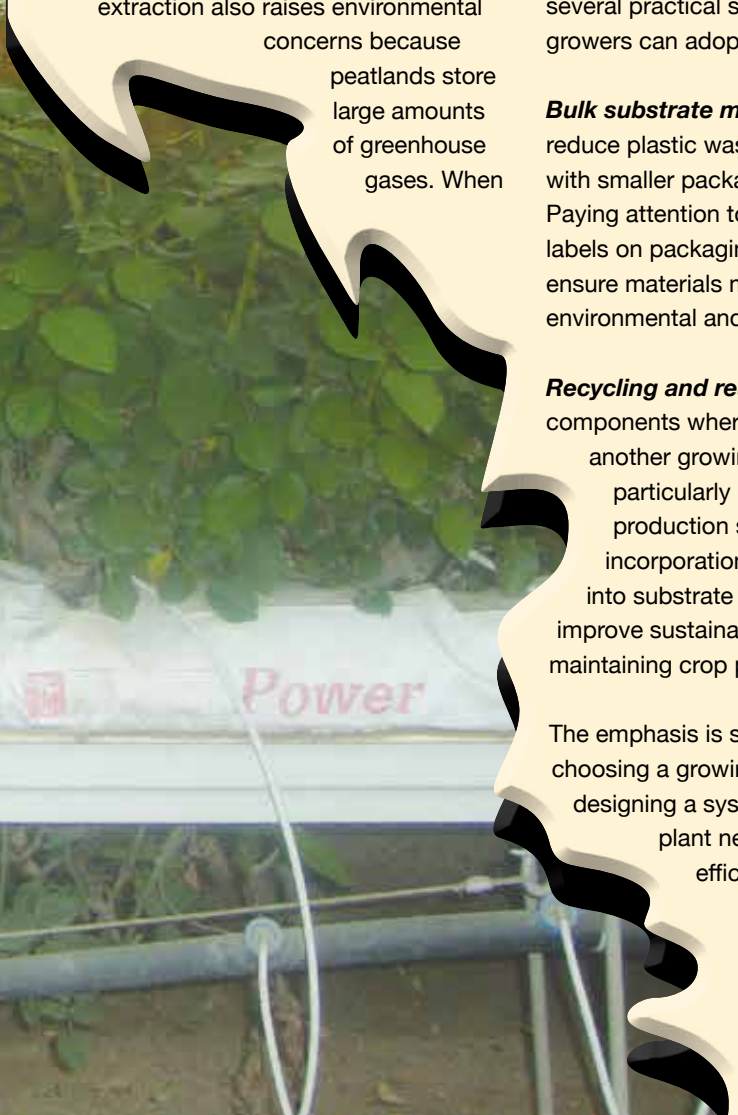
Beyond production efficiency, substrates are becoming central to sustainability strategies in floriculture. A well-designed growing medium does more than support plant growth. It can reduce dependency on chemical inputs

such as fertilizers and pesticides, lowering both production costs and environmental impact.

Healthier root systems supported by balanced substrates often translate into stronger plants, more uniform flowering, and improved returns on investment. For growers, this means productivity gains without necessarily increasing input intensity. At the same time, the environmental footprint of production can be reduced when substrates are carefully selected and managed.

Rethinking what goes into the growing mix

A key focus in modern substrate systems is the move away from peat-based materials. While peat has long been valued for its excellent physical properties, it is a finite resource. Its extraction also raises environmental concerns because peatlands store large amounts of greenhouse gases. When disturbed, these gases are released back into the atmosphere.



As a result, research and industry guidance are increasingly encouraging the use of alternative materials. These include coconut coir, wood fibre, compost, and biochar. Each of these options offers different benefits in terms of water retention, structure, and sustainability profile.

For Kenyan growers, coconut coir is already a familiar material due to regional availability, but the broader diversification of substrate components opens new possibilities for improving performance while reducing environmental impact.

