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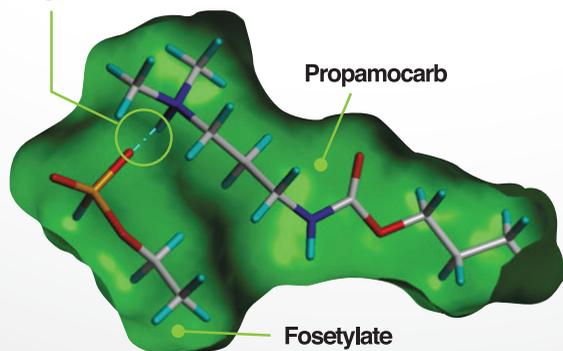




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The Leading Floriculture Magazine

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Externalize Yourself Don't Exist



repeat it and believe it.

Since more than half of today's Floriculture problems are psychosomatic (Consult a doctor) it is clear that Emile Cou'e can be the best consultant in the flower industry today. But since it cannot happen, in this issue we are echoing the same statement. "Everyday in every way I'm getting better and better".

So you have problems, fears, worries, and anxieties. Sure you do. But do you know why? It's because you are all done. Our *Special Correspondent* starts us with Jane Ngige and Grace Kyalo enumerating the successes of the industry. Neither you nor any of us can ever be that big, that powerful, and that intelligent to evade problems, troubles, worries and anxieties but as a team we beat them. So, the place you should be is IFTEX 2014.

Maybe you thought it is a mission impossible, but we know have a breeder who is doing all his breeding here in Kenya. Preesman is proud to be Kenyan as our *staff writer* writes.

Isaac Baskwony, Assistant Production Manager Karen Roses tells us caterpillars are a new nuisance in rose growing. Why worry, Winrose J. Maria, Technical Marketing Consultant Kenya Biologics Ltd asks as she discusses their control. And as though this is not enough, *S.K.Bandyopadhyay (Banerjee)* tells us it is all in our hands in his story; How balanced mineral nutrition can prevent disease infestation for rose plants. *Flora Nanjala* in her column discusses how Amiran is Maintaining the Quality of the Kenyan Floriculture Industry.

Grower of the month *Mr. Harry Krugger* of Sunland Roses tells us "infinity has no problems" "Eternalize yourself Don't exist," in his feature on life as a grower. After, growing, the market is important and for that reason, DFG Africa has been launched to take care of your market.

And so don't worry, success begins with three, first you must be inspired, next motivated and finally have a proven success formula. This is all what this issue is about, "Everyday in Every way I'm getting better and better"

Masila Kanyingi

One cannot think of the Kenya's Floriculture without thinking of the psychologist-psychiatrist Emile Cou'e and his famous affirmation "Everyday in every way I'm getting better and better," Emile Cou'e cured a lot of people by having them repeat that simple affirmation over and over again, in every spare minute, day after day. That was all-

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Kenya's Flower Export to Hit 125,000 Tonnes

Kenya is expected to export 125,000 tonnes of flowers in 2014. Kenya Flower Council (KFC) CEO Jane Ngige told journalists in Nairobi. She added that should earn 531 million U.S. dollars from the floriculture industry this year. "If there are no major disruptions, we expect export volumes to remain steady compared to last year," Ngige said during a media briefing on the upcoming third IFTEX flower exhibition. The event, which runs from June 4 to 6, will bring over 150 flower growers and buyers from Africa, Europe and Latin America. Ngige noted that between 2012 and 2013 flower exports grew by 5 percent.

However, statistics from the national bureau of statistics show that horticulture income declined for the third time in a row last year as overall production fell. Earnings from fruits, vegetables and cut flowers dropped to less than 1 billion dollars in 2013. The country earned 981 million dollars from horticulture last year, down from 1.05 billion dollars in 2012 and 1.13 billion dollars in 2011. The drop in earnings is blamed on a cold spell that affected mainly flowers in the second half of the year. Production of cut flowers and fruits experienced a tough year, with vegetables registering marginal increases.

Overall horticulture production stood at 196,241 metric tonnes (MT) last year, down from 205,728 MT in 2012. As in previous years, flowers contributed to more than half of the production. However, the quantity of flowers produced fell by 4,538 MT, from 108,306 MT in 2012 to 103,778 MT in 2013. Earnings from the produce in 2013 consequently dropped to 659 million dollars, from 764 in 2012. Similarly, income from fruits dropped to 53 million dollars, down from 55 million dollars. In the same year, Colombian exports grew by over 20 percent. "This indicates that there is potential to increase volumes if the right environment exists," Ngige said. The CEO said that Kenya is the third largest flower exporter globally, after Colombia and Ecuador.

She added that the European Union absorbs 85 percent of all the flower exports. "Market surveys have shown that even the Eurozone financial crisis has not affected demand for flowers," the CEO said. "We are therefore asking the government to conclude the Economic Partnership Agreement with the EU so that flower trade is not disrupted," she said. The deadline for signing the agreement is October. The CEO said that there is anxiety being created by the non-conclusion of the trade talks. "Buyers normally place orders one year in advance and so sales are being impacted by the delay in signing the agreement," she said.

If a deal is not reached, then Kenyan flowers will attract import duty of between five and seven percent. "This will effectively reduce our competitiveness as the average profit margins are between eight

to 15 percent," Ngige said. "It will also force the growers to change their current business model so that they can absorb the new taxes," she said. Ngige noted that Kenya's main competitors have already concluded trade agreements with the EU. "They are looking to benefit from possible fallout between the EU and Kenya," she said.

Kenya's floral industry is well established.



According to industry data, the sector employs over 500,000 people both directly and indirectly and supports the livelihoods of over two million households. "However, the industry is dynamic and so the players must ensure they maintain a competitive edge," she said.

Ngige said that another challenge facing the industry is the devolved system of government. "The newly formed county governments are under pressure to raise revenue through taxes and levies," she said.

Ngige added that all the major producing nations have agreed to sign a flower sustainability code in order to safeguard the industry. "We are developing a common standard to ensure the best practices are maintained throughout the value chain. This will ensure that final consumers end up with quality products," she said.

"The ongoing discussion on the standards should not go beyond 2015 given the momentum of the top three flower producers," she said.

Horticultural Crops Development Authority Acting Managing Director Grace Kyalo said that Kenya's horticultural industry produced approximately 1.3 billion dollars in 2013.

"We are expecting to increase volumes so that Kenya can increase its foreign exchange earnings," Kyalo said. She said that Kenya is exploring new markets including Russia, Japan and South Korea.

"The Japanese market requires high quality but the premium price is worth it for exporters," she said. Kyalo said that Russia is also a rapidly developing market but there exists a language barrier. She added that the government is creating an enabling environment so that investments continue to flow into the industry. She said that authority also seeks to link producers to both domestic and international markets.

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The Regions Premier Horticultural Trade Show



in from all major flower consuming nations and continents, such as Europe, South East and even from Africa itself.

The 2014 event is set to be held starting Wednesday June 4 – 6 at its traditional venue, Oshwal Centre, Westlands, Nairobi. Due to the great interest of existing exhibitors to participate again, and the invitation to flower growers from surrounding countries to exhibit, IFTEX has an extended exhibition space with an additional two halls amounting to 4,000 m². This brings the total exhibition area to almost 10,000 m².

He is calling on all flower growers in Kenya and beyond who have not booked stands to do so. Growers

The International Flower Trade Expo (IFTEX) now enters its third year in Nairobi, Kenya, with high expectations on both quality and quantity from the organizers, exhibitors and visitors. The show, which debuted in March 2012, is quickly developing a magnetic pull for the flower industry fraternity not only in Africa but the world over.

Speaking to *Floriculture Magazine* in Nairobi, IFTEX organizer Dick Van Raamsdonk was positive that the show would soon become a global leader if the enthusiasm and interest the exhibitors and buyers have displayed in the past two years is anything to go by. "Together with the expected internationalization, this event will soon become a regional flower trade fair not only for Kenyan flower growers, but for growers from South Africa, Zimbabwe, Tanzania, Zambia, Uganda, Ethiopia and other African flower producing countries," said van Raamsdonk. This year, the show has also attracted South American growers making it more international unlike the Ecuador or Colombian which are purely national

The show has already met its five years goal by easily becoming either the second or third largest flower show in the world, Van Raamsdonk said. He adds that to attract more buyers to participate in the show, the organizers are especially promoting the event heavily in the USA, Japan, Russia and the Middle East. However, buyers are also expected to stream

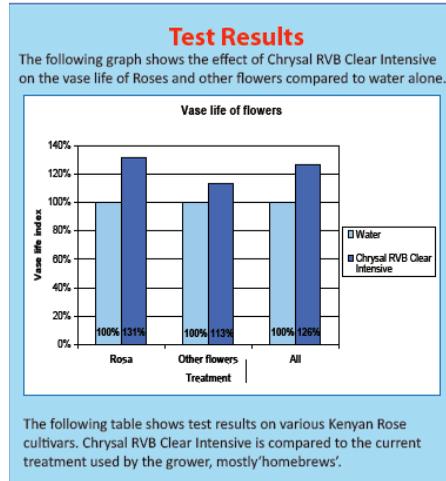
are getting the space to showcase their products free of charge. "The growers were skeptical at first when we introduced the show because they are used to taking flowers to buyers, not the other way round, but they have gradually warmed up after seeing the buyers come to Nairobi," said Van Raamsdonk. This fact saw the second edition of the show exhibitors and visitors base grow by between 20 and 30 percent respectively, he adds. "IFTEX is a buyers' show therefore, growers should come and display their products", he said. The show brings together flower buyers, growers, breeders, and suppliers of inputs and services across the industry value chain.

Speaking during the launch KFC Chief Executive Officer Jane Ngige said IFTEX has grown into a Kenya flowers brand, strengthening the country's position as a leader in global markets, while enhancing the image of Nairobi as the home from where 40 per cent of the flowers sold in Europe originate. "IFTEX has come at the right time for the Kenya flower industry since we are now in the process of market consolidation and retention by positioning our flowers as responsibly grown, and that picture can only be seen at a show in the country", she said.

The Horticultural Crops Development Authority acting managing director Grace Kyalo said Kenya has been going abroad to participate in international flower shows, and it is a big achievement to see the world coming to the country to see the flowers where they are grown.

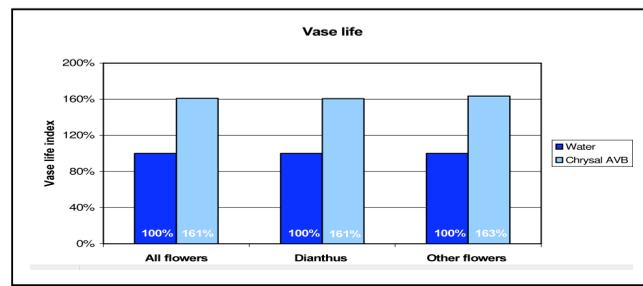
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Not Enough Cold Storage in Uganda

The agri-business community, including horticulture farmers, want the government to join the private sector to construct cold rooms across the country. They said businesses are faced with the inadequate standard storage infrastructures facilities. "In Uganda the production of horticulture produce is good, because of the conducive climate. However if there is a huge supply of produce both farmers and the buyers are cheated since the products are perishable.

Many tend to sell it off before the produce starts going bad. However if there is such facilities many farmers can store them in the cold rooms as they wait for the market," Joseph Mutasa, agri-business man said. Whenever the supply chain is disrupted, like when South Sudan broke out into violent clashes, perishable goods have to be sold off at a loss. "Many Ugandan farmers have picked interest in the growing of horticulture related crops like tomatoes and passion fruits on a large scale.

