

July - August 2014

THE LEADING FLORICULTURAL JOURNAL IN THE REGION

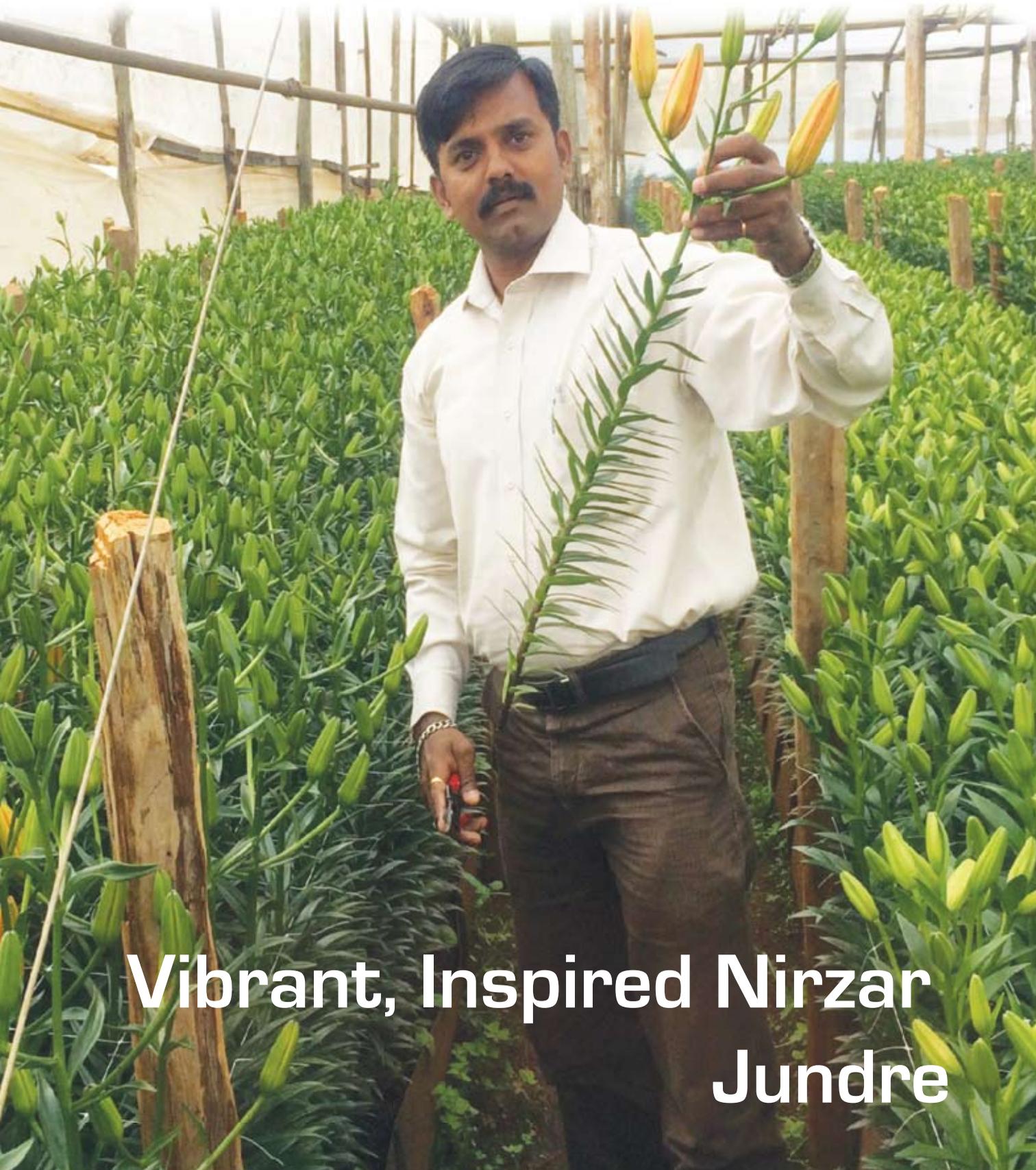
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## The Leading Floriculture Magazine

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# Rise and Shine.



In this issue I have a confession to make. It is the most unusual but the most common. For many a time I have struggled with this question, what is the role of the government in ensuring the flower industry flourishes.

And for now I want to thank Mr. Dick van

Raamsdonk, the President of HPP. This man brought the two key people in the industry under one roof. Mrs. Sicily Kariuki, Principal Secretary Ministry of Agriculture, Livestock and Fisheries representing the government and Mr. Richard Fox, Chairman Kenya Flower Council representing the industry. Both understand the industry like the palm of their hands.

I followed the drama; Mr. Richard Fox laid bare all the challenges the industry faced. But when the principal secretary stood, she had all the praise for the industry but not a single solution. So, my conclusion was, none. The highest export earner is all by itself. None of the 45 taxes mentioned by the chairman will be repealed. Neither the cost of energy, labour and other inputs will be addressed anytime soon. For the EPA, just pray.

So, I have a short message for my beloved grower: Rise and Shine.

It is 6am and your hand can't make it to the alarm clock before the voices in your head start telling you that it's too early, too dark, and too cold to get out of a bed. Aching muscles lie still in rebellion, pretending not to hear your brain commanding them to move

A legion of voices are shouting their unanimous permission for you to hit the snooze button and go back to dreamland, but you didn't ask their opinion. The voice you've chosen to listen to is one of defiance. A voice that's says there was a reason you set that alarm in the first place. So sit up, put your feet on the floor, and don't look back because we've got work to do

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For what is each day but a series of conflicts between the right way and the easy way, 10,000 streams fan out like a river delta before you, Each one promising the path of least resistance.

Thing is, you're headed upstream. And when you make that choice, when you decide to turn your back on what's comfortable and what's safe and what some would call "common sense", well that's day one. From there it only gets tougher.

Enjoy your work, all by yourself.

**Masila Kanyingi**



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# Kenyan Government Appreciate Flower Industry Contribution.

**The government recognizes the significant role played by the private sector in the growth of the horticulture subsector and in moving the industry to a new level of development.**

Kenya's agricultural sector is one of the six key economic pillars of Kenya's Vision 2030. This was said by the Principal Secretary, Ministry of Agriculture, Livestock and Fisheries Mrs Sicily Kariuki during the opening of IFTEX 2014. She added that the sector is expected to drive the Kenyan economy to the projected 10 percent economic growth annually over the next two decades, through promotion of an innovative, commercially oriented and modern agriculture.

"The Kenyan Government appreciates the contribution of the flower industry in the country's economy. In the year 2013, the Horticulture sub-sector earned the country Kshs. 83.3 billion in foreign exchange out of which Kshs. 56 billion was earned from floriculture while the rest was from fruit, vegetables and nuts", she said.

In the last decade, Kenya has experienced growth in its share of the world Flower trade and competes

with countries such as Ecuador, Colombia and Ethiopia in the world flower business. Currently, it is ranked the third exporter of flowers globally after Netherlands and Colombia. It is not gain saying that, Kenya is well endowed with favourable climatic conditions, cold chain facilities, local expertise, research and locally available labour.

The ongoing improvement of the infrastructure, for instance the roads, the strategic location of Eldoret airport, the ongoing expansion of Jomo Kenyatta International airport and Kisumu airports provide an opportunity for further growth and expansion of the floriculture industry.

The government recognizes the significant role played by the private sector in the growth of the horticulture subsector and in moving the industry to a new level of development. In that connection, the private sector is encouraged to work with government institutions in creating innovative solutions to problems in the sub-sector.

The government is pleased to note that private sector institutions especially the Kenya Flower Council (KFC) and the Fresh Produce Exporter's Association (FPEAK) are members of the Kenya Horticulture Taskforce that has enabled the subsector to have a coordinated approach to issues affecting horticulture

especially with regard to market requirements and compliance. In order to create an enabling environment for the growth and development of agriculture sector, the Government has put in place the National Horticulture Policy whose broad objective is to accelerate and sustain growth and development of the horticulture industry in order to enhance its contribution towards food security, poverty reduction as well as employment and wealth creation. In addition, the Government has also enacted Crops Act 2013, Agriculture, Fisheries and Food Authority Act (AFFA), 2013. The Government has also put in place an electronic certification system which is web based and has therefore, reduced the time taken for processing of export documents.

Kenya's authentic goods and services have for decades been appreciated in the international circles. In view of this, Kenya has embarked on branding her export produce as a measure to reinforce their origin while assuring our customers on the authenticity of the produce. Therefore, the government commends the flower growers who have come together to enhance effective branding of Kenyan flowers abroad in order to tap more into the global market. In support of this, the Government has put in place the Brand Kenya Board to work closely with other stakeholders in the Industry.



*Mrs. Sicily Kariuki, Principal Secretary Ministry of Agriculture, Livestock and Fisheries.*

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# Flower Growers Absorbing High Costs of Production



*Mr. Richard Fox Addressing Exhibitors*

**F**lower prices over the last six years have grown at only 7 percent whereas costs of production in Kenya have risen by more than 50 percent. This has impacted on the profits and ability to reinvest and expand. Principal amongst these cost increases are power and labour. In addition, the industry has also sought to absorb cost increases through improved efficiencies. This was said by Mr. Richard Fox, Kenya Flower Council Chairman, during the opening of IFTEX 2014.

## Growth

Admirably, the industry has been growing from 1995 when flower exports amounted to 25,000 tonnes.

Speaking during the annual industry event, he added that the industry grew annually at a remarkable 10 percent up to 2008 when it reached 120,000 tonnes and became one of the top forex earners for the economy, contributing 3 percent to GDP

and 9 percent of Kenya's exports. Equally importantly the industry has created more than 50,000 jobs in direct employment and many more in support industries and services.

This remarkable achievement has been achieved through the benefits of our all round climate, the hard work and skill of our employees, and an enabling and favourable business environment pursued by Government that allowed the private sector to do what it does best.

From 2008 to date, growth has continued but at a more modest 2 percent and for 2013 amounted to 125,000

tonnes.

## Why has this occurred?

There are a number of key reasons. 2008 coincided with the beginning of the downturn in the European economies, the main market, and it is only now that there is optimism that this market is emerging from

recession. Despite this, the demand for flowers has not reduced and there has been some growth.

However, growers have been active in looking to sell in other markets. Russia and the US are increasingly important markets and the Far East and most recently China are opportunities for Kenya's flower industry to contribute to trade imbalances with these regions. With these initiatives growers have been able to grow their markets in difficult economic circumstances and retain Kenya's reputation as the leading supplier of quality cut flowers to worldwide markets.

Our main market is the EU where 35 percent of cut flower sales are exported from Kenya. The trade with the EU has been quota and duty free under the temporary FEPA agreement initialled in 2008 but now subject to a deadline to enter a EPA between EAC and EU. It is still a subject to much discussion and the Government is working hard to conclude the negotiations expeditiously.

Nonetheless it is crucial to have the EPA for the industry to remain competitive with other producing countries, not least Ethiopia and Columbia who already have

assured duty and quota free access. Whilst the deadline imposed is 1st October 2014, it is imperative that the agreement is signed well before then so that some form of interim ratification can be in place to avoid the imposition of duties albeit as a temporary measure.



*Workers: Labour has increasingly turned costly*



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*Credible Blooms, a grower in one of the many expensive marketing trade fairs*

### Industry Regulations

In the last five years, as the industry has sought to absorb cost increases through improved efficiencies and seeking of more lucrative markets for its products. This has witnessed a growing concern from customers relating to the social and environmental sustainability of flowers they buy. The Kenya Flower Council has promoted a high degree of compliance in meeting these concerns through its Silver Standard. It is currently leading a national initiative to introduce a mechanism to ensure compliance to a level that will satisfy these concerns. "We request the government to fully support this initiative to make compliance mandatory and thereby protect our industry from a small percentage of growers who tarnish the enviable reputation of Kenya's flower industry" said Mr. Fox.

KFC is playing a leading role in an international programme, called the Floricultural Sustainability Initiative aimed at benchmarking the plethora of standards worldwide that regulate the industry against a level that reflects good sustainable practice. The early signs are that the KFC standard measures up to and will exceed the FSI benchmark. This will place the KFC Silver standard shoulder

to shoulder with other international standards.

### Public sector- private sector participation

Equally, KFC growers in Naivasha have embraced the Government's policy to

encourage public sector- private sector participation in the development agenda by supporting the Imarisha project started in 2011 and already seeing a coordinated approach to the development and management of natural resources for the benefit of all stakeholders in the Naivasha basin. So whilst customers want to see their products sustainably, we in Kenya must also plan and invest in the long term sustainable use of our resources for the benefit of future generations.

