

## Primarosa Striving to set High Standards



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## The Leading Floriculture Magazine

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## You Can Change the World - Become an Activist



We want to have just an off—the—cuff chat between you and me — us. We want to talk right down to earth in a language that everybody can easily understand. We all agree today, all of us have agreed that we have a very serious problem. Not only do we have a very serious problem, but our sector has a very serious problem. Our problem is us. We're the problem. The only reason we have a problem is we are divided. And every time you look at yourself, be you black, brown, red, or yellow you represent a person who poses such a serious problem globally because you're poisoning your customers. Once you face this as a fact, then you can start plotting a course that will make you appear intelligent, instead of unintelligent.

What you and I need to do is learn to forget our differences. When we come together, we don't come together as Kenyans or Ethiopians or South Americans. You don't catch hell 'cause you're an african, and you don't catch hell 'cause you're a South American. You don't catch hell 'cause you grow in Equador or Colombia You don't catch hell because you grow in Kenya or Ethiopia. You don't catch hell because you grow in Tanzania or Uganda. And you sure don't catch hell because you grow in Holland; 'cause if this was the reason, you wouldn't catch hell. You catch hell 'cause you're a grower. You catch hell; all of us catch hell, for the same reason.

Alas for how long will we kill our consumers with carbon emissions, why are we accused of exporting residues, why is everyone looking at us as exporters of food miles. Why on earth are we accused of degrading the environment, enslaving our workers, poisoning fauna and flora, over using water? Why is everyone thinking we are the bad boys from the consumers to our own media back at home? Are we that bad? This is the time to stand up for our rights.

We have a common enemy. We have this in common: We have a common oppressor, a common exploiter, and a common discriminator. But once we all realize that we have this common enemy, and then we unite on the basis of what we have in common. And what we have foremost in common is that enemy — division. He's an enemy to all of us.

Instead of us airing our differences in public, we have to realize we're all the same family. And when you have a family squabble, you don't get out on the sidewalk. If you do, everybody calls you uncouth, unrefined, uncivilized, savage. If you don't make it at home, you settle it at home; you get in the closet — argue it out behind closed doors. And then when you come out on the street, you pose a common front, a united front. And this is what we need to do in the community, and in the city, and in the state. We need to stop airing our differences in front of the video cameras. Put the our enemy out of our meetings, number one, and then sit down and talk shop with each other. [That's] all you gotta do.

Have a chat reading.

Masila Kanyingi

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What if I am on an IPM program?

What if my market requires no  
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# Topserve soar the height of success



Mr. Mbiu Kimani-Director



Mr. A. K. Otieno-Director

Topserve East Africa Ltd. was established in 2001 as the main agent of BASF Agro Division in East Africa. The company's responsibilities were two fold namely; to register new products and to market the same in the region.

Two years later, Topserve diversified its business and started active distribution especially in the vegetables, coffee, cotton, and public health sectors.

From a small company Topserve has now grown in leaps and bounds to become a successful company employing some of the top trained Agronomists in the industry. Topserve now distributes products from over five international manufacturers namely BASF, Puccioni, DASA, Avima (PTY) S.A, Agrogate Company Ltd. among others.

The company's Sales and Marketing Director Mr. Mbiu Kimani revealed that the strength of the company is credited to their employees, customers and suppliers.

"The strength of the company lies in our employees, our customers and our suppliers who have continuously supported us in realising our dream. We only employ the best in the industry, supply the best products from properly vetted manufacturers to the best farmers in the region," says Mr. Kimani.

## Our vision

Topserve aims at being the preferred Agrochemical supplier and Formulator in the region and our mission is to put more money in the pockets of farmers by providing them with high quality and cost effective products.

## Our customers

Our customers include, Coffee Estates, Flower Farms, Large and Small Scale Horticultural Farms.

## Our products

The key products of Topserve include; Helmet 500 EC a new Spiroxamine based fungicide for control of powdery mildew in roses introduced in the market this year. Other key products for ornamentals include Elfer Sodium, Elfer Biofer, Elfer Micromax, Fosfifol Copper.

In the coffee sector we supply Delan 500 SC, Cabrio, Bavistin DF, and Kumulus DF. We also supply Acrobat MZ and Fastac 10 EC in vegetables.

Topserve is currently working on launching several new exciting molecules into the market.

**Top Serve**

**HELMET 500 EC**  
Spiroxamine 500 g/l

**HELMET 500 EC**  
Spiroxamine 500 g/l

**Helmet 500EC is a systemic fungicide for control of powdery Mildew in Roses.**

- Helmet is applied as a foliar spray at a rate of 1 lt / ha.
- Helmet 500 EC contains the active ingredient Spiroxamine 500g/ Lt.
- Helmet 500EC is a highly protective , curative, and eradivative fungicide.
- Helmet 500 EC has an immediate action on fungus once applied.
- Helmet 500 EC is soft on beneficial insects and to the environment.

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# EU Calls On EAC To Speed Up Partnership Talks

The European Union is calling on the East African Community to speed up the Economic Partnership Agreement to facilitate for smooth conclusion to the pact which will see both parties enjoy mutual trade relations.

Head of the European Delegation Mr Bernard Rey, recently said the stalemate between EAC and EU could see Kenya risks taxation on her exports to Europe by virtue of her economic strength. He asked EAC members to exercise flexibility in order to conclude the talks in the required timeframe. The Talks have dragged for almost 10 years with no conclusion in sight yet.

Addressing players in the flower industry during the 13th Kenya Flower Council annual general meeting in Nairobi, Mr. Rey pointed out that the EU Commissioner for Trade has shown flexibility suggesting to focus on a limited number of open issues and to postpone discussion on new areas like services but on the other hand EAC has remained rigid on its demands.

Kenya Flower Council Chairman Erastus Mureithi said growers were looking up to the EU to hasten the stalled EU-EAC EPA negotiations and to provide assurance that whatever happens, Kenya, under special circumstances in the region will not be worse off.

The timetable for the negotiations was supposed to expire in November 2010, but this has not been realised as EAC maintains hard stance against the EU. Under the pact's legal framework, EU has offered 100 per cent duty free market access with exception to ammunition and transitional arrangement for sugar and rice in exchange for 82.6 per cent liberalisation of trade with EAC subject to an exclusion list accounting to 17.4 per cent to the trade.

The negotiations hit a stalemate in June last year when the EAC and EPA ministerial meeting failed to agree on the contentious issues that needed to be resolved to pave way for the signing of the EPA framework (FEPA).

Among the unresolved issues to be ironed out in the EPAs negotiations stem from a move by EU to

stop development funding to the EAC partners in return for fair and open trade.

But the EAC technical team feels that the funding is necessary to strengthen the region's supply side capacity so as to increase the volume of trade.

EAC is also not comfortable with the most favoured nations (MFN) clause as stipulated in the pact. MFN status is granted to one nation by another in international trade and offers the recipient nation trading advantages such as low tariffs that others do not enjoy.

Under trade rules, any country granting another the MFN status to lower a trade barrier or open up a market must do so for the same goods or services for all its trading partners whether rich or poor.

The EU wants special treatment of her exports to the region as opposed to her competitors such as China, India and other emerging countries, bilateral and multilateral safeguards, and taxes on exports.