But the challenge has been accessing a good market and storage for the produce," Hakim Baliraine, chairperson of The Eastern and Southern Africa Small Scale Farmers Forum (ESAFF-Uganda), said. Improving the infrastructure in the horticulture sector will improve the farmers' earnings from the sub-sector. Ronald Mutende, a tomato farmer in Mbale, Eastern Uganda said their business becomes very stressful during the dry season.

"You cannot keep boxes of tomatoes during dry season like now, that is why we offer our products at take way price because you cannot store the produce for long period since they ripen easily, that is why we need the temperature cooling facilities like the cold room such that our business are protected from the changing environment in the country. The government should establish such facilities at all regions in the country," he said.

Sources at the Ministry of Agriculture, Animal Husbandry and Fisheries revealed that it's the commercial farmers who are trying to come up with their private cold rooms especially in flower growing and dairy sector. "With those two sectors there has been some development.

There are many milk cooler centers in western Uganda for the storage of milk and cold room for the flower sector at the Entebbe Airport, but if the private sector people wants to venture in establishing cold rooms that opportunity is there for such investor in the agriculture sector," he said.

Boudewijn Rip appointed new Retail Director of Dutch Flower Group

Boudewijn Rip, 54, will be assuming the tasks and responsibilities of Henk Salome after his departure on 1 April as the Retail Director of Dutch Flower Group (DFG). For the past three years, Rip has been affiliated with DFG as the Managing Director of SuperFlora B.V. in Honselersdijk, one of the specialised DFG companies with sales to multiple retailers in the UK.

Rip has more than 30 years of experience in management positions within the horticulture and floriculture sector at auctions, marketing organisations and trading companies. Within SuperFlora, Remco Salome will be appointed Operational Director as from 1 April 2014, where he will be responsible for daily operations.

Higher Volumes, Less Money for Big Heads

The week of Valentine's Day had cut flowers supply 10% higher than the same week last year, and the average price was just a bit higher. Big roses, the ultimate Valentine's flower, arrived in bigger quantities (+25%) than last year, and got 2 cents less in price.

The tulips' season finally took-off; with 9% more stems than in 2013, the price was 1 cent higher. Some products got much higher price than last year, since their supply was really lower; among them were: anemone, asclepias, ornithogalum, pittosporum, and ranunculus.

However, anthurium, peony, and protea got better price, even though their supply was higher than last year (meaning: a sign for better demand). Yet, the majority of cut flower types achieved lower prices than last year; some of them significantly lower: agapanthus, ammi, gypsophila, hypericum, solidago, and trachelium. All due to much bigger supply.

The Valentine's Day period sales in the Dutch auctions' clocks ended up at about the same level of cut flowers price, and with significant better houseplants' price, compared to 2013.

The total turnover of FloraHolland's Valentine's sales (including direct sales) accumulated to some 265 million €, which is 5.2% more than last year, and 16.8% more than in 2012.



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Isaac Baskwony

Ass. Production Manager Karen Roses



Caterpillars, A New Nuisance In Rose Growing

Description

Caterpillar (*helicoverpa* spp) is one of the pests which cannot be ignored now as far as rose production is concerned in Kenya. They are the larval stages of the order lepidoptera comprising moths and butterflies. If you ask a rose grower to mention some of the disturbing pests in roses, caterpillars will not fail to feature in the list as one of the nuisance in production of quality and quantity roses to meet their expectations and budget. They normally hide under the leaves and the petals of the plants making it difficult to be seen. Mostly they are green in color but some camouflage to blend their host plant thus hiding them from predators.

They are of different sizes ranging from about 1mm to 20 mm making it too small to be identified sometimes. They have soft bodies which can grow rapidly between molts. They have mandibles that are sharp for chewing. The pest has three pairs of jointed legs on the thorax with hooks which are used to hold food and five pairs of stumpy prolegs on the abdomen. They are herbivorous in nature. They feed on the unopened flower buds and leaves. There are different species of caterpillars and some feed on brassicas such as cabbages

Life Cycle

The life cycle of butterflies and moths which has caterpillars as one of the stages in their complete metamorphosis is as follows;

Egg- larva/caterpillar- pupa(chrysalis)- adult

The eggs are normally laid on petals of the flowers or the leaves. The eggs are small and can't be easily seen unless you are close to the plant. The eggs take 7-10 days before they hatch into caterpillars and they begin feeding on the host plant.

The larval form which is the caterpillars is the most destructive stage of the butterflies. They feed on the unopened flower buds and leaves of the plant hence causing damage which reduces quality because they are the aesthetic parts which are required by the customers. The damaged flower buds by the caterpillars can be identified as the caterpillars leave some excretes and holes on the plant parts. The pupal stage also known as chrysalis looks as if the caterpillar is just resting but inside of the pupa the caterpillar is rapidly changing. It takes around 10 days for chrysalis to split open and an adult butterfly emerges and crawls out of his home. The adult stage are the butterflies and the moths which mate and lay the eggs. The average lifespan of most butterflies is 4-6 weeks.

When are caterpillars damage on roses high?

The caterpillar population is normally high particularly during the

Challenges On Control Of Caterpillars

- (Butterfly mobility) Controlling the flying butterflies outside the greenhouses is difficult given that growing areas are surrounded by open fields may be fallow or grazing grounds, this act as buffer and breeding zones for the pest.
- The caterpillars can be hard to control when they have already infested the plants unless by repeated sprays, advent of generic molecules whose formulation is questionable doubles as a source of poor information as some may be labeled as systemic while they may not function so and hence fail to touch on target pest
- Resistance development to conventional chemicals used, gene mutation resulting in more destructive species challenging the agronomist knowledge.
- Slow complex system of development and adoption of biological products that are effective and economical for control of caterpillar.
- Failure of the scientists to identify, isolate and multiply an effective fast acting predatory pest for the caterpillar species as this can deal with issue of resistance development posed by conventional chemicals..
- Lack of education or illiteracy by chemical applicators may cause poor targeting when the pesticides are applied on the crops
- High temperature in the greenhouses cause faster hatching of the eggs to the larval form hence faster multiplication of the pests

rainy season and after. On the wet season, it is the ideal time for caterpillars since that is when their food plants are growing best, so it makes sense that the wet season is also the peak butterfly mating and egg laying time. During this season butterflies are seen flying around



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Caterpillars, A New Nuisance

Helicoverpa Armigera (African Bollworm) Caterpillars In Flowers

Caterpillars are seasonal pests to the flowers but when in season result in major losses to the flower industry as one caterpillar can cause damage to more than one flower. In flowers there are different kinds of caterpillar species which include *helicoverpa armigera* and *spodopteraexigua* and thus it's important to know the exact pest that one has in their crop and out of these two, the *helicoverpa* species is the notorious and listed as a notifiable pest in the European market.

Description

Helicoverpa armigera commonly known as African bollworm is the main caterpillar that infests flowers in green houses and outdoor ones. It is a pest of roses, carnations, hypericum, gypsophilla amongst other flowers. It is a moth with the larval stages referred to as caterpillar being the destructive stage. It is unique in that the moth lays its eggs singly on the roses and specifically on the softest parts of the crop. In roses the eggs are found on the flower buds and petals. The eggs are small, yellowish-white, ribbed and rather dome shaped. The egg period is two days after which it hatches to a larva- the caterpillar.



The caterpillar eats the eggshell to emerge after which it bolls making circular holes through the petals only to feed from inside the flower.

The color of the African bollworm caterpillar varies from green to

reddish brown; has three dark stripes that extend along the dorsal side and one yellow light stripe situated under the spiracles on the lateral side. When the caterpillar is disturbed, it lifts its head and curls it under the front of the body. If even more disturbed, it lets



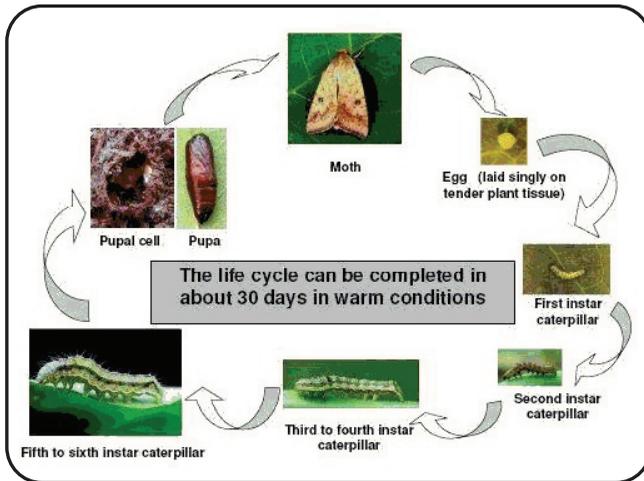
go and drops, rolling into a spiral. There are 6 instars or stages of the caterpillar in a larval period of 16 days and the damage to the crop increases with increase in size of the caterpillar. These caterpillars are cannibalistic.

When a caterpillar matures it drops into the soil or the growth media to pupate. The pupa is shiny brown; about 16mm long with smooth surface and with two short parallel spines at the posterior tip of the body and the pupal period is 10 days at normal temperatures. The pupa is dormant and doesn't feed.

When it rains the pupa emerges into an adult called moth with the male moths being greenish in color and females being brownish. Generally the adult moth is fleshy, yellowish-brown with a dark speck, greyish irregular lines and a black kidney-shaped mark on the forewings. The hind wings are whitish with a black patch along the outer margin. The moth is about 14 to 18 mm long with a wingspan of 35 to 40 mm. The moths are nocturnal and thus not easily seen unless one has a trapping system like pheromone traps

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specifically for the helicoverpa or light traps or water traps. one female moth can lay around 3000 eggs in a lifespan of 10 days and thus one moth can cause an economically reputable damage to one greenhouse. These moths lay eggs closely soon after the rains start and thus its important to have an alert scouting system.

Why it's a challenge

The fact that the moth is nocturnal and its presence is mostly recognised by the presence of eggs on the flowers or live caterpillars on the flowers is a challenge. There is also insufficient knowledge of this pest as most people just associate the caterpillars to presence of butterflies they see around during the rainy season. Others kill the eggs by physically crushing them which leaves a chance of some hatching unnoticed and causing damage to the flowers. There is also a recorded incidence of this caterpillar having resistance to chemicals and some of these chemicals are expensive leading to increased cost of production. A pest can be well managed when its lifecycle is known and when the destructive stage is identified and controlled at the right time before the thresholds are reached. Its recommended to apply effective scouting methods like use of traps like pheromone, water or light traps as a an early warning system.

Pest management

Caterpillars on roses and other crops have been and still are most commonly treated with synthetic chemical insecticides. While these agents have provided us with effective ways to protect our crops, their indiscriminate use has led to numerous cases of acute poisoning and serious environmental damage. Other means of crop protection, such as biological and microbial control, are being used

to a much lesser extent, although there are many examples of highly successful use of predators and parasites. Baculoviruses are usually selective for a few moth species, often specifically infecting one moth but leaving a closely related species completely unaffected. The specific virus for *helicoverpa armigera* is nucleopolyhedrovirus (HearNPV) and it occurs naturally in the field. Kenya Biologics Ltd in Kenya has indiginously isolated this, produced, formulated and registered this for use against these african bollworm caterpillars which causes havoc to more than 77 species of crops.

This product is named Helitec and is a liquid for spraying.

This biological product works best when applied at the egg stage or the first instars as then the pest is controlled having not caused damage to the flowers.



When a caterpillar ingests the virus particles, it stops feeding as the virus particles replicate within the insect body causing death of the caterpillar.

The flaccid caterpillar then suptures releasing more virus particles to the surfaces of the crop. These caterpillars are cannibalistic and thus when an infected caterpillar finds a dying one from the virus they feed on them and they die also.

