

September - October 2019

THE LEADING FLORICULTURAL JOURNAL IN THE REGION

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Codling Moth
is a Serious Threat
But The Risks Should Not Be Exaggerated



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The Leading Floriculture Magazine

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Floriculture is published six times a year and circulated to personnel in the Horticulture Industry, foreign missions and Kenyan Embassies abroad, Flower Growers, Exporters and Consumers, extension officers in the Ministry of Agriculture and counties, research offices and suppliers of agricultural inputs in Kenya.

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How Great Leaders Thrive in Tough Times

If you look at many of the famous leaders throughout history, you'll notice they became famous because they navigated through seemingly impossible times. They held the flashlight at the end of the tunnel. All historical figures were faced with incredibly complex or catastrophic situations. Instead of cowering in indecision, they reacted boldly and aggressively. They threw conventional wisdom out the window and developed their own playbooks on the spot.

So what does this have to do with entrepreneurs? I've discovered that being a good leader is all about being able to rise to the occasion during difficult times. It's the ability to step up, fight for your employees and prepare for the future. The flower sector has been faced with several instances where flight or fight thinking has to kick, and while it seems very hard to brave the difficulty, it's important to tackle it head on.

What is the grower as a business leader to do? The reflexive action is to take a hatchet to the budget, impose layoffs and halt all plans for growth. These steps are relatively easy to take, so leadership skills rarely come into play. And often, I've found, they are exactly the wrong things to do.

Great leaders know that only dead fish swim with the current. So they work harder to get through trying times, searching for more creative solutions



and inspiring their coworkers to stay engaged. They also take some time to pause and think, because they know that they shouldn't react impulsively. Only after careful consideration and preparation do they act.

How am I trying to live up to this leadership ideal? It's a mammoth undertaking, but it's worth it if it means I can keep my staff and company on the path toward continued success. When it comes to something like a struggling economy.

*Masila Kanyingi
Editor*



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A Challenging Year for the Kenyan Rose Industry



Overproduction, low demand, high fertilizer prices, VAT that isn't refunded by the government, unfavourable exchange rates. When talking with the growers, it's the combination of these factors that contribute to the challenging year that many Kenyan rose growers are experiencing. Notwithstanding the Kenya Flower Council predicting a 20 percent growth of value of

Kenya's flower exports over 2019, with the summer season around the corner these circumstances are not likely to improve any time soon.

So, how does this situation influence the atmosphere at the NHFAIR

The challenging year is the talk of town, but growers remain hopeful. "It will separate the men from the boys", an exhibitor says. And some see this situation as an opportunity for the growers. "It forces the growers to look at their costs and become more efficient."

A closer look at the influencing factors

The overproduction and low demand have more or less the same reason: the weather. At the production and the export destination, it has been too good, resulting in a higher production at the farms and a low demand in Europe, where most Kenyan roses go. As a result, the prices decrease. For Valentine's Day for example, there was too much product on the market (also because several farms still flush for this holiday and Ethiopian production was higher too), resulting in low prices, much lower than expected.

The high fertilizer prices have caused a headache for almost every grower as there was a fertilizer shortage on the market. "At that time, the fertilizer prices were 120% more expensive", a grower tells us. Now, there is no fertilizer shortage anymore, but the prices still seem to be around 20% higher than usual.

Other factors impacting the cashflow are the fact that the VAT isn't refunded yet by the government, and the unfavorable exchange rate. "The euro and pound are not suitable which is unfavorable to us."

How are growers dealing with it?

It seems that growers are withholding their investment plans, like farm expansion. "We will wait what the coming months will do, and then we will decide", several say. It is a bit of the survival of the fittest. "Over the years, the acreage of rose cultivation kept growing - not only in Kenya, but in Ethiopia as well. Now, it seems that this acreage has become too high. "When adding up the hectares of Ethiopia and Kenya there is 300-500 ha too much", a grower says.

So what's the strategy?

"Consistency, that is the bottom line", another grower says. "One should not throw their varieties on the market (auction or direct) which at that time has the best prices. Choosing which varieties you are sending to the auction and which to the direct market is key, as well as staying visible on the market all the times. Then, you will gain trust among the buyers. And it is possible, there are growers even though the challenges, who are doing quite OK now."



It is a bit of the survival of the fittest. "Over the years, the acreage of rose cultivation kept growing - not only in Kenya, but in Ethiopia as well. Now, it seems that this acreage has become too high.

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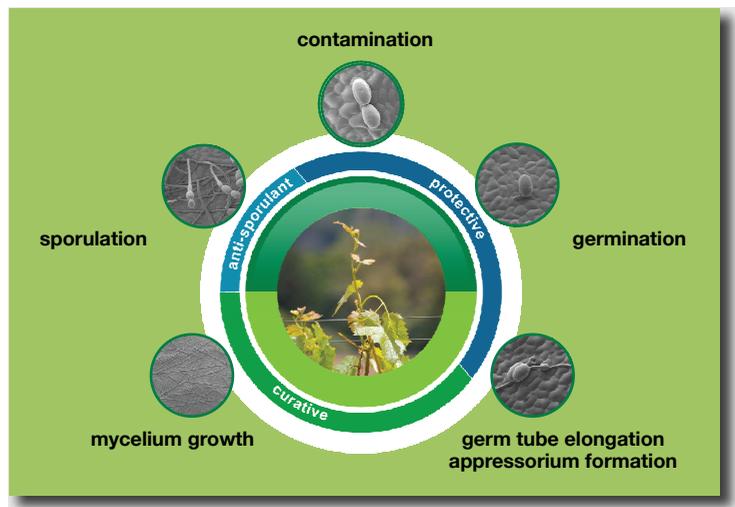
in its chemistry and in the spectrum of diseases it controls. Its mode of action is as a SDHI (succinate dehydrogenase inhibitor), blocking the energy production in the cells of the fungus. This mode of action is classified as FRAC* group 7. Luna inhibits disease development at

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False Codling Moth is a Serious Threat, But The Risks Should Not Be Exaggerated

Currently, a lot of our growers are scouting. They are also doing physical checks in the greenhouse and pack house and have set up mass traps in and outside the greenhouses.



A little animal causes a big fuss in the ornamental and horticultural industry today. Dutch media reports on how an increase in the discovery of the false codling moth (*Thaumatotibia leucotreta*) in roses imported from Kenya and Tanzania could form a threat to floricultural trade. But what is going on?

The fuss is all about the false codling moth. Now today Dutch media report that increasing numbers of the false codling moth could threaten both the rose imports as well as the Dutch horticultural industry.

Two years ago, the false codling moth was classified by Europe as a quarantine pest, recommending its member countries to regulate its presence. And not without a reason. "It is a serious threat, but the risks should not be exaggerated", says entomologist Gerben Messelink of

Wageningen University & Research.

Dutch resistance

The Dutch fruit & vegetable growers and traders fear for the damage on their crops. The moth isn't a threat to humans but could cause damage to vegetable crops, especially peppers. "Such a moth lays eggs in the rosebuds in Kenya and the larvae come out at the consumer's home", explains Messelink. "For example if a rose bouquet ends up in the bin and there is a possibility that the moth will spread in the greenhouse area." If the false codling moth would be found in Dutch crops, it could also pose a threat to the Dutch fruit & vegetable trade.

To avoid this, the inspections on Kenyan and Tanzanian roses have been increased already. Currently, 10 percent of the Kenyan roses are being inspected and 50 percent of the Tanzanian roses. The VGB (Association of Wholesalers in Horticultural Products) warns for a 100% inspection on rose import.

Reaction Kenyan Flower Council

In Africa, they are doing everything in their power to keep the Moth out of the rose crop. According to Clement Tulezi of Kenya Flower Council (KFC), there is no significant increase in the number of false codling moth. "Sometimes the numbers are higher, sometimes lower, but no structural increase in discovered pest. We are doing everything to tackle the problem because Europe covers 80 percent of our export markets - and when the numbers keep increasing, we fear the consequences."

"For this reason, we work together with Kenya Plant Health Inspectorate Service (KEPHIS), the Dutch Embassy in Nairobi, several importers and the European Commission. Currently, a lot of our growers are scouting. They are also doing physical checks in the greenhouse and pack house and have set up mass traps in and outside the greenhouses."

Invisible moth

It is a challenge to trace the moth as one cannot see if there is a moth inside the flower from outside. "In the cold store, the moth stays dormant and it wakes up when temperatures are rising, so when they are at their destination. However, I doubt if the moth can survive in the Dutch climate as an indigenous Kenyan species. But investing in precautionary measures is necessary. Also for us. Europe does not have the capacity to inspect all flowers, but also we are dealing with costs that will increase if inspections increase. For everyone, it will be better if the inspection percentages will go back again to 5% or 0%. We are doing our utmost best to reach this again."

100% inspections

The Dutch Food and Drug Administration, together with Quality Control Bureau (KCB) are responsible for the inspections and they do not expect the 100% inspections will come into practice soon. They told a Dutch newspaper (NOS) that the inspection percentages are being determined in Brussels (Belgium). Also risk assessments are being conducted there.

The numbers behind the news

So who's right about the numbers? Is there an increase in the finding of the false codling moth? Some of the statistics show that false codling moth in the first half of 2019 are already higher than in 2018 total. It seems a sharp increase, but a comment must be made. The number of inspections on the shipments out of Kenya, for example, has been doubled, from 5 to 10% and from Tanzania even from 15% to 50% - so that more moths were found seems to be a logical result.

However, there is something going on in the number of findings. While the European Commission reported a decrease in 2018 in Europe compared to the previous year, the Netherlands reported an increase, as shown in the report of the European Commission.



Selecta one's new varieties don't need supplementary light

New Varieties Make Chrysanthemums an Attractive Crop to Grow in Kenya

With the increase in market demand for bouquets packed at source ready for market consumption, Selecta one breeding has risen to the challenge to increase the choices available for bouquets in Kenya with chrysanthemums that need no supplementary light, just 12 hours of sunlight per day, and deliver minimum 55 cm stem.

Sustainable production

Sustainable production can be explained in many ways and at the Selecta one group, it does not stop within their daily practices; it goes to their main core - breeding process; focusing on the search of more sustainable varieties; energy saving, resistant to less chemical environments and longer vase life, explains Selecta's Area Manager André Lek.

Packing bouquets at source

The market is increasingly demanding for bouquets that are made at source, but what is the advantage? "Making bouquets at source reduces the plant handling of the stems resulting in better quality plants with longer vase life to end consumers", says Lek.

And with Selecta's aim of reaching responsible breeding - a commitment that must be fulfilled with successful varieties that meet worldwide quality, standards and conditions - they reach a milestone with their new chrysanthemums.

More chrysanthemums on trials.

Chrysanthemum used to be a challenging crop to grow in Kenya Even though chrysanthemums fit very well in bouquets, it is not a crop preferred by





“ New chrysanthemum varieties are bred and selected in Kenya “and thus come with some extra charm”, “They dance to the African beat, they are full of vibrancy and colors that will jump out of every bouquet and are a wonderful compliment to the east African roses.”

many growers as it used to be a challenging and costly crop to grow. “In the past, in Kenya, chrysanthemums have been considered as crops that need long days to attain the minimum stem length and weight required for the market; consequently, not many companies in Kenya were willing to grow chrysanthemums because of the complexity of growing between the need for long days, black out nets and specialized greenhouse.”

“On top of that, the reliance on lighting and the unreliability on the power system in Kenya made the crop unpopular in comparison to other fillers; the production costs were therefore too high for the final price of the stems, which made growers give this beautiful flower a wide berth and made it a new challenge for the Selecta one breeding department.”

Neither extra lightning nor greenhouse modifications needed

Over the years breeding has made leaps in Chrysanthemum genetics, Selecta one’s boldness to breed and select in Kenya has resulted in the ability to select energy-saving varieties that do well under the Kenyan climate and natural day length without the need for supplementary light.

“These varieties, sold as rooted cuttings ready for sticking, allow the grower not only to save some resources by avoiding supplementary light, but also to harvest stems up to 55 to 70 cm height enough for the bouquet market.”

Selecta one varieties are even more appealing as growers do not have to make any modifications to their greenhouses and can use the structures they were previously using for roses. “These varieties allow growers to adapt their bouquets to each season and celebration while ensuring high premium products for wholesalers and florists.”

Modify bouquets easily

“Chrysanthemums are one of the few flower crops that offer a wide range color pallet, shapes; single, double, button, cushion and size; big flowers and small flowers - all with a short growing period allowing to easily modifying bouquets.”

Assuring the delivering of improved product lines and new varieties to producers the new chrysanthemum varieties are bred and selected in Kenya “and thus come with some extra charm”, adds Lek. “They dance to the African beat, they are full of vibrancy and colors that will jump out of every bouquet and are a wonderful compliment to the east African roses.”

Naivasha Horticultural Fair 2019

Seems to become The biggest edition yet

Even though the rose industry has been under pressure over the last year, the attendance at the Naivasha Horticultural Fair does not seem to be affected. As statistics show, this year it even seems to become the biggest edition so far. "It is once again receiving plenty of bookings certainly on par with other years", says Naivasha Horticultural Fair Chairman Richard McGonnel.

The Naivasha Horticultural Fair one of the largest horticultural trade fairs in Africa and is annually being held in September. This year it is held on the 20th and 21st of September. What's the story behind it?

Brief History

The 'NH Fair' was founded by a few friends who, while enjoying a beer, decided that the professional side of the agricultural sector should be put in the spotlight positively. The costs of participation are kept low, so that small farmers and horticulturists from Kenya can exhibit their product and knowledge.

In addition, everyone is welcome at the fair. Because of this and the fact that the fair takes place outside, with a large dining area and live music in the middle, the fair has a pleasant character. Many families and schools even go to the fair as a day out!

All proceeds go to NHTrust, the fund of the fair, which supports local charities, mainly aimed at children. For example, the fund supports the Naivasha Children's Shelter and the Rotary Safe House of Rotary Naivasha.

"It is once again receiving plenty of bookings certainly on par with other years", says Naivasha Horticultural Fair Chairman Richard McGonnel.



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Unlike other fairs, the NH Fair is held outdoors, on the golf course at the Naivasha Sports Club. "It keeps a very relaxed and easy atmosphere, not too much protocol and a place to visit and to relax/enjoy. Restaurants, bars and even kids entertainment." At the fair, the vast majority of farm owners and senior staff will attend the fair.

The event will be held on September 20 and 21, 2019.



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Main Story

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Always something new

“Especially with the rose industry that has been under the spotlight this year with low prices from summer 2018 until now, with some improvements showing recently, so even more reason to visit and look at “What’s New” at the fair.”

Outdoors

Unlike other fairs, the NH Fair is held outdoors, on the golf course at the Naivasha Sports Club. “It keeps a very relaxed and easy atmosphere, not too much protocol and a place to visit and to relax/enjoy. Restaurants, bars and even kids entertainment.” At the fair, the vast majority of farm owners and senior staff will always attend the fair.

A charitable event

For years, the NH Fair is also a charitable event with all profits going to local, mainly children’s charities. “And it is very reasonably priced”, adds McGonnel. Last year, the 200 stands at the fair (including some 20 charity stands) welcomed 3,000 visitors. “With the current registrations, we expect even more.”