Officials at the Ministry of East African Community noted that MFN status will give the EU nations unparalleled preference over other countries like China whose trade with the region is growing at a much faster rate. The EU continues to be EAC's largest trading Partner accounting for 19.9 percent in 2009 compared with 18.4 percent recorded in 2008.

EAC's main exports to EU are agricultural (coffee, tea, spices, plants & flowers, fish & fish products, & horticultural products accounted for 72% of EAC total exports to EU in 2008. EAC's main imports from EU are machinery, mechanical and electrical, pharmaceuticals, vehicles – 60% in 2008

About one-fifth which translates to about 17.4% of EAC imports from the EU is excluded from liberalization commitments under the EPA among them cut flowers and ornamental foliage.

These products constitute the EAC Exclusion List/List of Sensitive Products. Criteria for including products on this list included contribution to rural development, employment, livelihood sustainability, promotion of food security, fostering infant industries, contribution to government revenues. Products which were deemed to contribute or to have a potential to contribute to increased production and trade competitiveness were excluded from the list.



**HIGH CONCENTRATION POTASSIUM SOLUTION TO CORRECT DEFICIENCIES OF POTASSIUM IN FLORICULTURE, HORTICULTURE AND FIELD CROPS**

hyK is a concentrated inorganic formulation containing potassium and nitrogen. Potassium is the second major nutrient required by all crops, highly mobile and quickly distributed within the plant.

The main function of Potassium within the plant is as a water regulator which in turn affects many plant processes such as:

- regulation of cell water content,
- cell turgidity
- transpiration rates
- translocation of photosynthesates and enzymes.

Low levels of potassium can critically affect the growth of the crop, subsequently affecting quality and yield. hyK is a unique formulation containing a high concentration of potassium. This high analysis ensures optimum uptake of the potash where required and also assists the plant to create a leaf environment unfavourable to disease development.

| Analysis of hyK              | Weight/Volume | Weight/Weight |
|------------------------------|---------------|---------------|
| Total Nitrogen (N)           | 3.00%         | 1.95%         |
| Potassium (K <sub>2</sub> O) | 50.00%        | 33.00 %       |
| pH: (10% solution)           | 11.0 – 12.5   |               |

Recommended Rate: 3 litres per hectare  
 Water volume: 1000 litres  
 Frequency of application: Apply 10-14 day intervals

### Directions of use:

1. Always shake container before use.
2. Fill half the required amount of water in the spray tank.
3. Measure the required amount of hyK and add to tank. Maintain constant agitation.
4. Add remaining water to correct dilution.
5. Spray and ensure full coverage.
6. The product should always be used with a compatible wetter/sticker (not a buffer).

### Tank Mixing Compatibility

Although it is compatible with most, but not all pesticides, growth regulators and micro-nutrients, it is advisable to use hyK on it's own in a tank mix with a compatible wetter only (not a buffer). Always carry out a phytotoxicity test on a small area before large scale application.

Liability cannot be accepted for any loss or damage as not all pesticides and fertilisers have been tested for compatibility. Efficacy of any mix will depend upon crop type and growth stage, pesticide concerned, climatic conditions, water volumes and various other factors.

### Storage & Shelf life

Store in a cool dry place away from the heat and sunlight with optimum storage range between 5-40°C. Although hyK is low in toxicity, it can cause eye and skin irritation in concentrated form. It is non-hazardous and non-flammable. However, when handling the concentrate, protective gear should be used such as gloves and face shield.

**For agriculture use only**



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# Tete a tete With Victor Juma

**Kanyingi:** *You have served this country as a professional for many years; can you briefly give us your personal background?*

**Victor:** After graduating from the University of Nairobi with a B.Sc in Agriculture (Crop protection Option), my desire was to advance my career in the field of crop protection. As fate would have it, I landed a job at Bayer East Africa, now Bayer crop Science. Later on, I got an opportunity to further advance my career at Syngenta East Africa just immediately after the successful merger between Novartis and Astra Zeneca. I have been with Syngenta for the past 10 years and currently I am the Marketing Manager in charge of Export Crops. I am also currently pursuing an M.Sc in Agricultural Entomology.

**Kanyingi:** *You had a large scope of professions to choose from, why did you go for Agricultural profession?*

**Victor:** This is an interesting question! I have never thought about it myself. My father, Mr. Jack Juma, now a consultant, worked for Brooke bond (K) Ltd for many years and mentored me professionally. Besides, I was brought up in the “farms” and I grew up appreciating professionals in this noble field.

**Kanyingi:** *For the years you have been in the profession, which is your highest professional achievement?*

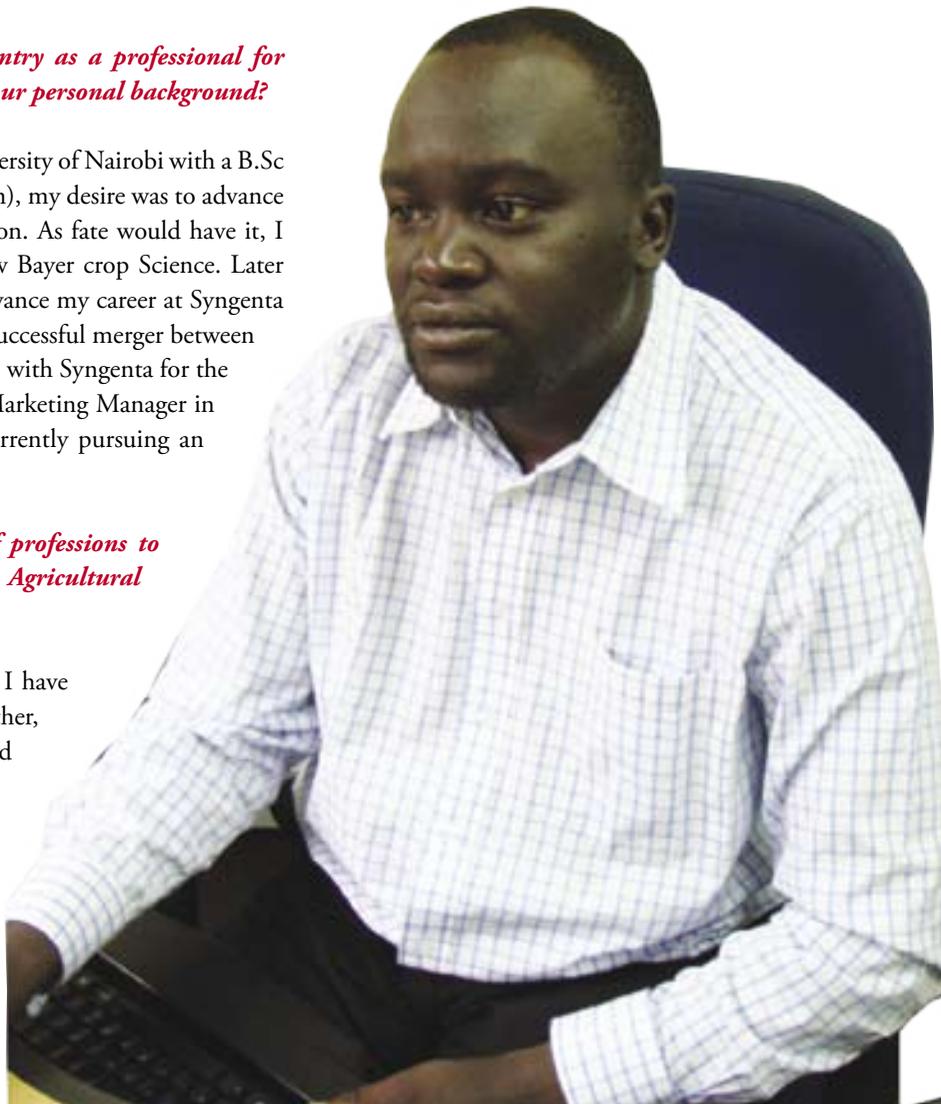
**Victor:** Syngenta has supported me all through in my professional career and I have been able to realize my potential in the Agrochemicals field. As a Marketing Manager, seeing several successful product launches is no mean feat! It gives me great satisfaction having made a positive contribution in delivering a new product that is appreciated by the growers.