Practical steps for growers

Recent sustainability guidance for substrate use in floriculture highlights several practical strategies that growers can adopt:

Bulk substrate mixing can help reduce plastic waste associated with smaller packaged products. Paying attention to certification labels on packaging can also help ensure materials meet recognised environmental and quality standards.

Recycling and reusing substrate components where possible is another growing area of interest, particularly in integrated production systems. The incorporation of organic materials into substrate blends can also improve sustainability outcomes while maintaining crop performance.

The emphasis is shifting from simply choosing a growing medium to designing a system that balances plant needs with resource efficiency.

Learning from real production systems

Some commercial growers are already demonstrating how these ideas can be applied at scale. In established greenhouse operations, substrate management is increasingly linked with waste reduction strategies and material recovery systems.

These approaches include repurposing used substrates where appropriate, working with landscaping partners to reuse organic material streams, and integrating sustainability goals into broader production planning. Such practices show that substrate management is not only a technical decision but also part of a wider circular approach to production.

A growing knowledge base for the industry

Across the global floriculture sector, sustainability programmes are expanding the available knowledge base for growers. Research-led initiatives are providing structured guidance on topics such as nutrient management, integrated pest control, plastics reduction, and circular production systems, with substrates forming a key part of this wider sustainability framework.

The direction of travel is clear. Substrates are no longer just a production input. They are becoming a strategic tool in shaping the future of floriculture.

For Kenyan growers, this presents both an opportunity and a challenge. Those who understand and optimise their substrate systems are likely to gain advantages in efficiency, quality, and market positioning. As sustainability expectations continue to rise in export markets, the decisions made beneath the plant will increasingly influence success above the surface.

A Conversation with Disha Copreaux, CEO of Red Lands Roses

As Red Lands Roses marks three decades of excellence, its story stands as one of vision, resilience and continuous reinvention. From humble beginnings in the then-remote landscapes of Ruiru to becoming a global name in luxury spray roses, the company has carved out a distinctive space in international floriculture. At the helm today is CEO Disha Copreaux, whose leadership blends data-driven strategy with a deeply human approach to business. In this exclusive interview with Floriculture Magazine, she reflects on the company's journey, its defining philosophy, and the opportunities shaping the future of Kenya's flower industry.

Floriculture: Red Lands Roses marks its 30th anniversary. Take us through this remarkable journey?

Disha: Red Lands Roses is fundamentally the story of its founder, Isabelle Spindler. She established the farm in 1996, so it is truly her vision that laid the foundation. I feel privileged to continue that journey today.

When Isabelle arrived in Ruiru, this area was largely undeveloped bushland. None of the infrastructure you see today existed. What is now a thriving peri-urban zone, with developments like Tatu City, was once a very remote location.

Her decision to set up here was deliberate. The land is murram and not suitable for food production. She believed strongly that flower farming should not compete with food agriculture, which was quite a forward-thinking perspective at the time.

But beyond location,she did not want to replicate what was already in the market. Instead of focusing on traditional tea hybrid roses, she set out to create something with a real emotional impact. She imagined how someone would feel receiving the bouquet, and then built the system backwards from that point.

Floriculture: Today, Red Lands Roses is synonymous with luxury spray roses, product innovation and diverse market. Discuss

Disha Over time, the farm transitioned almost entirely into 95% spray roses. Today, we are known for large-headed, long-stemmed spray roses with strong stems and a very lush appearance.

What sets them apart is how they come together in a bouquet. They create fullness, texture and a sense of abundance, which is exactly what customers are looking for in premium floral arrangements. We are not just growing flowers, we are creating experiences. Innovation is also central to our strategy. At any given time, we are trialling almost 1,000 varieties an extensive process, with low success rate because our high standards.

However, consumer tastes are constantly evolving, so maintain continuous product innovation. This ensures that we can adapt quickly and remain relevant in different markets. Currently we grow around 200 varieties and supply markets across Europe, the Middle East, Asia, Australia and North America. Diversification is key.