DFG AFRICA

DFG Africa Launched

For many years, Dutch Flower Group (DFG) has been active in Africa and especially in Kenya, with respect to sourcing African products, like roses and carnations, as well as other varieties of cut flowers and foliage.

In the past, the activities of the DFG marketing and trading companies, based in Europe, were represented by two well-known local sourcing companies: Flower Sourcing Africa (FSA) and PROGRESS.

FSA was born out of the former DFG Kenya sourcing team. PROGRESS was the Mavuno Group, Professional Grower Export Support Services organisation, which after the DFG/ Mavuno strategic alliance in May 2011, migrated to DFG. These two organisations for the last few years have been operating autonomously of each other, both sourcing from and supporting growers on behalf of Dutch Flower Group companies.

Due to the ever-changing market environment the way of working of Flower Sourcing Africa (FSA) and PROGRESS has become more and more comparable over the last few years. Both organisations are active on behalf of European multiple retail customers (i.e supermarkets) as well as floral wholesalers of Dutch Flower Group companies in The Netherlands and UK. These marketing companies deal with the leading parties in the consumer sales of cutflowers, bouquets and plants and work on a long-term basis together.

To realise synergy within the activities that DFG develops in Kenya, it has been decided that through central coordination more efficient processes can be organised. Both organisations are now integrated and continue under the name DFG Africa. The labels PROGRESS and FSA will cease to exist.

The sourcing team managers, Jan Smit and Erik van Duijn say: “our integration will give benefits for all parties in the chain.”

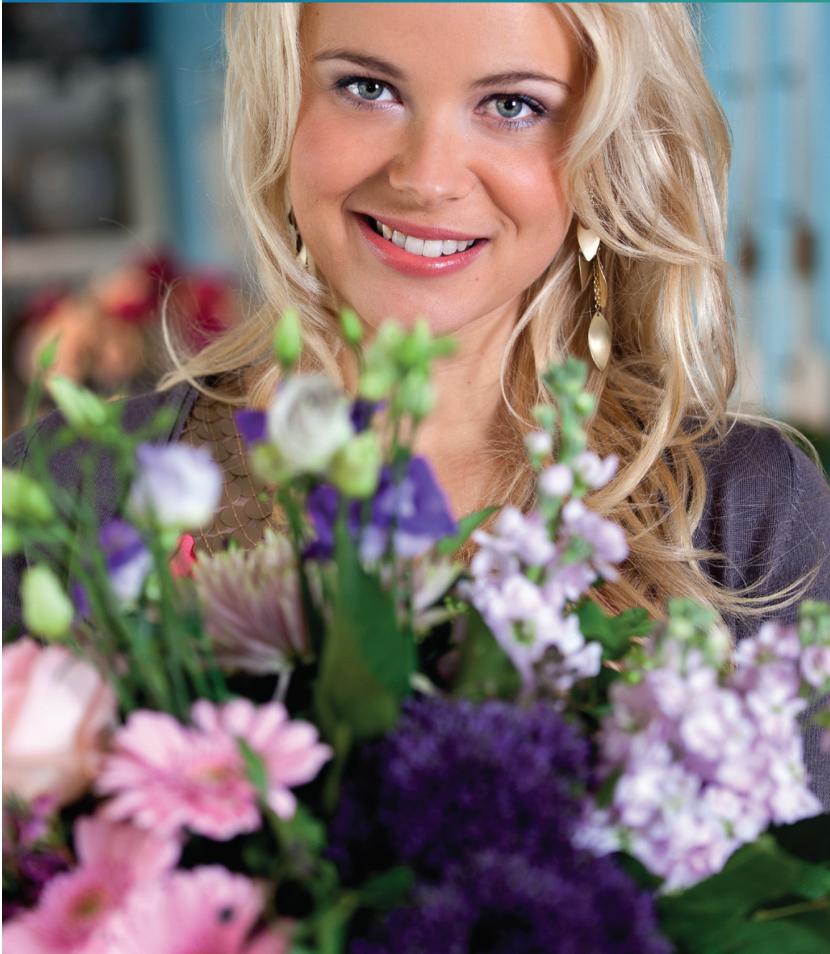
Conrad Archer, Director: “The necessary drive to constantly keep efficiencies up and costs down, naturally sees these two organisations with similar operations move closer together, this was the logical next step, the result will also lead to much closer cooperation with our growers”.

If additional information is needed from growers or other key chain partners, they can directly contact: Conrad Archer (+254 20 6608000), Erik van Duijn (+254 717 111425) or Jan Smit (+254 722 904626) at DFG Africa in Nairobi



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For more information please contact our local DFG colleagues in Kenya, tel. +254 20 6608000



*making life
colourful*



How balanced mineral nutrition can prevent disease infestation for rose plants

By S.K. Bandyoa Padhay (-Barnejee)

Flower production costs in Kenya have increased significantly due to outbreak of disease like downy mildew, powdery mildew and botrytis and since this has become a limiting factor for production, it has become a concern for the investor.

Most growers use high amount of chemicals to control the disease, unaware of the fact that a timely and balanced mineral nutrition can prevent the disease as this enables the plants to develop the resistance against the disease, but in reality most growers resort to use of high level of chemicals which not only raises concern on environment and safety but also leaves economical consequences as well.

Essential plant nutrients in proper combination, concentration and ratio depending on the media type and climatic condition make the plants healthy and

tolerant or resistant to disease where as the deficiency of them make the plants susceptible to diseases.

As soil pH, soil type, ionic forms of nutrients and their availability contributes the utilization and uptake of nutrients, a proper and balanced fertigation program can help the growers to achieve adequate disease control to a great extent.

This balanced fertigation program involves the composition of fertilizer stock solution in respect to all essential elements and their optimum level for physiological activities of the plant and also importance to be given for proper media management as media influence the nutrients availability to the plant for their utilization and uptake.

As it is known also that nutrient uptake greatly influenced by the prevailing weather condition, media pH, soil type (this

determines the interval between irrigations), crop stage and variety, it is important to note that these factors to be kept in mind while composing stock solution and its discharge per certain volume of water.

As it is well known that a balanced nutritional feeding makes the plants develop resistance by strengthening the cell wall forming mechanical barrier which makes the fungus difficult to penetrate the plant body, in addition to that, this also enables plant to produce defense or anti-fungal compounds.

There are many nutrients like Calcium and other elements when utilized in optimum level and in proper ratio the plant cell becomes stronger which makes the fungus difficult to penetrate plant body and there are other nutrients like Manganese, Copper and others which activate the enzymic activity to produce antifungal compounds. Potash plays an important role in metabolic activity of the plant as well in reducing the sensitivity of the disease. Sulphur as nutrient play a great role in reducing and inhibiting the disease directly or indirectly both in media and foliar disease as well.

An authentic and genuine water and media analysis should be done and studied thoroughly in terms of chemical composition and other aspects in order to decide on the amendment to be applied to make them suitable for plant growth and development and this in turn enables the plant to utilize the nutrients by increasing their availability if plants are receiving balanced fertigation program.

Therefore, a proper combination of fertigation program, cultural practices and cautious use of chemicals should be an essential approach for the grower to control diseases and successfully induce systemic acquired resistance to the plant against the disease and increase the productivity of the crop.

Mr. Barnejee is a nutrition consultant can be reached through ; barnejeesk20002@yahoo.w.in, 254-703114885

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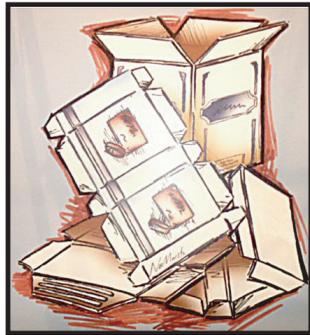
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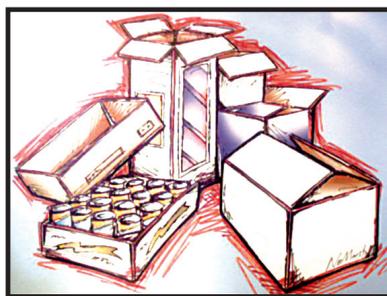
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Thinking beyond the box

Kenyan Flower Farm Attract New Large Investment



Agri-Vie, the private equity fund focused on food and agribusiness investments in Sub-Saharan Africa, has announced a \$5m investment into Kariki Group, a specialist Kenyan flower exporting business.

According to Dave Douglas, investment advisor of Agri-Vie, the fund was attracted to making this investment in Kariki because of its reputation as a high quality supplier, its world class operational facilities and because it is an efficient and well managed business. “The horticultural industry in Kenya is a significant contributor to the national GDP. Kenya now has a 38% market share of the massive flower supply in Europe,” said Douglas.

Kariki is one of the fastest growing cut flower businesses in Kenya, operating from four different sites, all at different altitudes in the highlands. This allows for optimum growth of different varieties. For example, roses grown at higher altitudes produce bigger heads and deeper rich colours.

“Kenya is able to meet the high quality criteria demanded

by the world markets,” said Douglas. “Kariki’s focus on the production of niche categories of flowers under proprietary rights sets it further apart from its competition.”

Agri-Vie’s investment will assist the company to expand further, as growth opportunities are significant. The European market’s demand is also growing in the Japanese, Middle-Eastern and Australasian markets.

“Additionally, there is much potential to widening the product range in order to satisfy market needs,” said Douglas. Kariki’s environmental impact is positive with all Kariki’s operational sites holding both GlobalGap and KFC Silver accreditations, said Richard Fernandes, co-founder of the business.

Flower waste in the packing process is composted and utilised to re-enrich the soil, while rain water is harvested and utilised to supplement irrigation needs. In addition, each of Kariki’s 1,200 employees actively participate in improving efficiencies and quality standards.

Amiran Post Harvest: Maintaining the Quality of the Kenyan Floriculture Industry

Positioning Kenya as a leader in the floriculture industry includes the production and supply of fresh quality flowers to abroad countries. For these flowers to attain and fit the strict European regulations, the processes from production, handling of the produce after harvest (postharvest) till they get to the European flower market are to be thorough. Amiran, a driving force behind the Kenyan floriculture industry has been walking with farmers to ensure they attain the highest European prices by providing solutions and guidance on the right inputs to use when growing the plant and introducing the post harvest department that maintains the quality of produce after harvest.

Why Post Harvest Care and handling?

Post harvest is the final stage of production. Losses at the post-harvest chain are more severe because they represent waste/loss of human effort, farm inputs and all other resources involved during production. Losses in postharvest range from 5 – 60%. Occasionally, losses may be 100%, for example due to Botrytis Cinerea infection during the rainy season. Stringent quality standards set by the market necessitate need for post harvest care and handling. The markets for fresh produce dictate the quality standards.

There is change/trend in flower marketing with many Kenyan farms shifting from the Holland Auction market to 'Direct Markets'. With the direct relations the growers get immediate feedback on quality of their flowers.

Benefits of Amiran's Post Harvest

Different types of flowers have different challenges/requirements. The way you handle a rose (sensitive to bacteria) is not the same way you handle carnations which is sensitive to Ethylene.

Keeping this in mind, Amiran is working with farmers by providing tailor made solutions to post harvest challenges. This has been done by carrying out trainings for grower/farm staff



Treated (Dipped) with Dipnoy

to emphasize on the collective responsibility and their contribution to the ultimate product quality, audits to establish the individual farm's situation and recommend best solution and an in depth scientific research working hand in hand with researchers in the Agricultural Research Organization, Volcani Centre, Israel.