**Kanyingi:** *Which is the biggest challenge in your career?*

**Victor:** Continuously remaining at the top...One has to win the trust and support of the growers at all levels.

**Kanyingi:** *Do you think you have been utilized fully? Have you climbed the ladder highest in the profession, education, and social status?*

**Victor:** Rome was not built in a day, so the saying goes. My motto



is to take “one step at a time”. Nonetheless, I am optimistic about the future.

**Kanyingi:** *Other than being a professional, what else do you practice in nation building?*

**Victor:** I like engaging in rural development projects. It is always good to give back to the community whenever one gets an opportunity.

**Kanyingi:** *Too much work and no play make Jack a dull boy. How often do you*

*socialize, are you involved in sports? Any medal attributed to your sports.*

**Victor:** Football and hockey are my favourite sports, though I have no medals in my cabinet!

**Kanyingi:** *What can you state about your venture in the flower sector?*

**Victor:** The industry is still vibrant and more growth is anticipated in the coming years.

**Kanyingi:** *Briefly discuss the key diseases and pests in the flower sector and their control.*

**Victor:** Several pests are economically important; Mites, Thrips, Powdery Mildew, Downy Mildew, Botrytis and Nematodes. An integrated approach (IPM) offers sustainability for pest management. For any successful pest management, cultural control is always the first step to guarantee a successful chemical program. Understanding the behaviour of the insect pests and diseases is important in choosing a control measure. Several pesticides are available in the market and a preventive measure is always good insurance to avoid loss in the aesthetic value of the flowers. Resistance management is also a key factor to consider when choosing pesticides. By understanding the mode of action of different products, one can make an informed choice when deciding on what chemical to spray

**Kanyingi:** *Over the years we have seen molecules come and go; are the diseases turning resistant or do the growers kill the molecule*

**Victor:** Several reasons could attribute to this. The Market requirements are quite dynamic and pesticides are always under great scrutiny. Compliance to the codes of practice is important to ensure that growers remain competitive and this could inform the choices that growers make regarding different pesticides. Adoption of new pest management methods such as biological control could limit the use of some pesticides contributing to low demand in the market. In some cases, resistance could be an issue but this is not very rampant.

**Kanyingi:** *We have heard over time that a grower can misuse a good molecule and kill it, kindly discuss how this is possible*

**Victor:** Lack of several good product options to the growers could be a contributory factor forcing the growers to over rely on a single or narrow range of molecules for rotation. For some growers, trust is built on previous successful results with a particular molecule. Nonetheless, it is important for the

input suppliers to educate growers on the sustainable use of their molecules during field visits. Promotion of IPM is also important to avert such occurrences. Continuous product innovation is also a strategy to offer growers more choices to avoid possible development of product resistance.

**Kanyingi:** *Kenya's floriculture sector is expanding into different ecological zones; kindly discuss the challenges growers can face in each area*

**Victor:** Lack of infrastructure and scarce resources such as water could be a limiting factor. We've witnessed conflicts between some communities and growers over water use especially during periods of drought. Environmental impacts always become a challenge if the farms do not have proper protocols for environmental management and this has resulted in friction between the growers and some non-governmental organizations.

**Kanyingi:** *IPM is turning to be a common pest control mechanism, do you think this is the future.*

**Victor:** The world over, IPM is the common practice now. It is good for the growers as it offers sustainable pest management options. With the complex nature of adopting IPM protocols, growers still need more Knowledge and skills to ensure successful implementation. A lot of patience is also required as results are not visible within a short time.

**Kanyingi:** *Discuss tank mixing and how growers can use or misuse it*

**Victor:** Chemical tank mixes are a common practice. Though, it is advisable to consult the manufacturers of the respective products for advice. Growers can also do a physical compatibility test to ascertain the compatibility of the products. Besides looking at the efficacy and the Synergy derived from the tank mix, growers should also do a crop tolerance test to check for any negative or undesirable effects on the crop before embarking on a blanket application that could be disastrous.

**Kanyingi:** *Farmers have complained about the high cost of chemicals, compared to fertilizers, freight etc do you think they are genuine*

**Victor:** Contrary to this popular belief, the cost of fertilizers has escalated much faster than the cost of Agrochemicals due to the high global crude oil prices. This trend in costs is shifting quite fast.

# Primarosa Striving to set High standards



Japan External Trade Organization (JETRO) team is escorted out of Primarosa premises

An entrepreneurial vision coupled with lofty ambitions and hard work marks the foundation and pace of growth for Primarosa Flowers Ltd.

Strict adherence to world-class quality standards and a customer centric approach has also helped Primarosa Flowers, a leading flower farm in Kenya soar to great heights in terms of cut flowers exportation and revenue turnover. The farm consists of two state-of-the-art raised farms going by the same name, Primarosa Flowers, one in Athi River along main Mombasa Road and the other in Ol Joro Orok about 200 km from Nairobi.

Established in 2003 after a takeover from Stoni Athi Limited, Primarosa Flowers started as a 100 hectares site which now spreads to a total area of 150 hectares for both farms. And despite a humble beginning, it is presently one of the fastest

growing professionally-owned flower companies in Kenya and in the global arena.

The two farms export flowers to Flora Holland and Japan auctions under the brand name of ZURI. They also sell to direct supermarkets in different countries. The farm General Manager Production and New Developments Mr. Santosh Kulkarni says the Zuri Brand name has been received well in the European market boosting the company's sales.

"Our roses are the showpiece of the world-renowned floricultural industry and destined for greater glory as expansion plans are in pipe line," adds Mr. Kulkarni.

#### Primarosa Flowers- Athi River

The tranquility of the low lying Athi River, about 45kms away from the city of Nairobi, marks the setting of Primarosa

# Cool Technics Enterprises Setting Standards in the Refrigeration Sector

Located in Nairobi's business hub, Cool Technics is a measure of every SME in Kenya. "We are experienced in the design and installation of cooling and freezing plants and air-conditioning systems for almost any purpose imaginable, and our customer base includes companies from a broad range of business sectors", Says Mr. Nelson Okoth, the company director.

Thanks to our focus on quality and our approach to doing business, we have built up an excellent reputation and position in the market, resulting in a steadily growing volume of orders. We attach great importance to long-term relationships with our customers. Of course, as an entrepreneur, you also are very much aware of the importance of satisfied customers.