Floriculture: Beyond the product, what defines the DNA of Red Lands Roses?

Disha: The second pillar of our DNA is people. This is a business that depends entirely on human hands. Every step relies on the skill and care of our team.

Isabelle was ahead of her time in recognising that. She introduced initiatives such as school fee support, private medical insurance, subsidised meals and a daycare centre long before these became industry norms. We have continued to build on that legacy. Recently, we upgraded our daycare centre into a modern, fully equipped facility with safe play areas, improved classrooms and enhanced amenities. We also increased the school fee allowance for employees' children by nearly.

The philosophy is simple. When people have peace of mind about their families and wellbeing, they are able to focus, contribute and thrive at work.

Floriculture: Discuss your Pest and disease management approach?

Disha: True, the challenge is huge. Our goal has been to significantly reduce reliance on chemical sprays. This helps maintain plant health and improves overall flower quality. However, it requires careful balance, as reducing chemicals can sometimes lead to secondary challenges like aphids or mildew.

Floriculture: Sustainability is increasingly shaping buyer expectations. How is Red Lands Roses responding?

Disha: Sustainability is no longer optional. It is essential for the future of our industry. From the beginning, Red Lands Roses adopted hydroponic production. This not only addressed the limitations of the land but also allows us to use significantly less water while preventing nutrient leaching.

We have also invested in solar energy to power key operations such as cold rooms, implemented a wetland system to treat wastewater, and developed rainwater harvesting infrastructure with the aim of recycling water for irrigation.

The carbon footprint of air freight is one of the biggest challenges facing our industry. We take a pragmatic approach. We measure our carbon footprint annually and invest in offsetting initiatives, particularly forestry projects that generate carbon credits. While it is not possible to offset everything, we believe in taking responsible steps to mitigate our impact.

Floriculture: What distinguishes Red Lands Roses in such a competitive landscape?

Disha: Our defining characteristic is our commitment to quality. We maintain very strict grading standards, and we do not compromise. Even flowers that appear nearly perfect may be rejected if they do not meet our criteria.That discipline is what has built our reputation in the luxury segment.

Floriculture: What leadership philosophy guides your approach?

Disha: Leadership begins with being human. People come to work with different experiences and challenges, and it is important to engage with them on a personal level. Empathy and humility are critical. Over time, I have learned that listening and understanding perspectives leads to stronger collaboration. This approach has helped us build a very constructive relationship with our union. We see ourselves as one team working towards a shared goal.

We also strongly believe in promoting from within. Many of our team members have progressed from entry-level roles into supervisory and even commercial positions. We also have structured systems for addressing grievances, recognising performance and supporting wellbeing. It is about creating an environment where people can grow and feel valued.

Floriculture: Discuss your surrounding community Support?

Disha: We aim to have a positive impact beyond the farm. Our daycare facility also serves the local community, and we provide water to nearby residents at subsidised rates. We also participate in tree planting initiatives and support various community programmes through industry associations.

Floriculture: Looking at the broader industry, what challenges and opportunities stand out?

Disha: Kenya's floriculture industry has immense potential, but it faces increasing regulatory pressures. Despite contributing significantly to foreign exchange earnings and employment, the sector is dealing with rising levies and operational constraints. There is also a major opportunity in value addition. Bouquet production, for example, could create thousands of jobs locally. However, cost structures often make it more viable to do this closer to end markets.

Floriculture: Finally, what legacy would you like to leave?

Disha: Isabelle Spindler created an extraordinary legacy, and I do not see myself as replacing that, but rather building upon it. For me, it is about empowering people. I would like to nurture the next generation of leaders in this industry. If I can be remembered for developing talent, driving excellence and sharing the passion that defines this business, then I will feel that I have made a meaningful contribution.