In 2013 his Excellency the President presided over a major change in how the Country is governed. KFC members have embraced the transition to the County structure and have already engaged with the Counties where they are active and have had very fruitful discussions. There are challenges but hope to be able to jointly dismantle the numerous taxes and levies to which they are subjected, 47 at the last count, to make business simpler and more efficient.

Equally in the spirit of a public sector- private sector relationship growers

are confident that their respective goals will result in mutually agreeable arrangements.

His Excellency the President has made it clear from the start that the Government wants to do all it can to encourage industry and create employment. Kenya is open for business. Some remarkable improvements in the development of infrastructure particularly power, road and soon to be rail links have been seen. The expansion of JKI Airport is crucially important to the industry.



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Traditionally, pest and disease control tended to be reactionary, whereby growers observed symptoms of pest or disease damage on the crop or produce, and then reacted, mostly with chemical pesticides, to try and control this. The introduction of biological control agents to control common insect pests was perhaps the first step in the right direction. With newly developed tools and strategies from Koppert, it is now possible to go beyond this.

For instance, using the rose crop as an example, Koppert is able to design a holistic crop management program that entails:

1. Biological control of certain stages of pests such as spider mite, thrips and whitefly.
2. Use of Associated Products such as sticky traps to complement the biological control agents.
3. Use of Biochemical products for preventive and curative control of fungal diseases. Use of biochemical products for corrective insect pest control.
4. Use of the NatuGro system to impart resilience to the crop to fight back diseases, while increasing productivity and quality.
5. Advise on any chemical pesticide interventions that may be necessary to complement and not disrupt the above.

With this proactive approach, growers have a stable and sustainable crop management system. They are especially able to reduce their crop protection burden and 'share' this with Koppert. Further, the grower benefits from improved financial returns stemming from the increased production and improved quality. Needless to say, the Koppert Holistic Approach improves compliance to increasing market demands for growers to demonstrate sustainable growing practices.

For more information on how to start a Koppert Holistic Program on your farm, please contact [info@koppert.co.ke](mailto:info@koppert.co.ke) or the Koppert Technical Consultant in your region.

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# IFTEX 2014 Flower Tornado From Nairobi!

**T**hree years after its colourful launch in Nairobi, IFTEX is arguably heading to become one of the leading flower trade shows in the world. The event has marked a new record as the fastest growing event in the history of international flower trade fairs, attracting flower growers from even other continents to exhibit.

“It is like a tornado, the show has a fresh face at every turn, there is no telling where it is heading but what is clear, is its phenomenal growth towards a world class trade exhibition”, says Jasper van Dijk, spokesman of the organizers of the fair. A total of 187 exhibitors exhibited last week and 3,231 visitors attended the 3 day show. 54 different countries were counted “at the door”, a great achievement in the mission of bringing the world to source flowers in the country where they are grown.

The Best Grower & Best Breeder Quality Competitions were held this year under the supervision of the well known Dutch juror Gerard de Wagt, who was impressed by the quality of flowers that were brought in for this year’s competitions. A jury of 4 persons came to the following results:

## Best Breeder Competition:

### Bronze Award

Category: Roses  
Variety: Amina  
Company: Preesman Kenya

### Silver Award

Category: Roses  
Variety: Queen of Africa  
Company: Select Breeding

### Gold Award

Category: Roses  
Variety: Firestar  
Company: Terra Nigra



### Gold Award

Category: Other cut Flowers  
Variety: Limonium, Safora® Lilac  
Company: Danziger “Dan” Flower Farm

### Platinum Award

Category: Roses  
Variety: SunQueen  
Company: Select Breeding

## Best Growers Competition:

### Bronze Award

Category: Roses  
Variety: Tycoon  
Company: Ayana

### Silver Award

Category: Roses  
Variety: Fireworks  
Company: Golden Tulip Farms

### Gold Award

Category: Roses  
Variety: Freedom  
Company: Ayana

### Gold Award

Category: Other cut Flowers  
Variety: Statice, Crystal Dark  
Company: Oserian Development Company Ltd.

### Platinum Award

Category: Roses  
Variety: Maritim  
Company: Uhuru Flowers

IFTEX has given the Kenya flower industry a different face with renewed worldwide attention especially from flower buyers who travelled to seek and speak in Kenya with their suppliers. The internationalization of the fair has led the event to grow into a top Kenya flower brand event, strengthening the country’s position as a leader in

global markets while enhancing the image of Kenya as the home from where 40% of the flowers sold in Europe originate.

“IFTEX came at the right time for the Kenya flower industry, since it is now in the process of market consolidation and retention by positioning its flowers as responsibly grown and that picture can only be seen at a show in the country itself”, Jane Ngige CEO of the Kenya Flower Council said.





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*Black Tulip Group Director Mr. Sunny Abraham with our Editor during the interview*

## Flower Buyers Flock Nairobi.

**K**enya's floriculture sub-sector is courting the United States, Russian, Korean and Japanese markets as it seeks to expand from traditional European Union (EU) market.

Delegates of leading international buyers, wholesalers and retailers from more than half a dozen countries outside the EU market attended the third edition of the International Flower Trade exhibition (IFTEX).

### **Middle East Market**

The phenomenal growth of Black Tulip Group in flora trade is set to benefit Kenya more than any other country. Currently the group has boasts of Black Petals, Blue Sky ltd, Laurel Investments, Utee Estate, Golden Tulip farms Ltd and Tropiflora Ltd.

Speaking exclusively to *Floriculture*

*Magazine*, Mr. Sunny Abraham, a director with the Sharjah based group said they were establishing more presence in the country. He added, the company has acquired more farms in Kenya but this does not stop them from buying from growers. "Our market is large and cannot be sustained it from our production. We are looking for more Kenyan growers to buy flowers from". he said.

Agro-climatic conditions at Kenya are best suited for cultivating host of cut flowers for consistent and quality supplies. We recognized this potential and launched a Group company to basket an attractive product mix.

We began our operations under the banner of Garden Flora Exports Ltd in 2002 and since then, we have witnessed blossoming tie-up with over 24 local

growers –"Producing Partners", increasing interest from our clients- "Buying Partners" which further establishes our popularity as an ideal year round dependable business partner. Valuing relations has contributed enormously in giving us new direction in growth and expansion. We have succeeded in matching expectations and marching into the future with confidence as the world looks on.

Mr. Sunny said the group currently alliances with reputed & quality conscious Producing Partners well nurtured over these years and receive outstanding support on product update. The group has established a state-of-the-art ultra modern administration office at the Nairobi Cargo Centre Building, JKIA Nairobi and this immensely facilitates efficient shipping.

The group exports from Kenya to Australia,

Indonesia, Philippines, India, UAE, Bahrain, South Africa, New Zealand, Kuwait, Lebanon, Cyprus, Greece in addition to the traditional EU market. Mr Sunny said that they are set to start exporting to America before the end of the year.

The group's sincere efforts on direct marketing, and overwhelming production support from their ambitious marketing has seen them open more markets. "We are in Kenya sourcing for quality flowers, we strive towards wider spread of distribution network and even more promising growth" he concluded.

**American Market**

Speaking exclusively to *Floriculture Magazine*, Managing Director of Amerilink International Company Andre Savrimoutou, said his company is interested in importing flowers from Kenya as well as developing growth programmes with local farmers.

Mr. Andre Savrimoutou said Colombia is the biggest Kenyan competitor in the American market. However, he pointed out that he was ready to bridge the two countries. Adding, "Colombia's access to the American market is aided by the cultural ties. Which i pride of having with the Kenyans".

During the interview, Mr. Andre Savrimoutou spoke in Swahili, the local language and said, "I was born, brought up and lived in Tanzania, I understand the regional cultures very well".

In addition, Mr. Andre pointed out that the colombians were able to ship as little as one crate and consolidate on the American soil then supply to their customers. This is enabled through the spanish connection and family companies who supply and collect the money. They also identify financially stable customers and ensure their growers are paid.

Mr. Andre boasted, "this is exactly what lam to the Kenyan grower". Adding, " I am looking for potential suppliers with consistent head size and stem legth".

He called on Kenyan growers to take his advantage and improve their market share in America. "We still have shortage of flowers in America and Kenyan can easily tap the market", he said.

The American market will provide an opportunity, reliability, stable prices, fair competition and consistency to Kenyan growers. "We always have a shortage of flowers especially immediately after valentine and mothers day", he added

Amerilink is currently buying flowers from farms in Mauritius, Mexico, Ecuador, Colombia, Italy, Guatemala, Costa Rica and Thailand.

**International Buyers**

Other global players included Bloomquest, 7FLOWERS-Decor and Novaglorra from Russia, and Classic Japan Limited from Japan. Flower Auction Japan Inc, Hibiya Trading Company, and Create Company are some of other Japanese companies importing Kenyan flowers.

**Current Market Situation**

Kenya currently, gets more than 35 per cent of all flower sales from the European Union. The main European Union markets for Kenyan flowers are Holland, United Kingdom, Germany, France, and Switzerland. According to the available statistics, out of the 65 per cent of flowers sold to Europe from Kenya, 40 per cent are sold through the Netherlands

Auction, while 25 per cent is sold directly. United Kingdom as a single market, receives 25 per cent of Kenya's cut flowers while ten per cent is sold to other markets such as Japan, France, US, and Germany.

The shift from the EU has been aided by factors such as emergence of new flower centres such as in Dubai, Tel Aviv, and Kuming in China opening new gateways to Asian producers.

Kenyan growers started in small scales, a few years ago, to export to the USA, Russia, Korea, Taiwan, New Zealand, Australia and Japan. Surprisingly, these markets have been growing steadily and hopes are high buyers will increase orders in the near future.

**Quality Assurance**

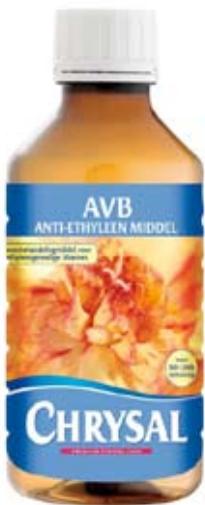
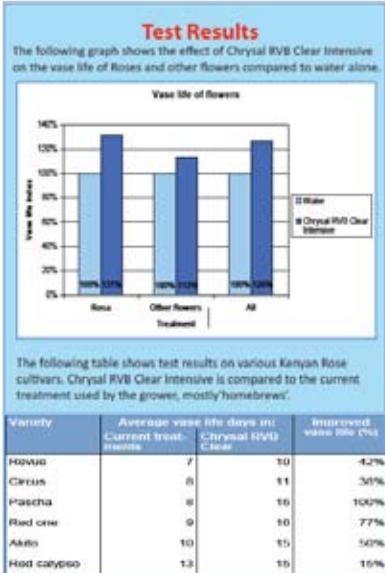
On behalf of the government, Mr. James Onsando, the CEO of Kenya Plant Health Inspectorate Service (Kephis) assured buyers that his institution will ensure growers will maintain quality with the view to ensuring they attract more buyers.



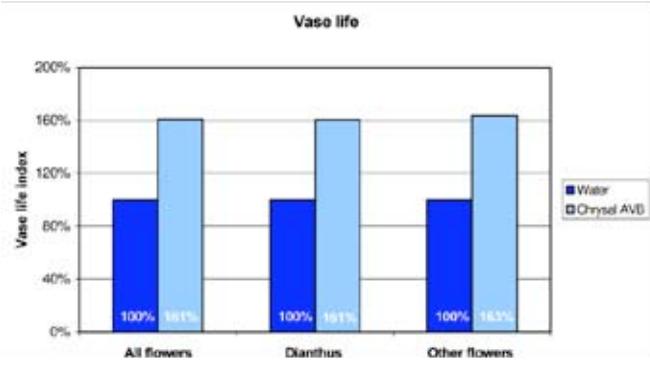
*Mr. Andre Savrimoutou American International Managing Director*

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



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



**Chrysal Inicial: 0.2ml/l** – this is a field based **Post Harvest solution** with long lasting and slow release Chlorine for hygiene reasons combined with Aluminum Sulphate for acidity and flocculation properties.