The solid foundation behind all our activities is our team of highly qualified professionals, both in the initial phase of preparation as well as the phase of execution. Our designers

and installers have a great deal of experience.

We also have the necessary in-house expertise when it comes to legal guidelines and regulations in the area of cooling installations. We have increased our focus even further on the increasingly stringent requirements in the area of energy efficiency. We take such aspects very much into account when designing installations, not only because it will soon be legally required, but also because we are convinced that energy consumption and costs always need to be balanced against purchase price. "Investing also means calculating and looking ahead".

#### History

Cool Technics Enterprises is a relatively young company. Established in 2009 by Nelson Okoth, it quickly grew to become a significant player in the area of cooling technology. By recruiting a team of experienced and knowledgeable people, we were able to sustain our rapid growth and gain a significant foothold in the market.

We now have global players in our customer base and have also established global bases for our activities. Due to its steady growth, the company has acquired trust among the flower industry. With an expanded staff and new accommodations, we are confident that our growth pattern will continue.

#### Services

We are proud of the excellent reputation enjoyed by our service department and are very much aware how important their work is for our customers - 7 days a week 24 hours a day. Regardless of your problem, you can always rely on our expert and professional service department. Unexpected malfunctions or failures are always a possibility, and we certainly do not claim that they never occur. However, we do promise to always do our utmost to resolve any such issues as quickly and effectively as possible.

Regular preventive maintenance can prevent a great many problems. In addition, regular maintenance significantly reduces the amount of energy consumed by an installation, besides extending the lifetime of the installation and guaranteeing its reliability. The costs involved in effective maintenance are earned back very quickly. That is also why many of our customers ask us for a maintenance contract as soon as possible. If you want to know more, just ask us about the various options available, even if your installation was not purchased from us!



## Cool technics Enterprises

*The solid foundation behind all our activities is our team of highly qualified professionals*

**We are experienced in the design and installation of:**

- ✓ Cooling and freezing plants
- ✓ Air-conditioning systems
- ✓ Refrigeration
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- ✓ Supplies

*We are proud to be associated with*

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Mr. Santosh takes the JETRO chairman and CEO Mr. Yasuo Hayashi (3rd right) through the packing process of a sleeved bunch

Flowers. A place which can be incredibly hot at times hosts one of the leading flower farms in Kenya.

The state-of-the-art Prima Rosa farm at Athi River has an altitude of 1600m, an extremely favorable location for flower growing industries.

The farm has a production facility of 27 hectares (both under soil and coco peat) fully operational and run by qualified professionals of greenhouse production. The farm is well-equipped and has average team strength of 650 to grow high quality roses for the export market.

#### Primarosa Flowers- Ol Joro Orok

The Primarosa farm at Ol Joro Orok was established with an aim to cater for the niche markets of big bud size flowers and to expand customer base in this segment. The farm is located 200km from Nairobi, towards Nyahururu and is 6kms from Ol Joro Orok town. It is at an altitude of 2300m on a 70 hectares stretch of land completely under metal green houses.

It was started in 2004 and has 37 hectares under production (under coco peat), having 24 green houses ranging between 0.37

hectares to 1.54 hectares. The farm lies in a swampy area which Mr. Kulkarni says has been a big challenge thus the need to use coco peat instead of soil.

This farm is also well-equipped and managed by qualified professionals with team strength of an average 700 members.

#### Awards

Primarosa Flowers ensures quality and performance in all areas and are a fully compliant cut-flower grower and exporter. This has seen the outfit winning several awards of recognition in its efforts to produce safe and legal products based on requirements of international markets. These awards includes; Flowers Label Program, KFC Silver Certificate, FLO CERT and BOPP CERT.



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*We are proud to be associated with Primarosa Flowers Ltd.*

# Amiran Kenya Ltd



*The Complete solution for the Best Harvest!*

Only Quality Inputs, Produce High Yields  
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 A member of the Balton CP Group of Companies



Mr. Santosh displays the Zuri brand

“At Primarosa we are committed to a better, cleaner planet from employing water and waste recycling methods to using environmental friendly Integrated Pest Management processes,” says Mr. Kulkarni.

The farm uses environmental friendly Integrated Pest Management (IPM) processes to restrict the use of harmful chemicals.

Mr. Kulkarni says they harvest rain water and collect it in reservoirs within the farm which they use for irrigation.

He said the reservoirs have a capacity of 450,000m<sup>3</sup> against an annual requirement of 500,000m<sup>3</sup> for the Athi River farm. This means the farm relies almost entirely on rain water although they have two boreholes on site. Besides ensuring that no rain water goes to waste, they also segregate and recycle waste to reduce any pollution of the environment.

#### Technology

The management has introduced a new composting technology which Mr. Kulkarni says has gone a long way in cutting the cost of fertilizer application for the healthy growth of flowers.

#### Worker welfare

With a huge workforce of more than 1300 workers for both farms, Primarosa is regarded as an employer that cares for its employees and provides good working environment.

This is reflected through provision of free lunch for all employees, free Medical and laboratory services, and training in Health and Safety, and HIV / AIDS awareness. The farm also provides transportation to all its workers.

“We consider our work team as our biggest asset of our company. Our Motivated staff consistently delivers quality and value every time,” says Mr. Kulkarni.

#### Corporate Social Responsibility

At Primarosa, they believe in sharing their success by giving back to the community. They participate in community policing to improve the security situation in the area and to provide a healthy working environment to their team members.

#### Environment Conservation

Primarosa strives to be a world class company in producing quality premium flowers in the most environmentally and economically sustainable way.



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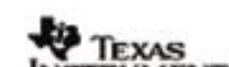


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Accompanied by KFC CEO Ms. Jane Ngige (left) and Mr. Santosh (right), the Japanese visitors tour the farm.

Vermicomposting contains mainly earthworm excreta and decomposed matter. It is a quite possible to effect quick change over for sustainable agriculture by harnessing brand new Vermicompost technology to the soil.

The technology refers to the production of plant nutrients rich with worms' excreta. Earthworms play a vital role in plant growth. It is a quite possible to effect quick change over for sustainable agriculture by harnessing brand new Vermicompost technology to the soil.

This vermiwash would have enzymes, secretions of earthworms which would stimulate the growth and yield of crops and even develop resistance in crops receiving this spray.

Mr. Kulkarni said the new technology which the company borrowed from India has gone a long way in reducing the cost of fertilizers needed for the growth of a healthy flower.

Explaining how vermiwash is prepared, Mr. Kulkarni said the farm acquires cowdung from the neighbouring Maasai community which is then put in barrels and red earthworms rarely found in soil are introduced.

#### Post harvest

The farm has an adequate cold room to accommodate over 450,000 stems of cut flower a day in peak harvest condition. These are backed by well designed export cold stores to maintain cold

chain to give adequate vase life.

The management has also invested in a state-of-the-art Aweta Grading Machine to ensure they export only the best quality flowers to the market.

Additionally they have set aside a vase life testing area which is monitored regularly to ensure quality is maintained. The management holds regular meetings with the department heads to ensure immediate corrective actions on any quality deterioration.