A Legacy in Bloom

Red Lands Roses is more than a farm; it is a reflection of what happens when vision meets discipline and purpose meets innovation. As the company looks to the future, its commitment to quality, sustainability and people continues to position it as a benchmark for excellence in global floriculture

Leinot Farms:

Building Kenya's Next Boutique Rose Powerhouse

At approximately 2,200 metres above sea level in the cool, fertile highlands of Naivasha, a new name is quietly positioning itself to redefine premium floriculture in Kenya. In an industry often defined by scale and volume, Leinot Farms is taking a markedly different path, one built on distinction, precision, and a deliberate pursuit of sustainable luxury.

For Leinot Farms, entry into floriculture was not a speculative move. It was a calculated response to an increasingly visible gap in the global flower market.

The locally owned investment company was founded with a long term vision to create a world class floriculture enterprise capable of serving the most discerning international markets. Its leadership identified a growing shift in global consumer behaviour, one where flowers are no longer purchased solely for occasions, but are increasingly embraced as part of everyday wellness, lifestyle expression, and conscious consumption.

That shift, according to Leinot Farms, demands more than conventional production. It demands flowers that are distinctive, ethically cultivated, and capable of delivering exceptional quality from greenhouse to vase.

This conviction forms the foundation of the company's strategy.

Rather than competing in high volume commodity production, Leinot Farms is positioning itself as a premium boutique grower focused on niche, high value varieties. Its portfolio will initially comprise 12 hectares of protected greenhouse cultivation dedicated to super premium standard roses, spray roses, garden roses, and carefully selected specialty varieties tailored for elite global markets.

Why Naivasha Became the Natural Choice

The choice of Naivasha as its operational base was strategic.

Few locations offer the combination of climatic advantage, fertile well drained soils, reliable water resources, and logistical connectivity required for premium rose production. With direct access to the Nairobi Nakuru transport corridor and proximity to Jomo Kenyatta International Airport, the farm is ideally placed for efficient global distribution to Europe, North America, Asia, and Australia.

Yet Leinot's real differentiation lies in how it intends to grow. The farm is embedding sustainability into its

DNA from inception. Solar energy supported by power storage (Lithium based batteries), drip irrigation systems, soil moisture monitoring, functional wetlands, integrated pest management, and organic waste composting are all being incorporated into its production model.

This is not sustainability as a marketing accessory. It is sustainability as operational philosophy.

Built for Trust and Global Market Access

The company is equally intentional about compliance and market trust. ESG principles, continuous improvement systems such as Kaizen, and alignment with internationally recognized standards including Global G.A.P., MPS, and Fairtrade will underpin its commercial operations.

Leinot Farms is also moving with notable urgency. The company is targeting its first harvest in time for Valentine's Day 2027, with full production expected by European Mother's Day the same year, two critical commercial windows in the global flower calendar.

Its market entry strategy will prioritize direct sales to established international buyers, complemented over time by digital engagement channels and strategic commercial partnerships.

A major milestone on that journey will be its participation at IFTEX 2026, where Leinot Farms plans to formally introduce itself to international buyers, wholesalers,

and retail partners through a showcase of fully traceable, sustainably produced premium flowers.

The Road to Global Recognition
Looking ahead, the ambition is bold.

Within the next decade, Leinot Farms plans to scale beyond 50 hectares while preserving the boutique identity that defines its value proposition.

Its ultimate aspiration is clear. To establish Leinot Farms as a globally recognized brand synonymous with sustainable luxury, exceptional vase life, and uncompromising floral excellence.

In a sector where the future increasingly belongs to producers who can combine quality, ethics, and innovation, Leinot Farms is planting its roots with uncommon clarity of purpose.

The farm is not merely entering Kenya's floriculture industry. It is setting out to shape its premium future.