Contact us at: [info@chrysal.co.ke](mailto:info@chrysal.co.ke), [Steve.mbogo@chrysal.co.ke](mailto:Steve.mbogo@chrysal.co.ke), [Edward.am@chrysal.co.ke](mailto:Edward.am@chrysal.co.ke)

## Why use Post Harvest treatments?

Flower development & vase-life, in connection with climatic conditions & other factors; vary for each flower type & cultivar. Poor handling of Cut Flowers will lead to a short vase life for the consumer. When flowers are harvested from the host plant; a negative food, hormone, & water deficiency/imbalance occurs. The extent of this deficiency depends on the type of flower & the sensitiveness of the flower. Part of the process therefore involves the correct use of Post-harvest treatments; so as to slow down the aging process.

The **three main post-harvest problems** of cut flowers can be summarized as follows:

- 1. Disturbed water balance** with 'Blockage of the vascular bundles by air bubbles; micro-organisms & organic matter in contaminated vase water'  
**Symptoms of a disturbed water balance are:**
  - Limp flower petals. This well-known phenomenon is the premature wilting of the flowers that are sensitive to vascular blockages, such as Bouvardia, Chrysanthemum, Gerbera & Rosa.
  - Bent-neck. Caused by a premature harvest. As soon as it gets thirsty, the young tissue right under the flower bends over & closes off the vascular bundles
- 2. Disturbed plant growth regulator (PGRs) balance.** After harvest & in reaction to being cut from the host plant, many flowers will produce either an overabundance or an insufficient amount of the plant growth regulators formerly provided by the mother plant. **Symptoms of PGR shortage are:**
  - Flower petals shrivel up & the buds & leaves drop, which obviously shortens the vase life expectation. This is caused by Ethylene, the ageing hormone
  - Leaf yellowing & limited flower development.
  - Stem elongation. Tulipa grow about 10 cm after cutting, during transport & vase life.
  - Geotropism (growth in response to gravity). During horizontal transport, the heads of cut flowers have a tendency to bend towards the light or lean away from gravity.
- 3. Disturbed nutrient balance**  
Energy is the driving force behind water intake, the production of plant hormones & a natural development of the flower. Without energy, the flower would not be able to develop & the flower would wilt more quickly than would normally be the case. **Symptoms of a lack of nutrients are:**
  - Limited bud & flower development. Flowers get "stuck" in the early stage of development
  - Faded colours. The flower petals do not reach their normal colour intensity in comparison to the flowers on the plant.
  - Limited or no scent development.
  - Limited flower development of the spike. When there is a shortage of energy, the development of the flowers is limited, higher on the spike.

Chrysal has developed a range of **Post- Harvest Treatment products** for growers which help to maintain the food & water balance & maximize the life of the flowers. The following pre-treatment products are available from Chrysal Internationally:

<b>AVB</b>	Post-Harvest conditioner for ethylene sensitive flowers
<b>BVB</b>	Post-Harvest conditioner for Bulb flowers
<b>CVBN</b>	Stabilized Chlorine treatment
<b>Inicial</b>	Greenhouse water conditioning treatment
<b>SVB</b>	Anti-Leaf yellowing treatment
<b>RVB Intensive</b>	Post-Harvest hydrating treatment for Roses
<b>RVB Clear Intensive</b>	Aluminium free Universal hydrating treatment
<b>RVB Clear (soft water) Intensive</b>	Aluminium free Universal hydrating treatment for R.O. water

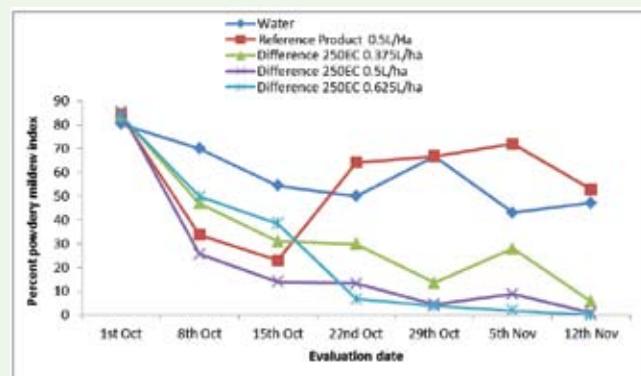
For more information on these & other products available in Chrysal's portfolio - Contact us at: [info@chrysal.co.ke](mailto:info@chrysal.co.ke) or [Steve.mbogo@chrysal.co.ke](mailto:Steve.mbogo@chrysal.co.ke)

# Make a Difference in your Rose production with Amiran's **DIFFERENCE 250EC** from Agriphar

**R**ecently introduced into the Kenyan Flower Sector, Difference 250EC is geared towards the management of Powdery Mildew and Botrytis in Roses with many flower farms already reaping and enjoying the benefits of the high quality product from Agriphar, a World leader in the formulation of crop protection products in several niche markets.

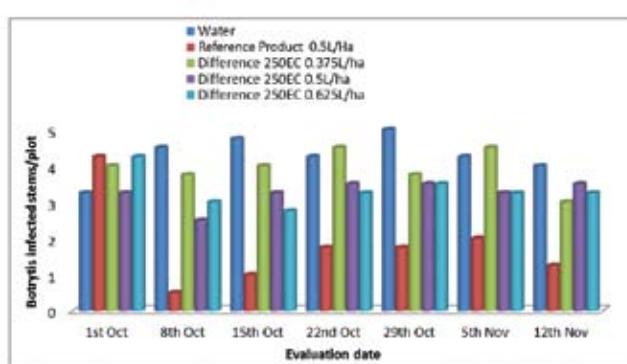
Kenyan greenhouse rose growers continue to face challenges in managing powdery mildew and botrytis (*Botrytis cinerea*) due to their wide distribution in the region and destructive nature. Timely application of fungicides remain the principal method of controlling these fungal diseases despite attempts to use other strategies including reduction of the primary inoculum by removing infected shoots, crop sanitation and environmental manipulation.

The intensive use of fungicides may however, result in the development of resistance to the available fungicidal products. Broad spectrum and systemic products such as Difference 250EC with both preventive and curative actions against fungal infections might be more effective in combating the diseases.

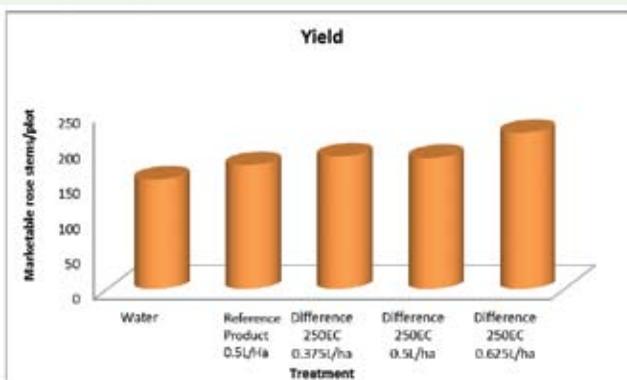


With trials carried out, Amiran agronomists compared Difference 250EC rates of 0.375L/ha, 0.5L/ha and 0.625L/ha with another fungicide at rate of 0.5L/ha (reference product) and water (blank treatment) in a randomized complete block design experiment with 4 replications to determine its efficacy on the control of powdery mildew and botrytis in greenhouse rose 'Athena'. Difference 250EC at all the tested rates suppressed powdery mildew to significantly lower levels than the reference product at 0.5L/ha and blank treatment after the second application. Generally, application of

Difference 250EC at 0.5L/ha and 0.625L/ha resulted in significantly lower percent disease index (PDI) of powdery mildew than Difference 250EC at 0.375L/ha.



The high rates of Difference 250EC also reduced the number of roses stems infected by botrytis to significantly lower levels than the blank treatment during certain weeks of the experiment. Difference 250EC application at all the tested rates increased the yield of marketable rose stems.



No phytotoxicity was observed during the experiment. These results confirm that Difference 250EC is highly effective on powdery mildew and exhibits great potentials on botrytis control.

Difference 250EC has already been implemented in numerous farms and is going a long way in placing Rose produce to be of EU standard, placing them a step above their competition and increasing their sales.

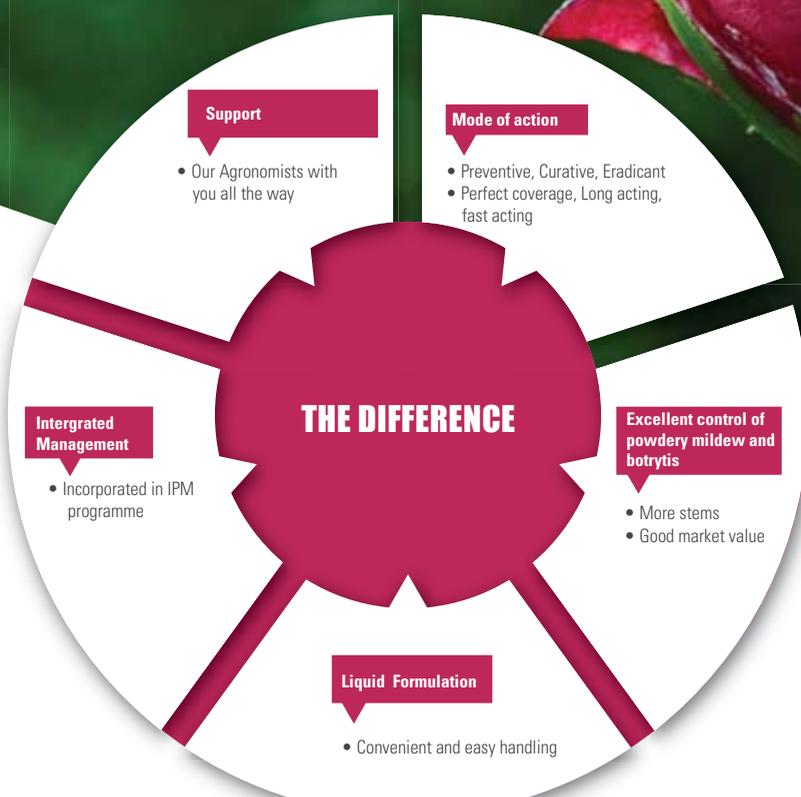


Our Knowledge, Your Success

In Amiran - Rose Production, there's always a

# Difference

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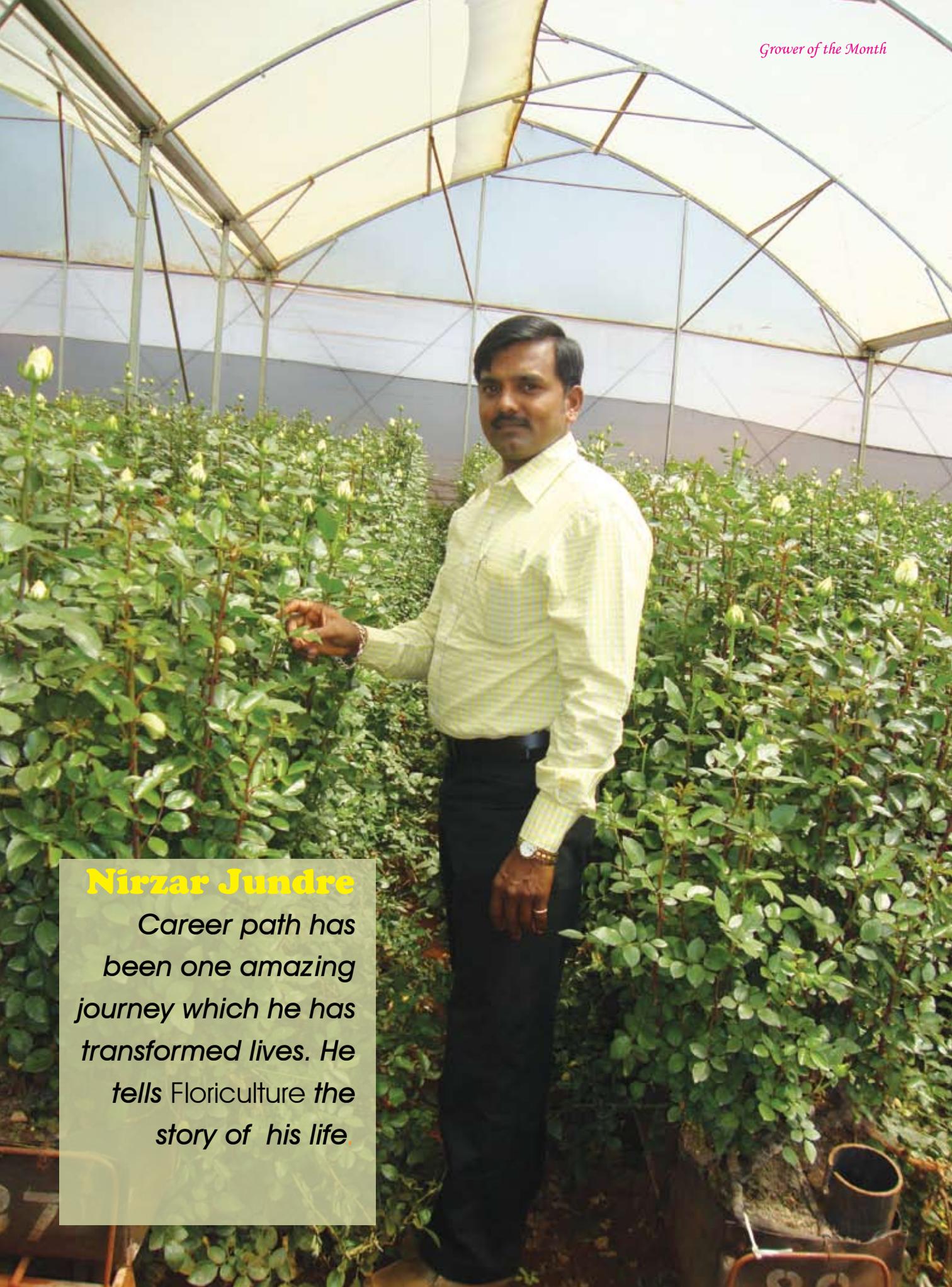
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Our Knowledge, Your Success



## **Nirzar Jundre**

*Career path has been one amazing journey which he has transformed lives. He tells Floriculture the story of his life.*

**Who is Nirzar Jundre? (Background-personal and as a grower)**

I am a Kenyan of Indian Origin. Professionally I studied B.Sc. Agriculture and Masters in Personnel management, it was my Father who sent me to study horticulture after my 10th std., and otherwise I wanted to study Mechanical engineering, immediately I developed interest in horticulture. I was good in my studies, as well as sports and managed to be general champion in Athletics during my University days.