#### Expansion

Mr. Kulkarni says plans to expand Primarosa Farm in Ol Joro Orok are underway. He says they are planning to

expand by another 50 hectares of greenhouses by year 2014. He says that since the farm has a vast wetland, the management also plans to reclaim it to expand on other horticultural products among them vegetables.



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## WHITEFLY CONTROL PROGRAMME

| Intervention | Recommended Pesticide                               | Comments   |
|--------------|---|--|
| I            | <b>Duduthrin®</b><br>(Lambda-cyhalothrin)<br>1.75EC | <ul style="list-style-type: none"> <li>✓ Foliar spray (Good coverage)</li> <li>✓ Broad spectrum, fast acting synthetic pyrethroid</li> <li>✓ Acts by contact and stomach action</li> <li>✓ Kills adults and nymphs stages</li> <li>✓ Other insect pests are also controlled</li> </ul>                   |
| II           | <b>Applaud 40SC</b><br>(Buprofezin)                 | <ul style="list-style-type: none"> <li>✓ Foliar spray (Good coverage)</li> <li>✓ Specific insect growth regulator (IGR) – ideal for IPM. (Acts on <i>Homoptera</i> only)</li> <li>✓ Kills nymphal stages, suppresses oviposition in adults.</li> <li>✓ Slow acting with long residual effect.</li> </ul> |
| III          | <b>Twiga Ace 20SL</b><br>(Acetamiprid)              | <ul style="list-style-type: none"> <li>✓ Foliar spray (Good coverage)</li> <li>✓ Systemic broad spectrum neonicotinoid insecticide</li> <li>✓ Kills adult and nymphs</li> <li>✓ Other insect pests are also controlled</li> </ul>  |



#### Contact:

Twiga Chemical Industries Ltd.  
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## Levo® 2.4SL

### ■ Introduction

Levo 2.4SL is a natural plant agent and produced from wild medical plant, such as Sophora Flavescens Ait, etc. Pure matrine, the active ingredient, is white crystal, bp76°, soluble in water and alcohol. Matrine acts on the nerve center system of pests to result in breath inhibition and motion imbalance. Other ingredients in the product, enforce efficiency. It does not contain any synthetic chemical. Levo 2.4SL is nontoxic to people and livestock and cause no pollution to environment, water and soil.

**Due to increased demand for environment protection, Levo 2.4SL contributes to environmental friendly food and has been recommended as Grade AA Green Food Product - being recognized as a new innovation.**

### ■ Characteristics

- High efficacy
- Low toxicity
- Wide spectrum
- Quick knockdown
- Not harmful to vertebrates
- No residues
- IMO Certified

### ■ Mode of Action

Prosuler oxymatrine is a stomach poison insecticide having antifeeding and repelling activity. The chemical could stimulate crop growth. Residual effectiveness of Levo 2.4SL lasts for 15 days and target pests do not develop resistance easily.

### ■ Formulation Type

Prosuler Levo aqueous Solution 24 g a.i./lt, SL

### ■ Advantages

1. **Remarkable decrease in pests:**  
Two days after application, Levo 2.4SL shows notable reduction of the harm caused by pests, with marked a decrease in target pests.
2. **Effective repelling function:**  
Levo 2.4SL is especially effective for preventing pest occurrence.
3. **Decreasing resistance risk:**  
Due to it's unique mode of action Levo 2.4SL is fit for pest resistance management.

#### Residues in crops:

Prosuler oxymatrine is a plant derivative. There are no residual problems at harvest.



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# Levo® 2.4SL

Prosuler Oxymatrine

A New **Biological Insecticide** with broad spectrum activity on Diamond Back Moth, Aphids, Thrips, Spidermites, White Flies and Lepidopteran pests on ornamentals and Vegetables



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# Managing your risks and opportunities *By PKF*

*Transfer pricing has become one of the most important tax issues for multinational companies (MNEs). Managing transfer pricing risk and maximizing the opportunities it lends itself through schemes such as Advanced Pricing Arrangements (APA) are both key to maximizing on after tax profit in the medium to long term.*

## The Basics

Transfer pricing rules are intended to deter repatriation of untaxed earnings outside the country in which an enterprise operates and to ensure that all dealings between related companies spread across different tax jurisdictions and countries are properly accounted for.

Managing transfer pricing risk remains critical in an increasingly aggressive environment. Kenya Revenue Authority (KRA) and other revenue authorities worldwide are increasingly auditing tax-payers activities with transfer pricing audit objectives. The result of these audits could lead to tax adjustments that may be significant.

Rule 6 of the guidelines lists the transactions which may be subject to adjustment of prices under the TP Rules to include:

- The sale and purchase of goods;
- The sale, purchase or lease of tangible assets;
- The transfer, purchase or use of intangible assets;
- The provision of services;
- The lending or borrowing of money; and
- Any other transactions which may affect the profit or loss of the enterprise involved.

Virtually all countries including Kenya have put in place mandatory transfer pricing rules, in their tax laws, with documentation requirements and provisions for penalties. As a result, business entities need to understand their obligations under the law and strategy of managing transfer pricing risk and opportunities. The rules generally borrow from the OECD regulations of transfer pricing.

## Your obligations

Under the Kenyan Income Tax Transfer Pricing Rules, companies which have dealings with related companies in other countries would be required to prepare their transfer pricing documentation and submit the same to KRA.

Since 2006, KRA has been rolling a transfer pricing structure to be complied with. This has now been fully operationalized with the setting up of a Transfer Pricing department at KRA. Companies with international related party dealings are now required to prepare and submit their transfer pricing documentation in accordance with the Income Tax Transfer Pricing Rules, 2006.

KRA has indicated that attention to transfer pricing will be increased in the course of this year and upcoming audits since taxpayers are obliged to maintain transfer pricing documentation under the guidelines Transfer pricing documentation which is usually in the form of a transfer pricing policy is the basis on which a company is expected to pay transfer pricing taxes.

Companies with international related party dealings may want to have a good policy that would shield them during times of low margins and high margins. Transfer pricing taxes pose a newer risk to businesses owing to its complexity.

## Consider the following key questions:

- Have you recently changed your operating structure, introducing different inter-company transactions?
- Are you directing your transfer pricing compliance efforts to the right transactions?
- Have you identified all of the cross-border services and the benefits received?
- Are your inter-company finance transactions (e.g. loans, guarantees, foreign exchange, debt instruments, centralized treasury transactions, etc.) appropriately analyzed and documented?
- Do your transfer pricing practices match your transfer pricing policies?
- Are you subject to audit in one or more countries and suspect you may be at risk in others?

Multinational enterprises place more importance on transfer pricing than on any other tax issue, and are also concerned about managing the risks to their financial state posed by transfer pricing.