A real like-knows-like fair

As one of the largest trade fairs in Africa, located in the horticultural area of Kenya, we cannot be absent, says Chris Alphenaar General Manager, Bosman Van Zaal.

“But it is Richard McGonnel who is the big man behind this event, he is also the one who manages the charities. He does a good job with children who don’t have parents or are exiled, in cooperation with Rotary Naivasha”, Chris says. “NH Fair is a real like-knows-like fair. And the growers who come along are from the area. Usually, they come



out with the whole family for a day out. That makes it a very pleasant fair. The nice thing about this fair is that the Dutch Embassy is represented and always organises something in the evening hours.”

Come and meet the expert.

Kenya and the Netherlands, 55 years of fruitful cooperation in agriculture will be exhibited in this year’s NHFAIR. For many years we have been partners in the Kenyan horticulture industry; especially for cut

flowers and vegetables. Dutch expertise and technologies are shared throughout entire value chains. This year the Embassy of the Netherlands will be there with a ‘Meet de Expert’ booth.

In July 2019, the first Agricultural Working Group was held in Kenya. During the meetings the request was made to the Netherlands government to assist in the detection of pests and diseases in plants. We believe that it is valuable to invest in the early detection of pests, like the False Codling Moth (FCM) at farm level and prevention of spread throughout the value chain.

The Embassy has therefore invited experts from the KCB (the Dutch Quality Control Bureau) and the NVWA (the Dutch food and consumer product safety authority). These experts have years of experience handling flowers from Kenya at import at the airport.

Therefore, the embassy of the Kingdom of the Netherlands will this year be present with a ‘Meet the Expert’ booth, where you will be able to interact with the experts, ask questions on the detection of pests and diseases in horticulture produce, and learn more about in- and export regulations.



Do's and Don'ts When Exhibiting

An exhibition provides a platform for different exhibitors to promote their products and services physically. It is an opportunity to meet your customers, collect leads, make relationships and sales. An exhibition provides a resourceful space to network, listen to your customers and learn what the competitors are doing differently than you. However, to get the most out of your investment the following are relevant Dos and Don'ts when exhibiting.

DO.....

Find out those exhibiting before booking a stand

Why is this necessary? I'll tell you why; you don't want to book a stand out of an emotional decision but a well calculated and detailed analysis, an exhibition demands resources, therefore you need to prioritize value for your money before anything else. Find out who is exhibiting, you might want to know if your competitors already booked a stand or if a major exhibitor pulled out of the event. This information speaks volumes about the value of the exhibition.

Reach out to other exhibitors

Exhibitions involves networking and not necessarily with the visitors alone but also with other participants, sometimes some of the resourceful and strategic advice, leads and sales come from unexpected sources.

Exhibitors, trade associations and media might not be on your side as they are after the same goal as you but finding out how you might complement each other or work to your advantage.

Be creative with your stand

Every exhibitor will definitely be giving one hundred to decorate their stands and design settings and arrangement of the products. You don't want to come short on this one, you will have to up your game and go the extra mile to impress, you have this one opportunity to capture the customers' attention, draw them to your stand and finish the job of closing them.

Create a theme, promotion or a competition to help staff strike conversations and entice visitors to your stand.

Motivate and train your staff

This might seem a cliché and a waste of time but trust me it is necessary; this is your investment we are talking about, booking for the stand involved some money, logistical activities to the show to and fro will definitely cost you money. It should be your top priority to get returns and the best way to do so is with an aggressive and motivated team.

Train your staff on what to do and inform them of what will be expected of them more especially the sales team. Do not leave any stone unturned, you will be going hunting and getting your team equipped with the basics and the right tools will enable you to come home with a meal.

Training and motivating your staff will complement your creativity in the design and decoration you had above for your stand. Therefore, it is important to have a motivated team who are ready to kill.

Negotiate hard with Exhibition Organizers

Well, you should definitely be mindful of additional marketing activities offered in the event which are designed to extend your business visibility before, during and after the exhibition.

Some of these add-on benefits are free, for instance, a free listing in the show guide and on the website; others are available at additional costs. Negotiate for such additional benefits to bolster your brand awareness campaign.

As well negotiating a discount for your stand space, find out if the salesperson you are dealing with can give you additional free benefits- such as access to pre-registered visitors data, a prominent spot in show publicity or even enhanced listings in the show guide.

DON'TS.....

Make Assumptions

Exhibition success relies heavily on strategic planning, execution and paying close attention to details at every stage. If you just make an assumption that certain essential items or services will be supplied without checking then you might experience some hiccups during the day and create some last-minute stress for yourself which might negatively affect your plans for the show.

Don't waste time on non-decision makers

Exhibition organizers tend to focus more on the quality of the audience who can deliver more than huge visitor figures. As an exhibitor, you should find an event that can offer an audience of buyers, not time wasters.

Visitor data from previous events will give you a reliable guide on the nature of the visitors you can expect to see. However, it is upon your sales team to be creative on the amount of time they spend with visitors who are not decision-makers.

Don't forget to issue freebies

Well, freebies will of course, cost the company some money but it will emphasize on brand awareness after the show. Freebies shouldn't be in the form of expensive products but simple merchandise such as; pens, caps, carrier bags, notebooks, and stick notes just to name a few. However normal it may seem, freebies contribute in ways we cannot imagine; do not forget to factor this in your exhibition plans.

Exhibitions cost a fortune and it is the task of the team involve to make a good use of it to promote the company's products and services, generate leads and create sales in the end.

In conclusion, do not forget to reward your team for a job well done; this will maintain the strength and motivation of your team moving forward. Wishing every exhibitor a resourceful show during the Naivasha Horticultural Fair 2019. Cheers!!!!



Roses are delicate flowers and need the best care you could give

Treating the water with Chrysal RVB Clear enables the flowers to drink as much as they can. However, sometimes roses endure even harder conditions: temperature swings and traveling long distances. Common problems arising are dropping of buds, flowers and leaves, accelerated ripening, leaf yellowing and curved growth, which all are negative effects of ethylene.

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is a post-harvest conditioner for ethylene sensitive flowers such as roses. Research has shown that allowing your flowers to have a solution with Chrysal AVB as their first drink after harvest will help them better to endure these conditions. Therefore, Chrysal recommends to have your ethylene-sensitive flowers in Chrysal AVB (1ml/l) for four hours after harvest. Make sure to use clean buckets and clean water so you can reuse this solution.



Following this, overnight conditioning of your roses in RVB Clear (1ml/l). This way Chrysal AVB helps to improve the vase life of your roses, diminishes dropping of blooms, leaves and buds and improves opening. ***Your roses are getting the best care they can!***



Chrysal RVB Clear

Stimulates water uptake and improves quality.

Chrysal AVB

prevents dropping of buds and premature aging.

*From the Desk of
Corteva Agriscience
ESCA Commercial Director*



“Our desire to use our technical capacity and capabilities to offer you professional and ethical advisory services in crop protection, and seeds is in no doubt.”

I take this opportunity to welcome you again to the Corteva launch event; we are indeed honoured to be with you tonight

Today marks an important milestone in our history and commitment not only to East, Central and Southern Africa but Africa as a whole.

We will strive to bring you benefits not just products. We will not sell products we will provide solutions to enhance productivity per unit area.

We will not bring you new product; we will package technologies to meet the ever changing dynamics of crop protection and Seed management.

We will not create customers we will endeavour to create partners

We will not just pursue production of clean crops but we will strive to enhance sustainable production system

Our desire to use our technical capacity and capabilities to offer you professional and ethical advisory services in crop protection, and seeds is in no doubt. It is our high expectation that Corteva will live to your expectations as world class gold plated seed and Agrochemical Company.

“What do we live for, if is not making life less difficult for each other?” (We will work for a win-win for all)

We look forward not just to know you but to relate with you with bonds that flow with life.

To my colleagues, we have a covenant with our partners to participate and contribute to their success.

*Sow a thought, reap an action;
Sow an action, reap a habit
Sow a habit, reap a character;
Sow a character, reap a destiny*

We will seek your input from time to time for they say, “You are wise if you know someone out there knows more than you”.

To other players, “You don’t have to blow out the other person’s light to let your own shine.”

We are humbled, privileged, and honoured to be of service to you today, tomorrow, 2019 and in all the years to come as we take this bold and sure step with the official launch of the East Central and Southern Africa office.

We are Corteva Agriscience, you are our partners and we will endeavour to Keep Growing Together.

*Anampiu Kithinji
Commercial Director ESCA*



From left: Samson Nyendwa, Country Leader Zambia; Nehal Negab, Executive Assistant to Country Leader Egypt; Anampiu Joseph, Commercial Unit Leader ESCA; Kevin Sage-EL, Agricultural Counselor – USDA Foreign Agricultural Service; Prof. Hamadi Boga, Principal Secretary-Agriculture; Francis Karanja, Sales Manager ESCA; Kyle McCarter, US Ambassador to Kenya; Victoria Ramatowski, wife to Kyle McCarter; Lisa Tiang'a, Seed Category Lead AME; Betty Kiplagat, Government & Public Affairs Lead AME; Charles Mutema, Category Marketing Lead ESCA; Humphrey Kiruaye, Country Leader Kenya; Kulani Machaba, Regulatory Lead AME; Barbra Muzata, Communication Manager AME; Fisseha Zeru, Country Leader Ethiopia; Zakayo Owenya, Country Leader Tanzania; Caiphas Muyambo, Country Leader Zimbabwe

Pomp and Dance as Corteva Agriscience is Born.

Corteva Agrisciences opened the third in a series of new offices in Africa, parts of plans to increase sales on the continent within the next few years. The growth plan are based on two-pronged strategy that centres around offering technical support and experience to farmers and other agricultural professionals locally.

In Africa there are some professional growers with large operations and state-of-the-art agronomic expertise as well as many small and mid-sized farmers working hard to move beyond subsistence farming.” Said Mr. Anampiu Kithinji, Commercial Director

ESCA. “We need to work locally to serve both of these groups with tailored products and agronomic services. That’s why we are building up local sales teams that can offer agronomic support tailored to their markets.”

This will be a change, but Corteva Agriscience is convinced that it is worth the effort. Although Africa has twice the agricultural area as Europe, it is farming 80 million hectares less than its neighbour to the North, according to FAO statistics.

A Commitment to Growing Progress
Mr. Anampiu added, “We bring our global

presence, deep knowledge and diverse resources so that farms can flourish, moving our world forward. Corteva Agriscience™ is the only major agriscience company completely dedicated to agriculture. By combining the strengths of DuPont Pioneer, DuPont Crop Protection and Dow AgroSciences, we’ve harnessed agriculture’s brightest minds and expertise gained over two centuries of scientific achievement”. Adding, “our Purpose is to enrich the lives of those who produce and those who consume, ensuring progress for generations to come”.

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Summing up their values, Mr. Anampiu said, “We are driven by our beliefs and our purpose, which is to enrich the lives of those who produce and those who consume, ensuring progress for generations to come.

Enrich lives: We commit to enhancing lives and the land. As leaders, we pursue a purpose which goes beyond our immediate interests to benefit society.

Stand tall: We are leaders who act boldly. We accept the challenges that confront our industry as our own and will step up to ensure that agriculture progresses and thrives.

Be curious: We innovate relentlessly. We accelerate our pace of innovation to create solutions that will deliver abundant high-quality food, now and for the future.

Build together: We grow by working together. We embrace diversity and collaboration in order to build one company

and reach out across the food system, creating shared value.

Be upstanding: We always do what’s right, maintaining high ethical standards and conducting business safely and transparently.

Live safely: We embrace safety and the environment in all we do.

Promoting sustainable agriculture through local services

Large, export-oriented farming operations will profit from Corteva’s portfolio on modern as well as its global network of experts who understand the requirements of authorities and consumers in foreign markets.

Smallholder farmers looking to sell part of their surplus harvest, on the other hand, are eager to improve their farming practice and adopt modern technologies. To support these growers, Corteva will provide agronomic advice and services as well as safe use training. “By putting growers and their needs at the centre of all

activities, we will be able to grow with our customers in ESCA.” Says Mr. Anampiu Kithinji during the launch. “As we have demonstrated in America, Europe and other parts of the world, farmers are highly motivated when they see the benefits of modern crop protection as part of an overall farm management system increasing their income and contributing to their health and prosperity.

During the launch, the US ambassador to Kenya Mr. Kyle McCarter challenged Kenyans to embrace technology to feed the growing population. He said agricultural technology will pave the way for Kenya’s self-reliance and attainment of the Big Four. He said the US will continue partnering with Kenya to build capacity in agribusiness and train more Kenyans in Agriculture and food technology. Mr. McCarter said investing in Kenya, Corteva showed there is plenty of opportunity in the country for American companies to invest, earn honest and dignified earnings and play a critical role in offering Kenya practical solutions.

Prof. Hamadi Boga, Principal Secretary-Agriculture challenged Kenyans to embrace new technologies and science innovations. “Farmers know what needs to be done but do not do it. They keep doing what guarantees them low production. This is the time to invest in science. They do not need to stick to old molecules and genetics, they do not need to continue mismanaging soils. We need to embrace the newest technologies from Corteva Agrisciences and fix the challenges facing agriculture today”. Prof Hamadi said this is the time to fund and facilitate our weak research institutions and discuss agriculture scientifically not politically.

The launch was attended by stakeholders in agriculture, supply chain, government institutions and agricultural NGOs among others



Kyle McCarter, US Ambassador to Kenya cuts the launch cake

And Corteva is Born



Why do Consumers Buy Flowers?

Ask those who work in the floral industry, “why do people buy flowers?” and you will get numerous answers delivered with great confidence. Some of these answers may even be correct. However, we can’t be certain which ones are the real reasons consumers buy flowers. Turns out, asking consumers such a direct question will not reveal the most accurate answers.



All consumers have unconscious reasons for just about anything they purchase, especially something as discretionary as flowers.

To answer the above question – “why do people buy flowers?” – CalFlowers commissioned a study by a consumer marketing research firm in 2018. The firm, Traction, is an award-winning consumer research and creative marketing firm. One of Traction’s qualifying characteristics for this research was that they had no prior experience with the floral industry, or with any horticulture segment for that matter. It was important to CalFlowers that we had “fresh eyes” looking into this important question. Among other considerations, it meant that their researchers would have to rely on rigorous survey techniques.

- Identify how functional considerations (e.g., I need a gift...) lead to emotional and aspirational motivations (e.g., flowers send a special message other gift items may not possess) in buyers for purchasing or receiving precut flowers.
- Better understand the influences that cause consumers to buy cut flowers (e.g., functional, emotional, rational).
- Use the research results to best support creative and strategic work.

Traction then conducted their research via online and telephone interviews with 1,208 active and lapsed flower buyers.

Goals and Methodology

The Traction team set the following goals for their research:

- Enhance our understanding of functional and emotional drivers behind purchasing flowers,
- Identify ways to increase the number/quantity of flowers purchased by current customers primarily, and those who may not purchase flowers as often secondarily.
- Uncover the emotional connections buyers have to precut flowers.