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	George Okoth	0757863525	-
AAA-Simba Farm	Roses	Rumuruti	Japhet Mbaabu	0722291464	Japhet.mbaabu@aaagrowers.co.ke
Across Agriculture Ltd	Herbs	-	Emily Chepkemoi	0729080186	chep28@gmail.com
Africalla Kenya Ltd	Cuttings	Eldoret	Greet	0707112194	greet@africalla.com
Africa Blooms	Roses	Salgaa	Ramnath Sarbande	0798190511	ramnath.sarbande@xflora.net
Agriflora (K) Ltd		Nakuru, Njoro	Nancy Kurgat	0720780322	nkurgat@sianflowers.co.ke
Aquila Development Co	Roses	Naivasha	Prashant Takate	0799356002	gm@aquilaflowers.com
Baraka Roses/ Mumi Flora	Roses	Ngorika	Paul Salim	0746766638	paul@barakaroses.com
Batian Flowers	Roses	Nanyuki	Rakesh	0724631299	rakesh.k@btfgroup.com
Beautyline	Flowers	Naivasha	Peter Gathiaka	0721392559	peter@beautyli.com
Beuty Dan flowers	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	Ashok Ladkat	0702000341	akumar@bohemian-flowers.com
Black Petals	Roses	Limuru	NJ-Nirzar Jundre	0722848560	nj.bpl@btfgroup.com
Black Tulip- Lemotit	Flowers	Kericho	Rajan Duzai	0794572232	raju.lemotit@btfgroup.com
Bliss Flora Ltd	Roses	Njoro	Brijesh Patel	0753977777	farm@blissflora.co.ke
Bloom Valley	Roses	Salgaa	Ramnath Sarbande	0798190511	ramnath.sarbande@xflora.net
Blooming Dale Roses Kenya Ltd	Roses	Nanyuki	Sunil	0718991182	sunil@bloomingdaleroses.com
Bohemian/ Oserian	Flowers	-	Ashok Ladkat	0702000341	akumar@bohemian-flowers.com
Blooming Africa	-	Gilgil	Bert	0722204309	bert@bloomingafrica.com
Buds and Blooms	Roses	Nakuru	Shivaji Wagh	0720895911	shivaniket@yahoo.com
Carzan (K) Ltd KS	Summer flowers	Salgaa	Samuel Kamau	0722337579	samuel.kamau@marginpar.biz
Carzan (K) Ltd ST	Hypericum, solidago	Sobea	Bejamin Ribai	0723721748	benjamin.ribai@marginpar.biz
Carzan - Molo	Carnations	Molo	William kinyanjui	0721479873	william.kinyanjui@marginpar.biz
Chestnut	Vegetables	Naromoru	Gabriel Kiai	-	gabriel.kiai@aaagrowers.co.ke
Colour Crops	Hypericum	Nanyuki	Kennedy wanyama	0716389472	kennedywanyama6@gmail.com
Colour crops	Summer Flowers-	Bahati	Patrick Kipkurui	0727806184	bahati@colourcrops.com
Colour crops	Flowers	Naivasha	Geoffrey Kanayari	0712215419	nva@colourcrops.com
Credible Blooms	Flowers	Rumuruti	Eliud Njenga	0722382859	eliud@pigeonblooms.com
Dale Flora	Roses	Mogotio	Shivaji Wagh	0720895911	shivaniket@yahoo.com
De ruiters	Breeder Roses	Naivasha	Ethan Chege	0720477717	ethan.chege@deruiter.com
Dummen Orange	Flowers Breeders	Naivasha	Bart Engels	0759069896	b.engels@dummenorange.com
Eco Roses	Roses	Salgaa	Eliud Kimani	0727598349	production.eco@btfgroup.com
Elbur flora- kimman	Roses	Nakuru	Daniel Moge	0721734104	kimmanexp@gmail.com
Enkasiti Thika	Flowers	Thika	Michael Majimbo	0718715309	production@Enkasiti.co.ke
Equinox	Flowers	Nanyuki	John Ngugi	0725307509	john.ngugi@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	Pradeep	0739584773	manager.mn@fontana.co.ke
Flamingo Horticulture Farm	Flowers	Naivasha	Peter Mwangi	0722204505	peter.mwangi@flamingo.net
Flamingo -Kingfisher Farm	Flowers	Naivasha	Peter Mwangi	0722204505	peter.mwangi@flamingo.net
Flamingo - Osprey		Naivasha	Peter Mwangi	0722204505	peter.mwangi@flamingo.net
Flamingo -Siraji Farm	Carnations, Roses	Nanyuki	Peter Mwangi	0722204505	peter.mwangi@flamingo.net
Flamingo - Ibis	summer, vegetables	Nanyuki	Margaret Mumbi	0720707918	margaret.njagi@flamingo.net
Flamingo - Pioneer	Roses	Nanyuki	Margaret Mumbi	0720707918	margaret.njagi@flamingo.net
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	Roses	Solai	Mithul Navale	0736915750	farm.florenza@megaspingroup.com
Florenza Ltd 2	Roses	Solai	Narayan	0733447679	farm.florenza@megaspingroup.com
Fresh Gold Flowers Ltd	Flowers	Mt. Kenya	John Karimi	0721622294	karimi@freshgolgkenya.co.ke

FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Gatoka Roses	Roses	Thika	Herman Njuguna	0728 854 844	info@gatokaflowers.com
Golden Tulip	Roses	Olkalao	Boniface Syuki	0723497491	pdcontrol.gtfl@btfgroup.com
Groove	Flowers	Naivasha	John Ngoni	0724448601	groovekenya@gmail.com
Hanna Roses Ltd	Roses	Thika	Emeritus Kasee	0722681727	gm@hannaroses.com
Heritage Flowers Ltd	Roses	Rumuruti	George Mutava	-	-
Imani flowers	Flowers	-	Joy Mwenda	0722328351	-
Highland plantations	Cuttings & Herbs	Olkalau	Mangoli Dickson	0792847884	production@highlandplants.co.ke
Interplant Roses	Roses	Naivasha	Gavin Mourittzen	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	Mr. Peterson Thuita	0724786004	peterson.thuita@marginpar.biz
Kariki Ltd - Naivasha	Summer	Naivasha	Geoffrey Masinde	0729225917	geofrey.anyili@marginpar.biz
Kariki Ltd - Molo	Fowers	Molo	Stanley Rotich	0721931710	stanley.rotich@marginpar.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	Javed Pathan	0768497438	-
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	japtag@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
Lathy Flora & Fairy	-	Kiambu	John mbaoni	0753888126	mbaoni@bioproductionkenya.com
Lauren International	Flowers	Thika	Kishor	0793592178	-
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 Mwiti	0722475785	ken.mwiti@lobeliaroses.com
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
Meridian flowers Ltd	Flowers	-	Sailesh	0722203750	Director@meridianflower.com
Milenium Growers	Summer Flowers	-	Sushant Wankara	0731316000	sushant@marvelgreens.com
Molo Greens	Solidago, carnations	-			
Mona flowers	Flowers	-	Charles Mulemba	0721311279	charlesmulemba@monaflowers.co.ke
Mt. Elgon Orchards	Roses	Tran Nzoia	Bob Anderson	0735329395,	bob@mtelgon.com
Mt. Kenya Alstromeria	Alstromeria	Meru	Miriam	0716162671	miriam@mountkenyaalstroemerialtd.com
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 - Propagation	Roses	-	Christine Chalwa	0721102248	cchalwa@majimazuri.co.ke
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
Omega Blooms	-	-	Mike Kikwai	0720574011	production@omegablooms.com
Ole Engai	-	-	Makori	0723358644	farm.manager@oleengai.com
Ol Njorowa	Roses	Naivasha	Charles Kinyanjui	0723986467	mbegu@olnjorowa.com
Panda Flowers	Roses	Naivasha	Eliud Wachiya	0727258218	productionmgr@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 /Tambuzi	Roses	Nanyuki	James Kiiru	0708124381	tambuzi.sales@tambuzi.co.ke
PJ Dave Flowers	Flowers	Isinya	Amit Singh	0710109571	fmrisingsun@pjdave.com
Pj Dave Timau	Roses	Timau	Ghanshyam Dusang	0721638005	gm@pjdave.com
PJ Flora	Roses	Isinya	Santos Kulkarni	0738990521	santosh@pjdaveflora.com

FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Plantech Kenya Ltd	Propagators	Naivasha	Idan Salvy	0702187105	idan@plantechkenya.com
Porini Flowers	Roses	Molo	Dilip	-	-
Primarosa Flowers Ltd	Roses	Ol njororok	Wilfred Mwai	0721922163	production@primarosaflowers.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	Stefano	0708024906	ipmconsultant@redlandsroses.co.ke
Redwing Flowers	Flowers	Nakuru	Simon Sayer	0722227278	sayer@redwingltd.co.ke
Rift Valley Roses (K) Ltd	Flowers	Naivasha	Peterson Muchiri	0721216026	fm@riftvalleyroses.co.ke
Rimi Flora Ltd	Hypericum	Njoro	Richard Mutua	0722357678	richard@rimiflora.com
Roseto	Roses	Salgaa	Vikas Gugale	0748515139	gm.roseto@megaspingroup.com
Sandpro Growers	Gypsophylla	Meru	Thaddeus Adungó	0716019094	thaddeus.adungo@sandprogrowers.com
Savannah international	Geranium	Naivasha	Robert Khamala	0727467464	robert@savannaflowers.com
Selecta Kenya		Thika	Virginia Gitonga	0780799723	v.gitonga@selecta-one.com
Sojanmi Spring Fields	Roses	Njoro	Senthil	0791184851	senthil.adhikesavan@bidcoafrica.com
Sunripe Farm		Naivasha	Antony	0711827785	naivasha@sunripe.co.ke
Schreus	Roses	Naivasha	Haiko Backer	-	-
Shades Horticulture	Flowers	Isinya	Ashutosh Mishra	0722972018	info@shadeshorticulture.com
Shalima -Karuturi	Flowers	Nairobi	Krinathan	0705401431	Maitri.summerpdmngr@eastafricangrowers.com
Shalimar Shalimar	Flowers	Naivasha	Vivek	0722203837	fm.farmmngr@eastafricangrowers.com
Shalimar- Kabuku Farm	Flowers	Thika	Mohan Raj	0724265777	kabukufm@eaga.co.ke
shalimar- Mahee Farm	Roses	Olkalou	Promoth	0705613186	mahee.farmmngr@eastafricangrowers.com
Shalimar- Mwanzi Farm	Flowers	Rumuruti	Ram	0797185821	mwanziflowersfm@eastafricangrowers.com
Sian Flowers - Maasai Flowers	Flowers	Isinya	Nicholas Kadiri	0703732452	nkadiri@sianflowers.co.ke
Sian Flowers - Agriflora (K) Ltd	Roses	Nakuru	Nancy Kurgat	0720780322	-
Sian Flowers - Equator Roses	Roses	Eldoret	Nehemiah Kangogo	0725848910	nkangogo@sianflowers.co.ke
Sierra flora	Roses	Njoro	Oppaso Bandgar	720070053	farm.sierra@megaspingroup.com
Simbi Roses	Roses	Thika	Karue Jefferson	0733771652	simbi@sansora.co.ke
Sirgoek Flowers	Flowers	Eldoret	Andrew Keittany	0725 946429	sirgoek@africaonline.co.ke
Solai Roses	Flowers	Solai, Nakuru	Lucas Ongere	0718925040	solairoses@gmail.com
Sololo Agriculture	Flowers	Eldoret	Leynord Chirchir	0796096519	lchirchir@sianflowers.co.ke
Solo plants	-	-	Mr. Rajat Chaohan	0724264653	-
Subati Flowers	Roses	Subukia	Naren Patel	0712 584124	naren@subatiflowers.com
Subati Flowers	Roses	Naivasha	Naren Patel	0712 584124	naren@subatiflowers.com
Subati Flowers (Suera)	Roses	Nyandarua	Naren Patel	0712 584124	naren@subatiflowers.com
Sunfloritech-Blue Sky	Gypsophilla	Naivasha	Patel Sushant	0725622333	sushant@btfgroup.com