I started my career in 1993 after graduating where I worked in companies dealing with Tissue Culture technique for plant propagation. After three and a half years, I got a chance to work with a flower farm growing Roses, Gerbera & Carnation. Three and a half years later, I got a chance to come to Kenya that is, year 2000 with recommendation from my good friend and Guru in floriculture Mr. Avinash Mokate. I joined Liki River Farm as a Flower Manager, where I initiated the first commercial Rose cultivation for Vegpro group. In the beginning it was a challenge for me to train people who had been working with vegetable production to flower growing but with team work, we succeeded. It was really a good experience.

Later I got chance to work with Waridi Ltd, one of the oldest farms in Kenya from year 2001 till 2005 as Farm Manager where I was tasked to improve the productivity and Quality as we were phasing out auction sales to Direct Sales. Again, good teamwork and support from my then MD. Mr. Richard Hechle made us succeed. I really enjoyed working very independently at Waridi and got a life experience. Later from 2005 till 2009 I got my life's best chance to put up a complete Rose project from scratch. I managed to complete first phase of 10 ha. in one year and four months. This is what today stands as Roseto Ltd.

**You have been growing and selling flowers for most of your professional life, if you would have to give your remarks about being a grower, what would they be?**

I used to watch many Hindi movies earlier in my life. In most of them, the villain told the hero of the movie (who by mistake or for some purpose joined the bad gang group)

“there is way to enter in this business but no exit” and I think it very well fits us floriculture professionals, and it is not by bad means but floriculture is a such an interesting profession that every day is a new day, new challenges, new things to learn etc. and that is why whoever joins this industry cannot think of leaving in life time.

**Briefly discuss the challenges you have faced as a grower?**

There are various challenges in floriculture especially in pest and disease management, work force management, dealing with climate change in the various zones in Kenya. As an expatriate I initially faced major challenge in gaining confidence of the co-team mates and workers. But when I made them understand that I was there for work, as an employee like them they accepted me within a short period.

**What would you point out as your strongest attribute that has made you succeed as a grower?**

My curiosity, passion to take challenges & to learn new things and never the less my nature to get acclimatized with the team I work with.

**In your experiences, briefly discuss production, the vase life transportability and marketing of flowers in Kenya?**

In Kenya we are producing the best quality flowers in the world, but we have challenges on our post-harvest handling and market access. It is a fact that Kenyan flowers last longer in vase life than flowers from other countries. This proves we are improving on our post-harvest skills, flowers treatment and cool chain management. In regard to marketing,

most of the growers are currently trying direct marketing compared to some years back when most of the farms were auction based. Farms are trying to reach customers directly and are able to deliver as per their requirement.

**In your experience discuss the minimum/maximum head size in cm and stem length in cm you expected from most rose varieties in different growing areas in Kenya? Does this mean anything when a grower is selecting a variety?**

It is very difficult to answer this question. It all depends on how good one is in managing his greenhouse climate, the cultural practices, fertigation etc. but still you can categorize head sizes, T hybrids to be 5-7 cm, Intermediate 3.5 – 4.5 cm & sweet hearts 2.5-3.0 cm. Different area produce different flower quality on same variety. On the higher altitude the head sizes are bigger than on lower altitude. So some of these factors determine your variety selection criteria.

**Concerning marketing, discuss auction market vs direct market. For the last one year we have seen a more aggressive marketing by flower farms with increments of direct sales compared to the auctions, what are your reasons?**

Most importantly, customers are able to get more fresh flowers directly from farm by avoiding auction process and time wasting before reaching the final customer's hand. Also all customers' queries & complains are handled in shortest time possible. As well, growers are able to get better returns and consistent prices for their products than auction, as the auction is very uncertain.



*Part of the Black Tulips Group Employees with Mr. Nirzar Jundre seated (Second Left)*



**How would you describe your time as the General Manger Black Petals.? Are you passionate about what you do?**

I joined Black Petals in July 2009. I have just completed 5 years. It has been a very good experience, with wide exposure while handling various situations independently as the Directors are away from Kenya. I am very grateful to our Chairman Mr. Ehiya, CEO Mr. Mohan and my team with whose advice and support we are flourishing and have a long way to go in the business. Yes for sure I'm passionate; this is the place I have served longest so far in my professional career even with various challenges of growing flowers in this area (Limuru) which keeps me on my toes always.

**What is your vision for Black Petals? What are your top priorities?**

Our vision at Black Petals is to produce and supply customers the best quality flowers as per their requirement and make them satisfied. Quality is first priority and for sure quantity and consistency are key, as you can make better money with best quality, consistency and quantity.

**Briefly discuss the Black Petals team?**

**What's the biggest challenge YOU feel your company faces, and how do you inspire your employees to meet it head on?**

We at Black Petals work as a team, as without team work in any organization you cannot succeed. I am proud to say we have a very good team. The biggest challenge in our

area is disease and pest management. I as a technical & human resource professional, I try to understand the team well and try to make them understand why they are there, the aim of our company and provide them with in-house career development training rather than the hire and fire policy, I hate it.

**Where do you think the most significant growth will occur in the flower sector for the next few years? Acreage, technology or market? What changes do you see in the sector in the next 5 and 10 years? What advice do you have for growers to prepare for these changes?**

It is difficult to say, as the major players are trying to expand their area based on their market, the trend has been big head, long length roses. Most of them have started new farms in higher altitude areas like Nanyuki, Mau Narok, Ol-Kalao, Molo etc. Acreage I can approximate an average of 150 ha. Per year and will continue in coming years. I fore see growers putting more efforts on improving their post-harvest practices, and Kenya will be number one in the world by all means in flower industry. My advice would be as much as we grow good quality flowers in field we need to take lot of efforts to keep the same quality till the flowers reach the customers and that is possible only by training all the staff involved in the value chain including the management.

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

Hard work pays!! I always tell my staff that nothing is for free, you have to earn by your

hard work and then it tastes sweeter. I always share my experience with my colleagues about my past days where after graduation I joined this industry as a supervisor and slowly climbed up the ladder and reached where I am which is out of my hard work and passion to learn.

**What decisions have you made in your career that you look back on and feel that was a mistake?**

I don't have any of such incidence/ decisions in my past career which makes me feel embarrassed because I always try and involve my team managers in taking decisions, and decisions taken collectively are always good.

**What are the three most pivotal moments in your career?**

- i) When i worked independently for the first time in my career at Waridi getting a chance to practice my professional ability in technical and HRM skills.
- ii) After 12 years' experience in floriculture at various positions, in 2005 i got a chance to build up Roseto farm part of Mega Spring Group (18 ha project when I left) from scratch on my own, for which I feel very proud.
- iii) Now managing Black Petals part of the larger Black Tulips Group from July 2009, I feel proud to be a foundation member in expanding its wings.

**Describe your ordinary day?**

Do you still have enough personal time? Floriculture is very involving, I start my day as early as 5.00 am. After doing some warm up exercise, bath & prayers get to the farm between 7.00 – 7.15 am. After checking emails, I go on greenhouse rounds, around 10.00 am I deal with any administrative issues, later deal with spray meeting with production manager and the one in charge of spray around noon. After lunch any other administrative issues, post-harvest & sales related issues etc. I spend evening hours and Sundays mostly with my family.

**Give your final comments.**

"No Pain No Gain", those were words from My Chairman which I always remember. I always tell my staff and colleagues that they should keep in mind the 3 C's: Communication, Co-ordination and Co-operation to succeed in whatever they do as a team.

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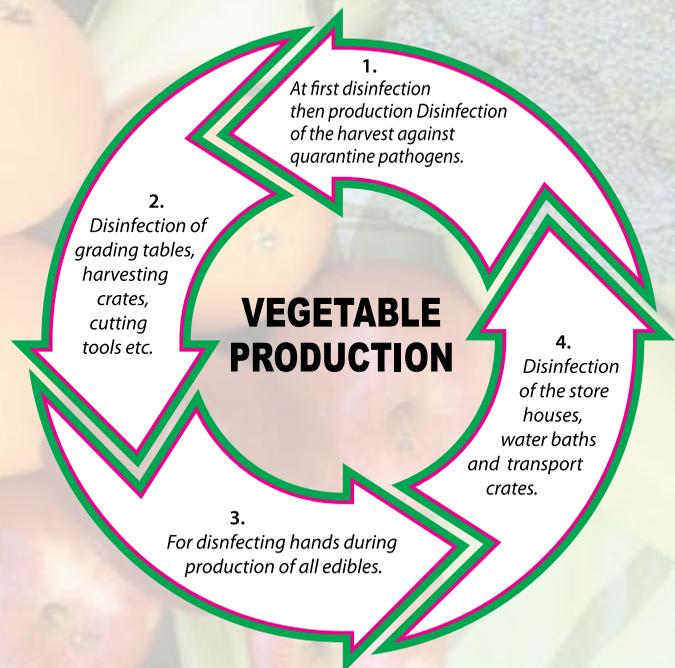
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- ⇒ *100% Compatible with IPM programme.*



**NB: Disinfection is the essential part of the plant protection strategy and have to be done first of all and consequently**

**Registration No. PCPB(CR) 1259**

## ATTRIBUTES



**NB: Benzoic acid is for instance allowed as preservative in food stuffs with 9g/kg as e.g. in sausage and mayonnaise**

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# Uganda Growers Invest in Marketing.

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**T**wo of the 18 Ugandan flower growers and exporters participated in the third International Floriculture Trade Expo (IFTEX) which was held at Oshwal Center, in Parklands, Nairobi. The farms are Rose Bud Limited and Mairye Estate.

Rosebud Limited, located off Entebbe Road, the largest exporter of Sweetheart cut roses from East Africa and largest exporter of roses from Uganda. The farm produces approximately 40% of total Ugandan flower exports. Mairye, which is located in Ntinda Village, Busukuma Sub-county, Wakiso District, produces about half that amount. Sivalingam Ravi Kumar, the Farm Manager, Rose Bud Limited says IFTEX's growing popularity shows that there is a fundamental shift in the floriculture market towards Africa with Kenya as the hub, something he says Ugandan flower farmers can take advantage of.

"As Ugandan exhibitors, we will showcase and promote Ugandan flowers to international buyers because so many international flower buyers do not even know that there are serious flower farms in Uganda," said an official from Mairye Estate. "Every year, we have had to travel as far as the Netherlands to participate in prestigious Hortfair exhibition to tap into the international market. We also had to open

an office in the Netherlands to coordinate our sales. This exhibition has brought the international market to us," says Ravi Kumar.