## How can we help you?

### Audit defence strategies

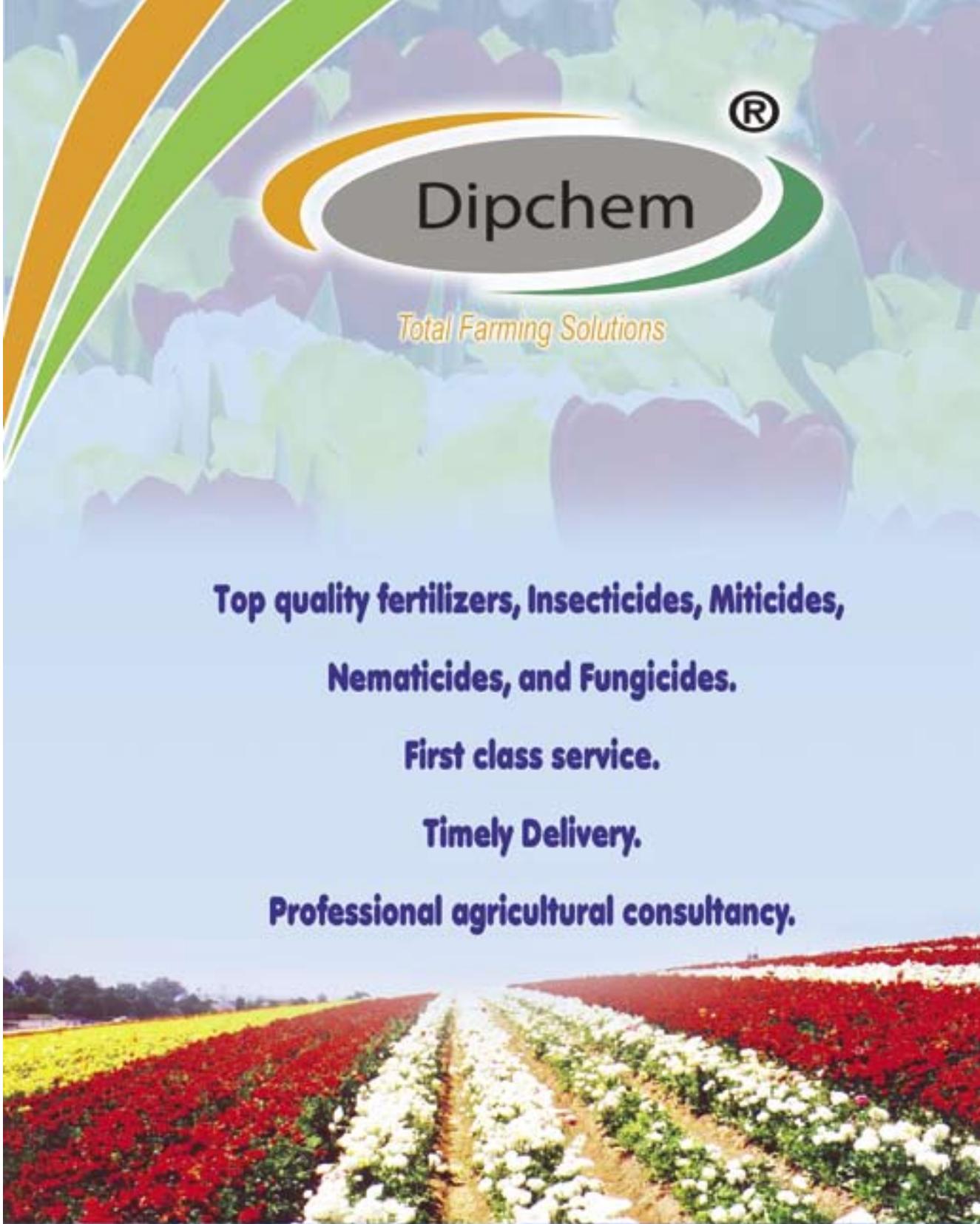
With an increasing number of large businesses being confronted with transfer pricing audits, it is essential to understand the risks and have a sophisticated and tailored audit defence strategy. The PKF Transfer Pricing team has the experience and tools to assist organizations facing an audit. Our approach to audit defence strategies:

PKF offers a wide range of transfer pricing services, including:

- Assessment of transfer pricing risk;
- Preparation of transfer pricing documentation;
- Benchmarking analysis to support intragroup pricing;
- Assistance in obtaining approval from tax authorities on the method for determining the tax base of a foreign company's permanent establishment in Kenya;
- Provide audit related defense against tax authorities queries.

Located across the globe, our teams of experienced transfer pricing professionals have in-depth knowledge of local and regional issues. As part of an extensive integrated global network, our teams collaborate across countries and regions, as needed, to provide you with focused, quality service. PKF's transfer pricing professionals combine forward planning, coordination and execution of tax strategies to keep pace with your business change.

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## Radiant, A Bright Ray of Hope



Mr. Mario Vietto



Mr. Bruno de Canson



Mr. Anampiu Kithinji

“Speaking exclusively to Floriculture during the launch, Mr. Winnie Muya, the Communication Officer Kenya Flower Council (KFC) said Kenya was the leading vegetable exporter to the European markets. “If the presentation given is translated into facts, then Kenya is bound to gain more”,s he said, commenting

Vegetable growers preparing their spray programmes now have many options to choose from including a new superior formulation against caterpillars thanks to Dow AgroSciences.

The agrochemical firm recently unveiled RADIANT120SC in the local market. It was pomp and colour as vegetable growers welcomed the introduction of RADIANT120SC for the control of caterpillars, thrips and leaf miners on vegetables.

The new insecticide contains, spinetoram, an innovative active ingredient that delivers fast knockdown and broad-spectrum control of damaging insects, with exceptional, long-lasting efficacy. And it does so while maintaining populations of most beneficial insects.

The product has been launched at a time when caterpillars are wreaking havoc in Naivasha. And for any vegetables grower, in Naivasha it was God send.

Those who attended the RADIANT120SC launch on July 13, 2011 at a Nairobi hotel welcomed the introduction of the new product. In his opening address, Mr. Kithinji Anampiu, the Territory Manager of Dow Agrosciences said, We are all gathered here today to give caterpillars, thrips and leaf miners a final send off”. Amidst laughter from the attendants

he continued, “before the end of the session we must all say goodbye to insect problems in vegetables”.

The launch came with an almost audio-recorded oratory of Mr. Mario Vietto not previously heard in Kenya. It will enable fresh vegetable growers enhance their quality with superior produce and exports. In a more theatrical way, Mr. Vietto said, “Radiant SC insecticide uses an innovative Mode of action to put pests away. It delivers exceptional, long-lasting control against a broad spectrum of damaging insects- including caterpillars, thrips and leaf miners. And it does so while maintaining populations of most beneficial insect. Plus, you get excellent pre-harvest interval with the shortest re-entry interval. So make sure there’s no coming back for problem insects this season with Radiant SC insecticide from Dow AgroSciences”.

Radiant features an innovative mode of action Group 5 insecticide for these crops, making it an ideal choice for Insecticide Resistance Management (IRM).

It has been accepted for registration under the Reduced Risk Pesticide Initiative from the U.S. Environmental Protection Agency (EPA). The product is also an ideal rotation partner with Runner 240 SC insecticide (a Group 18 insecticide, from Dow AgroSciences) for lepidopterous pests to manage resistance.

on Radiant expected contribution to vegetable productivity.

Mr. Richard Stone-wigg of Lachlan gave a vote of thanks on behalf of Lachlan Kenya Ltd. the distributors of the product. He particularly thanked the Dow Agroscience family comprised of the one in-charge of Marketing, Africa Mr. Mario Vietto , Mr. Bruno de Canson, the Food Chain Leader, Europe-Eufasia and Kithinji Anampiu, the Territory Manager.