Amiran's range of post harvest products benefit package;

- **Protection against bacteria and fungi-** Based on the traditional post harvest solution Chlorine (Calcium/Sodium hypochlorite) which acts as a bactericide and Aluminium sulphate (acidifier- bacteriostatic), Amiran offers solutions with advanced biocides. These include; TOG 6 (Based stabilized chlorine) and TOG Galileo (a non chlorine based biocide with residual activity)
- **Improved uptake** - Amiran's TOG-6 and TOG Galileo have added surfactants/ adjuvants that enable continuous uptake.
- **Improved and uniform opening at the final consumer. Florets opening** - Sucrose Long Life Flower Food
- **Florets abscission inhibition** - TOG-75 introduced by Amiran is an ethylene action inhibitor (STS) which decelerates onset of senescence (yellowing, abscission, petals discoloration).
- **Delayed stem yellowing- Gibberellins and cytokinines** - Amiran's Tivag based on GA3 helps maintain the green of leafy flowers flowers.



Control-Botrytis observed in untreated

- Overall improved vase life, Better Quality, Better returns/prices

New Products/Developments

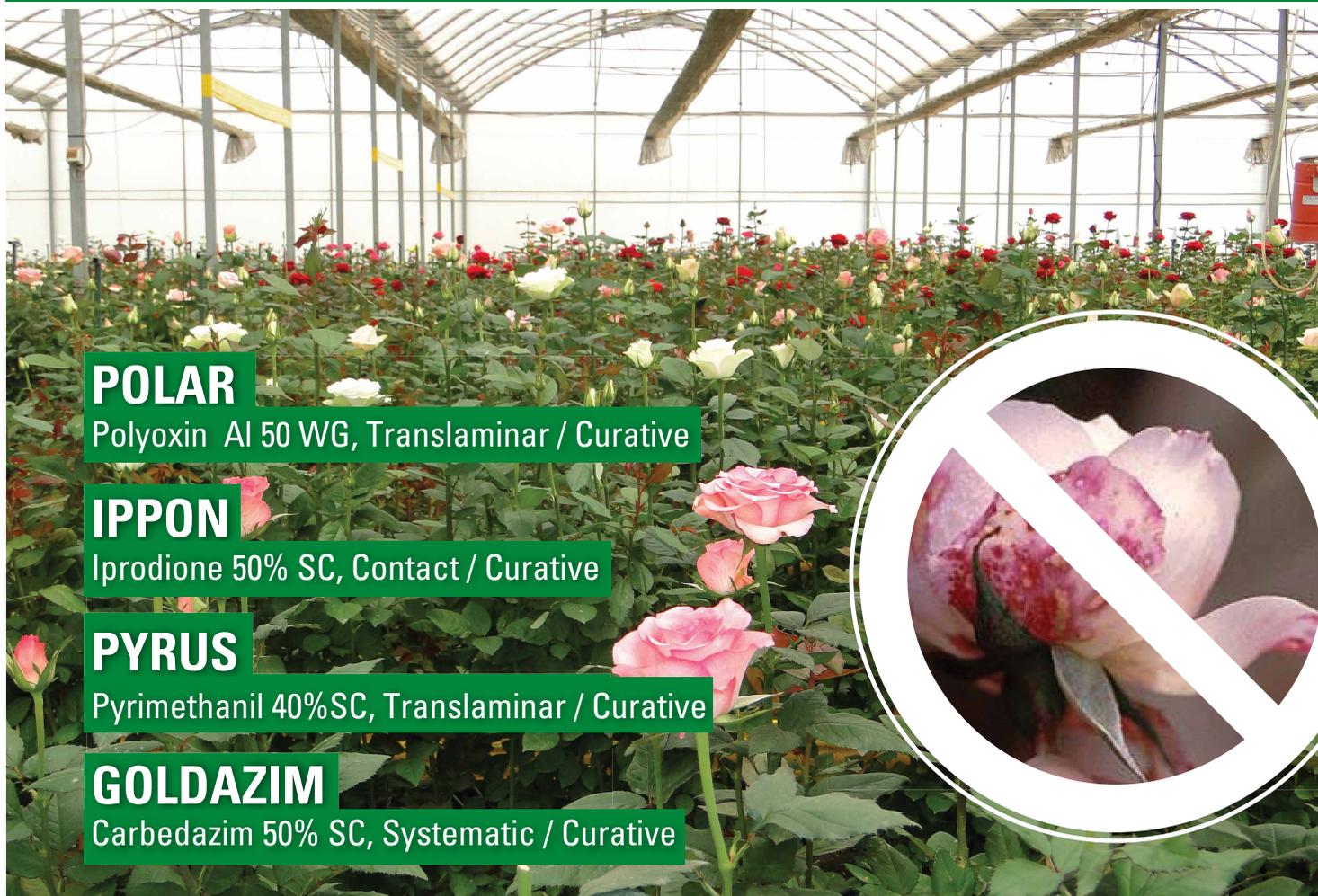
- Growth Regulators e.g Superlon to boost shoots after harvesting especially during cold season
- The control of Botrytis development in the post harvest chain by dipping in various solutions such as TOG-6, Switch, Polar and the most recent Dipnoy.

Kenya's Floriculture Industry has currently embraced the importance of post harvest. A shift is noticeable, from the perception that 'Quality is only achieved from the field' with the current thinking being 'need to maintain the Quality after harvest' which is helping farmers have a higher bidding price at the market level.

Amiran understands that postharvest systems play a critical role in enhancing the competitiveness of cut flowers which by nature are highly perishable. The company's goal is to help its farmers in delivering the produce to the final consumer as good as harvested. With good post harvest techniques Amiran farmers are earning trust at the market level as a quality producer and supplier, improving sales due to growing demand for excellent produce and gaining respect among top floriculture markets as a professional flower exporter, all of which help the farmer improve themselves while playing a significant role in pushing the 'Kenyan Floriculture Industry brand a notch higher.



AMIRAN SOLUTION FOR CONTROL OF BOTRYTIS



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Three Companies

Winchester Farm, Maji Mazuri Flowers and Molo River Farm have taken a new name: Mzurrie Flowers

A new logo and a new brand accompany the name change. Mzurrie Flowers Kenyan based flower farms grows on more than 6 approximately 50 hactres in Eldoret and Nairobi.

With the consolidation they take advantage of some of the synergies, they will also brand themselves into the with the market place.

Expansion of our product base and customer base, a new brand that exemplifies their core competencies was in order.

The Mzurrie brand resulted from a need for a label consumers could relate to.

Mzurrie Flowers are mainly flower farms and are expected to increase production with time.



Ethiopia and India Threaten Kenya Flowers

Kenya may lose its position as major horticultural exporter, due to the rising cost of production, compliance bottlenecks and uncertainty over trade talks between the East African Community and the European Union.

Especially the cut flower business, that is the major earner of the horticultural sector, is facing threats that could damage its current standing as the world's leading exporter of roses, according to the Kenya Investment Authority (KenInvest).

KenInvest, the body charged with promoting investment in the country, is concerned that flower importers are shifting focus to Ethiopia and India, which have cheaper production costs than Kenya.

"Ethiopia could become more competitive

than Kenya, while India could overtake Kenya in floriculture, if the challenges are not addressed," says Moses Ikiara, managing director of KenInvest. At the moment India's flower exports are about a tenth of Kenya's.

Production costs in Kenya have gone up by more than 30 per cent, due to higher costs of labour, power, fuel, chemicals, fertilisers and other inputs. The sector currently pays 41 different taxes and levies to various government bodies, including the Kenya Revenue Authority (KRA) and the HCDA.

The cost of compliance is expected to go up with the new devolved system of government that proposes to introduce a tax on farm produce.

Seit 1887
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Preesman: Breeding

When I first visited Preesman's new show case at Thika, it was on invitation of Jelle Posthumus, the commercial manager, Preesman. I met a team honoured to satisfy the curiosity of their customers who kept on tripling every minute courting for their attention. By count I could not tell the number of times they walked in to the new show case with a different customer then back to the reception area for either continual discussion with the same client or for a fresh discussion with a new client. On a close follow up, I realized that inside the show case was more technical and less commercial whereas in the reception was more commercial and less technical. These men had a wide knowledge of the two worlds of rose breeding. In between the customers, I stole some few minutes and managed to get a few minutes of interview with several of them.

Making magic.

Preesman is making magic. In other words they exist for the sake of excellence but within a framework of simplicity. Their contribution to Kenya's flower sector is penetrating, perceptible and above all, a creative insight into the minds of growers. "No compromising of quality whatsoever", Mr. Bob Goedemans, the CEO told me.

The team

Since the takeover three years ago, under close control of their president Mr. Ahmed Nzibo, Preesman has trodden along the lines

of company success. Thanks to the business focused brand of directors, a purpose-built management team and a well-drilled staff force. "We work as a team that's our strength", said Mr. Goedemans. Jelle Posthumus is our commercial manager and for the last one month is being assisted by Deborah Valk, our new sales representative. Behind the beautiful varieties is Alejandra Tapia who is in charge of research and development.

Preesman the breeder.

Globally, we have tens of rose breeders flowering the industry with different varieties. However, it is only Preesman who has both breeding and selection in Kenya. The rest are doing it in Holland, Germany or France. This has enabled the Nakuru based breeding house to triple its breeding power and consolidate its market. To command its presence in the global scene, the company has a selection / show room in Colombia and a show room in Ecuador. In Holland the company has a legal and sales office. In addition, the company has a selection / showroom in Ethiopia (at Joytech) and in other parts of the world; they work closely together with agents like their competitor Olij roses. As though this is not enough, the company opened another show room in Thika to take care of the low altitude growing zones to be specific, Thika, Athiriver, Kitengela, Nairobi and part of Naivasha in Kenya in addition to Tanzania and Uganda and Ziway in Ethiopia.



ing a Colourful Future in Thika

The art of breeding

There is definitely super-intelligence required in performing the various operations in breeding. One needs to know and love the material with which they work and be endowed with sufficient optimism and enthusiasm. The fact that there is a certain amount of speculative uncertainty as to what the result will be adds interest to the work. Frankly, rose breeding is a fascinating game of chance between man and plants. "We invest a lot of time and money in the real breeding that we do, using high end technology and software in all our processes. In fact if you visit Nakuru you will see our researchers walking around with tablets. We really are acting like an architect and know what we're doing by years and years of data collection", says Mr. Goedemans. Patience, perseverance and the ability to formulate a definite plan or objective are prime requisites if success is to be achieved.

Preesman varieties.

In any discussion with growers, the name Madam Red will be in most of their lips. It has left memorable ideas, images and stories in growers' minds. However, you will be unknowledgeable to think that it is the only variety criss-crossing their lips. Adamma (cerise), named after an Ethiopian town and Confidential (orange) have also been the talk in most growers' forums. In addition, High & Peace has also been doing well in the market as a high productive white.

Following the success of most of their varieties, the company is set to introduce Madam Pink and Amily (red) into the market. These will be quickly followed by Taxi (yellow) and Icon (bi-orange). Then Red Torch and Duchesse (soft pink), Mil Razones (peach) and Dubai (white) will be released into the market.

Why Thika?

Before conception of the idea, one thing was clear to the managements' minds, success of their varieties. Though they have the main showroom in Nakuru, there was need to show the growers the actual specifications of the varieties they chose under the same circumstances they are growing themselves. Growers in the low altitude will be able to determine the actual stem length, production, head size, vase life and colour. In addition, the company will be able to collect data on their varieties and many codes tested in Thika which will help them translate this back into their breeding program.

After sales service.