Results

Using images to identify common functional and emotional perceptions of fresh cut flowers, the team was able to reveal clusters of unconscious factors in consumers across three categories:

- Thinking about flowers;
- Giving flowers to others; and
- Buying flowers for self.

Thinking about flowers	Giving flowers to others	Buying flowers for self
Happy	Happy	Uplifted
Joyous	Blissful	Joyous
Whimsical/Playful	Heartwarming	Cheerful
Uplifted	Excited	Satisfied
Cheerful	Delighted	Optimistic
Optimistic	Uplifted	Independent
	Proud	

The results are segmented by age, gender and frequent vs. non-frequent buyers. While there are some key differences among these three factors, there's more that unites consumers about their respective desires to buy flowers than separates them.

We are happy to provide any readers with the full results of the team's research.

To me the most interesting and telling results were from the "response latency" measure that reveals both consumers' connection to flowers and how strong that connection is relative to other motivations (e.g., exciting, romantic, calming, etc.).

This measure also reveals whether the connection to flowers is conscious or subconscious. The more subconscious the connection, the stronger the connection and the more that connection is a good theme for a marketing campaign. Graph #1 below reveals that overall, flowers are implicitly viewed as being romantic and exciting.

In the graphs below, factors in the upper right quadrant measure both the relative strength and weight of unconscious connections associated with flowers.

When the responses of the two buying segments – active and

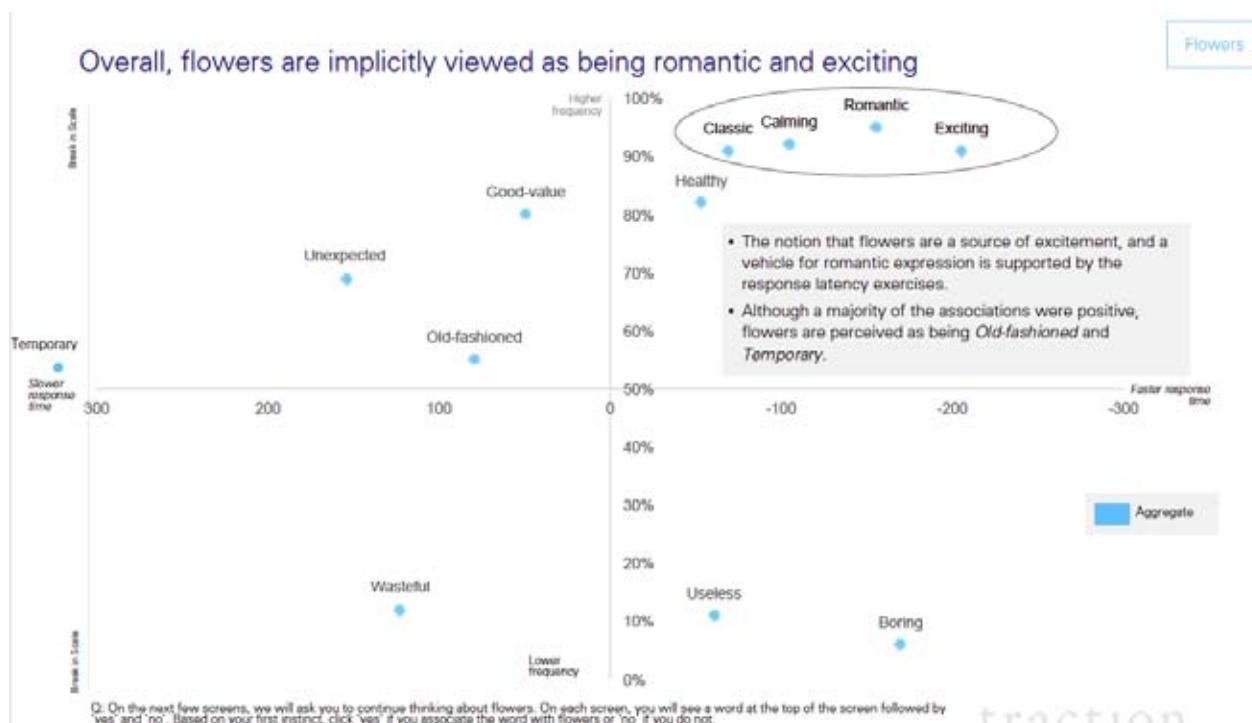
lapsed flower buyers - were analyzed, we observed that lapsed flower buyers associate flowers with being romantic, whereas active flower buyers associate flowers with stronger feelings of excitement.

This research project revealed a great deal more than the two highlights featured above. So much more that CalFlowers commissioned a round of creative development by Traction, producing two strong advertising campaigns for the promotion of flowers during the non-holiday flower buying season.

CalFlowers is grateful to the following individuals who served on the client advisory team providing feedback over the course of the creative development cycle, and ultimately identifying the two top campaigns: "Flowers Always Good" and "Flower Time".

- Jenny Sparks, SAF
- Eliana Alzaté, Asocolflores
- Professor Charles Hall, Texas A&M University
- Heidi Wernett, Ph.D. of China Horticulture Business Services, LLC
- Tanya Nematic, 1800Flowers

Next up: Now that we know why consumers buy flowers, next we'll share how we picked the ideal target market for buying flowers based on Traction's research. Stay tuned for the next post here.



Awaiting Game for Kenya Over Stalled EAC-EU Trade Deal

The European Union is Kenya's biggest export destination for cut flowers, French beans, fruits, fish, textiles, coffee and tea.

In Summary

- Kenya still enjoys a timeless access to the EU market under the Market Access Regulations (MAR) 1529.
- The country has the biggest stake in the EPA because it is a middle-income country.
- The EU in 2017 cautioned the EAC against signing the EPA as individual countries rather than a bloc, arguing this would undermine regional

brave face after the European Union rebuffed its plan for a variable geometry in the signing of the Economic Partnership Agreement with the East African Community.

Nairobi has the biggest stake in the EPA because it is a middle-income country and, without the protection of the deal, it would have to start paying duty for its exports to Europe. Kenya exports mainly cut flowers and vegetables to the EU.

Principal Secretary in the Department of Trade Chris Kiptoo was



oozing confidence, as Kenya still enjoys a timeless access to the EU market under the Market Access Regulations (MAR) 1529. It allows developing countries that are still negotiating EPAs to access the EU market until the

Is there room for Kenyan roses in China?

The Chinese rose cultivation is increasing and the quality is improving, so is there still room for imported flowers from Kenya? According to a Kenyan grower there is. They are supplying this country for about 5 years now and even though the increasing competition from the local market and some logistical challenges, they are still able to grow exports to this country.

Not so much in spray

Over the last years, the Chinese rose cultivation increased and improved. The grower feels the competition from the local market a bit more than five years ago - when they just entered China - but it is still relatively low. "They are not so much in

spray roses, and are not that familiar with the odd colors and garden types. We are specialized in the cultivation of spray roses in all different kinds of colors and types, which gives us a head start. On top of that, we are able to supply quality and as an imported rose is much more expensive than the Chinese product, a high quality product is essential and probably most important."

Freight to Kenya - China

When entering the market, it was, like most other companies, dealing with the language and cultural barrier. Now, however, they are still dealing with another major challenge which is shipping the roses from Kenya to China. There are no direct flights yet,

which is limiting the possibility to exploit this market. "The lack of freight affects our competitiveness, the vase life and product quality and the capacity to fulfill the high demand for special event periods." Unfortunately, on the short term it does not seem to be changing. "As there is no cargo lifted from China to Kenya most of the Chinese imported products go by sea."

Further to grow

For five years now, growers are shipping spray roses to China and participating at the Hortiflorexpo IPM Shanghai. Through the exhibitions, they meet their new and existing customers and give one per state the exclusivity to sell their products. This strategy is working out well and growers



EAC countries are accessing EU market duty and quota free, with Kenya under the MAR and the others—which are considered Least Developed Countries—enjoying the Everything but Arms arrangement. Kenya now hopes that its partners will sign the pact in the interest of regional integration.

“Now that the EU has said it will go with the original decision for all EAC members to sign, then we just have to wait. I’m optimistic that Tanzania will sign the EPA as and when it is ready,” said Dr Kiptoo.

However, Tanzania has raised reservations about the economic implications of the trade pact.

The EU insists that Dar’s concerns have been addressed and it is upon the EAC member countries to agree on the way forward as a bloc.

The EU ambassador to Kenya Stefano Dejak says that the EU is awaiting formal communication from the EAC to decide how to proceed, “taking into consideration any relevant developments within the EAC itself.”

The EU in 2017 cautioned the EAC against signing the EPA as individual countries rather than a bloc, arguing this would undermine regional integration. But, this year,

Kenya tabled a proposal before the EAC Council of Ministers seeking to be allowed to implement its own trade agreement with the EU as other partner states sort out their issues.

Although Kenya settled for the principle of variable geometry, the proposal had to get the backing of all the EAC member states, which it did not.

Uganda, which has expressed interest to sign the agreement, is keen on the on the principle of solidarity, which requires all countries to sign.

Negotiations for the regional EPA were successfully concluded on October 16, 2014 and all EU member states signed the agreement as a bloc.

The deadline for all EAC countries to sign the agreement had originally been set for October 1, 2016, but the EAC Summit asked for more time for the region to study the implications of the EPA on its manufacturing sector.

Currently, Europe is East Africa’s largest export destination but in terms of imports, the EU ranks third after China and India.

is signed.

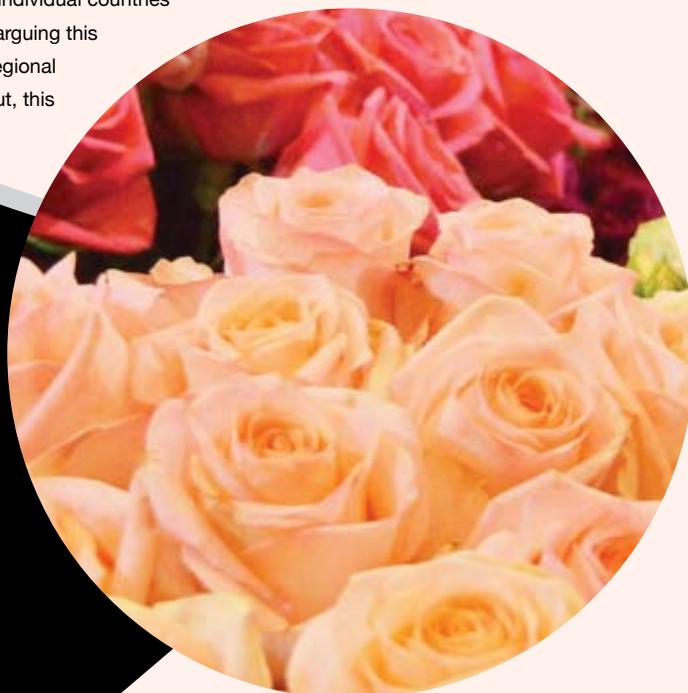
“Kenya’s market access to the EU remains safe in the foreseeable future until all EAC partner states sign the EPA,” said Dr Kiptoo.

The bloc’s member states still hold the key to the stalled trade pact after failing to reach a consensus on the EPA, due to varied economic political interests.

see good opportunities to grow further. “China is a large country with a lot of states, so I expect to grow further in this country the coming years.”



We are specialized in the cultivation of spray roses in all different kinds of colors and types, which gives us a head start. On top of that, we are able to supply quality and as an imported rose is much more expensive than the Chinese product, a high quality product is essential and probably most important. „



Good News Growers!

Multi- Layer Plastic Films Can Improve Your Crops

It has been said that a shelter can protect you from the sun, insects, wind, rain, snow, hot or cold temperatures and enemy observation. It can give you a feeling of well-being. It can help you maintain your will to survive. Just as this is true for us humans, our crops share the same sentiments.

The need for shelter helps to maintain the will to survive, and Amiran's range of multi-layered plastic films are specially crafted to offer your crop protection from adverse atmospheric agents and together with suitable equipment, influences and ultimately modifies the crop microclimate, thus lengthening the market availability of the crop, improving their quality and allowing better yields

Let us take a walk through the different options available:

MULCH

Films with different combinations of layers, thicknesses and widths as well as coatings have various properties to suit specific growers' needs, specifications and crops. These films have many different advantages to suit a wide range of purposes including:

- o Moisture protection and water conservation. Saves water and fertilizers by reducing evaporation and water fluctuations in the soil, and helps maintain constant humidity in the root zone.

- Weed control. Sealed or opaque mulch films reduce weed germination and save on herbicides.

- Root development. The combination of films and drip irrigation improves water dispersion and contributes to maintaining consistent levels of moisture in the soil. In addition, darkness under the mulch "raises" root development towards ground level. Oxygen availability in the upper soil and darkness provide ideal microclimate conditions for root development under the mulch.

- Modification of microclimates in plant and soil environments. Transparent film helps retain heat and raises the soil temperature, which is significant in the fall, winter and early spring. Opaque films (such as black/silver, black/ black) reduce the day-night temperature fluctuations in the soil, and black/white films reflect the light and enhance photosynthesis.

- Substrate for plants and fruit. The mulch films prevent direct contact between the plants and fruit on the one hand, and the soil on the other hand and thereby maintain fruit quality.

- Pest attraction or repelling. Reflective films (silver facing up) repel pests, specifically aphids and thrips. Yellow mulch films attract moths and reduce their adhesion ability.

- Prevention of fertilizer dilution. In open areas, the use of mulch films prevents the dilution of fertilizers which may occur in the root zone area (specifically in high precipitation microclimate areas).

GEOMEMBRANES

Used to control humidity levels in crop fields, in particular, in areas with arid weather conditions. This film prevents evapotranspiration, allowing for a more efficient harvest. In order to ensure that no moisture is lost, the geomembrane film is very thick. The options available are:

- 1mm dam lining
- 0.5mm dam lining

GREENHOUSE COVERS

Selecting the appropriate material for greenhouse covering requires careful consideration of the insulation, light transmission, cost-efficiency and durability.

The options available in the market are:

- Suncover 205/N
- Suncover 504
- Dripblock diffused nectarine
- Milky 40%, 60% and 80%
- Suncover diffused 150mic

NETTING

The technology involves the physical installation of nets over crops. It has been identified as one of the technologies that best helps farmers to cover their crops in a bid to rid them of pests while still offering shading.

The different netting options are:

- Shadenetting
- Decorative netting
- Insect netting
- Chromatinets
- Thermal netting



Our Knowledge, Your Success.



IMPROVE YOUR CROPS USING MULTI-LAYER PLASTIC FILMS

We have various properties to suit specific growers' needs, specifications and crops.

Our products include:

- ✔ MULCH
- ✔ GEOMEMBRANES
 - 1mm & 0.5mm dam lining
- ✔ GREENHOUSE COVERS
 - Suncover 205/N
 - Suncover 504
 - Dripblock diffused nectarine
 - Milky 40%, 60% and 80%
 - Suncover diffused 150mic
- ✔ NETTING
 - Shadenetting
 - Decorative netting
 - Insect netting
 - Chromatinets
 - Thermal netting



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Ugandan Flowers Finally Enter Chinese Market



There is a huge appetite for flowers in China

Uganda has now joined her counterparts, Kenya and Ethiopia in supplying flowers to the lucrative and huge China market. The entry followed numerous trial shipments by Rosebud Ltd, the country's largest exporter of roses, which culminated from its participation in the just concluded China-Africa Economic and Trade Expo held in Hunan and Kunming provinces of China.