He says Rosebud, which exports 13 million stems monthly on 45 hectares of land today realized a 10% increase in sales after their participation in IFTEX last year. "We have already embarked on an expansion plan from 45 to 50 hectares which will increase our total output to 15 million stems per month. All this was in preparation for our participation in this year's IFTEX where we hope to realise a 20% growth in direct sales." Ravi Kumar says the anticipated growth in sales is due to the increase in international interest in the expo.

"Last year was only the second time and not many people knew about the expo. This year, however, we have more buyers from as far as Australia, USA, Russia, Singapore, Malaysia and the traditional markets in Europe – France, Germany, Italy and Holland among others."

Juliet Musoke, the executive director, Uganda Flowers Exporters Association (UFEA), the umbrella organization bringing growers and exporters of flowers in Uganda together, says as an association, they have not participated in IFTEX and that the flower farms which took part have done so on

their own. International expos of this nature are vital in creating exposure and securing market for Ugandan flowers on the highly competitive international floriculture arena.

They are an enormous promotional tool, creating a bigger export growth opportunity for Ugandan flowers especially through direct sales. UFEA says 80% of Uganda's flower exports go to direct sales while the rest go to the auction. Flower exports which began in 1993 are the third largest non-traditional export after gold and fish today. They offer direct employment to 8,500 people and support an estimated 51,000 livelihoods with a total sub sector investment of between \$80 and \$100m. Of this, \$20m goes back into the economy in the form of taxes, wages and infrastructure development.

Musoke declined to explain why UFEA officially never took part in IFTEX the obvious benefits notwithstanding but an industry insider says that most flower farms in the country are too small to make sense of such expos. "Most flower farms in Uganda can barely satisfy the markets they are serving currently and many are not really looking to expand. An expo of this nature requires capacity on the side of the flower farm to satisfy new markets and standards. Our farms lack this kind of commitment," says the source.

## Etihad Cargo Announces More Freight Capacity in Tanzania

**E**tihad Cargo announced more freight capacity in Tanzania, Switzerland and the U.S. Etihad Cargo began a weekly freighter service to Dar es Salaam, Tanzania. On the return flight to Abu Dhabi, the freighter will stop in Nairobi.

Dar es Salaam, Tanzania's biggest city, is a major industrial and economic center in East Africa. The freighter service will operate every Monday to Julius Nyerere International Airport. Etihad Cargo will deploy one of its three Airbus A330-200 wide-body freighters on the route, offering uplift of up to 64 tonnes.

Initially, the airline expects the service to carry heavy electronics, medical equipment

and food items to Dar es Salaam, with primarily perishable goods destined for the Gulf region and Europe loaded for the return flights. "Tanzania is a new market for Etihad Cargo, and our weekly Abu Dhabi-Dar es Salaam-Nairobi-Abu Dhabi routing will allow us to capitalize on the strong import and export demand to and from one of the fastest growing cities in Africa," Kevin Knight, Etihad Airways' chief strategy and planning officer, said. "This Dar es Salaam service will facilitate trade between the UAE and Tanzania, in addition to offering customers across the Middle East, subcontinent and Europe bidirectional maindeck cargo solutions to and from a major trading center on the African continent."

## Israel to Build Agriculture Center in Rwanda

**A**s part of his tour to strengthen ties with Africa, Israel Foreign Minister Avigdor Lieberman visited Rwanda. The highlight of the visit was the inauguration of the Rwanda-Israel Center of Excellence for Horticultural Development by Rwandan Minister of Agriculture Agnes Kalibata and the Foreign Minister Lieberman.

The Center of Excellence for Horticultural Development was established by MASHAV (Hebrew acronym for Israel's Agency for International Development Cooperation) following a request made by the Minister of Agriculture of Rwanda Agnes Kalibata to set up a special center for advanced horticulture designed for all levels of the farming community, from small holder farmers to commercial farmers.

The design and implementation of the project were carried out by CINADCO – MASHAV's main professional and operational affiliate for international agricultural rural development cooperation.

The center is based on the Indo-Israel model of "Centers of Excellence in Agriculture," and includes transfer of knowledge; capacity building and demonstration; agro-inputs (nurseries for better seedlings and varieties) and fresh produce.

The center will display a wide range of technologies for horticulture productions, and will be made available for applied research and development, training and exhibition.



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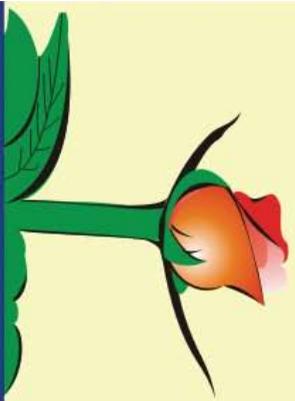
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Floriculture encourages the pursuit of joint activities in areas of mutual interest with national and international societies, companies and organizations. Agreements have been reached between Floriculture, leading growers and suppliers and trade associations.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



# Naivasha Horticultural Fair

Africa's Largest Horticultural Trade Fair 2014

## DATE

Friday 19th - Sat 20th Sept. 2014

## VENUE

Naivasha Sports Club

## CONTACTS

Mobile: +254 726 629 666

+254 721 118 659

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Website: [www.naivashahortifair.com](http://www.naivashahortifair.com)



Mkulima ni Ujuzi





June 30<sup>th</sup> 2014

Naivasha Horticultural Fair (N H Fair) has become the biggest and best “Trade Fair” of its kind in the region. The Horticulture Industry in Kenya and East Africa continues to expand and it remains one of the top sources of foreign exchange, foreign investment and employment.

Naivasha Horticultural Fair (NH Fair) is an annual event, which is also registered as charity and does a lot of work locally to assist the needy including the schools. This year we are proudly celebrating our 12<sup>th</sup> year of the show on the 19<sup>th</sup> and 20<sup>th</sup> September at the Naivasha Sports Club. The Fair is held in a spacious venue with ample parking, and it has a relaxed and friendly atmosphere. It is always attended by the top executives, owners and management of almost all the flower farms in East Africa and beyond.

The exhibitors at the show are not just companies that are directly linked to horticulture. Unlike most other trade fairs a lot of business is completed at the NH Fair because it attracts visitors with real spending power. It has proved to be a very successful show for companies selling everything from motor vehicles to financial services and from alternative energy sources to communications solutions. We’ve had companies involved in tourism, wine making, construction and even selling fish tanks!

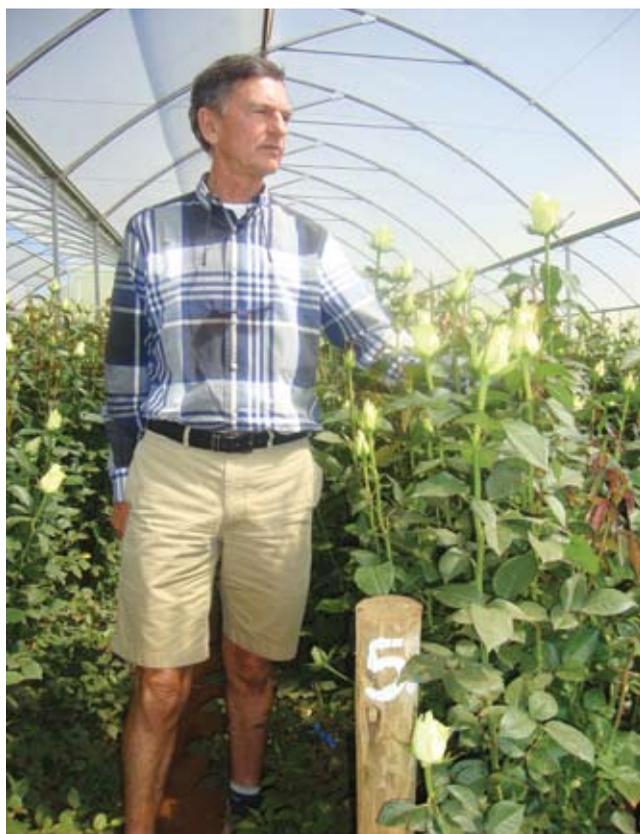
We hope that your company will take advantage of this chance to promote your business, whilst at the same time continue to support a wide range of local charities such as The Naivasha Safe House, Karagita Maternity Hospital, the Red Cross, KSPCA etc. Amongst many others, NH Fair has also supported the Naivasha Street Children centre, various HIV/AIDS, health and disabled charities, the Aga Khan Patient Welfare Programme and has been able to provide rapid assistance to persons affected by natural or manmade disasters.



# Timaflor Ltd

## Cultivating Prosperity

Timaflor Ltd is a special rose farm in Kenya due to its exceptionally high altitude at the foot of Mt. Kenya. Simon Van de Burg has been in the flower industry since 1974. He has owned his own flower farm since 2006 which has grown to 86ha. The farm has won various awards for its high quality and aesthetic roses and has proven to be a stable business even at times of global financial decline.



**Mr. Simon Van Der Burg,  
Owner Timaflor Ltd**

### Background

**M**anaging your leadership career is much like managing your stock portfolio. You must continuously

decide on how to make your personal brand more valuable by knowing what skill-sets, capabilities and aptitudes to invest in and which not to throughout the course of your career. The ebbs and flows of your

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“Every day, every week and every month—you must be mindful about how your personal brand as a leader can elevate your relevancy, impact and influence—and it’s your responsibility to define its distinction before someone

else does’, Simon told the *Floriculture* Team as they toured his expansive farm. The auction has its preference and is a completely different concept. This makes it very difficult to serve both markets, a position Timafloor Ltd. understands better. Timafloor Ltd. opted to stick with the auction market as most of the other growers went into direct market. “I will be the last person to leave the auction”, he adds.

It not just about the one who is in-charge, one’s hierarchy or rank, or whether or not one has a good relationship with the auction, it is all about consistence and value to your customers. The auction is a big sponge which cannot be programed and only weather dictate

its supply and demand. Of the over 500 buyers in the auction, over 100 buy from Timafloor Ltd every day.

Timafloor Ltd is a reliable supplier of the auction whose balanced quantities decorate the auction daily. Though no direct communication with the customers, there is blind trust due to their consistency, popular varieties, good vase life, opening, colour, bud size, stem length and travelling.

In the auctions, you are your own boss; you have no commitment with any buyer. There are no pressures on

leadership career require you to make important choices about how to give your personal brand value. This must have been the case with Simon Van De Burg when he started a 5ha flower farm as a hobby in 2006. Eight years down the line, the forty years experienced Kenyan grower has seen his brand turn into a tangible and measureable influence into the sector with the farm growing to a serious 86ha investment.

**Choice of Market**

Future-oriented buyers of roses always search for new opportunities for both their own and their customers’ market positions. The purpose is two sided, a satisfied consumer and a

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specifications in any day. However, you must make sure you supply a cocktail of all colours and sizes daily.

### Variety Selection

Unlike most of the Kenyan growers, Timaflor Ltd has never faced price challenges in the auctions. This is due to their choice of varieties. Timaflor Ltd. invests on the competitiveness of the variety hence having only 25 varieties for a farm of 86ha. The selection has maintained Timaflor Ltd. as the home of the finest roses in Kenya. Most growers want to serve the two markets hence overstretch on the choice of varieties.

### Solar Energy

One of the most challenging realities facing today's grower is cost of energy. Well, that may not be the case with Timaflor Ltd for long. Located in the equator, the farm has taken advantage of the free God's given sun. A newly installed greenhouse solar energy enables collection and storage of power in batteries for continued supply of heating and lighting. In addition to emphasizing the importance of sustainable energy solutions, the company has estimated a save in energy costs of up to 40%. The first phase of the project is already in use benefitting slightly over 20ha. The rest of the farm will be fully



covered in three months' time.

The project has enabled Timaflor Ltd. to undertake its production by using solar power as an alternative energy source which is the growing trend among horticulture farmers in the region due to increasing energy costs. The new system is not only environmentally friendly but has also been said to be more reliable than the Kenyan electricity grid because of a constant, reliable and stable supply.

### Management

Tucked in the Timau area of Mt. Kenya, the eight year old farm attests that the greatest asset in their expansion is the human resources. Timaflor Ltd. Values its employees and is committed to continuous investment in personnel development. "When we care for our employees they will take care of our flowers hence keep our customers happy," said Simon. Adding, "Timaflor Ltd. is a small family where each member is somebody and his or her views and concerns are for the family".

To ensure this, the farm has developed a healthy package which includes salaries and other financial benefits, medical training in regard to Aids, safety, safe use of chemicals and other disciplines related to their fields. All pesticides are applied strictly according to manufacturer's instructions. Simon said Timaflor Ltd endeavour to provide a safe, hygienic and healthy working environment besides providing adequate and appropriate protective clothing and equipment.