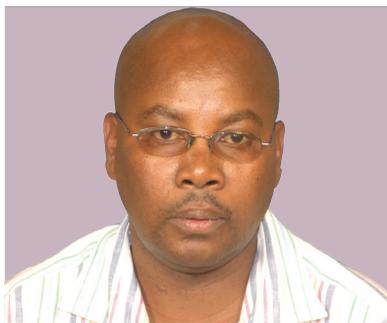
Preesman believes in partnering with their customers. This is why they have invested a lot in marketing their varieties to flower consumers. They regularly visit the auctions, unpackers companies, importers in Europe and Russia among others to promote their varieties. The company staff

regularly discuss with growers on how to position the different varieties into the market. This ensures they do not flood the market and kill the product. Last year in the Russia flower exhibition, they joined a number of growers to brand a complete stand with Madam Red which gave a big boost to the variety in the market. In addition, they frequently pull and push into the market the different varieties for growers benefit. As we say at Preesman 'we not only create varieties, we create variety concepts'.

Though this is not enough, the team is only a phone call away from the growers for any technical support. Even before this, the company has what they call an early client involvement program as a joint effort with growers to select the best varieties. This is the involvement of the major clients in selection of the different varieties. It helps them to make decision on the best varieties. They regularly visit the growers for trial follow ups and discuss the performance of the variety in the farm.

Conclusion

As Longfellow will definitely tell you, the heights of great men were attained not by sudden flight; but they, while their companions slept, were toiling upwards in the night. And this is true for Preesman, all proudly made in Kenya.



Nelson Maina

Unity of Purpose the Only Conduit to Hunger Free Kenya

Last year in the first of its kind successful venture, agro input company Elgon Kenya Ltd collaborated with the Ministry of agriculture to roll out a nationwide Farmers awards scheme that sought to fete Kenya's finest in the agricultural sector.

The exercise that brought together the key industry players; the government, the private sector and farmers was testament to the growing need of hybrid efforts in delivering our people from the yoke of perennial hunger.

The media has been abuzz with horrid images of our people sticking begging bowls in a land of plenty a scenario best exemplified by the President when he was recently flagging off relief aid to the hunger stricken counties. "It is a shame that at this time and age our people have to rely on food aid for survival," the president said.

The large swathes of green fertile land, the favourable climate and a very entrepreneurial population all points to a land that the Food and Agricultural Organisation classes as so verdant, so lush and so capable of generating food that it could, alone, be the agricultural supply station for most of Africa. Yet the constituency tasked with ensuring every family has meal on their table while oiling the economy is stuck in age old farming practices and at the mercy of the gods. Add that to the litany of woes that include erratic supply and price of fertilizer in recent times, late delivery of planting materials like seeds which has ultimately affected planting and harvesting seasons, and lack of ready markets.

On the other hand, the lack of a framework guiding partnerships between the Government and the private sector has been detrimental to the country's efforts to secure food security, by failing to give farmers incentives that would see them boost production.

The awards which we intend to make a yearly affair are therefore a way of saying thank you to farmers who are demonstrating that indeed, and despite all the odds, agriculture is rewarding, and being the economic mainstay of the country, we only need to do it well to tap its enormous potential to boost the economy, create employment for the youth and produce sufficient food to solve the elusive goal of food security.

The awards targeting both smallholder and large scale farming ventures have also been important in ensuring that the kind of farming practised by our farmers is all inclusive and responsible, the competitors especially those in the large scale farm categories were for example graded on their level of commitment to environmental protection, climate change mitigation measures, and working environment improvement issues among other criteria.

This is particularly important and welcome now as the vagaries of weather hit home and now having a toll on planting and harvesting seasons.

Numerous studies have shown that farmers in food basket countries of Africa like Kenya can create a trillion-dollar food market by 2030 if they expanded their access to more capital, better technology, irrigated land and grow high-value nutritious foods.

The same studies have shown that those who have are making impressive steps to food sufficiency attributes it to a harmonized public private partnership. In a country where embracing new farming technologies holds the key to a hunger free future, our take off is hinged on getting our acts together and combining efforts. It is time we changed our modus operandi.

Tanzanian Lobby Asks For Non-Chemical Agro

A local food production chain challenged the government to encourage non-chemical agricultural practice among farmers in efforts to improve food safety.

The coordinator of the food chain called Slow Food Mwachini Mnyanza said the advice is meant to stimulate production, use and conservation of natural foods. He called on farmers to practice agriculture that leads to safe farm produce, at the same time abandoning quick profit designed farming that is unsustainable.

Mnyanza, who was speaking during a meeting organized by Regent Senior Women's group (RESEWO), said the government has to recognise the concept of natural farming and make aware the farmers of negative effects of chemical fertilisers.

Further explaining the importance of natural foods, he advised the society to prefer 'slow food' to 'fast food' because the latter endangered their lives. "Many

Tanzanians have been suffering from serious illnesses including heart disease, and it is all because they do not use natural foods," cautioned.

According to him not many Tanzanians had gardens, using the concept of 'slow food.' As of now Tanzania had only 30 registered gardens. However, the Executive director of RESEWO Freda Charles said they lacked enough government support in promoting natural foods.

She said the foods are important source of nutrients that can help improve health of many communities in the country. She said many people do not realise the importance of eating adequate quantities vegetables and fruits in daily diets, noting that many traditional foods were ignored and were fast disappearing from Tanzanian meals.

She said the society should realise that one of the key factors contributing to poor nutrition is low consumption of fruits and vegetables.

More Land To Be Leased Horticulture Ethiopia

Ethiopia has readied 50,000 hectares of land to be leased for horticulture development, according to the Ethiopian Horticulture Producers Exporters Association (EHPEA). So far, the country's land developed with flowers, vegetables and fruits is only 12,552 hectares, despite Ethiopia's huge potential for horticulture.

During the past five or six years, the industry has been growing significantly. Currently, over 120 companies are engaged in the cultivation of horticultural products. Due to attractive incentives by the government and cheap labor, Ethiopia has now become a centre of attraction for foreign investment (FDI) in horticulture.

"In order to meet the increasing flow of investment in the horticultural sector, the government has identified five corridors consisting of 50,000 hectares of land", says Tewodros Zewdie, the Executive Director of EHPEA. These

corridors are found in Oromia, Amhara, Tigray, SNNP and Eastern region where there is a huge potential of land, labor and infrastructure.

Horticulture has so far been playing a key role towards generating foreign exchange and creating labour in Ethiopia. In the season 2011/12 the sector generated some 265 million US dollars, according to Tewodros. He expects the revenue to increase in the just concluded fiscal year.

Flowers made up the biggest share in export value. After Kenya, Ethiopia is the second largest supplier and exporter of flowers in Africa. Europe is the major market, but at the moment other markets are being explored. Tewodros: "Efforts are being made to export Ethiopia's horticultural produce to North America, Japan and other African countries."

UK: Ethics only guide 16% of shoppers

The majority of the UK's food shoppers are overlooking ethical products such as Fairtrade goods in favour of those that offer a direct or tangible benefit to their own lives, a new study has revealed.

Only a minority takes into consideration the issues facing farmers and growers in developing countries – just 16 per cent of those surveyed in January said they seek out Fairtrade products when shopping, research from MMR Research Worldwide (MMR) found.

This is the lowest level recorded since MMR first started asking the public this question in 2008, with the economic downturn identified as one reason for the decline.

This finding comes as the Fairtrade movement seeks to raise awareness of its efforts to tackle poverty and empower producers in the Third-World with its annual Fairtrade Fortnight campaign.

According to MMR, which conducts consumer research for some of Britain's best-known brands, purchasers of food and drink products are heavily influenced by the claims made by manufacturers on packaging and labeling. First, they look for products that promise to be good for them and their families, followed by concerns such as the need to support local producers.

Mat Lintern, global managing director of MMR Research Worldwide, said: "The British public is tremendously supportive of good causes, but perhaps it is not surprising that when choosing food and drink products they focus their attention on things that directly benefit either themselves or their immediate family.

"Issues that affect our local community – town, region, even country – are next most influential.

"People in distant countries, including Fairtrade farmers, unfortunately fall into the sphere of weakest influence. Looking out for their welfare, particularly in times of economic hardship, comes well down the hierarchy of consumer priorities."

A plethora of different on-pack claims, both health-related and ethical, bombards the potential buyer. Even so, the average consumer dedicates less than four seconds considering any one product when making a selection from the supermarket shelf.

MMR's researchers found that 'healthy' is the most looked-for product claim, by 40 per cent of people, with 'low or no fat', 'low or no sugar' and 'low or no salt' all sharing second spot at 33 per cent. 'Free range' was the most sought after ethical product claim at 27 per cent. Fairtrade was ranked 22nd out of a total of 35 health and ethics related product claims.

In the UK, entire product lines have been switched to Fairtrade, while all major supermarkets now carry ranges of their own-label Fairtrade products.

Lintern said: "While many people are clearly motivated by ethical values, the Fairtrade movement needs to focus attention on raising awareness and building a more compelling picture around the benefits of buying these products. Consumers are bombarded by a plethora of on-pack claims, and Fairtrade needs to work harder to ensure people realise this is effectively a charitable donation where real people see real benefit."

"Recognition of the Fairtrade logo among UK consumers is high but this alone is not enough to cut through the 'noise' of competing claims.

"Fairtrade needs to be firmly linked in consumers' minds with a clear, compelling benefit to the farmers and growers. For many people this connection is too loose, and shoppers need a clearer understanding of how buying Fairtrade products can have a positive impact on the lives of farmers, their families and their communities in developing countries."

He added: "Additionally they want reassurance that their money will filter down to the people who need it and, once there, that it will make a real difference."

WHY FLOWERS & EXPO FLORA RUSSIA?

- *FLOWERS is the most established flower show with a long tradition and an absolute must for all professionals from Russian and GIS floriculture & horticulture industry.*
- *According to experts and official sources the Russian market can still increase annually by 10-30%.*
- *In 2013 over 15,000 trade visitors met 360 exhibitors from 31 countries.*
- *The number of international pavilions at FLOWERS in Moscow is increasing every year. In 2014 pavilions from Denmark, Ecuador, Ethiopia, Germany, Greece, Holland, Hungary, Italy, Kenya and Turkey are planned.*
- *The trade show receive official support from the Russian Ministry of Agriculture and from the City Administration of Moscow.*

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Panda Flowers Ltd, Passionate about Naivasha

At heart, panda flowers ltd. Their are the ideas and a mentality to create an environment for all to share. Whether this new approach to farm management in Kenya will work? Panda flowers ltd. Management are to prove the contrary. At the breaking hour many Kenyan companies, tens of employees are walking home with mattresses on their heads, metres away four others are trying their new bicycles.

Several metres from them stands a posho mill which I later learn is owned by the employees.

In truth the image may sound a little more imaginative than reality. However, a visit to panda flowers Ltd. In Naivasha may single out one flower farm that cares for its employees. "The most important investment is your human resources. You can make acquire more by investing in your employees than any other investment," says Mr. Egal Elfezouty, the Managing Director, panda flowers ltd. Adding, "Every year I take lower cadre employees to Holland"

As though to prove him right, we are shown

hectares of high quality roses "we have maintained a high quality product, market share, and exacting international trade for the past three years. In addition to a friendly atmosphere with neighbours, no industrial unrests, committed to a responsible and comprehensive environmental protection and contribution towards charity and community based projects, "commended Mr. Egal. I couldn't wait to be answered the million dollar question; so what makes panda flowers ltd compared to most of other farms I have visited?"



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Background

Panda Flowers is situated in the Flower Business Park in the Great Rift Valley in Naivasha, Kenya about 90 Km from Nairobi, the capital of Kenya on the main National Highway. It is growing roses in 53 Hectares of Green Houses using latest Technology which are exported to Europe.

It has an in-house Propagation, Harvesting, Grading and Packaging facilities. Panda Flowers aligned itself with market realities with competitiveness through careful selection of the latest technologies whilst maintaining economic advantage through strategic alliances. In June 2005 Panda Flowers was awarded a Certificate of best Grower at Kenya Flower Day by Kenya Flower Council and FloraHolland with Average Grade Product and Comments 'Uniform, Good Assortment, A1 without comments'.