The first-ever commercial shipment of flowers from Rosebud, left Entebbe international airport to Beijing, China on July 29.

"When we presented our flowers to the China market, the first question they asked was how long your flowers stay, what we call the vase life. In Uganda, the vase life is between 12 to 15 days. So, they were impressed with the Ugandan flowers," the Rosebud Ltd farm manager, Ravi Kumar, said.

"China is far, but apparently it is such a huge market and the demand is there. We need a stable market, not just an export market." Kumar added.

So impressed were the Chinese with the Ugandan flowers, that they used them to decorate the venue where the China-Africa Economic and Trade Expo was held, Finance minister Matia Kasajja recently said at the annual Uganda Bankers Association conference at Serena hotel. China's only concerns were the quality and sustainability of supply according to Kasajja.

Fluctuation in weather patterns in China, which affects the quality of their roses, is driving demand for flowers from Africa.

Unlike China, Uganda's equatorial climate is favourable for the growth of flowers. For long, Ugandan cut-flowers have been going to Europe, at the Netherlands auction market in Aalsmeer. But the economic woes in the European Union is another factor driving high demand from China.

According to Xinhua news agency, the official state-run press agency of the People's Republic of China, a total of 84 deals worth \$20.8 billion were reached in trade, agriculture and tourism during the three-day exhibition. Kumar said Rosebud is expanding its production capacity to meet the huge demand from China.

"The market is changing and it now demands big head flowers as opposed to small. So, we are changing the variety from small to big. We have now changed 80% of our flowers to the big head and the remaining 20% will also be changed." Kumar further said.

"We are also increasing our acreage to meet the growing demand."

According to the United Nations COMTRADE database on international trade, Uganda exports to China was \$30.12 million in 2017. Commercial floriculture, a nontraditional export earner, which brings in \$61 million annually from export earnings, is Uganda's six biggest export earner after gold \$515 million, coffee \$436 million, fish \$172 million, maize \$107 million, beans \$99 million and tea \$89 million.



China is far, but apparently it is such a huge market and the demand is there. We need a stable market, not just an export market."

Based in Entebbe, Uganda, Rosebud Ltd is the country's largest exporter of roses, commanding around 40% of Uganda's raised export market. The floriculture sector is one of Uganda's top ten foreign exchange-earners contributing close to \$30 million in export revenue.

The sector has grown from a single 2 hectares farm in 1992 to 20 farms. Statistics from Uganda Investment Authority (UIA) show that the sector employs more than 6,000 people, with 80 per cent being female.

The sector produces over 40 varieties mainly – roses (70%), chrysanthemum cuttings (25%) and potted plants (5%). The volumes and value of the flower exports have grown from 3,000 tonnes worth \$14.61 million in 2000 to 5,349 tonnes worth an estimated \$29 million in 2008. The escalating growth trends in flower exports have positioned Uganda among the top five largest exporters of cut flowers in Africa.

TRADE MARK EAST AFRICA
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Molo River Roses Ltd

Spear of The Nation Award (Outstanding Sector Commendation)

PEST ALERT

FALSE CODLING MOTH (FCM)

One of the pest challenges currently facing flower producers in Kenya is the false codling moth (FCM), *Thaumatotibia leucotreta*.

Growers have suffered financial losses due to quarantine restrictions and detection of a single larva can result in rejection of an entire consignment.

For proper control of FCM, it is desirable to use the yellow delta traps baited with a pheromone lure to monitor the extent and densities of this invasive moth pest. Visual inspection of plants involves looking out for signs of poor growth or rot; holes in flowers; adults hidden in foliage; and crawling larvae. Once the flower is damaged, it becomes vulnerable to fungal organisms that causes rots. Infestations can be identified by the brown spots and dark brown frass.

Current control of FCM in ornamentals consists of chemical application with Karate Zeon and Match, mating disruption using pheromones and biological control methods.

EVERY FLOWER COUNTS



syngenta®

Aligning Your People Strategy With Your Logistics Strategy



Training (both practical and desk-based) is key when employees are required to work effectively in a team, use their problem solving skills, think and act flexibly as well as be adaptable to changes in the external market. Regular training between members from different areas of the Logistics Team can also ensure that working in silos, and that sense of “us and them” is slowly eroded.

Thanj Kuganathan

With a Company’s logistical strategy being so externally focussed and their People Strategy being so internally focussed, how can a Company’s People Strategy positively align itself with a Company’s Logistical Strategy to ensure maximum efficiency and minimum damage control?

Companies today realise the cost impact that inefficient logistic processes can have on their bottom line can be significant. Every company has its own unique supply chain and plan, and every organisation’s goal is to enforce a steady flow of goods or materials through their network of transportation links and storage points, in the most efficient way.

These plans also must consider an additional risk fund for emergencies such as severe production or transport delays, materials and product damages, transportation accidents, storage facility accidents. Any deviance from a Company’s logistical plan is likely to have a significant impact on their bottom line.

To optimise a Company’s Logistical strategy, Companies need to ensure their Logistics Teams both desk based and field based are able to have the following:

- The flexibility to shift resources and goods to meet changing market demands

- The adaptability to deal with most unplanned contingencies at all points of the supply chain
- The ability and motivation to analyse and recommend continuous efficiency improvements
- The ability to work as a team to ensure each point of the supply chain is carried out with minimal disruption
- The internal value that all behaviours must be in line with all Health & Safety and Wellness policies

This is where a Company’s People Strategy comes into it.

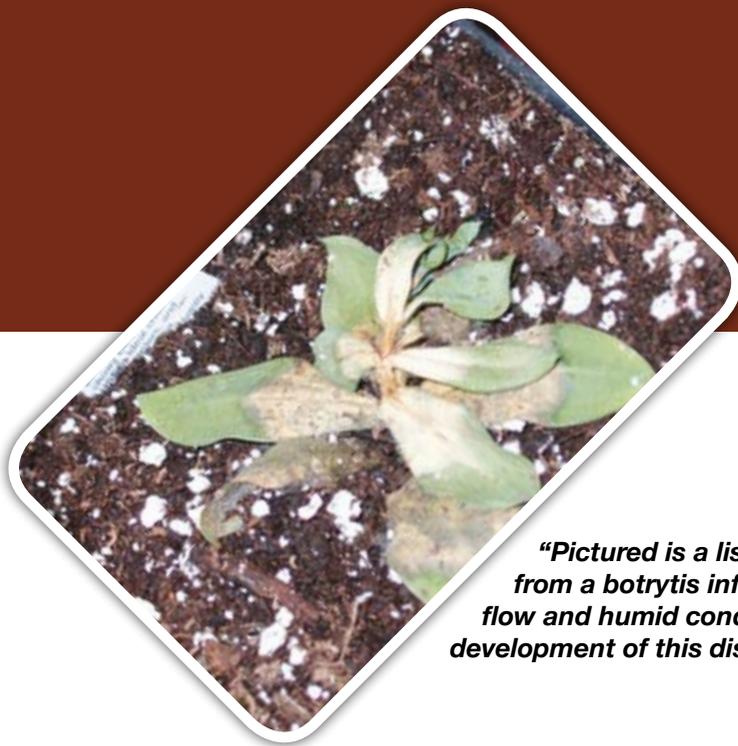
Training (both practical and desk-based) is key when employees are required to work effectively in a team, use their problem solving skills, think and act flexibly as well as be adaptable to changes in the external market. Regular training between members from different areas of the Logistics Team can also ensure that working in silos, and that sense of “us and them” is slowly eroded.

Motivation to encourage continuous improvement recommendations from employees can be dealt with through recognition and reward programmes (vouchers, expensed lunches, additional holidays are just a few non-cash examples) or bonuses and/or pay increases - both non-cash and cash schemes would ensure employees

understand the importance of their direct contribution to a Company’s bottom line. Occupational Health & Safety is a key department for most large organisations in the region. Every company with employees working in jobs requiring physical labour and/ or in potentially hazardous conditions have safety programs to communicate and train to ensure the reduction of accidents at any point in the supply chain. Employees working in areas where this is key can also be recognised and rewarded for behaviours in constant alignment with these policies.

Wellness programs are implemented to promote healthy behaviours, such as eating better, exercising, dealing with and preventing fatigue. The Fatigue Management Study in 2015 found that common workplace problems associated with fatigue are: longer reaction times; reduction of alertness; memory problems; impaired concentration- these workplace issues would negatively impact any department from a productivity perspective, from a logistics perspective these impacts could even be fatal.

Companies desiring to maximise their logistical efficiencies through their people cannot rely on focussing on just one or two HR areas, all areas should be key focal points to ensure maximum efficiency hence minimum bottom line erosion due to Logistical shortfalls.



“Pictured is a lisianthus that is dying from a botrytis infection. Poor air flow and humid conditions favored the development of this disease.”



Root Disease Profile: **Botrytis**

What is Botrytis:

There are over 50 different pathogenic species of Botrytis. In horticulture, Botrytis cinerea is the most common and has the largest host range.

Botrytis cinerea (Botrytis from Ancient Greek meaning “grapes” plus the Neo-Latin suffix -itis for disease) is a necrotrophic fungus that affects many plant species.

Its common names include gray or brown mold, bacterial soft rot, blossom blight, leaf blight, stem canker, crown rot, and damping off or seedling blight. Botrytis is estimated to cause more economic loss in ornamentals than any other disease.

It affects a wide range of plants, including ornamentals, fruits and vegetables. Especially susceptible are wine grapes, strawberries, and flowers with thick succulent petals, such as begonias, peonies and geraniums. It also commonly affects African violets, dahlias, pansies, snapdragons, zinnias, chrysanthemums and many others.

Identifying Botrytis:

Botrytis mainly affects the tender tissues of plants, such as flowers,

fruits and seedlings. It can enter the plant through weakened or injured tissues, and aging or distressed tissues. Lower, shaded sections of a plant are usually the first to show signs of Botrytis infection.

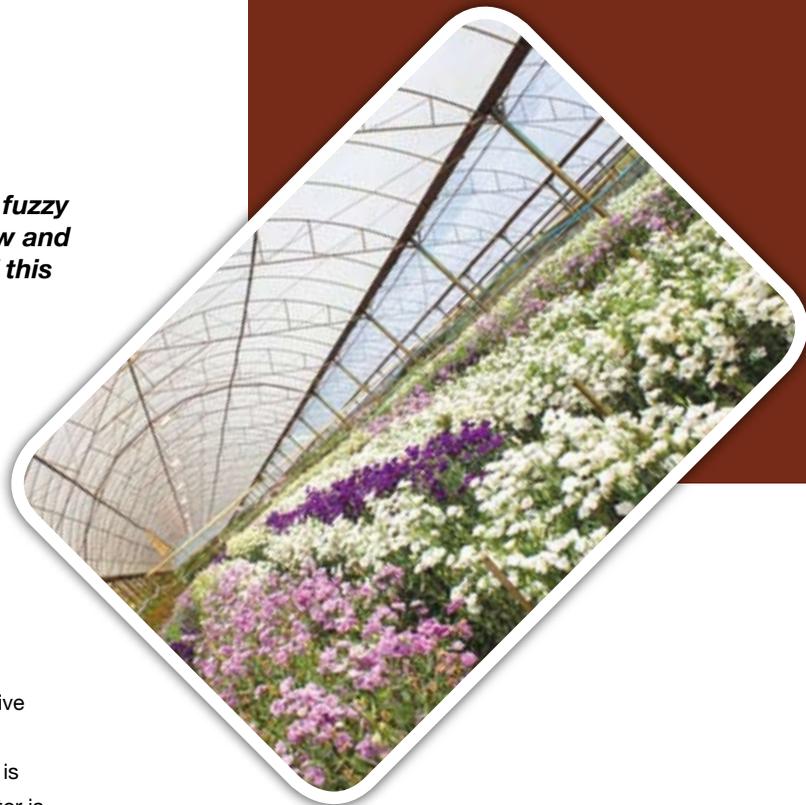
Botrytis infection usually begins as a water-soaked browning area regardless of the tissue affected. After the initial browning, tan to gray fuzzy mold develops on or around the brown tissue. The rest of the plant may begin to show signs of infection such as yellowing leaves or buds.

How Botrytis Spreads:

Botrytis persists in the greenhouse as spores on living or dead plants, or in infested growing media (which is why it is important to always use new growing media and, if you are re-using pots, to sterilize them appropriately). When environmental conditions are right (i.e. temperatures around 59 °F with a relative humidity (RH) > 90%), the dormant spores will germinate into active spores, called “conidia”. Conidia are dispersed in large numbers by air currents or overhead watering.



“Notice the leaves of this thyme are completely covered by botrytis. The grey fuzzy fruiting bodies are clearly seen. Poor air flow and humid conditions favored the development of this disease.



Preventing Botrytis Outbreaks:

Botrytis is considered an environmental disease, meaning it can only develop when environmental conditions are conducive to its growth. Humidity is the largest contributing variable to Botrytis. As long as the humidity is kept below 85%, Botrytis is unlikely to develop. The other contributing environmental factor is temperature. Botrytis grows most rapidly in lower temperatures with high humidity. The best prevention is to maintain humidity below 85%, by increased forced circulation or an increased amount of heat. If possible, proper bench spacing is also essential in reducing humidity in the canopy.

Treatment Options for Botrytis:

As with many greenhouse pathogens, prevention is the key to avoiding Botrytis. Keeping greenhouses, containers and equipment clean, using new growing media and removing any dying or dead plant material by placing faded or blighted flowers, leaves or entire plants in a paper bag and discarding are the best options.

Most chemicals for the treatment of Botrytis control are preventative. They will help control the spread of the disease, but are not likely to cure it once it takes hold of a plant (which is why

environmental and cultural controls are so important).

If a grower has a particularly susceptible crop, they may want to consider a fungicide application prior to an upcoming period of extreme cloudy, cool weather. It is extremely important to read and follow the label of any fungicide before applying as many of the products for Botrytis can cause phytotoxicity, stunting or chlorosis.

Summary:

In summary, Botrytis cinerea is one of the most common and costly fungal diseases of greenhouse crops. Management of environmental conditions, such as regulation of temperature, humidity and leaf wetness duration, and sound cultural practices are the best ways to prevent disease development.



Brexit Won't Hurt Kenya-UK Trade

Kenyan's exports to the UK stood at Sh38.6bn in 2017, down from a high of Sh50.3billion in 2009.

In Summary

• Hailey said Kenya will remain an important partner to the UK.

• An Unctad study said a no-Brexit deal for the UK would see Kenyan exports drop by an initial \$20.6 million (Sh2 billion), making it one of the worst-hit economies in Africa.

Former UK High Commissioner reiterated there will be no disruption to the Kenya-British

relations with or without a Brexit deal.