Sunfloritech -Tulaga	Roses	Naivasha	Benard Maina	0721860080	bernard.maina@tambuzi.co.ke
Stockman rozen	Roses	Naivasha	Richard siele	0708004505	richard@srk.co.ke
Syngenta Flowers - Kenya Cuttings	Flowers	Thika	Philip Kavusi	0721225540	philiph.munyoki@syngenta.com
Syngenta Flowers - Pollen	Flowers	Thika	Joseph Ayieko	0733552500	joseph.ayieko@syngenta.com
Tambuzi	Roses	Nanyuki	Benard Maina	0721860080	tambuzi.sales@tambuzi.co.ke
Tambuzi-Burguret	-	-	James Kiiru	0708124381	james.kiiru@tambuzi.co.ke
Terrasol	Cuttings	Limuru	Benard Adwarh	0753444230	adwarh@terrasolkenya.com
Timaflor Ltd	Flowers	Nanyuki	Simon van de Berg	0724443262	info@timaflor.com
Transebel	Flowers	Thika	David Muchiri	0724646810	davidmuchiri@transebel.co.ke
Tropiflora	-	-	Veronica Mwaniki	0724289606	tropiflora@tropiflora.net
Uhuru Flowers	Flowers	Nanyuki	Ivan Freeman	0722 863 252	ivan@uhuruflowers.co.ke
Utee Estate	Chrysanthemums	Nairobi	Yogesh Dalii	0738978515	uelfm.nel@btfgroup.com
United Selections	Roses -Breeder	Ngata, Nakuru	Fred Kisumo	0726107691	fkisumo@united-selection.com
V.D.Berg Roses	Flowers	Naivasha	Johan Remeeus	0721868312	johan@roseskenya.com
Valentine Ltd	Roses	Kiambu/Limuru	William Gwaro	0727369108	farm.manager@valentinegrowers.com
Van Kleef Kenya Ltd	Roses	Njoro	Judith Zuurbier		roses@vankleef.nl
WAC International	Breeder	Naivasha	Richard Mc Gonnell	0722810968	richard@wac-international.com
Waridi Ltd	Roses	Athi River	Kenneth Mbae	0722362865	farmmanager@waridi.com
Wildfire	Roses/summer	Naivasha	Patrick Mbugua	0721639306	patrickmbugua@wildfire-flowers.com
Wilfey	Gypsophila/hypericum	Subukia	Sammy Ndung'u	0720467551	-
Wilmar Agro Ltd	Summer Flowers	Thika	Alice Muiruri	0722 321203	alice.muiruri@wilmar.co.ke
Windsor	Roses	Thika	Pradeep Bodumalla	0706972413	pradeep@windsor-flowers.com
Xpressions Flora	Roses	Njoro	Arvind Patil	0737537003	arvind.patil@xflora.net
Zee Flora	Roses	Yatta	Kolekar	0740569286	

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 Irrgated 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@florensis.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
Florensis Abyssinia Farm PLC	Cuttings	Ronald Vijverberg	09 11 49 02 31	ronald.vijverberg@florensis.com
Florensis Ethiopia PLC	Cuttings	-	+25111 652 55 56	Olaf.Kunert@florensis.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
L'ARCA 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	Grrit Barnhoorn	09 11 50 51 70	lulittadele@yahoo.com
SUPRA FLORITECH PLC	Roses	Chandra S.	09 11 50 55 00	suprafloritechplc@yahoo.com
Schecter Yosef	Summer Flowers	Schecter Yosef	09 64 60 54 73	ethschecter@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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