Most of those interviewed or consulted by this bi-monthly magazine representing a cross-section of people from the vegetable growers believed the launch of Radiant would be of major commercial advantage to them.

Similar sentiments were expressed by Mr. Nicholas Ambanya, General Manager, East African Growers, Vegetable Division of describing Radiant as cost effective.

The product was warmly welcomed by vegetable growers especially due to the post harvest interval. “This will definitely fill an emerging big gap especially after the introduction of EUREPGAP standards,” said a representative of Finlays. Others who attended the launch included Mr. Angus Ker, Horticulture and Floriculture manager, Lachlan Kenya Ltd. and Mr. Ngatia, the Technical Manager Lachlan Kenya Ltd.

## A Bright Ray of Hope for Protection of your Investment



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# Trebon: A New Multipurpose Insecticide



**E**lgon Kenya Limited has added a new multipurpose insecticide to counter troublesome pests affecting vegetables, cereals, fruits and flowers to its growing agro-chemical product base. The new insecticide, Trebon, is known to combat a wide range of insects among them whiteflies, aphids, leaf miners, hoppers, moth, common cutworms and caterpillars.

Trials on the efficacy of the insecticide were carried out in three regions in the country on different plants. The trials which started in 2008 were carried out in Kericho on roses, Timau (carnations) and Naivasha (vegetables).

According to researchers who carried out the trials Trebon was found to have a knockdown effect on hoppers, cutworms and whiteflies. The active ingredient Etofenprox is a unique CHO compound consisting of carbon, hydrogen and oxygen only.

Trebon is manufactured by a Japanese chemical company Mitsui Chemicals Agro Inc. The chemical was established in 1987 and has been registered in over 40 countries across the globe. Locally, the insecticide is marketed by Elgon Kenya Limited.

Elgon Kenya deals in agricultural chemicals and fertilizers, seeds, irrigation system and farm equipments. They also manufacture polythene sheeting, printed/plain bags, plastic containers, corrugated cartons, labels, strapping roles among others.

During Trebon launch in Sopa Lodge in Naivasha, Mitsui Chemicals Agro Corporation Kenya representative Mr. Dickson Mureithi said results indicated that the insecticide effectively controlled whiteflies at the rate of 400-500 ml/ha.

Mr. Mureithi said that after 72 hours following application the efficacy against whiteflies was excellent. On aphids the rate of infestation dropped drastically until all insects were killed.

Mr. Jack Apollo Juma one of the researchers who performed trials of Trebon said it proved very safe to users and its effects on beneficial insects such as lady birds are insignificant.

Ms. Mary Opisa a representative of Finlay Flowers where trials were conducted on roses said that the insecticide was tried on whiteflies on all stages of growth. She pointed out that it had excellent effect especially on adult flies and nymphs.

Mitsui Chemicals Manager Europe, Middle East and Africa International Business Department sales and Marketing Division Mr. Bunkichi Tsunekawa said the product has maintained its status as a multipurpose insecticide with high efficacy.

He said Trebon shows insecticidal activity against some organophosphate resistant and carbamate resistant insect pests. Trebon is known for its effective elimination of brown planthoppers and preventing future resurgence.

“It does not only kill insects but also shows specific activities like repellency activity inhibition against laying of eggs,” added Mr. Tsunekawa.

Trebon also complies with the European law 78/92 which enforces the reduction of impact of pesticides on the environment.

## Advantages of Trebon

Trebon has low mammalian toxicity, rapid knockdown activity, no irritation to the user, low impact on environment, short pre-harvest intervals and low risk on pest resurgence.

# CIOPORA calls on EU to provide clear definitions of protected plant material



**A**n International breeders' organization has urged the EU to provide clear definitions of protected plant material and processed products. Through the Secretary General Dr. Edgar Krieger (pictured), CIOPORA asked the European legislator to provide for clear rules and for effective protection for plant varieties.

Dr. Krieger pointed out unclear rules and loopholes in the protection are to the benefit of malicious infringers only, and both, breeders, propagators and growers suffer from unfair competition.

He reminds the growers and traders of protected plant material, that the entire chain can be held liable for infringements of Plant Breeders' Rights. He noted that for almost a year now the European Plant Variety Right system has been under evaluation, in order to find out the potential shortcomings of the system and ways to improve it.

“It is not acceptable that one of the key terms of the European Plant Variety Right law is not clear,” said Krieger. He further pointed out that another loophole in the European Plant Variety Right legislation is the limited and conditional protection of harvested material and the complete lack of protection of processed material.

This is not only of theoretical relevance, but has significant practical implications: in 2009 the value of the EU-imports of edible fruits and nuts amounted to 12 billion Euro.

Most of this harvested material is produced in countries which are either Union for the Protection of New Varieties of Plants (UPOV) 1978 members or Non-UPOV-members, which provide limited or no protection for plant varieties. Another example is about fruit juice, where more than 70% of all imports to Germany origin from Non-UPOV or UPOV 1978 countries.

Krieger explains, “Breeders must be able to exert their EU Breeders' Rights to harvested material and processed material when this material is imported to the EU, otherwise no control can be exercised over goods produced from illegal plant material. This is not only unfair towards breeders, it is also unfair towards propagators and growers in the EU, who comply with the law and pay royalties when using protected varieties.”

A huge industry in Europe and world-wide is active in the production and trade of horticultural products, such as flowers, pot-plants, bedding plants, fruits or trees. One aspect which is highly important for this entire industry, but is underestimated or even ignored to a huge extend, is the Intellectual Property protection for plant innovations, such as plant breeders' rights, plant patents, patents or trademarks.

Edgar Krieger: “One reason behind the limited legal understanding lies in the size of the players in the business, particularly at the growers' side: Most of them are small and medium sized enterprises, and the knowledge of legal aspects in such companies is often underdeveloped. In-house-lawyers are rare and external expertise is

often sought only if legal problems have started already. Therefore, education is of utmost importance. Unfortunately, during the horticulturist education and even in many degree programs for horticultural studies no lessons on Intellectual Property (IP) rights are offered. This is not without danger, as ignorance is no excuse when it comes to infringements of IP rights.”

Using the example of Germany, Krieger stresses that according to rulings of the German Supreme Court each part of the production and trade-chain can be held liable for PBR infringements.

Propagators and growers are obliged to check the existence of IP rights and must make sure that their goods do not infringe such rights. Such compliance check includes in any case that growers check if the propagators, who supply cuttings or plants to them, do have a valid license of the title holder of the variety.

An enterprise trading with goods is obliged to carefully check (not only to ask) with its supplier whether such necessary compliance-check has been carried out. If the trader does not check with his supplier, he has to do the check himself.

This particularly holds true for dealers who purchase goods from abroad, since especially in such case it is possible that the producer of the goods or other members of the trade chain did not see any cause to check the goods with regard to domestic IP rights.

A dealer must not put a product into circulation unless he can reasonably assume that the necessary compliance check has been carried out at least once. Krieger explains, “The trade cannot absolve itself from responsibility by referring to a putative reliable supplier. In case of doubt the trade has its own obligation to make a compliance check.”

Intermediaries, such as auctions, have to undertake all technically possible and reasonable steps to prevent infringements. Flora Holland, one of the largest flower auctions in the world, recently set-up a program in order to support breeders in their fight against infringements of IP rights. This is a good and necessary first step, as the auctions play a major role in the distribution of horticultural products.