Speaking at a luncheon hosted by Ministry of Foreign Affairs PS Macharia Kamau, Hailey said Kenya will remain an important partner to the UK.

PS Kamau commended Hailey for a job well done in deepening Kenya relations with the UK "through collaboration on matters trade and investment, defence and security, counterterrorism and in the fight against corruption".

Theresa

May resigned as Prime Minister paving the way for Boris Johnson to take over the government. He promised — "no ifs or buts" — that Britain would leave the European Union in October. "I have every confidence that in 99 days' time we will have cracked it" and be able to exit the EU

Holland Flower Alliance joins as sponsor for Flower and Perishable Logistics Africa 2019; KIFWA pledges support

Holland Flower Alliance (HFA) has joined Flower and Perishable Logistics Africa conferences as a silver sponsor, while Kenya International Freight and Warehousing Association (KIFWA) has pledged to be a supporting partner for the event.

Flower Logistics Africa (FLA) will be held on October 23 and Perishable Logistics Africa (PLA) on October 24 at Nairobi's Radisson Blu Hotel.

Founded in 2016, the HFA is an enterprising group of floricultural industry professionals dedicated to logistics innovation and sustainability by Royal FloraHolland, Schiphol Cargo and KLM Cargo.

"It is a pleasure for the Holland Flower Alliance to attend the Flower Logistics Africa in 2019 again. This strategic alliance between Royal FloraHolland, Amsterdam Airport Schiphol and KLM Cargo facilitates innovations to create a seamless floriculture supply chain. We are looking forward to meet the other visitors of the Flower Logistics Africa 2019 and share the latest developments on digitisation and packaging," observed Eline van den Berg, Program Manager, Holland Flower Alliance.



The theme for FLA 2019 is Making flower trade sustainable - Economically, environmentally and digitally, while for PLA 2019 is Together for better logistics - Collaboration key to enhancing Africa's perishable export. The conference sessions will introduce fresh perspectives, new ideas and inspiring speakers; providing a perfect platform to network with key stakeholders in the flower and perishable logistics value chain.

Commenting on being a supporting partner, William Ojonyo, Managing Director of Peleceer Group, a member of KIFWA, noted, "Flower and Perishable Logistics 2019 is a perfect example of consistency in bringing together industry, not only to discuss challenges in the logistics chain but to come up

with “a new deal, a better deal,” Johnson said.

During an earlier meeting with Deputy President William Ruto, Hailey said the withdrawal of the United Kingdom from the European Union would not affect trade relations with Kenya. He said exports and imports to and from the two nations wouldn't be affected by the Brexit decision.

The UK has been one of Kenya's top export destinations for Kenya's flowers, vegetables, fruit, tea and coffee. “We have close to 300,000 Kenyans living and working in the UK and we are keen to maintain the traditional relationship we have had,” he said.



with probable solutions for better trade across the globe. The emphasis on actualising expedited cargo clearance on perishable and air freight in line with World Trade Organization's (WTO) Trade Facilitation Agreement (TFA) makes the 2019 event a perfect platform to discuss the implementation challenges and the strides made given the diversity of participants.”

“What is exciting is the experience of the panellists that have always lived to the plenary expectations in the past. 2019 will certainly not be an exception if the continuous improvement of planning every year is anything to go by. As an expert and service provider in logistics and customs process, we are geared to be part of another milestone in industry

However, a study by the United Nations Conference on Trade and Development (UNCTAD) in April found that a no-Brexit deal for the United Kingdom would see Kenyan exports drop by an initial \$20.6 million (Sh2 billion), making it one of the worst-hit economies in Africa.

But in response tweet, Hailey said, “Deal or no deal, the UK will ensure Kenya retains duty-free, quota-free access for exports to the UK. We have made this clear to Kenyan exporters and will keep them briefed.” UNCTAD said the UK and its future trading partners need to expedite bilateral deals if they are to avoid the costs of exiting the EU without a deal.

The report said: “The United Kingdom is aware of the problems that Brexit poses to trading partners and has repeatedly stated it will seek to bring into force bilateral United Kingdom-

third country agreements from exit day or as soon as possible thereafter.” Kenyan's exports to the UK stood at Sh38.6 billion in 2017, down from a high of Sh50.3 billion in 2009.

The study found that countries that enjoy preferential market access to the UK such as Kenya under terms negotiated with the EU would suffer trade losses in case of a no-deal exit. Others are Morocco (Sh9.7 billion), Ghana (Sh9.1 billion), Tunisia (Sh4.8 billion) and Mozambique (Sh3.2 billion).

Goods and produce now shipped duty-free — under an EU trade agreement — may encounter tariffs, unless Britain negotiates its own arrangement with Kenya and other countries.

discussions for better service and cargo movement,” added Ojonyo, a former Chairman of KIFWA. Ojonyo will also represent KIFWA as a speaker at the conferences.

KIFWA is the sole representative of all clearing, forwarding and warehousing companies in Kenya. KIFWA was born out of the need to form one national body which is cohesive enough to represent the interests of all its members.

Apart from KIFWA and HFA, the event includes Kenya Airports Authority as the platinum sponsor and Liege Airport as track sponsor.

The conferences will act as a global networking platform for regional and international service providers involved in the cold chain, logistics and packaging solutions, shippers, producers, and transport providers to bridge the gap between the supply chain and logistics business.

The 2018 edition saw the participation of over 200 delegates from 95 companies.

The conferences will witness eminent panellists such as Clement Tulezi, CEO, Kenya Flower Council (KFC); Steven Verhasselt, Commercial Director, Liege Airport; Evans E. Michoma, Manager Cargo, Kenya Airports Authority; Pramod Bagalwadi, CEO - Sub Saharan Africa, DHL Global Forwarding; Fred Kong'ong'o, Market Linkage Specialist, USAID East Africa Trade and Investment Hub; Jeroen de Clercq, Vice President Sub-Saharan Africa & Israel, Swissport International Ltd; Andrea Gruber, Head Special Cargo, IATA; Dr. Isaac Macharia, General Manager, KEPHIS; Hosea Machuki, Chief Executive Officer, FPEAK and among others.

“There is NO FUTURE Without Sustainability”

Sustainability is at the heart of the Dutch Flower Group (DFG). It has been fully integrated in the company's strategy. “We believe that we have to take responsibility”, says corporate social responsibility manager Raimon Loman.

How does the world's largest export company in flowers and plants do this?

With a turnover of more than 1.5 billion euros, the company realizes that it can make an impact on the floriculture chain. “Thanks to our scale size, we can take initiatives to work sustainably and to raise awareness about the theme of sustainability, but we cannot do this by ourselves. Sustainability concerns everyone.”

Transparency

DFG is working on corporate social responsibility with all companies in the family. “That is one of the pillars of our strategy. For example, that means transparent and fair trade, sustainable deployment of employees and a volume of at least 90% of sustainably purchased products. Furthermore, our buildings are energy-efficient and CO2 reduction is an important theme.” DFG's activities in the area of sustainability are connected to the so-

called Sustainable Development Goals of the United Nations. “Every company in our family has a sustainability ambassador who is responsible for sustainability only. The strategy is provided by DFG, but the individual companies make the policies. The only objective that DFG truly enforces is the FSI objective that by 2020 90% of our purchased flowers and plants has to be produced sustainably.”

Setting requirements

“We need to work towards sustainability together in the chain in order to make a true impact.” That is why the company is one of the Accelerators within the Floriculture Sustainability Initiative (FSI). “It's more convincing when everyone spreads the same message: you have to reach growers and customers.” DFG is helping to create a transparent chain, from source to end client.

“DFG follows the FSI ‘Basket of Standards’, but certifications are a guarantee, not an objective. In order to achieve the objective of 90% of products produced sustainably by 2020, you must have started long ago, otherwise you won't make it. I think it would make an enormous difference if Royal FloraHolland starts setting

requirements for supplied products soon to increase transparency in the chain and to give us, as a chain party, insight beforehand into grower certifications related to the products. This is necessary if we want to increase sustainability.”

Footprint

Raimon believes that transparency and measurability will become even more important in the future. “What is the impact of the choices that you make, where are the opportunities to increase sustainability together? That is why we want to make our footprint transparent. This way, we can act and advice based on facts. We also want this transparency from our growers and suppliers. Which packaging materials are more sustainable, which crop protection products does the grower use, and to what extent and how often, what is a living wage? These are a few important questions that need to be answered.

Then we can decide together how we can increase sustainability. This applies to our companies, but also to our growers and suppliers. The whole chain has to become more sustainable because there is no future without sustainability.”

“We need to work towards sustainability together in the chain
in order to make a true impact.”



KORDES ROSES
East Africa

DSV Completes Acquisition of Panalpina

DSV settled the previously announced public exchange offer for all publicly held shares of Panalpina. The settlement carried out in accordance with Swiss market practices.

With the settlement, the previously announced board changes in Panalpina will come into effect: Kurt Kokhauge Larsen will be Chairman, and Jens Bjørn Andersen, Jens H. Lund and Thomas Stig Plenborg will be members of the Panalpina board, giving DSV full control over Panalpina.

CEO Jens Bjørn Andersen comments: We are very excited to welcome Panalpina's customers, employees and shareholders to DSV. Our two companies will achieve more together, creating even more value for all our stakeholders. The settlement of the deal marks the beginning of the integration process, during which we will strive to provide the high level of service our customers know and rely on.

DSV Panalpina emerges

Panalpina is among the globally leading providers of supply chain solutions with approximately 14,500 employees in 70 countries. The combination with DSV creates one of the world's largest transport and logistics companies with pro forma revenue of approximately

DKK 118 billion and a workforce of 60,000 employees in 90 countries. Pending the approval at an extraordinary general meeting, DSV A/S will change its registered name to ØDSV Panalpina A/S. As the integration progresses, all subsidiaries and operational activities, however, will be united under the DSV name and brand.

Integration kick-off

The integration process starts with the intended appointment of CEO Jens Bjørn Andersen and CFO Jens H. Lund to Panalpina's new Executive Board. The integration will then move into the regions and countries as well as global and HQ functions.

The entire integration period is expected to take 2-3 years, with most of the operational integration being completed within two years.

Maintaining a high level of service towards customers

DSV and Panalpina alike strive to provide a seamless customer experience across all geographies and in key industry verticals. This will not change going forward, and already strong customer relationships will benefit from increased vertical expertise, improved services and operational excellence. As we move forward with the integration, it is our firm intention that

our customers continue to experience an uninterrupted, high level of service.

Transaction specifics

Excluding the impact from IFRS 16, the Enterprise Value of the transaction is approximately CHF 5.1 billion corresponding to DKK 35.1 billion. Including IFRS 16 impact, the enterprise value is approximately CHF 5.4 billion corresponding to DKK 37.0 billion.

DSV expects to achieve annual cost synergies of around DKK 2,200 million. The cost synergies are expected to have full-year effect by 2022 and will primarily be derived from the consolidation of operations, logistics facilities, administration and IT infrastructure.

The transaction is expected to be EPS accretive (diluted and adjusted) by 2021. For full-year 2022, DSV expects that the operating margin of the combined entity will be lifted towards the DSV Group's current level. Long-term financial targets will be communicated during 2020.

An update, including expected timing of synergies, integration costs and outlook for 2019, will be communicated in connection with the release of DSV's Q3-2019 interim financial report – on 1 November 2019.



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Kenya: Dümmen Orange Cyber Room Launched

Employee empowerment matters to Dümmen Orange. That is why the company's Kenyan team recently launched the Dümmen Orange Cyber Room at their farm in Embu. The Cyber Room will help local employees to gain more digital knowledge. The room will also be used to train Dümmen Orange's staff on basic computer skills as well as for providing access to general internet services.



Dümmen Orange Kenya acknowledged for sustainability

The Kenyan team of Dümmen Orange operates in a sustainable way. Recently they were successfully audited and received the MPS-GAP and MPS-Socially Qualified certifications. The MPS-GAP certificate consists of a series of production requirements regarding traceability, sustainability, safety and hygiene. The MPS-SQ certificate is based on universal human rights and the codes of conduct of representative local organisations. The agreements of the ILO (International Labour Organization) are also included.

United Selections Transitions to Renewable Energy

United Selections is a premier rose breeder headquartered in Nakuru, Kenya. For several years, the company has operated by its slogan "breeding a colourful future." It's through this mantra that the company strives to create a better environment for everyone by being sustainable in all their operations.

In view of this, United Selections has closed a lease contract with Kenyan-based project owner Ecoligo Ltd (100% subsidiary of the Ecoligo GmbH). Together, they're planning

to roll out a solar-powered system.

The planned photovoltaic system with a total capacity of 110 kWp will power the farm in Nakuru, Kenya. As a result, United Selections will not only save on the electricity costs but also the CO₂ emissions of the company which will reduce by up to 113 tonnes of CO₂ per year.



www.united-selections.com

Pesticide firms eye lower VAT as MPs reject zero rate

Agro-chemical manufacturers have softened their stand, asking for a lower VAT rate after they failed to lobby MPs out of plan to exempt import of farm inputs.

The Agrochemicals Association of Kenya (AAK) has warned that an exempt status on agricultural pesticides would pose a threat to food security and kill the local manufacturing sector.

The Government has proposed exempt

status for agricultural pesticides through the Finance Bill 2019 currently under review despite insiders' call for zero-rating.

Zero-rating allows dealers to reclaim all their input VAT charged at a standard rate of 16 per cent as opposed to suppliers of exempt goods who cannot get such refunds.

"Our prayer is that agricultural products be zero rated so the benefits can be passed on to farmers, the people responsible for

our food security," said AAK chairperson Patrick Amuyunzu.

He told Parliament tax-exempting the farm inputs will mean that locally formulated products will be pricier than imported ones.

"This will disadvantage local manufacturers as farmers would opt to import ready finished products. This will lead to a shut-down of companies and result in unemployment," he said.

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Kenya to Venture into China, Britain Pyrethrum Markets

The national government has promised to work with counties to increase the land under pyrethrum production from the current 6,000 hectares to and 8,000 hectares in the next one year as it seeks new markets abroad.

The national pyrethrum production dropped from 18,000 metric tons in the early 1990s to the current 500 metric tons.

Experts say Kenya has the potential to produce and process 20,000 metric tons of pyrethrum flowers to earn farmers Sh7.5 billion per year.

Pyrethrum is grown in Nakuru, Kiambu, Nyandarua, Laikipia, Meru, Embu, Baringo, Elgeyo Marakwet, West Pokot, Trans Nzoia, Bungom, Uasin Gishu, Nandi, Kericho, Bomet, Narok, Nyamira and Kisii counties.

Agriculture Cabinet Secretary Mwangi Kiunjiri said the national government will offer grants and increase budgetary allocations progressively to revive the multi-billion sector. "We are also exploring markets for our farmers in China and Britain. It's now upon the farmers to increase production," the CS said while on a tour of Eburru in Gilgil, Nakuru.

Principal Secretary State Department of Agricultural Research Professor Hamadi Boga said the government has prioritized on the pyrethrum revival in the agriculture pillar of the Big 4 Agenda. He said the government will devise and enforce necessary laws as well as set targets to achieve the production goal.