Corporate Social Responsibility

The company has invested a lot in CSR. Some of the main projects include; health (providing medical equipments and supporting vaccination and awareness campaigns), education (providing bursaries and equipments), orphanages and children homes, provision of housing for their staff etc. Some of the institutions who have benefited include, Mji wa Neema children shelter, Secondary and primary schools around Naivasha, Farm Clinic, housing projects at Kayole Estate, Naivasha, Naivasha women hospital, Upendo village, dispensaries around and the GK Prison Nursery school among others.

Panda Self Help Group

The organisation's is to improve living standards of Panda Self Help Group and surrounding communities. With a Mission is to empower Panda Self Help Group and surrounding communities to initiate and implement sustainable development projects. The company sells Fairtrade certified roses and the premium derived there in is used to support Panda Self Help Group projects. The premium is remitted directly to Panda Self Help Group bank accounts.

Formed in 2003 after Panda Flowers Ltd was certified by Fairtrade Labeling Organization (FLO), it has uplifted the living standard of Panda Flowers workers and surrounding community. Since when it was certified, PSHG has successively completed more than 40 major projects which among them are bursaries to secondary school students, housing project, posho mill and Daycare centre among others.

Naivasha Childrens Shelter

NCS was founded to help with the growing problem of street kids in Naivasha. Initially launched as a feeding and teaching day-care programme in 1999, it now has a residential site with children between the ages of four and seventeen.

Panda Flowers have been supporting Naivasha Children's Shelter since the project started in 1999 through contributions as a result of fund-raising events, donation of 10 acres of land, the borehole, drip line irrigation for the vegetable garden and giving work opportunities to the graduates.

The shelter is their home, their school and their career agency. Its aim is to rehabilitate the children and enable them to integrate fully into the local community. Its success is measured through the number of children who get jobs, by minimal return to the streets and by the sense of belonging that they feel, not just while they are at the shelter but even after they have left and gone on to become independent.

The shelter is and will always be their family.

Naivasha Womens Heath Care Centre

The Naivasha Women's Health Care Centre (NWHCC) in Kenya was designed with the



assistance of medical professionals in the USA and local architects. Under the guidance of the Friends of Naivasha Self Help Group, and is run using the same tariffs as the current Naivasha District Hospital, the facility will be an inexpensive and effective way of catering to the needs of the women who do not have access to private medical care.

It was after considerable discussions that DEG decided to partner with Panda flowers in the form of a PPP (Public Private Partnership) in which DEG pledged to donate a maximum of € 200,000 towards the project. Panda Flowers in turn agreed to match these funds in materials, supervision, and personnel. This project would not have taken off without the assistance of DEG, and their forward to continued support from them.

The partners in this endeavor to construct and equip this new hospital include private enterprise: the flower farms of Panda and Oserian, DEG, private group of volunteers: Friends of Naivasha, USA, and the Kenya government and health care workers: Naivasha District Hospital.

DEG, member of KfW Bankengruppe (KfW banking group), finances investments of private companies in developing and transition countries. As one of Europe's largest development finance institutions, it promotes private business structures to contribute to sustainable economic growth and improved living conditions. As a direct result of the commercial relationship between DEG and Panda Flowers, DEG was approached in 2006 with regard to the possible co funding of the NWHCC, with specific reference to HIV

education and Womens healthcare issues.

In addition to improving the living standards of their employees, Panda Flowers endeavors to empower the surrounding communities to initiate and implement sustainable development projects for a Rosy Future. By not draining water from Lake Naivasha and following the MPS and NEMA regulations, the company cares for the environment we operate on.

Environment

On environment, the company has initiated a tree Nursery and tree planting program. In addition, it has phased out WHO Class 1 chemicals and replacing them with softer chemicals and biological controls. It also Monitors fertiliser usage through regular soil and water analysis and MPS regulations.

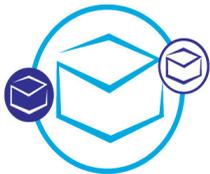
The company is Lining drainage systems to reduce soil erosion in addition to planting of soil cover on open areas to reduce wind and water erosion. It is also harvesting Rain Water and bore-hole recharging. Panda Flowers has also invested in conservation of natural forest within the farm in addition to making compost from the flower waste and use in landscaping. It has also made paved roads to reduce dust pollution.

Labels and Certificates

The company subscribes to Flower Label Programme (FLP) based in Germany, MaxHavelaar Foundation Switzerland, Fairtrade Labeling Organization International (FLO) in Bonn, Germany, EUREGAP based in Germany. MPS Based in Holland, Ethical Trade Initiative (ETI) among others.



Partners of Floriculture



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.

Renewed Hoogendoorn Nomad System

Renewed Hoogendoorn labor and production registration system saves up to 15% on costs. Compact entry keys have been made more resistant against the greenhouse environment.

The renewed Hoogendoorn Nomad system combines real-time information about pests & diseases, labor performance, and crop quantity. This allows you to manage labor, production, crop health and costs in an efficient manner. The new compact, water resistant and shock proof entry keys register all labor and production activities wirelessly. The key display provides employees with instant performance feedback. Staff will be even more motivated to increase productivity.

Kris Ceulemans, owner of tomato nursery Ceulemans (Belgium): "The main feature of Nomad for me is that it provides instant feedback. It shows exactly what activities have been done and by whom, e.g. which staff members have harvested which rows."

Yulia Maydurova of "Velikoluksky Greenhouses, Venex (Russia): "It is our intention to increase productivity and lower our production costs. Hoogendoorn's "Nomad" system offers us the tool to achieve this goal. We decided to work with Hoogendoorn because they have a lot of international experience in this field. We are very happy with their professional service and training."

This increases staff motivation even more. Especially when high individual performance is rewarded. As a result, you can save up to 15% on labor costs.



How can Nomad help me save on labor costs?

Nomad provides you and your staff with instant performance feedback. The dashboard overview on the PC shows you accurate information about the performance of each employee per job. This data helps you to deploy employees more efficiently and to make adjustments throughout the day. Moreover, employees are shown their productivity on the wireless compact entry keys.

How can Nomad reduce pests and diseases?

With Nomad the location and nature of infestations can be registered in an early stage. This information can directly be read from the greenhouse floor plan in your PC screen. Early localization allows you to combat pests & diseases more effectively with biological pesticides and avoids you using chemical pesticides. This will help you maintain a healthy crop and ensure food safety.

How can Nomad provide insight into crop quantity and quality?

Nomad can be integrated with all types of weighing systems and sorting machines. This provides accurate information on both quality, quantity & crop performance. For example you know how many kilograms have been harvested, by whom and from which rows. With this data you can easily redefine your quality management and productions strategy. In addition, with the track and tracing module you can monitor the complete route of your harvest crop from greenhouse into the supermarket.

Compact, shockproof and water resistant entry keys

The new keys have a compact design and are very easy to hold and carry. In addition, they have been made more resistant against the greenhouse environment, such as shocks and humidity. Registered data on all production and labor is illustrated in reports and charts. These can be exported to different file types and be used by employees from all departments, such as HRM, Finance and Agronomy.

Farmer of the Month



Mr. Harry Kruger

Briefly discuss Harry (background-personal and as a grower to current position General Manager Sunland Flowers)

My name is Harry Kruger and I am the General manager of Sunland Roses Ltd. Before I came to Kenya to farm Hybrid Tea roses I studied Viticulture and Pomology in South Africa. I was busy making wine when I saw the opportunity by working in Kenya.

How do you see the future for African rose growers? What should they focus on to survive?

The world in general seems to have contradicting ideas about African rose growers. Some I've met still think that growers in Africa and especially in East Africa are still only concerned with the auction style of growing. African growers need to concentrate on optimizing the size of their businesses and focus more on quality rather than quantity. That being said, there are still many brilliant farms that grow for auction and that is great, but we should realize that the world is constantly changing and that the direct market is a huge force behind some of those changes. Without going into too much detail, the scenario is basically the following; other countries have been supplying the direct market place with very high quality stems for a long time and the growers in East Africa are fairly new in the game, so to speak. This is not to say that we lack anything or have inferior quality roses, but some markets seem to have this stigma, that long stemmed top quality Hybrid Tea roses do not come from Africa, but rather South America. This was perhaps true in the past, maybe about ten or fifteen years ago, but is no longer the case. Kenya, for one, produces stems that in my mind can definitely rival those from any other country. The goal should be to get markets to realize this and not simply put our flowers in the back and focus on the other countries they're used to in the past.

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?

Well, as I mentioned, I was a wine maker before and only moved to flowers about two years ago. What I can comment

on is the absolute passion one must have for this horticultural endeavour. It is a very hands-on business and continues right through the year even on Christmas day unlike some other types of farming. This business makes money every minute of the day but in parallel, also consumes money every minute, so there is a very delicate balance one must maintain in order to make it work and deliver a continuous level of top quality products. Using biological products like natural enemies to control pests, soils products and technology that are evolving in the industry.

Any challenges you have faced as a grower?

As a commercial farmer here, unlike the subsistence farmer of vegetables or coffee, who rely heavily on rainfall for their crops to grow, I have found one of the biggest challenges is that of excessive rainfall. On the other hand I also want to mention that, as cold as the climate can get here, it is definitely thawed by the warmth of character displayed by the people I work with. There are so many challenges daily, so to name a few, variety choices, market dynamics, local government policies towards the horticulture, exchange dynamics, disease factors and handling people.

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

If I were to put it in one word it would be Passion. It can sometimes seem a daunting task to produce the quality roses we expect from ourselves, but if one has passion for what we are doing here, what we are building towards, it is so worth it by the close of every day. With branding Kenya it is important that we stay quality orientated. Being an optimum size farm is important and thus being able



to keep up with trends of market dynamics and detail of market research. With this done, we can decide for ourselves whether we can believe what the markets are saying, and if new products are indeed working.

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

Kenya supplies a high percentage of roses to the world market. With this in mind it is important to recognize that at high altitude a Hybrid Tea rose only averages about 70 – 80 stems per square meter and intermediates only average about 180 stems per square meter. As far as vase life goes, any grower can tell you that maintaining a constant and well controlled cold chain is paramount for the good vase life of a rose. Varieties also play a role but the secret is maintaining a cold chain. Transport is also a point to keep in mind and using a reputable shipping agent serves for much less hassle. Again, it is crucial to do correct and thorough research when branding yourself and your selection of quality roses, unlike farming was in the past.

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

We are situated on the northern slopes of Mt Kenya at an altitude of 2400 meters above sea level, so our region, Timau, is concisely referred to as "altitude growing". So our head size which is in general about 5cm – 7cm, is in general bigger than that of lower altitude growers, but this comes with a price, as our stems grow slower and yield much less stems per square meter than those at lower altitude. Variety selection is one of the most complicated facets of the job and is partially influenced by eventual head size, but there are so many other variables to take into account simultaneously. Vase life is one of these points to seriously consider. We do also have intermediate varieties that have smaller head sizes, but the way we choose our varieties, how we farm and our rather open cut stage of the roses, do make the difference. We believe a rose should have a great vase life but also need to open while on the vase. Due to this, our intermediate varieties are very close to the size of a Hybrid Tea once they open.

Concerning marketing, discuss both direct and auction markets. 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 can you attribute this to?

In the last five years along with the international financial market crashes, the whole business has changed and has bloomed into a concept of quality rather than quantity. Hyperbole aside, but buyers are sick and tired of riding the wave of receiving a good product that fetches a good price one day and the next the quality

Flower Grower



has disappeared. On the other side of this, growers are also tired of working with unreliable buyers that buy one day and the next run off to another grower who is cutting his prices. This facilitated the situation where both quality growers and quality buyers are now using marketing campaigns in order to find each other and build self sustainable relationships. Basically buyers have realized that if they want quality flowers year round, they need to step into a relationship with quality growers and then look after them. There seems to be a general trend to move away from auction to direct in order to spread your risks.