The company recognizes the importance of sprayers. The sprayers have to pass a pre-employment premedical examination which includes physical fitness, general health and cholinesterase levels which then form the baseline measures



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Contact: James Hutchings



upon which regular checks are measured. An alteration programme of three months is also applied. "We are dedicated to caring for our staff that in turn cares for the company," said Simon.

**Production**

Timaflor Ltd strives to foster rational use of fertilizer application through soil analysis to establish soil nutrient levels. The use of fertilizer is influenced by crop requirements. The company observes strict standards of pesticide, fertilizers and water usage.

The pesticide spray programme is supervised and directly driven by levels of pest and diseases linked to scouting. Spot spraying is used as the first line of action. Their computerized irrigation system ensures minimal water, fertilizer and chemical spillage.

Pest and disease infections are monitored daily, with observations scored on a pest/disease score sheet. This reduces the need for blanket spraying hence minimizing environmental (both aquatic and terrestrial) degradation. If the pest /disease discovered by the scouts are well known, the relevant chemical is chosen and the spot spraying team swings into action to check the problem. The company has also invested in Biological control.

IPM is a key ingredient in the control of a number of pests and diseases. Red spider mites are controlled with two kinds of predatory mites, Phytoseiulus Persimilis and Amblyseius Californicus. Both are applied at fixed rates per ha per week.





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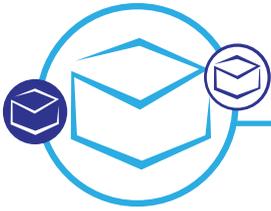
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Spot applications of additional Phytoseiulus are applied to specific areas of mite infestation. Thrips are controlled using a predatory mite called Amblyseius Cucumeris. The farm is drenched monthly with Trichoderma which offers protection against soil borne diseases, this promotes healthier root system, thus improving uptake of water and nutrients.

**Corporate Social Responsibility and Environmental Care**

Timaflo Ltd through its generous hand and big heart has continuously responded to numerous appeals for assistance from the community around. This response has been through extension of helping hand as requested and through need assessment by the company. We are part of the larger Timau community says Simon.

Environmental policy at Timaflo Ltd. recognizes and accepts the concern for the environment as an integral part of its corporate business strategy. As such, the company is committed in protecting the environment through policies and practices which improve the environment.

Any threat of pollution or environmental degradation from their activities and products is identified and either eliminated or effectively controlled. The company which is continuously audited by different companies is currently KFC Silver.

**Expansion**

The farm is set to expand both physically and technologically as no limit can be set. As indicated earlier, the farm will be fully solar powered in the next three years and by next year will hit 100ha.



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# A Decade Of Bio-Control For Spider Mite In Kenya

By Louise Labuschagne



*Mr. Simon Van der Burg*

Kenya has now reached a decade of successful biological control of spider mites using predatory mites to replace acaricides. Correct use of the predatory mite, *Phytoseiulus persimilis*, was able to replace chemical acaricides completely.

This resulted in immediate improvements to quality of the roses – which improved the profitability of the crop. Stem length increased, and bud size was larger if chemical pesticides were reduced. Not only growers recognise this as a fact now – but so do discerning customers. They are now checking for pesticide residues on roses and asking suppliers to implement IPM programmes that reduce pesticides in sustainable way.

The success of *Phytoseiulus* stimulated a paradigm shift in how growers viewed biological control for flower crops. In the beginning, it was not uncommon for Kenyan rose growers to proclaim that: “It is not possible for us to use biological controls in flower crops because we cannot afford any cosmetic damage”. It was widely believed that biological control was not powerful enough to eliminate sufficient spider mites to prevent continued feeding damage.

Fortunately for Kenya, there were a small number of innovative growers who recognised the potential benefits and took the risk of testing the Real IPM *Phytoseiulus* programme. Simon van der Burg’s new company, Timaflor on the foothills of Mt Kenya was one of these farms. Simon supported Sam Ngugi who was his Real IPM field consultant who guided the Timaflor team through the process.

The increased stem length and bud size that resulted from the reduction in pesticide use meant that the new Timaflor packhouse soon had to be extended because yields exceeded expectations at the planning stage. The rest is history. Timaflor is a globally recognised brand of exceptionally good quality roses.

## Real IPM programme

The backbone of our IPM programme is a routine, prophylactic introduction of predatory mites and weekly applications of bio-pesticides – all year around.

It does not rely on scouting data to trigger an application. There is neither risk to the environment from regular use of bio-controls nor any risk of resistance to the biological agent developing.

The programme is economically feasible to apply, irrespective of whether the ‘economic threshold’ has been exceeded. Real IPM produces all the biological agents in Kenya, making it very ‘affordable’. A prophylactic programme is essential, because of the speed at which small numbers of insect pests and disease spores can build up, if they are not prevented from establishing. Reliable supplies of freshly harvested predatory mites, produced in Kenya are part of the crop protection programme for spider mites and thrips.

## Spider mite control Products

- *Phytoseiulus persimilis*
- *Amblyseius californicus* or *A. andersoni*
- Achieve (Metarhizium 78)

Real IPM’s high impact *Phytoseiulus persimilis* Clean Up Programme for spider mite uses up to 2 million *Phytoseiulus* per hectare.

A weekly maintenance programme uses 25,000 *Phytoseiulus* per week with 25-100,000 *Amblyseius andersoni* per week. If non-compatible pesticides are used for thrips or downy mildew – growers apply Achieve (Metarhizium 78) to suppress mites until it is safe to re-introduce *Phytoseiulus* and *Amblyseius andersoni*.

## Fig 1: *Amblyseius andersoni* attacks spider mite



*Phytoseiulus*

- Predatory mites kill spider mites on the underside of leaves where pesticides and silicon wetting agents cannot reach.
- Weekly high level introduction rates of predatory mites ensure more efficient searching for pests.
- Achieve sprays (Metarhizium 78) control pest mites without harming predatory mites.
- No scorching or stunting of plants.
- Fewer pesticide residues on roses.
- Improved yield and quality

Kenya is now leading the world in its reduction of pesticide use in roses and carnations. Spider mite control was the first step in a longer journey. Timaflor has continued to develop its IPM programmes with Real IPM. Asante sana na safari njema!

*The writer is a director of Real IPM Ltd.*



## Fresh Produce is at Risk

**G**lobal warming is likely to make sourcing large supplies of fresh fruit and vegetables harder and more expensive, says leading supermarket chain Asda.

It says 95% of its fresh produce would be affected by projections of longer summers, heavier rainfall and more extreme weather events.

While the impacts of climate change may be relatively small in the UK compared to overseas, Asda and its UK customers will face heavy impacts because of its global supply chain.

“Climate change is going to fundamentally change growing conditions in some of the markets and countries we source from,” said Paul Kelly, vice president of corporate affairs at Asda, which is the UK branch of US superstore, Walmart.

Concerned about the effect that rising sea levels and changing weather patterns could have on its supply chain, it has launched a Climate Adaptation Framework. “The challenge of how we put healthy, sustainable and affordable food on the plates for customers is one of the biggest challenges our company has ever faced,” Kelly added.

The company’s new climate strategy maps out how the supermarket’s produce and logistics will be affected in the face of changing weather.

The framework was prepared in partnership with the Climate Development Knowledge Network at PwC.

Its chief Sam Bickersteth said it demonstrates even developed countries cannot think themselves immune to rising temperatures and possible extreme events.

“There are lots of factors that will drive shocks in the food system... The UK is an island totally connected to the rest of the world,” he said.

Asda now ranks among the businesses pushing for more action on climate change because they see it having an impact on future profits.

Manuel Gómez Peña, vice president of sustainability at Asda’s US cousin Walmart, recently told RTCC: “It’s not something that we’re doing for public relations or it is the nice thing to do. It’s now making business sense.”

Chris Brown, senior director of sustainable business at Asda, said that they would not immediately be sharing the findings of the report with other companies, as it gave them a “competitive advantage” to know about climate change in the marketplace. But he added: “Once we’ve taken first mover advantage, I think there’s an obligation to use it more broadly.”

# Why Every Drop of Water Counts in Feeding A Growing Population

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**W**ater is life. So we hear. But nowhere has this been aptly captured than in feeding a burgeoning world population. Globally there is an estimated 842 million hungry people meaning one in eight people in the world suffer from chronic hunger.

And as the world marked the World Food Day last year serious concerns about how prepared the country was in feeding the growing population with the same, or even shrinking land space would be addressed. The idea is to ensure a smooth food system that allows uninterrupted processes from farm to fork.

With Kenya having two thirds of its land under arid and semi-arid zones, concerns on how to exploit these lands to keep the nation food secure in the wake of changing weather patterns and dwindling agricultural land has been rife.

Yet for hundreds of thousands of smallholder farmers in the country struggling to place food on their table and earn some form of livelihood, there is no second option even as that one drop of water to nourish those tender crops seems out of reach. But any agribusiness behemoth world over knows better than just relying

on the heavens especially for year round supply of food. And even as we toy with the idea of making Kenya the breadbasket of the continent and ultimately the world, our modus operandi must go through a complete 360 turn around. Nowhere did farming that relies on the heavens even save a country from the yokes of hunger.

And it starts with our very own small farmers. Getting smart by utilizing small spaces of land to grow more, taking advantage of water sources and water harvesting techniques to save this all precious commodity for future use. It is possible and can be done. Last year two farmers were awarded for emerging top in the National Farmers Award Scheme organized by Elgon Kenya Ltd and the Ministry of Agriculture. But what was striking is that they both came from areas considered infertile, with its people cast to endless hunger. But behind the heartbreaking media images of barren swathes of land and empty bowls, is the story of oases of hopes that has seen these two farmers feed not just their families but their entire region. And they did it with so little; their resolve was to farm smart. And such efforts are the baby step to the country's resolve to be hunger free.

That is why government's renewed passion to open up millions of agricultural land for irrigation is a step in the right direction. Irrigation makes agriculture possible in areas previously unsuitable for intensive

crop production. Irrigation transports water to crops to increase yield, keep crops cool under excessive heat conditions and prevent freezing. Yet even with this amazing concept less than 10 percent of Kenyan cropland is irrigated.

But talk of irrigation alone doesn't help. What exactly are we doing to empower especially the small holder farmers across the country understand the essence of economical water use? We must account for every water drop we use, to allow it translate to high yields and fed nation.

Drip irrigation one of the most promising irrigation ventures has been hailed world over for delivering maximum yields with minimum water. Such venture should be second gospel to our farmers. Then there is the affordability. With most small scale farmers owning small tracts of land, it makes sense to give them something equally small, manageable and pocket friendly. Drip irrigation kits like Elgon Kadogo drip kits have been testament to the fact that if we warm up farmers to affordable irrigation methods, we will break the myth of farming through irrigation among our farmers and eventually create a green nation.