The Pyrethrum Growers Association

national chairman Mr Justus Monda said the diminishing farm sizes and competition by other cash crops were a threat to the revival agenda. We need materials that are high yielding and with high pyrethrin content to fetch better prices," he noted. He added that the government should come up with a national pyrethrum strategy in line with the National Agriculture Investment Plan to trigger funds allocation from the treasury.

At the same time, he noted, the government should come up with a strategy to see a sustained production to compel the western world to do away with synthetic insecticides. "By 2022, we need to have reached the 7, 000 metric tons target for the European market alone. They also use other technologies to control pests and thus, we must be effective in our approach," he noted.

Among the 18 pyrethrum growing counties, Nakuru and West Pokot are leading the pack. According to Mr Monda, pyrethrum revival in Nyandarua is facing stiff competition from well-established horticultural cash crops such as peas, cut flowers and potatoes.

In Nakuru, the crop is grown in Bahati, Subukia, Njoro, Kuresoi North, Kuresoi South, Gilgil, Naivasha and Molo sub-Counties. In the 2017/18 financial year, the County Government of Nakuru and other stakeholders distributed 14.76 million planting materials to 3,002 farmers covering 802.5 acres under the crop. About 58.6 metric tons of dried up flowers were sold where farmers across the 8 sub-

counties took home cumulatively Sh24.863 million.

The key stakeholders are Kentegra, Africhem Botanicals, Highchem and the Pyrethrum Processing Company of Kenya. In the 2018/19 financial year, Nakuru County set Sh35 million for procuring pyrethrum seedlings and other panting materials. According to Governor Lee Kinyanjui, the County has formed a pyrethrum caucus platform to deliberate on issues affecting the value chain.

The caucus is composed of all value chain actors; commercial nursery operators, regulators, processors and the County Assembly of Nakuru. "We hold quarterly meetings with the stakeholders to get feedback, assess progress, address emerging issues and chart the way forward," Governor Lee stated.

In West Pokot, the local government has in the last one year distributed 500, 000 splits to farmers in pyrethrum growing zones Tapach and Lelan Wards. West Pokot CEC for Agriculture, Irrigation and Pastoral Economy Mr Joel Ng'asia says in the 2018/19 financial year, the county government set up pyrethrum nurseries to ensure the sustainability of the project.

Already, 1,640 acres of land is under pyrethrum. The one-acre each nursery are situated at Ptop, Nyarkulian and Sondany. A fourth at Kabichbich was established by Pyrethrum Processing Company of Kenya.

The State of the Russian Flower Market

Russia is the world's largest consumer of cut flowers. Experts include it in the top six import countries after the United States, Germany, the Netherlands, Britain and France. And the real capacity of the Russian flower market continues to be estimated by analysts at \$ 40 billion.

At the Trade Fair "Flowers Expo", for the last time, the issue of the state and development of the flower market in Russia was discussed in 2015. At that time, the physical volume of the national market was 1.77 billion pieces of cut flowers.

Over the years, much has changed, including the physical volume of the market and its condition. New Russian and foreign players entered the market. Innovative technologies are being introduced. New demands and opportunities have appeared.

In 2019 "FlowersExpo" was again chosen as a platform for a new discussion of an important topic for business. At the round table discussion "The Russian flower market. Status and prospects" it is planned to discuss such important issues as "Volume, structure and dynamics of the market", "How the Russian flower market has changed", "What new participants have come and with what", "Import share", "Competitive and price market analysis", and many others.

The review of the Russian flower market will be presented by the director of the marketing agency MegaResearch, Elizaveta Sharipova.

An assessment of the state and development prospects of the Russian flower market will be made by:

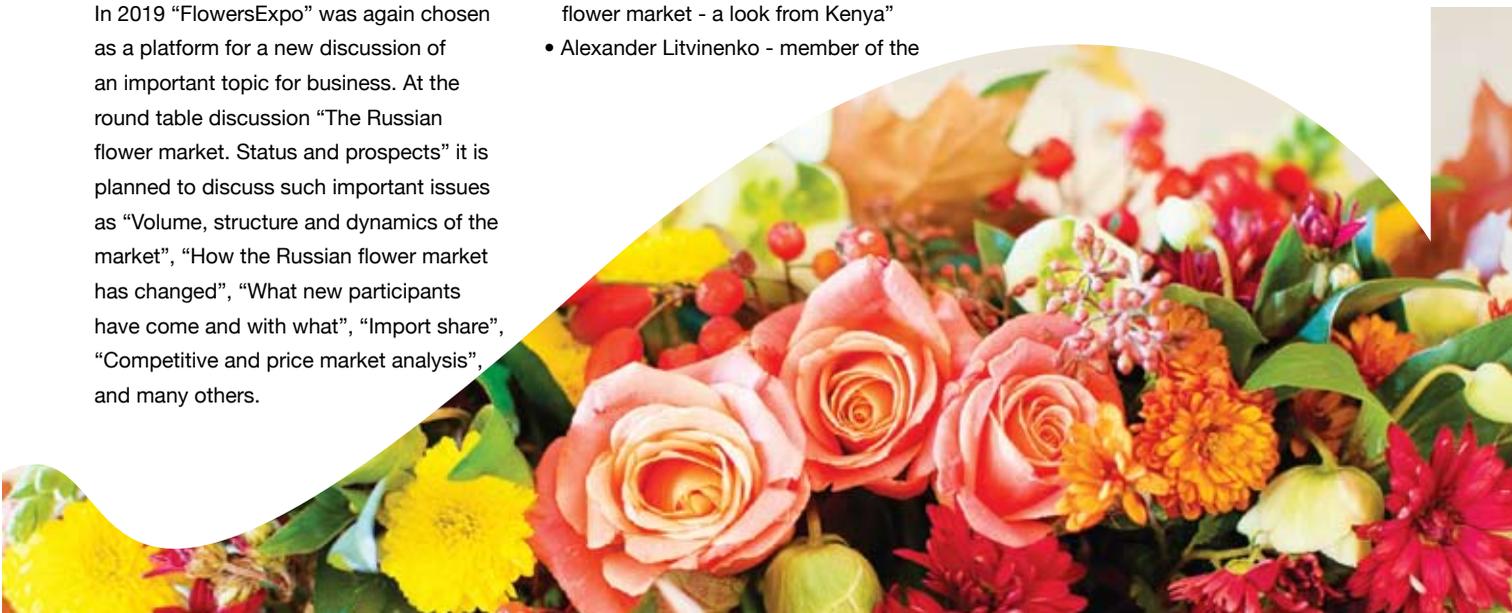
- Edgar Narvaes - Director of the PRO Ecuador Trade Representation in Russia. The theme "Is Ecuador - the largest importer of flowers to Russia".
- Ilya Dombrovsky - CEO and founder of Astra Fund Holland BV. Theme "Russian flower market. Opportunities and challenges. View from Holland"
- Christina Uriquecia - Director of Proflora. Theme "Colombian Flowers in the Russian Market"
- Peter Kemei - Managing Director of Mzurrie Flowers. Theme "Kenyan roses on the Russian market"
- CEO of Subati Flowers. Theme "Russian flower market - a look from Kenya"
- Alexander Litvinenko - member of the

board of directors of the Greenhouses of Russia Association. Theme "Domestic production of cut flowers: successes and problems"

- Anton Machelyuk - CEO and owner of the company "Flowers from Macelyuk". Theme "Specifics of the wholesale flower trade"
- Vadim Bogdanov - regional manager of the Russian company Potted. Theme "The main trends of the Russian flower market"

The round table will be attended by Alexei Sitnikov, deputy of the State Duma of the Russian Federation, president of the Association "Greenhouses of Russia".

The meeting is held on September 10 at 16:00 in Crocus Expo IEC, Pavilion No. 1, Conference Hall E.



Shaping the Future of High Value Horticulture



With an ever increasing demand for cutting edge innovative technologies in horticultural crops production in Ethiopia, Ethiopian Horticulture Producer Exporters Association (EHPEA) and Ethiopian Biotechnology Institute (EBTI) are jointly moving ahead to establish a win-win partnership. With a projection of this grand idea in mind, EHPEA has organized a one day field visit for the EBTI scientists on August 13, 2019.

The field visit was made to three selected farms at Koka cluster. The farms were Florensis Abyssinia, Ethio-cuttings (or Syngenta) and Red Fox PLCs . Other Key stakeholders in attendance were Ministry of Agriculture, Environment-Forest-Climate Change Commission, Arsi University and Ethiopian Institute of Agricultural Research. The aim of the visit was to impart the scientists with first hand authentic and multi-dimensional challenges of the sector with an emphasis in the area of pests and solid waste management for sustainability.

During the visit, a fruitful discussion was made among the participants and all the three farms farm managers' pointed out that their door is wide open for any scientist who is interested

to address the multi-pronged challenges of the sector adding value to their produces.



Challenges need be addressed to enhance the productivity and quality of the produce by mandated institutions like EBTI and EIAR.

Thus the move to enter in to formal agreement between EHPEA and EBTI is very much welcomed by EHPEA member farms. EBTI in their part appreciated the initiation by EHPEA and mentioned that at

EBTI there exists a vested interest to research on high value horticultural crops and the opportunity shall be grabbed by each and every scientists of the institute in the area of their respective specialization. Dr Lemma of the institute, stated that the institute is working on the development of Memorandum of Agreement which will soon be discussed between the two organization and ratified by both with consensus. Then after EHPEA and EBTI will enter in to agreement formally to collaborate in an innovative endeavours that will benefit both the institutes and the country at large.

This collaboration will enable to strengthen the capacity of the institute to innovate technologies enabling farms to cope up with the ever changing climate and productivity impacting factors like pests.

This will enable the country to harness the huge potential of the horticulture sector. Thus, considering the limitless future of horticulture in the country, envisioning the necessity of win-win partnership and the dire demand of technologies in the sector; EHPEA believe that the would-be collaboration will yield an exemplary model results in the near future.

The ultimate essence of the collaboration is to support the vision of the member farms and actively engage in the role that their vision truly happen.



Mr. Craig Outlon

Flower Growing is a Passion

Briefly tell us about yourself, personal and professional background

I was born in Nairobi to a coffee farmer father and brought up in Ruiru, Kiambu County. I went to school here in Kenya both Primary and secondary and later I went to college. I left school early and started working when I was 18 years old. I worked as a supervisor, mechanic and in various assistant managing positions. I went to Kitale and started focusing on horticulture, working with the Henderson family farm; we planted our first flowers(spray roses) in 1990. I left there in 1995 and went to Siam roses at their farm in Karen, I worked there until 2000. When panda erected their first greenhouses I consulted for them for six months. I was offered a position with Oserian as a rose consultant what was then TFA auction from 2000-2003. It was then that I worked with Evans of Homegrown, Sumak had just been bought and I went to rehabilitated and rework the roses in sumak which was then called the kingfinger farm for homegrown, It was later purchased by Finlays, leading me to working for finlays for close to five years and later worked for Flamingo for another two years. I went on a consultancy capacity for harvest flowers and worked from 2016 to 2017 both in their farms in kipipiri and Athi river and then I came to Kisima in August 2018 where i work now as the General Manager.

Briefly discuss flower farming in Kenya and conditions suitable for specific varieties.

Kenya being near the Equator makes it very suitable for flower growing. Flowers need 12 hours lights and 12 hours night time just



like humans. Being on the equator comes with benefits like enough rainfall and sunlight, in addition with suitable altitudes in places like Nanyuki, Naivasha, Athi River and Kitale which are favourable to flower growing, these has enabled the flower farming thrive in Kenya. These conditions enable you to grow any flower which ought to be grown for commercial value. Athi River is excellent for spray roses and other diverse crops which are good for the auction while Kericho is suitable for various summer flowers.

The Kenyan labour is also an amazing resource which has contributed enormously to growth of flower business in the country not to mention our infrastructure which keeps on improving consistently.

You were a coffee man son, what led you into flower farming?



I was completely drawn in, I wanted to do it; flower growing isn't just science, it is also a passion. If it strikes you, you completely get into it. Once you commit to pursue this passion, management follows and this sets you on a path to learn more as you grow.

What type of challenges have you experienced since you started growing or witnessed the country gone through?

Global warming or climate change. The changing weather patterns continue to give us sleepless nights. This is one of the major challenges in the flower farming. Water is also an issue, you have to model your farm to the amount of water you need and always model on the worst case scenario, do not take this for granted.

Politically, we have recently experienced a harsh cloud politically in Europe, which have had a negative impact for the industry. More licenses and legislation requirements are also some challenges. Recently, inputs started being a challenge due to lots of inspection protocols at the port delaying release of inputs to growers.

What were the first challenges, the first growers faced?

First growers had a lot of inexperience; however, the industry has grown tremendously to the state of the art. When they first started, they were relying heavily and consulting with the Dutch but now we rely and consult with Kenyans.

It is intriguing to see how much the flower farming has grown; from when it was believed that one manager shouldn't manage more than 7ha of land to currently 100ha and more being managed by one manager.

What has been motivating you all these years?

For me it is basically to grow, innovate, choosing the best

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varieties and getting better at it. I really enjoy innovation and sustainability side. The only way to becoming a good grower is to challenge yourself holistically.

Where was the first flower farm in Kenya?

It started in Kibwezi then Isinya in the 70's then from there started branching out to Limuru, Naivasha, Kitale and Mt. Kenya region.

You have worked with different kind of teams from the different organizations you worked for, how do you manage to inspire your team to deliver value?

Let people run, no micro-management, Ensure everyone understands team values. Make people feel wanted and valued in the company.

To break even in the flower business, how many hectares should one grow?

The size of the farm doesn't played part entirely but the type of flowers you grow and how you grow matters a lot. Generally, you should at least grow 15 ha and of course make the right choices of varieties.

Flower growing occupies Naivasha, Mt. Kenya region, Athi River, Eldoret, Nakuru, Kiambu, do you think there are other areas in Kenya flower growing can expand to?

We have Embu (currently has two farms); if infrastructure gets better Maralal could be ideal. Narok could also be an option but water reliability is a challenge.

We have managed to cut the cost of protection, but we continue depleting our soils in our farming activities, what can be done to reverse this and preserve our water?

The main thing when running a farm is to



pay close attention to tree planting and your wetlands. You cannot run a farm without a sustainability approach incorporated into your operations. Soils demand reciprocation from us, practice soil sampling and testing to understand what your soil needs. Organic fertilisers does the magic in rehabilitating soils, I am firm believer in organic fertilisers.

Where do you see flower farming in the next five years?

I see it in a more consolidated position, the days of mass expansion won't be there anymore. This means more farms are likely to merge. In terms of the market, the growth will have to be created. Marketing strategies have to play part in this.

There has been so many trends in the market before; for instance right now, for a bouquet the trend is one rose and lots of different fillers (summer flowers), whereas five years ago it used to be five roses and two fillers. If the market gets back to the five roses for a bouquet then the market will definitely be created.

How is the competition, especially from other countries?

We anticipate a lot of competition from Ethiopia who are getting stronger. As long as the economy is stable and the government is willing to support the sector, Ethiopia will be the only threat competition wise.

How does your working style impact those below you?