It's also important to note that by moving more direct as mentioned earlier, you must believe in the standards and prices you have and not sacrifice this. By doing this we can keep Kenya a quality destination for flowers. Having said that, there definitely are very good marketing structures within the auction. However if research is not properly done in supply and demand we can be our own worst enemy by over production, flooding the market, which causes prices to fall. If you can't make it on the auction via prices and buyers it doesn't mean that one will be able to do well on the direct market.

What is opinion: Sell farm made bouquets or sell to bouquet makers?

Where ever you find the best people to work with, who share your passion and want to work together towards building a good relationship.

How would you describe your time as the General Manager, Sunland Flowers? Are you passionate about what you do?

As I've mentioned before our whole team is passionate about what we do and I believe that this is what makes us different from our competitors.

What is your vision for Sunland Flowers? What are your top priorities?

I think our mission statement; Love, Energy and Beauty, and everything it stands for would be our top priority. By this I mean, to always maintain a product of excellent quality and above all, keep our daily tasks in line with a sustainable agricultural practice and markets.

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

Our team works on the basis of one big family, who all work together in order to achieve the same goal. Between the two farms we have 250 employees including managers for each department. This includes all the production, irrigation and spray teams, postharvest and packing along with transport. In the office we have a dedicated accounts and sales department that round off our team.

Our biggest challenge in my opinion is to keep building upon what we've already achieved and ensure that we make the most of every day given. Our company focuses on a personal touch, being involved and not being too big. As soon as everyone believes in the passion it will filter through into the plants and back to all of us working here. Another big challenge is to making everyone, including the markets, to understand what we're about, our passion and drive to continuously produce a premium product.

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 the sector in the next 5 and 10 years? What advice do you have for growers to prepare for these changes?

I think there are those of us who are willing to change, due to necessity or to re-shape the business into something better, and then there are those who want to hold on to a formula that works for them and carry on that way forever. The problem with the latter is that, well, no one can honestly say they know where the

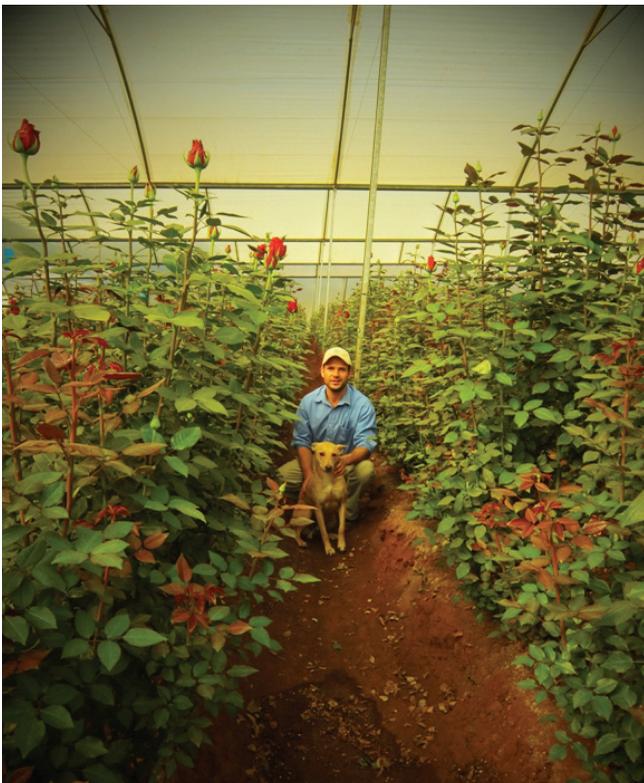
industry is going. I would like to speculate though, and say that I do believe that one place it is going, is up. How we get there and if all of us will be able to continue with the pace of which changes are happening, is anyone's guess. In answer to your question about acreage, yes there are more farms starting every year. Will this affect us? Yes of course. Is this large increase of land under green houses self sustainable? We'll have to wait and see. Unfortunately I think Kenya is more acreage driven, and there needs to be more focus on technology, research and markets.

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

If you simply set out to crunch numbers, counting the stems coming out of your farm, you might as well go and farm wheat. That said, we are all here to secure some form of legacy, but if you don't enjoy what you are doing, if it's not your passion, in every part; from pre to post production, then why do it? I feel very grateful for being paid to do what I love doing. With this in mind I believe it filters through to each person I work with and shows in the plants we grow. A happy plant is made by looking after the soil it is planted in, the hands that works on pruning and picking that plant. Finally this leads to a self sustainable symbiotic relationship between everyone on the farm. A happy plant will produce more top quality stems for a longer time.

What decisions have you made in your career that you look back on feel where mistakes?

Simply, not always taking the time to see how the business is



growing. The biggest mistake can be said to irrationally and not with the correct research being done.

What have you learned from them?

To make sure I occasionally stop to smell the roses.

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

Firstly it was being able to study film making in order to give me perspective about creativity. Secondly, I focused on structure, whilst working as a draftsman at an architectural firm. This made me realize that I need to be outside in nature which brought me to study Viticulture as the third pivotal moment. All of these moments brought me to where I am today, being able to lend a different touch to growing roses in our own way, by understanding the complete dynamics of your business will hopefully serve to get you to achieve your goals.

Describe your ordinary day? Do you still have enough personal time?

My days differ from week to week, and let's face it, for all those growers reading this, no one day is the same as the last. There are always new challenges rising that need creative ideas in order to be solved. So an average Tuesday kind of goes like this, my department managers and I have a short meeting at 7:25. I then do a walk around through all the green houses touching base with all the departments. Then I have tea and breakfast at about 10:30 and then try to make a round in the office to check and reply to emails.

The rest of the day I focus my time in a department. Today I worked with the mamas in the green houses. On shipping days I go to the office in the afternoon and check in with the sales team for boxes to be shipped the next day. I usually get home around six. On some weeks I join the spray team early in the morning as they start their day at 6am. All these occurrences stay constant but as a general manager there are always things to pay attention to that can throw things out of sync, so I guess it's safe to say, I try and take Saturdays off, but besides that I'm pretty much around on the farm.

Give your final comments.

As mentioned before we need to focus on being more quality orientated than volume orientated to establish ourselves and Kenya as a very good brand. Most of us are Auction members and want to blame the auction for our markets being under pressure. But we are our own worst enemy if we do not think more sustainably for the right reasons and not short term. Well, I'd love to stay and chat, but production calls and I have to get out there. Thank you for taking the time to come and visit us and find out what makes us tick. You're welcome back any time.

Sustainable ambitions are supported by the whole floriculture industry



FSI holds its first Ordinary General Assembly at IPM Essen

On 30 January, The Floriculture Sustainability Initiative (FSI) held its first Ordinary General Assembly at the IPM Trade Fair in Essen, Germany.

FSI brings key industry players together to focus on the developments towards mainstream sustainability in the floriculture sector. Their aim is that 90% of the flowers and pot plants will be sustainably produced and traded by the members by 2020.

More than 40 industry leaders, a strong and unique group of members, were present at the meeting looking upon cooperation throughout the supply chain.

Looking back at 2013, FSI introduced the Equivalency tool, designed to deliver transparency and comparability of standards, existing projects and initiatives.

FSI Executive Officer Jeroen Oudheusden shared the ambition of the unique group of traders, growers and retailers present, as well as standards and civil society organizations: "By combining unique and valuable information on both market demand and performance of certification schemes, FSI members will have a clearer outlook on the market, share information and join forces towards increasing the level of sustainability in the sector."

In 2014, the FSI group of members will engage in concrete initiatives and projects on key environmental and social sustainability topics with the financial support through co-funding of FSI partner IDH, the Sustainable Trade Initiative. Convinced of the added value of FSI, Marcel Zandvliet, Director Marketing

at Dutch Flower Group expressed his enthusiasm: "By working together within FSI with all chain parties, we can deliver a clear sustainability programme for the floriculture sector. Partnership on the main topics this year therefore is key."

The floriculture Sustainability Initiative unites international organisations throughout the floriculture supply chain with strong participation of both business and civil society. By combining global and local sustainability interests in a pre-competitive way, FSI members aim to achieve results on the field and build on existing projects and initiatives.

FSI is hosted by Union Fleurs in Brussels and is funded through membership contributions and co-funding by IDH, the Sustainable Trade Initiative.

For more information, visit www.fsi.com or contact Caroline Le Grand at caroline@fsi2020.com

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IPM Essen Extends its Internationality

The 32nd International Plant Fair in Essen in 2014 was characterised by another rise in the internationality, more decision takers as well as a greater interest in the Technology section. The world's premier horticultural fair which was this year opened by Dr. Hans-Peter Friedrich, Federal Minister of Agriculture and Food, not only showed an undiminished high level of ordering activities but, to an increasing extent, was also a platform for maintaining contacts and for networking.

1,554 exhibitors from 45 countries presented to around 57,000 trade visitors from over 100 nations products and services from the entire value added chain: from plants via technology, floristry and

equipment right up to the point of sale. "IPM ESSEN has once again proven that it is the most important fair in the green sector. It reflects the worldwide market and lets market partners come together. This year, it was able to extend its internationality even further as an exclusivity characteristic," was the summary of Oliver P. Kuhr, Chairman and CEO of Messe Essen, and Egon Galinnis, Managing Director of Messe Essen.

Around one third of the visitors placed orders directly at the fair and almost half of them stated that contracts would be concluded after the fair. This highlights that the sector is looking into the future positively, as was confirmed by Jürgen Mertz, President of Zentralverband

Gartenbau ("Central Horticultural Association"): "We gardeners are looking ahead with optimism. In this respect, IPM ESSEN at the start of the year is regarded as a source of impetus for a good economic year. Because the slump in the market in 2013 will not have any negative influences on the course of 2014 if the weather plays along. On the contrary, I am absolutely convinced that there will be a need for catching up, also with substitute and new planting operations."

The exhibitors praised the internationality and quality of the visitors in particular. At around 40 percent (in 2013: around 30 percent), the proportion of foreign trade visitors has risen substantially. Countries from the Middle East and Asia as well as Australia registered higher numbers of visitors. And it was also possible to raise the quality of the visitors. 75 percent (in 2013: 72 percent) of the visitors are involved in purchasing and procurement in their companies. There was great interest in the enlarged Technology section. Behind the Plant section (76 percent), around 41 percent (in 2013: 36 percent) of the people surveyed specified it as the exhibition section in which they were especially interested.

As far as the visitors' objectives were concerned, maintaining and consolidating business contacts as well as networking were right at the top of the ranking. International associations used the fair for their meetings. The European Tree Nursery Reception which was jointly organised by Bund deutscher Baumschulen (BdB - "Federation of German Tree Nurseries"), the European Nursery-Stock Association (ENA) and Messe Essen gave its premiere. "For the first time, our tree nursery associations are using the outstanding platform of IPM ESSEN in order not only to show our colours as companies but also to demonstrate the closeness of the sector throughout Europe," Helmut Selders, BdB President, emphasised the increasing significance of IPM ESSEN for exchanging ideas on the level of the international associations.

FSI welcomes Three new Members

The FSI board is proud to welcome three new members from the Producers and the Civil Society:

The International Association of Horticultural Producers (AIPH) will actively contribute as a member to the development of FSI. Through its Environment and Plant Health Committee, AIPH will “ensure that the views of growers are fully represented during the development of FSI”, commented Tim Briercliffe, AIPH secretary General.