***The writer is a Director Elgon Kenya Ltd.***



# FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	LOCATION	PRODUCT	CONTACT PERSON	TELEPHONE	E-MAIL
AAA Growers	Rimuruti	Roses	Mr. George Hopf	0733-746737	george@aaagrowers.co.ke
AAA Growers-Chestnut	Naromoru	Vegetables	Mr. Mark Kirimi		nanyuki@aaagrowers.com
AAA Growers Ltd.	Thika	Vegetables	Mr. Steve		
AAA Growers-Turi	Nanyuki	Vegetables	Mr. Japheth		japheth@aaagrowers.co.ke
Africallas	Limuru	Zantedeschia	Mr. Robert Holtrop	066-76084	rob@sande.co.ke
Afri-organics (K) Ltd	Timau	Herbs	Mr. John Harris		ohn@afriorganic.co.ke
Aquila Flowers	Naivasha	Roses	Mr. Abhay		gm@aquilaflowers.com
Baraka Flowers	Ngorika	Roses	Mr. Wanjiru Mahihu	0722-517701	info@barakaroses.com
Batian Flowers Ltd	Timau	Roses			
Beauty Line Ltd	Naivasha	Cut Flowers	Catherine Wanjohi	0727-589862	catherine@beautyli.com
Bigot Flowers	Naivasha	Roses	Mr. Jagtap Kakaseheb	0722-205271	jagtap.kt@bigotflwes.co.ke
Bila Shaka	Naivasha	Roses	Mr. Joost Zuurbier	0711-898689	bilashaka.flowers@zuurbier.com
Black Petals	Limuru	Roses	Mr. Nirzar Jundre	0722-848560	nj@blackpetals.co.ke
Bliss Flora Ltd	Njoro	T-Single head cut flowers	Mr. Shivaji Wagh	0789-101060	shivaniket@yahoo.com
Bluesky	Naivasha	Gypsophila, Roses	Mr. Mike	0720-005294	blue-sky@africaonline.co.ke
Buds \$ Blooms -Blis flora	Nakuru	Roses	Mr. Sachin Appachu	0720-804784	
Buds \$ Blooms -Town	Nakuru	Roses	Mr. Shivaji wagh	0720-895911	shivaniket@yahoo.com
Carnations Plants	Athi River	Carnations	Mr. Amir	045-22242	cpl@exoticfields.com
Carzan Flowers (K) Ltd	Kipipiri	Carnations & summer flowers	Mr. Zaien Manji	0722-764697	zaien@carzankenya.com
					info@carzankenya.com
Celinico Flowers	Limuru	Roses, Summer flowers	Mr. Chris Shaw	066-72170	celinico@nbinet.co.ke
Charm Flowers	Kitengela	Roses	Mr. Ashok Patel	020 2222433	info@charmflowers.co.ke
Colour Crops	Bahati	Hypericum, Ammi	Mr. K. Marigoma	020 2313859	
Colour Crops	Timau	Summer flowers	Mr. Simon Baker		simon@siluba.co.ke
Colour Crops.	Naivasha	Veronica, fillers	Mr. Geoffrey Mwaura	0724-083111	nva@coulourcrops.com
Colour Vision Roses Ltd	Naivasha	Roses breeders	Mr. Peter van der Meer	(0)50 50 310	petervandermeer@terrانيا.com
Countrywide Connections	Nanyuki	Eryngiums	Mr. Richard	062-31023/6	production@countrywide.co.ke
Credible blooms	Nairobi	Roses	Mr. Eliud Njenga	0722-382859	info@pegionblooms.com
De Ruiters	Naivasha	Roses	Mr. Sebasten Alix	0720-601600	info@drea.co.ke
Desire flora (K) Ltd	Isinya	Roses	Mr. Rajat Chaohan	0724-264653	rajatchaohan@hotmail.com
E.A. Growers - Jessy	Mweiga	Vegetables	Mr. Antony M.		antonym@eaga.co.ke
Elbur Flora / Kimman Exports Ltd	Elburgon	Roses	Mr. Daniel Moge Maina	0721-734104	kimmanexp@gmail.com
Enkasiti Rose	Thika	Roses	Mr. Tambe	067-44222/3	enkasiti@form-net.com
Equinox Horticulture Ltd	Timau	Roses	Mr. John Mwangi		john@equinoxflowers.co.ke
Everest Enterprises -Chulu	Timau	Vegetables	Mr. Anthony Muiruri		
Everest Enterprises - Luso	Naromoru	Vegetables	Mr. Robert Mbuthia		robert.mbuthia@everest.co.ke
Everes Enterprises - Njumbi	Naromoru	Vegetables	Mr. Robert Mbuthia		robert.mbuthia@everest.co.ke
Everest Enterprises - Woodland	Mweiga	Vegetables	Mr. George Machariah		george.macharia@everest.co.ke
Everflora Ltd	Juja	Roses	Mr. Bipin	0716-066305	everflora@dmbgroup.com
Fides( K) Ltd	Embu	Roses, Cuttings	Mr. Francis Mwangi	068-30776	info@fideskenya.com
Finlays-Chemirel	Kericho	Roses	Mr. Aggrey Simiyu	0722-601639	
Finlays Tarakwet	Kericho	Roses	Mr. John Magara	0722-873539	john.magara@finlays.net
Finlays Flamingo	Naivasha	Roses/Fillers	Mr. Peter mwangi	0722-204505	peter.mwangi@finlays.net
Finlays-Kingfisher	Naivasha	Roses	Mr. Charles Njuki	0724 -391288	charles.njuki@finlays.net
Finlays-Kingfisher	Naivasha	Carnations/ Fillers	Mr. Jacob Wanyonyi	0722-773560	jacob.wanyonyi@finlays.net
Finlays - Vegetables	Naivasha	Vegetables	Mr. Daniel Kiboi	0722-206627	
Finlays-Siraji	Timau	Carnations/Roses	Mr. Paul Salim		paul.salim@finlays.net
Finlays-Sirimom	Timau	Lilies	Ms. Purity Thigira		purity.thigira@finlays.net
Finlays Lemotit	Londiani	Carnations	Mr. Richard Siele	0721-486313	richard.siele@finlays.net
Flora ola	-	-	-	-	-
Flora delight	Limuru	Summer	Mr. Hosea	0724-373532	hosndai@yahoo.com
Florema (K) Limited.	Naivasha	Begonia	Mr. Peter Maina	050-2021072	info@floremaKenya.co.ke
Florensis	Naivasha	Cuttings	Mr. Eddy Verbeek	050-50010	florensis@florensis.co.ke
Flower Connection Ltd	Londiani	Roses	Mr. Arun Mishra	0710-625484	arun@eaga.co.ke
Fontana Ltd - Mau Narok Ayiapa	Nakuru	Roses	Mr. Gideon maina	0721-178974	gideon@fontana.co.ke
Fontana Ltd - Njoro farm Akina	Nakuru	Roses	Mr. Arfhan	0722-728441	Arfhan@fontana.co.ke
Fontana Ltd - Salgaa	Nakuru	Roses	Mr. Kimani	0733-605219	production@fontana.co.ke
Foxton Agriculture	Naivasha	Vegetables	Mr. Foxton Asanya.		



# FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	LOCATION	PRODUCT	CONTACT PERSON	TELEPHONE	E-MAIL
Gatoka Roses	Thika	Roses	Mr. Chris	0715-215840	gatoka@swiftkenya.com
Goldsmith Seeds	Naivasha	Lisianthus	Mrs. Lynette S.		
Goodwood	Nyaururu	Hypericum	Mr. Bernard	0701-166466	
Goodwood Properties	Nyeri	Vegetables	Mr. Kahiga		dwagacha@qfp.co.ke
Greystones Farm			Mr. Silas Mbaabu	0722-312316	silas.mbaabu@greystones.co.ke
Groove	Naivasha	Roses			groovekenya@gmail.com
Hamwe Ltd	Naivasha	Hypericum	Mr. Peter Kamwaro		hamwe.production@kariuki.biz
Harvest Ltd	Athi River	Roses	Mr. Farai Madziva	0722-849329	harvest@harvestflowers.com
Highlands Plants	Olkalau	Outdoors			
Hummer	Naivasha	Carnation, cuttings	Mr. Annemaria		
Indu Farm	Naivasha	French beans	Mr. James		
Interplant roses	Naivasha	Breeders	Mr. Geoffrey Kanyari	0712-215419	geoffrey@interplant.co.ke
Isinya roses	Isinya	Roses	Mr. Yash Dave	0700-797849	info@isinyaroses.com
James Finlays	Kericho/Londiani	Roses	Mr. Richard Siele		flowers@finlay.co.ke
K.H.E.	Nanyuki	Vegetables	Mr. Elijah Mutiso		mutiso@khekenya.com
K.P.P. Plant Production (K) Ltd	Juja	Cuttings	Mr. Wilson Kipketer	020-352557	w.keter@selectakpp.com
Kabuku Farm	Thika	Roses, Fruits & Veggies	Mr. Ajay Singh	0754-444641	kabukufm@eaga.co.ke
Kalka	Isinya	Roses			production@kalkaflowers.com
Karen Roses.	Nairobi	Roses	Mr. Rober Kotut	020-884429	bob@karenroses.com
Kariki Ltd.	Juja	Hypericums	Mr. Samwel Kamau	0722-337579	kariki.fm@kariki.biz
Karuturi flowers	Naivasha	Roses			
Kenflora Ltd	Kiambu	Roses	Mr. Aleem Abdul	0722 -311 468	info@kenflora.com
Kenya Cuttings Ltd.	Thika	Cuttings	Mr. Careml Ekarat	060 2030280/1	info.kenyacuttings@syngenta.com
Kisima Farm	Timau	Roses	Mr. Kenneth	0722-475758	flowers@kisima.co.ke
Kongoni Gorge farm (Vegpro)	Naivasha	Roses,vegs	Anand Patil		
Kongoni Star Flowers(Vegpro)	Naivasha	Roses	Mr. Shailesh	0722-203750	sailsh@vegpro-group.com
Kreative Roses	Naivasha	Roses	Mr. Julius Kinyanjui	0734-505431	info@kreative-roses.com
Kudenga Flowers	Molo	Hypericum, Eringium	Mr. Juma/Rotich	0725-643942	kudenga.production@kariki.biz
Larmona/Hamcop	Naivasha	Roses	Mr. Peter Mureithi	0722-238474	lamonaaccounts@africaonline.co.ke
Lathyflora	Limuru	Beddings	Mr. Silvester	0721-336887	
Lauren international	Thika	Roses	Mr. Peter Mwangi		laurenflowers@access.co.ke
Lex + Blomming oasis	Naivasha	Roses	Mr. Thomas Nyaribo	020-20612/21260	lex@lex-ea.com
Live Wire Limited	Naivasha	Hypericum,Lilies	Mr. John Gitonga.	050-50371	
Lobelia Farm /Sunland Roses Ltd	Timau	Roses	Mr. Peter Viljoen	0721-632877	info@sunlandroses.com
Longonot Horticulture	Naivasha	Roses, vegetables	Mr. Chandu	050-50173/4	longonot@vegpro-group.com
Maasai flowers	Kitengela	Roses	Mr. Clement Ng'etich		
Magana Flowers (K) Ltd.	Kiambu	Roses	-	020-2017651-3	info@maganaflowers.co.ke
Mahee flowers	Olkalau	Roses & Carnations	Senthil	-	vijay@eaga.co.ke
Maridadi	Naivasha	Roses	Mr. Jack	0733-333289	jack@maridadiflowers.com
Maua Agritec	Isinya	Roses	Mr. Madan		gm@mauaagritech.com
Mboga Tuu	Isinya	Vegetables	Mr. Dan Agao		
Migotiyu	Nakuru				
Molo River Roses Ltd	Nakuru	Roses	Mr. Andrew Wambua	0724-256592	awambua@moloriverroses.co.ke
Molly flowers	Limuru	Summer flowers	Elizabeth		
Morop Flowers	Bahati		Mr. Wesley Tanui	0720-983945	
Mosi Ltd.	Thika	Roses	Mr. Anthony Wahome	0722-204911	mwaiwahome@mosiflowers.co.ke
Mt. Elgon Orchards	Kitale	Roses	Mr. Bob Andersen	0734-333095	info@mtelgon.com
Mweiga blooms	Mweiga	Roses	Mr. Daniel Vilnersson	0733-741203	sales@mweigablooms.com
New Hollands Flowers	Olkalau	Roses	Mr. Francis	0700-718570	guna@bth.co.ke
Nini farm	Naivasha	Roses	Mr. Fred Okinda	0720-611623	growing@niniLtd.com
Nirp E.A	Naivasha	Rose Breeder	Mr. Michael Gathare		
Ol Njorowa	Naivasha	Roses	Mr. David, charles	020-574011	mbegafarm@icconnect.co.ke



# FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	LOCATION	PRODUCT	CONTACT PERSON	TELEPHONE	E-MAIL
Oserian Dev Company	Naivasha	Roses, Fillers, statice	Mr. Ruri Tsakiris		
Panocol International	Kitale	Roses	Mr. Paul Wekesa	054-2030916/7	paul.wekesa@panacol.co.ke
Panda Flowers Ltd	Naivasha	Roses	Mr. Chakra		
Pangot	Naivasha	Roses Cutting	Mr. Mwangi		
Penta Flowers Ltd.	Thika	Roses	Mr. Tom Ochieng	0733-625 297	tom@pentaflowers.co.ke
PJ Flora	Isinya	Roses	Mr. Kizito Mudogo		pdaveflowers@wananchi.com
PJ Dave Flowers	Isinya	Roses	Mr. Hitesh Dave	045-21381/2	pdaveflowers@wananchi.com
PJ Dave	Timau	Roses	Yorki		pdavetimau@pdaveepz.com
Plantations Plants.	Naivasha	Geraniums	Mr. William Momany	050-2021031	pplants@kenyaweb.com
Pollen	Ruiru	Cuttings/Seedlings	Mr. Patrick Chege		patrick.chege@syngenta.com
Porini	Keringet	Roses	Pitumber	0738-374403	
Pressman Kenya Ltd	Nakuru	Roses	Mr. Jelle Posthumus	297-382200	preesman@preesman.com
Primarosa	Nyahururu	Roses	Mr. Kumar Patel		
Primarosa Flowers Ltd	Athi River	Roses	Mr. Dilip Barge	0733-618 354	dilip@primarosaflores.com
Protea Farm	Timau	Roses	Mr. Philip		info@lobelia.co.ke
Ravine Roses	Eldamaravine	Roses	Mr. Kamuren		
Receme	Naivasha	Gypsopilla/vegs	Mr. Boni	0721-938109	bonny@kenyaweb.com
Redlands II	Kiambu	Roses	Aldric Spindler	0733-609795	aidric@redlandsroses.co.ke
Redlands Roses	Ruiru	Roses	Aldric Spindler	0733-609795	aidric@redlandsroses.co.ke
Rift valley Roses	Naivasha	Roses	Mr. Peterson Muchiri	0721-216026	rwr@livewire.co.ke
Rift valley vegetables	Naivasha	Vegetables	Mr. Nicholas		
Rimi Flora Ltd	Naivasha	Cut Flowers	Mr. Richard Mutuku	0722-357678	info@rimiflora.com
Riverdale Blooms Ltd	Yatta	Roses	Mr. Anthony Mutungi	0722-584874	rdale@swiftkenya.com
Rose plant	Kitengela	Roses	Mr. Atenus		
Roseto Flowers	Nakuru	Roses	Mr. Anand Shah	-	gm.roseto@megaspingroup.com
Rozzical garden	Naivasha	Vegetables	Mr. Robert		
Rozzika Garden Centre Ltd	Mweiga	Vegetables	Mr. Kinuthia		
Savanah plants	Naivasha	Geraniums	lukulu		
Shade Horticulture	Isinya	Roses	Mr. Mishra Ashutosh	0722-792018	mishra@shadeshorticulture.com
Shalimar Farm	Naivasha	Roses	Anbrasar		
Selecta Flora		Roses	Mrs. Mary Mwangi	0725-075569	sales@floratrends.co.ke
Sian Flowers- Agriflora	Nakuru	Roses/ Lilies	Mr. Koima	0722-203630	info@sianroses.co.ke
Sian Flowers -Equator	Eldoret	Roses	Mr. Nehemiah Kangogo	0722-848910	nehemiah@equator.sianroses.co.ke
Sian Flowers- Maji Mazuri	Mois Bridge	Roses	Mr. Wilfred Munyao		
Sian Winchester	Nairobi	Roses	Mr. R. Mulinge	0725-848909	rmulinge@sianroses.co.ke
Sierra Roses	Nakuru	Roses	Mr. Shariff	0787-243952	
Simbi Roses Ltd.	Thika	Roses	Ms. Pauline Nyachae	020-4448230	simbi@sansora.co.ke
Sirgoek Flowers	Eldoret	Roses	Mr. Andrew	0725-946429	sirgoek@africaonline.co.ke
Solo Plant (K) Ltd.	Kiambu	Roses	Mr. Haggai Horwitz	0732-439942	hagai@soloplant.co.ke
Stockman Rozen Kenya Ltd	Naivasha	propagator	Mrs. Sarah Tham	0720-603994	sarah@srk.co.ke
Subati Ltd	Subukia	Roses	Mr. Naren/Ravi	0736-347777	production@subatiflowers.com
Subati (former Olij)	Naivasha	Roses			production@subatiflowers.com
Suera Flowers	Nyahururu	Roses	Mr. Joseph Mureithi		suerafarm@suerafarm.sgc.co.ke
Sunland Roses	Timau	Roses	Mr. Peter Viljoen	0721-632877	peter@sunlandroses.com
Sunripe	Nanyuki	Vegetables	Mr. James Muhoho		
Sunripe savanah	Naivasha	vegetables	Mr. George		
Tamalu	Timau	zante	Mr. David N.	0722-764759	nzomahd@gmail.com
Tambuzi Flowers	Naromoru	Roses		062 3101917	info@tambuzi.co.ke
Terrasol	Limuru	Cuttings	Eva	0722-455996	info@terrasol.com
Timaflo Ltd	Timau	Roses	Mr. Bryan Allen	062-41263	brian.allen@timafloLtd.com
Timau flair	Timau	Roses	Mr. Philip Ayiecha	0723-383736	
Transebel Ltd.	Thika	Roses	Mr. David Muchiri		admin@transbel.co.ke
Tropiflora (K) Ltd.	Limuru	Carnations, Astroemeria	Mr. N.Krasensky	0722-783280	tropiflora@tropiflora.net
Trodding Africa Flowers	Njambini	Summer Flowers	Margaret Muthoni	0720-267004	leekement@gmail.com



# FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	LOCATION	PRODUCT	CONTACT PERSON	TELEPHONE	E-MAIL
ulaga	Naivasha	Roses	Mr. Denis Wedds	0724-465427	denis.weds@africaonline.co.ke
Uhuru Flowers	Timau	Roses	Mr. Ivan Freeman	0722-863252	ivan@uhuruflowers.co.ke
Valentine Kibubuti	Kiambu	Roses	Mr. Simon	020-3542466	info@valentineflora.com
Van den berg roses	Naivasha	Roses	Johan Remeus	050-5050439	johan@roseskenya.com
Van Kleef Kenya Ltd			Mrs. Judith Zuurbier		roses@vankleef.nl
Vegpro (k) Ltd - Liki River	Nanyuki	Roses	Mr. Madhav lengare		madhav@vegpro_group.com
Vegpro (k) Ltd- Kongoni	Timau	Roses			
Waridi Ltd	Athi River	Roses	Mr. P.D. Kadlag	0724-407889	kadlag@waridifarm.com
Wiham Veg Mwanzi	Nyahururu				
Wildfire flower	Naivasha	Roses, Hypericum			
Windsor Flowers Ltd	Thika	Rose	Mr. Vikash Singh	020 -2029216	farm@windsor-flowers.com
Xpression Ltd -Africa Blooms	Salgaa	Roses	Mr. Inder Nain	0719-748175	flowers@xflora.net
Xpression Ltd -Elburgon	Njoro	Roses	Mr. Inder Nain	0719-748175	flowers@xflora.net
Zena roses - Asai	Eldoret	Roses			
Zena Roses	Thika	Roses	Mr. Peter Ochami	0712-006323	productionthika@zenaroses.co.ke
Zena Roses - Sosiani	Eldoret	Roses/Carnations	Mr. Fanuel O.	0724-631299	

## FLOWER FARMS IN UGANDA

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

## FLOWER FARMS IN TANZANIA

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



# FLOWER FARMS IN ETHIOPIA

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

# Greenlife Crop Protection Africa Ltd (Gcpal)...Your Partner In The Effort Of Making Language Of Love Known!!! *By George Kariuki*

*What is love?* This fundamental question, posed by Shakespeare in Twelfth Night, is one that also has captured the imagination of social scientists.. But one thing is obvious the flowers express the language of love. As you probably already know, Kenya is one of the biggest exporters of cut flowers in the world. I would be right to declare here that Kenya is central to promoting “issues of the heart; mending broken relationships, encouraging the sick among many.

Yes I captured your imaginations well! Ever thought of how many billions of cut flowers are purchased in say UK, Holland or USA or even in our own Nairobi? The figure could be mind boggling! It has been proven that flowers are a tangible expression of words unspoken; their language is acceptable to all races, religion, tribes and regions. But roses beat all flowers in the game, yes; the language of love is still the *rose*.

## Ever wondered what different rose colors mean?

Although red roses are the color of choice on during this day, other colors are used to send key statements.

**Red roses** can be really catchy! According to the American Rose Society, they are the modern day expression of the sender’s love and respect. In Greek mythology, the red rose represents desire and passion when Aphrodite spills drops of blood onto a white rose while trying to help her wounded lover, Adonis. Throughout ancient Christendom, the red rose symbolizes the blood and agony of the crucifixion of Jesus. In ancient Persian mythology, a nightingale’s self-inflicted breast wound turns a white rose red, colors because of the bird’s egocentricity.

**Pink roses** symbolize grace and gentility in modern rose vocabulary. The various tones of pink can mean different things, too. Deep pink roses say thank you by symbolizing gratitude and appreciation, while light pink roses convey admiration and sympathy.

**White roses** symbolize reverence and humility. In medieval Christian Europe, Mary is represented by a white rose as a symbol of her purity. In Wales, white roses represent innocence and silence, and are often placed on the grave of a young child. In some Native American cultures, the white rose symbolizes security and happiness and, hence, is traditionally worn at weddings.

**Yellow roses** signify joy, gladness and freedom in the modern rose arrangements.

**Orange roses** are often a genetic blend of reds and yellows, and therefore represent a blend of symbols -- enthusiasm and desire.

**So, what then?** This time round, make sure you pass the right

message. Let a red rose speak for you this Valentine!

GCPAL is at ready to make sure that the Powdery Mildews, Downey Mildews, Botrytis and Thrips that inhabit the dark alleys of farms don’t spoil the “party”. We will accompany growers till they deliver the roses safely.

## Sacrifido 125EC

Is tested and proven, ultimate systemic fungicide for Powdery Mildew.

Sacrifido 125EC contains 2 active ingredients giving enhanced performance as a result of perfect synergy of **Myclobutanil 100g/l** and **Prochloraz 25g/l**.

Sacrifido 125EC is highly protective, curative and eradicated fungicide that has immediate action on fungus once applied. Thereafter, the product has long lasting protection.

## Fortess Gold 72%WP

Fortess Gold 72%WP is a contact and Systemic fungicide for control of Downey Mildew on Roses. It is both curative and protective, applied by either through drenching or foliar application.

The 2 active ingredients, **Cymoxanil 8% + Mancozeb64%** present perfect arsenal against oomycetes(water moulds). The curative action is evident by stopping of the pathogen during incubation.

## Megaprode Lock 52.5%WP

The fatal kick to Botrytis!

Megaprode Lock 52.5%WP Is a new fungicide with two different modes of action for control of Botrytis on Roses, leaf spots on Carnations. Contact and systemic fungicide containing **Iprodione 175g/kg + Carbendazim 350g/kg**.

It is highly cost effective, 2 active ingredients is a perfect pair, the synergy of the two.

## Taurus 500SP

Taurus 500SP is a highly effective systemic insecticide for control of Thrips, Leaf miners, Whiteflies on a wide range of crops.

The active ingredient, **Thiocyclam hydrogen oxalate 500g/kg** acts mainly by ingestion but has contact activity as well.

As said before, you and Greenlife, both of us are in this thing together. We walk together, make every step together.

## Your Growth is our Growth!!

**By George Kariuki is the Technical Sales Manager-Floriculture and Horticulture, GCPAL- [gkariuki@greenlife.co.ke](mailto:gkariuki@greenlife.co.ke)**

# SACRIFID



Myclobutanil 10% min+ Prochloraz 2.5% min

## Effectively Controlling Powdery Mildew in Roses



Protective



Eradicative



Curative

Your Growth  
Our Concern



P.O. Box 24942 - 00100, Nairobi, Kenya. Tel: +254 20 2128459, Fax: +254 20 2699191  
Mob: +254 722 736318, +254 735 544544 +254 722 563698, +254 738 980267  
info@greenlife.co.ke | www.greenlife.co.ke



# Cyflamid<sup>®</sup>

5 EW

## A NEW, NOVEL & PROVEN Solution for Control of Powdery Mildew on Roses

*Cyflufenamid* is a new active ingredient developed by NIPPON SODA (JAPAN)

### Powdery Mildew Specific Chemistry

- Unknown cross resistance to *Cyflufenamid* in pathogens that have developed reduced sensitivity to other fungicides.

### Proven Performance from field use in Rose Production

- Better Powdery Mildew control for better yields



### Flexibility in Use

- Excellent Curative and long lasting protectant activity (Active on all strains of Powdery Mildew including strains resistant to DMIs, Strobilurins, Morpholines & Benzimidazoles)

## NOVEL BENEFITS WITH CYFLAMID<sup>®</sup>

### Fungicidal Activity

- Residual Activity, Vapour Action, Curative Activity & Penetrative Action
- Both primary & secondary infections control

### IPM Compatible

- Cyflamid is in the new group U6 for Fungicides Resistance Management
- Safe for Predatory Mites and Beneficial Organisms (Less Adverse effect on Bees)



Use Plant Protection Product Safely, always read the label and product information before use.



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