You command respect, you never demand it. If you demand respect you will fail. Lead by an example, be the first to come in and the last to leave. Don't sit in the office, have time for the office work and time to be in the field. There are so many things which happen out there, you ought to be hands-on.

Would you pass your flower farming passion to the next generation in line?

Definitely, flower farming is an intriguing venture; I would recommend this to my children. Management aspect of flower farming enables you to innovate on sustainable approaches. This is a good thing to pass to your children, sustainable management and

approach of life issues in general.

Do you anticipate any innovations in the sector?

Yes, our suppliers have to innovate and invent new approaches; the planet keeps on changing; resistance to pesticides for instance has led us to IPM. The manufacturers of these chemicals will not only be focusing more on resistance but also safety, in order to make a safer world for us and our children for years to come.

These innovations will spread to all suppliers in the sector, because the times change and way of operations as the technology changes.

Freight I anticipate use of sea freight in the future; in the next five to eight years this mode of transport could have been tested and

KNFreshChain



Our capability

- Professional Cool Chain Management, Monitoring Systems & Quality Feedback
- Online booking system (KAPLOG)
- Professional Handling of perishable products and Reliable Connection to all continents
- Customs Clearance and Documentation Procedures
- Temperature Controlled Farm to Door transport Services and Vacuum cooling

Strengths

- Reliable carriers and options to all destinations
- State of the art modern cold-room facilities and 3 Vacuum cooling machines
- 2 Locations at the airport
- Refrigerated trucks – Farm to Airport transport
- End to End logistic solutions
- Intergraded FWB data capture systems with airlines
- X-Ray Security Screening Machines
- Competitive rates. Global Network with Carriers
- Regulated Agents status – RA3 certification
- 24hr operation service.

Other service Profile



Seafreight Import and Export Solutions

- End to end service offering for all import and export consignments.
- Origin and destination customer clearance, both Mombasa and ICDE
- Specialized project cargo, out of gauge and bulk cargo handling.
- Customs matter advisory services.
- Reefer inland Solutions and Sea Export Transport Management
- Less than Container Load (LCL) services.
- Warehousing/ Contract Logistics solutions

approved. We are already using this mode for our carnations.

How do you balance your professional and personal life?

Apart from flower farming, I am also a marathon runner (recently I participated in 56km Cape Town marathon). I definitely make time for my family. I don't allow myself get to a point where I lose balance of my life.

What advice could you give other managers?

Be open and flexible, Listen to people and know what is going on every moment of the day on your farm.

How would you love to be remembered?

Basically as a flower grower who loved innovation and sustainability. As a fair manager who valued pushing others to deliver value while bringing the best in them.



For me it is basically to grow, innovate, choosing the best varieties and getting better at it. I really enjoy innovation and sustainability side. The only way to becoming a good grower is to challenge yourself holistically."

Fruitful visit of the Kenya Flower Council to Brussels



Union Fleurs was very pleased to welcome in July a delegation of its long-standing member the Kenya Flower Council made of Clement Tulezi, CEO, and Loise Mukami, Senior lead auditor. On the occasion of this visit, a series of meetings were organised in Brussels with the European Commission, the Kenya Embassy to the EU and COLEACP to discuss ongoing issues of importance to ensure the sustained supply of Kenyan flowers to the EU market, including phytosanitary challenges and market access uncertainties related to the Brexit process.

The direct dialogue engaged with these various interlocutors has proven very valuable and has highlighted the importance of cooperation and advocacy towards the EU decision-makers. Union Fleurs is well-placed to facilitate and stimulate these interactions for and with its members thanks to its wide high-level institutional & stakeholders' network in the EU and beyond, its official recognition by the EU institutions as the representative organisation of the international floriculture trade and the location of its office at the heart of the EU institutional setting in Brussels.

Slow Rate of Compliance leaves Australian Marketing a Limbo.

Australian Government imposed extra biosecurity measures to cut flowers and foliage imports on 1st March 2018 after a 2017 review which determined that more than half of imported flowers failed to comply with set environmental standards among other instituted measures.

Fortunately the Kenyan growers got an extension until 1st September 2019. Even with the extension, the Kenyan Government did not have a fully-fledged fumigation facility at the time of negotiating this deal. Today no investor has come on board to construct such a facility.

Introduction of more biosecurity measures meant exporters were expected to practice fumigation of cut flowers and foliage in their country within 18 hours before exportation. Australian Government decided to tighten up their grip to prevent invasive pests and diseases from getting into the country. These measures were inspired by the need to protect their multi-billion dollar cereals farming business from dangerous pests and diseases.

Additional biosecurity measures were predicted to alter the normal operations in the flower business; because double fumigation both in the country of origin and on arrival at Australian port would increase the costs of flowers, affect vase life and on a worst case scenario have some exporters, wholesalers and retailers pull out of the market because of unsustainability.

Kenya as an Exporter

As it stands, access to Australian market by Kenyan growers is in a limbo and we are looking at a situation where growers will lose a multi-million dollar market in the coming days. The reluctance of investors to build a fumigation facility because of fears of unsustainability and low return on investment and Australian Government declining any further extension indicates the end of the road for growers who relied on Australian market.

India's largest producer of cut roses initiates insolvency proceedings

Corporate Insolvency Resolution Process (CIRP) has been initiated against Bengaluru-based Karuturi Global, one of the world's largest producers of cut roses. Karuturi Global owns large rose farm holdings in Kenya, Tanzania, Ethiopia, Pune and Bengaluru, and grows over 555 million stems of roses a year across 300 hectares.

In a stock exchange filing, Karuturi Global announced that CIRP has been initiated in respect of the company under the provisions of the Insolvency and Bankruptcy Code by way of an order dated August 2, 2019 of the National Company Law Tribunal (NCLT), Bengaluru bench. Karuturi Global managing director Ram Karuturi was not available for comment.

Karuturi Global's affairs, business and assets are being managed by Ghanshyam Das Mundra, the Interim Resolution Professional (IRP) appointed by the National Company Law Tribunal, the company said in a stock exchange filing.

Karuturi Global has outstanding debt of over ₹86 crore in loans taken from Axis Bank. Under the new development, Karuturi Global has been prohibited from transferring, encumbering, alienating or disposing of any of its assets.



Union Fleurs Participated in the Consultation Session on FSI Beyond 2020

On 4 June just before the start of IFTEX, Union Fleurs President Richard Fox and Secretary General Sylvie Mamias joined fellow FSI members (Floriculture Sustainability Initiative) during a consultation session on the Key topics for FSI Beyond 2020 that took place in Nairobi.

Organised in cooperation with the Kenya Flower Council to seek input from their members and other regional stakeholders on what a sustainable flower sector should look like beyond 2020, we discussed, together with the other 40+ participants about the next priorities for FSI to continue support the sector towards a more

responsible, transparent and profitable future. Among the topics raised, Carbon and IPM ranked high for urgent actions and significant environmental impact. Both for environmental and Social themes, the audience recognised the need to have robust data, not only to track progress and allow comparison, but also to measure the economic impact and communicate the business case/ tell the good story

In general, all participants agreed on the necessity for a supply-chain approach and the key role of FSI for showing the intention across the board through best practices and collaboration.

Floriforum is back on 5 November

Do you know how buyers and consumers make their decision? How can the unconscious mind influence commercial relations and purchasing behaviours? And why getting a better grasp on customer dynamics is highly relevant to the floriculture supply-chain? To find out about this and more, register to Floriforum 2019 and join the conversation on Customer Dynamics!

Union Fleurs, the International Flower Trade Association, is pleased to announce Martin de

Munnik, Co-founder and CCO of Neurensics as the opening Keynote speaker at Floriforum 2019. He will share with the audience his insights on what intrinsically drives customers, derived from the experience and unique knowledge base developed by Neurensics, one of the world's leading agencies in consumer neuroscience. "Decisions are governed by a mix of conscious and unconscious processes, rational and emotional factors, as well as innate and learned associations." : in an unprecedented manner and using the most advanced research on neurosciences and the

unconscious brain, Neurensics is able to turn marketing into a science, and opens up the black box of predicting buying behaviours by looking at the brain processes.

Setting the scene for an international and interactive forum, we will use the prism of neuromarketing to introduce a stimulating conversation on the various change and challenges facing the floriculture industry in the area of customers, and how they might impact the global floriculture supply chain.



FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
AAA- Flowers-Rumuruti	Roses	Rumuruti	Charles Njuki	0724 391 288	charles.njuki@aaagrowers.co.ke
AAA- Flowers -Chui Farm	Roses	Timau	Ravi Kumar	0759 500403	ravikumar@aaagrowers.co.ke
Farm-Sunripe		Naivasha	Antony	0711827785	naivasha@sunripe.co.ke
Across Agriculture Ltd	Herbs	-	Emily Chepkemoi	0729080186	chep28@gmail.com
Africalla Kenya Ltd	Cuttings	Eldoret	Meindert	-	meindert@africalla.com
Africa Blooms	Roses	Salagaa	Ramnath Sarbande	0780314387	ramnath.sarbande@xflora.net
African Kenya Ltd	Hypericum	Naivasha	Charles Mwangi	-	-
Aquila Development Co	Roses	Naivasha	Abhay Marathe	0729776656	gm@aquilaflowers.com
Balaji Flowers	Roses	Olkalou	Ra0 Venkatesh	0726337266	-
Baraka Farm	Roses	Ngorika	Lucy Yinda	-	lucy@barakaroses.com
Batian Flowers	Roses	Nanyuki	Dirk Looj	0720102237	dirk@batianflowers.com
Beautyline	Flowers	Naivasha	Peter Gathiaka	0721392559	peter@beautyli.com
Big Flowers	Roses	Timau	Simon Blinco	0723234927	simon@maufloa.co.ke
Bigot Flowers	Flowers	Naivasha	Kakasaheb Jagtap	0722205271	jagtap.kt@bigotflowers.co.ke
Bila Shaka Flowers	Roses	Naivasha	Joost Zuurbier	0722204489	bilashaka.flowers@zuurbier.com
Black Petals	Roses	Limuru	Nirzar Jundre	0722848560	nj@blackpetals.co.ke
Bliss Flora Ltd	Roses	Njoro	Appachu Sachin	0789101060	appachu7@yahoo.com
Blue Sky	Gypsophilla	Naivasha	Patel Sushant	0725622333	info@blueskykenya.com
Bloom Valley		Salgaa	Ramnath Sarbande	0780314387	ramnath.sarbande@xflora.net
Blooming Dale Roses Kenya Ltd	Roses	Nanyuki	Sunil	0718991182	info@bloomingdaleroses.com
Buds and Blooms	Roses	Nakuru	Shivaji Wagh	0720895911	shivaniket@yahoo.com
Carzan (K) Ltd KS	Summer flowers	Salgaa	Stanley Rotich	0721931710	stanley@carzankenya.com
Carzan (K) Ltd ST	Hypericum, solidago		Adung'o	0716019094	adung'o@carzankenya.com
Carzan - Molo	Carnations	Molo	Charles Chelule	0728784081	charles.chelule@carzankenya.com
Charm Flowers	Flowers	Athiriver	Ashok Patel	020 352583	ashki@charmflowers.com
Chestnut	Flowers	Mt. Kenya	Gabriel Kiai	-	gabriel.kiai@aaagrowers.co.ke
Colour Crops	Hypericum	Nanyuki	Kennedy Wanyama	0716389472	colourcrops@tmu.com
Colour crops	Summer Flowers-	Bahati	Patrick Kipkurui	0727806184	kipkirui89@gmail.com
Colour crops Naivasha	Flowers	Naivasha	Geoffrey Mwaura	0722200972	nva@colourcrops.com
Credible Blooms	Flowers	Rumuruti	Eliud Njenga	0722382859	eliud@pigeonblooms.com
Credible Blooms	Flowers	Ngong	Eliud Njenga	0722382859	eliud@pigeonblooms.com
Dale Flora	Roses	Mogotio	Ajay Sutar	0711102266	ajay.sutar24@gmail.com
Desire Flowers	Flowers	Isinya	Rajat Chaohan	0724264653	rajatchaohan@hotmail.com
De ruiters	Breeder Roses	Naivasha	Fred Okinda	0722579204	Fred.okinda@deruiter.com
Double Dutch	Cuttings	-	Pharis Wainaina	0728207661	
Dummen Orange	Flowers Breeders	Naivasha	Steve Outram	0733 609863	s.outram@dummenorange.com
Eco Flora	Roses	Salgaa	Kimani	0733605219	production@fontana.co.ke
Elbur flora- kimman	Roses	Nakuru	Daniel Moge	0721734104	kimmanexp@gmail.com
Enkasiti Thika	Flowers	Thika	Tambe	0734256798	enkasiti@gmail.com
Equinox	Flowers	Nanyuki	Harry Kruger	0707266956	harry@equinoxflowers.com
Everest Flowers Ltd	Flowers	Mt. Kenya	-	-	-
Everflora Ltd.	Flowers	Thika	Bipin Patel	0735873798	everflora@dmbgroup.com
Evergreen Crops		Nairobi	Arun Singh	0721941009	arun@evergreencrops.com
Exotic Peninah	Roses/ Carnations	Athiriver	Dan	0734626942	dan@exoticfields.com
Fairy Flowers	Flowers	Limuru	Sylvester	0753444237	sylvesterkahoro@yahoo.com
Fides Kenya Ltd	Cuttings	Embu	Bernard Marindany	0726 366 752	B.Marindany@DummenOrange.com
Finlays -Tarakwet	Flowers	Kericho	Lelon Chepkwony		
Finlays Chemirel	Flowers	Kericho	Aggrey Simiyu	0722601639	aggrey.simiyu@finlays.co.ke
Finlays- Lemotit	Flowers	Kericho	Japhet Langat	0722 863527	japhet.Langat@finlays.co.ke
Fontana Ltd - Akina farm	Roses	Njoro	Mahindra Patil	0798254199	--
Fontana Ltd - Ayana Farm	Roses	Mau Narok	Aiyappa		aiyapa@fontana.co.ke
Flamingo Holdings Farm	Flowers	Naivasha	Peter Mwangi	0722204505	peter.mwangi@flamingo.net
Flamingo Holdings-Kingfisher Farm	Flowers	Naivasha	Mr. Isaac Karanja	0720473502	kingfishercarnations@flamingo.net
Flamingo Holdings- Kingfisher Farm	Flowers	Naivasha	Jacob Wanyonyi	0722773560	jacob.wanyonyi@flamingo.net
Flamingo Holdings-Siraji Farm	Carnations, Roses	Nanyuki	Peris Muturi	-	-
Flamingo Flora	Roses	Njoro	Sam Nyoro	0721993857	s.ivor@flamingoflora.co.ke
Flora ola	Roses	Solai-Nakuru	Lucas Choi	0721832710	lucas.floraola@gmail.com
Flora Delight	Summer flowers	Kiambu/ Limuru	Marco	0710802065	marcovansandijk@yahoo.com
Florensis Ltd	Cuttings	Naivasha	Anne Marie		annemarie@florensis.co.ke