Following a meeting with the board members of the Ethiopian Horticulture Producer Exporters Association (EHPEA), the association applied for membership as of January 2014. The mission of EHPEA is to promote and safeguard the competitive position of the Ethiopian Horticulture sector within the global market, representing the majority of the Ethiopian flower producers.

In addition, FSI welcomed the international Civil Society Organization BSR as an associate member. The organisation aims through the initiative HER+Project at improving the social conditions of women workers in agriculture and floriculture. Jean-Baptiste Andrieu, in charge of the project at BSR, was able to join the FSI General Assembly on January 30 where the membership was officially announced.

With these three different new players, FSI gets its global membership base to steadily increase, while reinforcing the diversity of players from the floriculture supply chain and its pre-competitive interest.

Bacteria May Improve Vase Life



Could bacteria be used to improve cut flower vase life?

Postharvest zinnia study

Bacteria have long been a foe of cut flower postharvest. Vases and water should be kept clean and clear to prevent bacteria from clogging the xylem that carries water in the stems. Some bacteria even eat away the plant tissue further reducing uptake. Not all bacteria are bad, however. Alicain Carlson and John Dole at NCSU and Ann Matthyssse at UNC are investigating the use of a particular bacteria species that can function like a “probiotic” in cut flower vase solutions to improve vase life.

This research has the potential to lead to an organic floral preservative for use by the growing number of organic cut flower farmers. Floral preservatives have three general components: an

acidifier, a biocide, and a carbohydrate (sugar). The acidifier and carbohydrate are relatively easy to find organic sources for, but the biocide is a bit harder. Currently, there are no highly effective organic floral preservatives.

Studies completed so far with cut zinnia have found the addition of the probiotic bacteria to perform just as well as a commercial floral preservative. While the exact mechanism is not known, the bacteria may be helpful by preventing reductions in stem water uptake by keeping the xylem clear from blockages and reducing the growth of other bacteria. While there is more research to be done, the potential for this concept has been shown. Rose will be the next crop to be tested as it has global importance to the cut flower industry.

-A. Carlson



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. Yogesh	0715 -817369	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@bigotflwos.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. Sarchil 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@terranigra.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 - Lusoi	Naromoru	Vegetables	Mr. Robert Mbuthia		robert.mbuthia@everest.co.ke
Everest 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 Patel	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-Sirimon	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	Mr. Shivah	0715-356540	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	Mr. Sylvester Saruni	0722-873560	saruni@karuturi.co.ke
Kenfloraa Ltd	Kiambu	Roses	Mr. Aleem Abdul	0722 -311 468	info@kenfloraa.com
Kenya Cuttings Ltd.	Thika	Cuttings	Mr. Careml Ekardt	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		
Kongoni Star Flowers(Vegpro)	Naivasha	Roses	Mr. Shailesh	0722-203750	sailsh@vegpro-group.com
Kreative Roses	Naivasha	Roses	Mr. Julias 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. Shando Rai	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@maganaflores.co.ke
Mahee flowers	Olkalau	Roses & Carnations	Mr. Vijay Kumar	0733-607907	vijay@eaga.co.ke
Maridadi	Naivasha	Roses	Mr. Jack	0733-333289	jack@maridadiflowers.com
Maua Agritec	Isinya	Roses	Mr. Madayi		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@niniitd.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, static	Mr. Ruri Tsakiris		
Panocol International	Kitale	Roses	Mr. Paul Wekesa	054-2030916/7	paul.wekesa@panacol.co.ke
Panda Flowers Ltd	Naivasha	Roses	Mr. Paul W. Kariuki	050-50046	wanderi@pandaflowers.co.ke
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		pjdaveflowers@wananchi.com
PJ Dave Flowers	Isinya	Roses	Mr. Hitesh Dave	045-21381/2	pjdaveflowers@wananchi.com
PJ Dave	Timau	Roses	Mr. Israel	0712-184433	pjdavetimau@pjdaveepz.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	Kerinet	Roses	Petinber	0738-374403	
Pressman Kenya Ltd	Nakuru	Roses	Mr. Jelle Posthumus	297-382200	preesman@preesman.com
Primarosa	Nyahururu	Roses	Mr. Santosh Kurkani	0712-030610	santosh@primarosaflovers.com
Primarosa Flowers Ltd	Athi River	Roses	Mr. Dilip Barge	0733-618 354	dilip@primarosaflovers.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	aldric@redlandsroses.co.ke
Redlands Roses	Ruiru	Roses	Aldric Spindler	0733-609795	aldric@redlandsroses.co.ke
Rift valley Roses	Naivasha	Roses	Mr. Peterson Muchiri	0721-216026	rivr@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 Ltd -Salgaa	Nakuru	Roses	Mr. Annan	074-848560	gm.roseto@megaspingroup.com
Roseto Flowers	Nakuru	Roses	Mr. Vijay	0717-617969	gm.roseto@megaspingroup.com
Rozzical garden	Naivasha	Vegetables	Mr. Robert		
Rozzika Garden Centre Ltd	Mweiga	Vegetables	Mr. Kinuthia		eunice@rozzika.co.ke
Savanah plants	Naivasha	Geraniums	lukulu		
Shade Horticulture	Isinya	Roses	Mr. Mishra Ashutosh	0722-792018	mishra@shadeshorticulture.com
-Shalimar Farm	Naivasha	Roses	Mr. Vijay Kumar	0733-607907	vijay@eaga.co.ke
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	Mr. Ravi	0736-347777	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 - Kitawi	Naromoru	Vegetables	Das		
Vegpro (k) Ltd - Likii River	Nanyuki	Roses	Mr. Madhav Patel		madhav@vegpro_group.com
Vegpro (k) Ltd- Kongoni	Timau	Roses	Vivek Sharma		vivek@vegpro_group.com
Waridi Ltd	Athi River	Roses	Mr. P.D. Kadlag	0724-407889	kadlag@waridifarm.com
Wiham Veg Mwanzi	Nyahururu		Madadi	0721-491633	
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 / Ketan	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.uk
Roses	Jambo flowers	Patrick Mutoro	Nakawuka Sisia Wakiso	(254) 726549791	pmutoro80@yahoo.co.uk
Roses	Pearl Flowers	Raghibir Sandhu	Ntemagalo Wakiso	0772 72 55 67	pearl@utlonline.co.ug
Roses	Aurum flowers	Kunal Lodhia Shiva	Bulega, Katabi Wakiso	0752 733 578	kunal@ucil.biz
Roses	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 - Zirobwe rd	0757 777 700	pbenders@xclusiveuganda.com

FLOWER FARMS IN TANZANIA

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



FLOWER FARMS IN ETHIOPIA

TYPE	FARM NAME	CONTACT PERSON	LOCATION	PHONE NUMBERS	E-MAIL
Roses	Linsen flowers	Peter Linsen	Holeta		Elinsenroset@ethionet.et
Roses	Karuturi Farm/Ethiopia meadows	Peter Pardoen	Holeta	0922 750602	Peter.Pardoen@karuturi.com
Roses	Alliance flowers	Navale	Holeta		navale@nehainternational.com
Roses	Ethio dream Rishi	Holeta	Ethiopia	011 23 72335	holeta@jittuhorticulture.com
Roses	Holeta Roses Navale	Holeta	Ethiopia		navale@nehainternational.com
Roses	Arsi Agricultural Mecahanization		Holeta		arsiflower@ethionet.et
Roses	Supra Flowers	Kaka Shinde	Holeta	0911 353187	kakashind@rediffmail.com
Roses	Agriflora	M. Asokan	Holeta	0922 397760	flowers@ethionet.et
Roses	KAF Flowers	Baker Elkadi	Holeta	251 913 202 460	baker-elkadi@yahoo.com
Roses	Rose Ethiopia	Betemarian Kiflu	Holeta	0911 91 22 81	betemariankiflu@yahoo.com
Roses	Ethio- Agricerft	Alazar	Holeta	0910 922 312	alazar@yahoo.com
Roses	Flowerama	Admin manager	Holeta	0912, 9311 81	flowerama@ethionet.et,
Roses	Dire flowers	Seifu Bededa	Holeta	251-11-5156888	dhf@ethionet.et
Roses	Addisfloracom P.L.C	Kitema Mihret	Holeta	0912 264190	tasfaw@addisflora.com
Roses	Joe flowers	Mihрту 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	Minayе 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 Vijvrbeg	Sebata	(251) 115 156259,	freesia@ethionet.et
Hypericum	Yelcona	Andreas	Sebata	0921 146 930	Andreasndieolens@hotmail.com

Kenya Wants to Counter EU Perceptions

The Kenya Plant Health Inspectorate Service (Kephis) has started gathering data on chemical residues on fresh produce to counter assertions from the European Union that fruits, vegetables and flowers from Kenya contain high levels of chemicals. The survey, carried out by the International Centre of Insect Physiology and Ecology (ICIPE), will be ready in a years time.

“After that, we expect to minimise the pesticide residue limit in our crops by over 60 per cent and comfortably meet EU targets,” Kephis managing director James Onsando says. Early last year, beans and peas destined for Europe were rejected at entry points after they were found to have residue levels of a pesticide known as Dimethoate, used to kill aphids and mites, above the EU limit of 0.02 parts per million. In the meantime, most banned firms got a clean bill at the beginning of this year, and are able to resume exports to the EU.

According to Onsando , Kenyan farmers had done nothing wrong. “The challenge arose as a result of EU drastically changing its regulation and reducing acceptable limits of the pesticide tenfold from the previous 0.2 parts per million. This caught many people off guard.”

Onsando says that Kephis has started the survey since manufacturers of pesticides are reluctant to conduct tests and give the information to farmers and regulators, because the costs involved would make the chemicals more expensive.

Uganda Introduces Standards to Boost Export

Uganda has formulated a code of practice for the horticultural sector to boost competitiveness on the international market. This code is key in guiding farmers in proper agronomic practices and compliance with sector standards from the farm through post-harvest to export.

The product standard for chilli/hot pepper gives specifications for the crop, Uganda’s most demanded horticultural export product.

The standard has been developed by the Uganda National Bureau of Standards (UNBS) with support from the Agricultural Business Initiative Trust.

The Executive Director of UNBS, Dr. Ben Manyindo says: „Uganda is blessed with good climate, quality land, relatively abundant water supplies and the challenge of our institution is to make the most of these competitive advantages and the opportunities they present by initiating quality standards.”

The code of practice for the horticulture industry will also encourage farmers to adopt commercially viable farm assurance schemes. This will promote the minimization of agrochemical and medicinal inputs to make their fresh produce more attractive for global markets.

“This will make life simpler for growers and their employees,” according to Manyindo.

The objective of this partnership is to support the process of developing standards and codes of practice that are vital for compliance in the horticulture sector.

Greenlife Crop Protection Africa Ltd (Gcpal)...Your Partner in the Effort of Making Language of Love Known!!!

By George Kariuki

IFTEX is around the corner. It is obvious one of the biggest trade shows in the world. 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 time!

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% + Mancozeb 64% 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!!

George Kariuki is the Technical Sales Manager-Floriculture and Horticulture, GCPAL- gkariuki@greenlife.co.ke



SACRIFIDO



Myclobutanil 10% min+ Prochloraz 2.5% min

Effectively Controlling Powdery Mildew in Roses



Protective



Eradicative



Curative

Your Growth
Our Concern



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AMIRAN SYSTEMATIC / CURATIVE SOLUTION FOR CONTROL OF DOWNY MILDEW

SPHINX EXTRA

folpet 600g/kg + Dimethomorph 113g/kg

PROPLANT

Propamocarb hydrochloride 72.2%SL

AGRIPHITE

Dipotassium phosphite 61%

FOSTONIC

Foesety AL 80% WP

AGRIXYL

Monopotassium phosphite 40% + Metalaxyl 7%



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