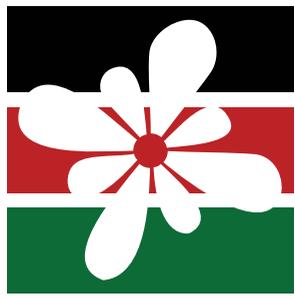
FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Florenza Ltd	Roses	Solai	Yogeesh	0737453768	farm.florenza@megasingroup.com
Fresh Gold Flowers Ltd	Flowers	Mt. Kenya	John Karimi	0721622294	karimi@freshgolgkenya.co.ke
Gatoka Roses	Roses	Thika	Herman Njuguna	0728 854 844	info@gatokaflowers.com
Golden Tulip	Roses	Olkalao	Umesh Choudhery	0739729658	umesh@bth.co.ke
Groove	Flowers	Naivasha	John Ngoni	0724448601	groovekenya@gmail.com
Hanna Roses Ltd	Roses	Thika	Kadlag Palaji	0723149968	kadlag.paraji@hannaroses.com
Harvest Flowers Group	Roses	Murunguru	Paul Salim	0722 470 717	paul.salim@harvestflowers.com
Harvest Ltd	Roses	Athiriver	Paul Salim	0722 470 717	paul.salim@harvestflowers.com
Heritage Flowers Ltd	Roses		Shailesh Kumar	0722203750	hfl.srk@gmail.com
Highland plantations	Cuttings & Herbs	Olkalau			production@highlandplants.co.ke
Imani Flowers	Summer Flowers	Nakuru	Raphael Otieno	0792302466	raphael@imaniflowers.co.ke
Interplant Roses	Roses	Naivasha	Gavin Mouritzen	0733220333	info@interplantea.co.ke
Isinya	Flowers	Isinya	Rajesh	-	pm@isinyaroses.com
Karen Roses	Flowers	Nairobi	Peter Mutinda	0723353414	pmutinda@karenroses.com
Kariki Ltd- Thika	Flowers	Thika	Miriam	-	production@kariki.co.ke
Kariki Ltd - Nanyuki	Eryngiums	Nanyuki	Richard Fernandes	062-31023/6	bondet.production@karik.biz
Kariki Ltd - Naivasha	Hypericum	Naivasha	Peter Kamwaro	0721758644	hamwe.fm@kariki.biz
Kariki Ltd - Molo	Fowers	Molo	James Oluoch	0716333717	jame.oluoch@kariki.biz
Kariki - Hamwe	Hypericum	-	Benjamin Ribai	0723721748	hamwe.fm@kariki.biz
Kenflora Limited		Kiambu/ Limuru	Abdul Aleem	0722311468	info@kenflora.com
Kentalya	Cuttings	Naivasha	Linnet	0733549773	lynette@kentalya.com
Kisima Farm Ltd	Roses	Timau	Craig Oulton	0722205828	craig@kisima.co.ke
Kordes Roses	Roses- Breeders	Karen	Luce	0735995566	info@kordes-ea.com
Kongoni River Farm - Gorge Farm	Roses	Naivasha	Anand Patil	0728608785	anand.patil@vegpro-group.com
Kongoni River Farm - Liki River	Flowers	Nanyuki	Madhav Lengare	0722202342	madhav@vegpro-group.com
Kongoni River Farm - Star Flowers	Flowers	Naivasha	Prabhakaran. M	0743078733	prabhakaran@vegpro-group.com
Kongoni River Farm - Kongoni	Flowers	Timau	Oppaso Bandgar	07120070053	oppasobandgar@vegpro-group.com
Kongoni River Farm - Bemack	Flowers	Timau	Mangesh	0797 874583	
Kongoni River Farm - Galaxy	Roses	Naivasha	Kiran Nangare	0787787544	kiran@vegpro-group.com
Kongoni River Farm- Longonot	Roses	Naivasha	Rakesh Kuttaiah	0724631299	rakesh.kuttaiah@vegpro-group.com
Lamorna Ltd	Roses	Naivasha	Mureithi	0722238474	admin@lamornaflowers.com
Lathyflora		Limuru	Mbauni John	0753888126	info@lathyflora.com
Lauren International	Flowers	Thika	Chris Ogutu/Carlos	0722783598	laurenflowers@accesskenya.co.ke
Laurel Investment	Roses	Nakuru	Rajendra Jadhav	0738359459	rajendra.laurel@bht.co.ke
Livewire	Hypericum	Naivasha	Esau Onyango	0728606878	management@livewire.co.ke
Lolomarik	Roses	Nanyuki	Topper Murry	0715 727991	topper@lolomarik.com
Magana	Roses	Nairobi	Geoffrey Suguvi	0720806239	assistantntproduction
Mahee Flowers	Roses	Olkalao	Natarajan	0738999149	natarajan@eaga.co.ke
Maridadi Flowers	Flowers	Naivasha	Jack Kneppers	0733333289	jack@maridadiflowers.com
Maua Agritech	Flowers	Isinya	Madan Chavan	0738669799	production@mauaagritech.com
Mau Flora	Roses	Molo	Mahesh	0787765684	mahesh@mauflora.co.ke
Milenium Growers	Summer Flowers	-	Sushant Wankara	0731316000	sushant@marvelgreens.com
Molo Greens	Solidago, carnations	-	Justus Metho	0722755396	justus@mologreens.com
Mt. Elgon Flowers	Roses	Eldoret	Bob Anderson	0735329395,	bob@mtelgon.com
Mwanzi Flowers Ltd	Roses	Rumuruti	Ram	0722265845	-
Mzuurie Flowers - Maji Mazuri	Roses	Eldoret	Mark Juma	0727471034	mjuma@majimazuri.co.ke
Mzuurie Flowers - Molo River Roses	Flowers	Kilelwa	Andrew Wambua	0724256592	awambua@moloriverroses.co.ke
Mzuurie Flowers - Winchester Farm	Roses	Karen	Raphael Mulinge	0725848909	rmulinge@winchester.co.ke
Mzuurie Flowers - Winchester Farm	Flowers	Bahati	Raphael Mulinge	0725848909	rmulinge@winchester.co.ke
Nini Farms	Roses	Naivasha	Philip Kuria	0720611623	production@niniltd.com
Nirp East Africa	Roses	Naivasha	Danielle Spinks	0702685581	danielles@nirpinternational.com
OI Njorowa	Roses	Naivasha	Charles Kinyanjui	0723986467	mbegufarm@iconnect.co.ke
Oserian	Flowers	Naivasha	Christine Karambu	0702350689	christine.karambu@oserial.com
Panda Flowers	Roses	Naivasha	Geofrey Kanyari	0712215419	farm.manager@pandaflowers.co.ke
Panocol International	Roses	Eldoret	Mr. Paul Wekesa	0722748298	paul.wekesa@panocal.co.ke
Penta	Flowers	Thika	Tom Ochieng	0723904006	tom@pentaflowers.co.ke
Pendekeza	Roses	Nanyuki	Richard Siele	0722716158	tambuzi.sales@tambuzi.co.ke
PJ Dave Flowers	Flowers	Isinya	Sanjiv Dogra	0737576966	pjdaveflowers@wananchi.com



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FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
PJ Flora	Roses	Isinya	Santos Kulkarni	0738990521	santosh@pjdave.com
Plantech Kenya Ltd	Propagators	Naivasha	Idan Salvy	0702187105	idan@plantechkenya.com
Porini Flowers	Roses	Molo	Vivek Sharma	0731040498	gm@poriniflowers.com
Primarosa Flowers Ltd	Roses	Olnjororok	Jai Prakash	0780785603	production.mp2@primarosaflores.com
Rain Forest Farmlands Ltd	Roses	Naivasha	Lucas Onena Ongere	0718925040	longere@fleurafrica.com
Ravine Roses Flowers	Flowers	Nakuru	Peter Kamuren	0722205657	pkamuren@karenroses.com
Redland Roses	Flowers	Thika	Aldric Spindler	0733603572	aldric@redlandroses.co.ke
Redwing Flowers	Flowers	Nakuru	Simon Sayer	0722227278	sayer@redwingltd.co.ke
Rift Valley Roses (K) Ltd	Flowers	Naivasha	Peterson Muchiri	0721216026	fm@riftvalleyroses.co.ke
Rimiflora Ltd	Hypericum	Njoro	Richard Mutua	0722357678	richard@rimiflora.com
Riverdale Blooms Ltd	Flowers	Thika	Antony Mutugi	0202095901	rdale@swiftkenya.com
Roseto	Roses	Roseto	Aravind	0786157344	gm.roseto@megaspingroup.com
Savannah international	Geranium	Naivasha	Ignatius lukulu	0728424902	i.lukulu@savanna-international.com
Selecta Kenya		Thika	Robert Khamala	0727 467 464	r.khamala@selectakenya.com
Sojanmi Spring Fields	Roses	Njoro	Ashesh Mishra	0792217088	ashesh@xfloa.net
Schreus	Roses	Naivasha	Haiko Backer	-	-
Shades Horticulture	Flowers	Isinya	Ashutosh Mishra	0722972018	info@shadeshorticulture.com
Shalimar Flowers	Flowers	Naivasha	Dinkar Wandhekar	0702418174	dinkar@eaga.co.ke
Sian Roses - Maasai Flowers	Flowers	Isinya	Anthony Kipng'eno	-	-
Sian Roses - Agriflora (K) Ltd	Roses	Nakuru	Charles Mulemba	-	cmulemba@sianroses.co.ke
Sian Roses - Equator Roses	Roses	Eldoret	Nehemiah Kangogo	0725848910	nkangogo@sianroses.co.ke
Sierra flora	Roses	Njoro	Sharieff	0787243952	farm.sierra@megaspingroup.com
Simbi Roses	Roses	Thika	Karue Jefferson	067 44292	simbi@sansora.co.ke
Sirgoek Flowers	Flowers	Eldoret	Andrew Keittany	0725 946429	sirgoek@africaonline.co.ke
Solai Milmet/Tindress	Flowers	Nakuru	Jagtap	0733996202	solairoses@gmail.com
Subati Flowers	Roses	Subukia	Naren Patel	0712 584124	naren@subatiflowers.com
Subati Flowers	Roses	Naivasha	Naren Patel	0712 584124	naren@subatiflowers.com
Suera Flowers Ltd	Roses	Nyahururu	George Kimathi	0724622638	gkbuuri@gmail.com
Sunfloritech	Roses	-	Peter Wekesa	0729163607	-
Sunland Timau Flair	Roses	Timau	Ken Mwiti	-	info@lobelia.co.ke
Stockman rozen	Roses	Naivasha	Julius muchiri	0708220408	julius@srk.co.ke
Syngenta Flowers - Kenya Cuttings	Flowers	Thika	Kavosi Philip	0721225540	philip.munyoki@syngenta.com
Syngenta Flowers - Pollen	Flowers	Thika	Joseph Ayieko	0733552500	joseph.ayieko@syngenta.com
Tambuzi	Roses	Nanyuki	Richard Siele	0722716158	tambuzi.sales@tambuzi.co.ke
Terrasol	-	Nairobi	Jacques	0705 519 633	jacques@pvdhaak.nl
Timaflo Ltd	Flowers	Nanyuki	Simon van de Berg	0724443262	info@timaflo.com
Top Harvest	Roses	-	Pius Kimani	0721747623	pius.kimani@gmail.com
Transebel	Flowers	Thika	David Muchiri	0724646810	davidmuchiri@transebel.co.ke
Uhuru Flowers	Flowers	Nanyuki	Ivan Freeman	0713889574	ivan@uhuruflowers.co.ke
Utee Estate	Chrysanthemums	Nairobi	Appaso Mane	0737 513 844	mane.uel@btfgroup.com
United Selections	Roses -Breeder	Nakuru	Fred Kisumo	0720107691	fkisumo@united-selections.com
V.D.Berg Roses	Flowers	Naivasha	Johan Remeus	0721868312	johan@roseskenya.com
Valentine Ltd		Kiambu/Limuru	Joseph Kariuki	0728 093 379	joseph.kariuki@valentinegrowers.com
Van Kleef Kenya Ltd	Roses		Judith Zuurbier		roses@vankleef.nl
Van Kleef Ltd	Roses	Njoro	Karan Mandanna	078500460	karan@vankleef.nl
WAC International	Breeder	Naivasha	Richard Mc Gonnell	0722810968	richard@wac-international.com
Waridi Ltd		Athi River	Julius Ruto	-	farmmanager@waridi.com
Wilham Kabuku	-	Nairobi	Natarajan	0735 792 063	natarajan@eaga.co.ke
Wildfire	Roses/summer	Naivasha	Eliud Kimani	0727598349	roses@wildfire-flowers.com
Wilfay Flowers	Gypsophila/hypericum	Subukia	Makori	0723358644	makorilwifay@gmail.com
Wilmar Agro Ltd	Summer Flowers	Thika	Alice Muiruri	0722 321203	alice.muiruri@wilmar.co.ke
Windsor		Thika	Pradeep Bodumalla	0736 586 059	farm@windsor-flowers.com
Xpressions Flora	Roses	Njoro	Brijesh Patel	0715469732	brijesh.patel@xfloa.net
Zena - Asai Farm	Roses	Eldoret	Phanuel Ochunga	0722506026	pochunga@zenaroses.com
Zena Roses - Sosiani Farm	Roses	Eldoret	Jackson Mbanya	-	-



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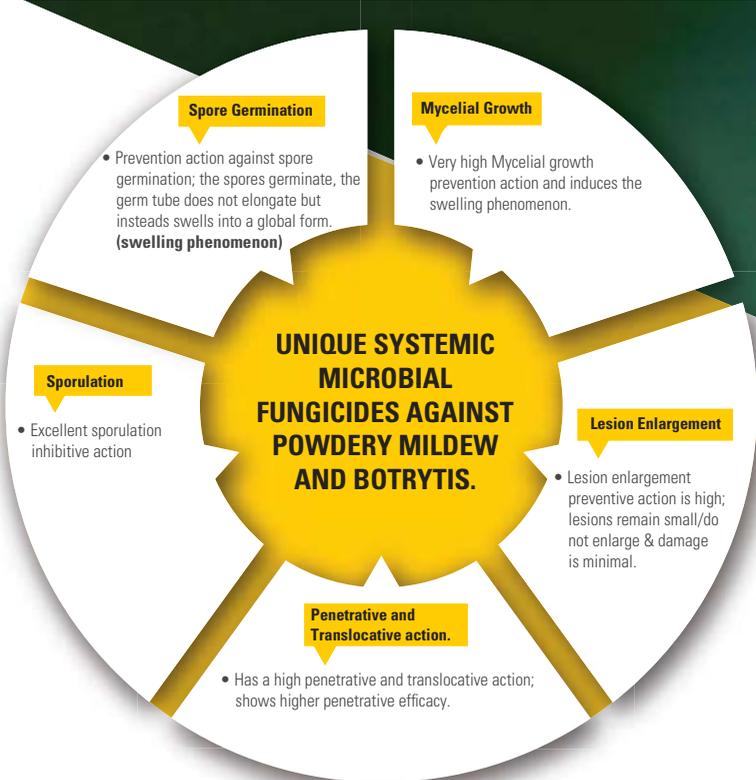


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