For a propagator it is easy to propagate more than what is covered by his license contract, and for a grower it is easy to self-propagate without prior authorization of the title holder. Even in these cases the trade is liable when it brings such illegal products onto the market. In order to safe itself, the trade should immediately discontinue business with suppliers, who supply illegal products to them. Still many players in the business do not respect or do not care about IP-protection.

This is all the more annoying as the royalties for the propagation of plant material do form only a small part in the overall costs of production and trade of the final horticultural products.

CIOPORA is an international association of breeders of vegetative reproduced ornamental and fruit varieties. Since 50 years CIOPORA represents breeders in all matters of Intellectual Property Protection.

# Kenya's Floriculture industry is a proud important player



*“Steering a business in Kenya today is like driving, especially in Nairobi. Once you pick your destination, it then becomes a matter of not only how well you plan your journey, but also how skilled a driver you are in terms of not looking where you are going, but in being able to see way ahead”, Erastus Mureithi.*

Kenya's Floriculture industry is proud to be an important player in the national successes recorded of a growth rate of 4% despite the runaway double digit inflation rates and fears of food insecurity in the face of poor rains. Of this we understand 22% is attributed to agriculture out of which 7% is due to floriculture.

However there is need to focus on a few areas that still plague the industry:

- (i) The stalled EPA's which are causing anxiety here and in the market place for reason well known to all of us and
- (ii) KRA rising costs of export documents (\$ 3 for endorsement of C63 for VAT Refunds over and above the fee of Euro 1, GSP and additionally, increased phytosanitary services fees.) Most poignant issue has been the non availability of these documents with the accompanying anguish.
- (iii) The continued delays on VAT refunds despite the Government's commitment to hasten the process and
- (iv) The aggressive stance taken by KRA on transfer pricing. In view of these, KFC members were taken through a session on finance management and tax planning from the perspective of the new constitution. They have also organized similar sessions with Kenya Revenue Authority (KRA) staff, the corollary of which will be to understand the mind of KRA and to encourage dialogue in addressing key issues that have a direct bearing on the productivity of the industry.

## Background

From 25,000 tons worth Kshs. 4b in 2005 to 117,000 tons in 2010 valued at Kshs 36b and now employing close if not more than 90,000 people directly and well over 500,000 indirectly with an impact on the livelihoods of about 7% of the population makes floriculture in Kenya important.

It has been identified for growth under the Kenya vision 2030, particularly from the perspective that the industry has fuelled the development of skills and expertise. As industry expands into the Eastern African Region and beyond to Mozambique, it is Kenyan managers and supervisors who have highly developed skills are churning out quality flowers.

At a first glance, that we should celebrate migration of home grown skills to countries seen as competition is contradictory. But in essence, it is in the best interest of the Kenyan growers, that flowers coming from any country in the region bear the same mark of quality as does the Kenyan flower.

Given that should the African flower lose its lustre with the international market, Kenya, with the largest market share, 35% of the European cut flower imports, will bear the blunt of consumer flight.

None the less, the massive capital outlay ploughed in by farmers along with their business counterparts; the colossal investments by the Kenya Government to build an enabling business environment in regulatory bodies and infrastructure, faces a challenge not only from saturated markets but also from erosion of competitiveness arising from increased cost of production.

## Concerns

**Escalating cost of energy:** The cost of energy continues to soar. Additionally constant power surges not only counter productivity but are also expensive through destruction of equipment, an area we need to address as an industry. More vexing, is the fact that transport, ground and air continues to be a major cost due to Government surcharges and taxes.

**Taxes and levies:** Through the “Business Regulatory Unit”, the Government has reduced the number of licenses. However, as much as the industry is advocating for a reduction of the tax burden, major work is outstanding to get an industry incentive scheme in place. The progress is slow and unsteady. Last year, the industry momentarily celebrated the possibility of getting an abandonment of the VAT on all inputs. The decision on the same is in the 2011 / 2012 Kenya Budget proposals which were shelved until exhaustive discussions with stakeholders have been held.

**Rolling Exchange Rates:** While the exchange rates seems to favour the industry, we cannot under estimate the impact of unstable exchange rates on the overall cost of production, where most inputs, like fuel, chemicals and fertilizers are procured in foreign currency. It also has a direct bearing on productivity the cost of living goes up and fears of food shortage and hence security come to the fore front of concerns.

**Climate change:** It is imperative that the industry understands the impact of climate change on productivity in order that it may respond adequately to adapt and adopt the necessary technology to counter the negative effects. Demand for precision water use systems and environment control; effluent water treatment, reuse and recycle; water harvesting and storage; growing out of soil; water and green house emission footprints; new dynamics in diseases and profiles will increase. Of course, this is now common knowledge.

What is not common is a national industry strategy that:  
(i) Focuses on alternative measures or sources energy for and in the subsector.

(ii) Harnesses knowledge available to create awareness and knowledge on issues of climate change and convert such knowledge into either carbon neutralizing projects, carbon credit trading projects or research for adaptation projects.

At the growers, services and products level, it is clear that there is a wealth of information and knowledge on production skills and research.

Harnessed in a structured manner there is potential to add value throughout the value chain but also to deflect misinformation missiles on responsible growing of flowers in Kenya. The KFC Regional Networks provide a forum for engagement in addressing issues of climate change but also to tackle local issues and escalate those that need to come to KFC. This has been effective with local municipalities and on different levels.

Whenever upon request, growers provide information and data, KFC is able to use the same to develop persuasive position papers for common good. For instance there is a lot of work going for biological interventions for pest and disease control and fertigation. Sharing it amongst ourselves can only help all of us collectively to develop a greener industry.

In terms of compliance, pursuing a national mechanism is no longer a long term goal, it's now a short term, whereby, as industry, we must harness all that is to our advantage to secure and safe guard a hard earned industry profile and of course markets. We are expected by stakeholders to be at the forefront of protecting the environment.

We have access to the necessary interventions in terms of technology and knowledge. It does come at a cost and all should invest as the cost of not so doing is even higher. If we deal with this collectively, you will benefit not only from efficiency but also from effectiveness.

# New Holland: A new dawn for New Holland Flowers

A complete makeover, be it of your wardrobe, office or home is often time consuming, demanding and exigent. This is also a reality when it comes to restructuring a farm especially a vast flower farm requiring a lot of time, skills and lots of cash.

It means overhauling with minimal upset to the market and those dependent on the farm for their survival.

This is what is happening in New Holland Flower Farm located near Ol Kalou Town. The farm which is currently under new management is undergoing complete refurbishing on infrastructure and products. Save for the newly constructed greenhouses the farm which is set on the highlands of Ol Kalou area is anonymous and just a vast stretch of numerous new structures.

The farm is located on an 80 hectares piece of land with an altitude of 2300 m above sea level suitable for big bud size flowers. Started 12 years ago with a mere 4 hectares of greenhouses under production, New Holland has grown to boast 39 hectares under greenhouse production of rose flowers. This location has a pleasant climate, resulting in a stable quality throughout the year.



**Mr. Gunachitran demonstrates how lily seedlings are planted in the newly prepared greenhouses**

New Holland changed hands late last year from Mr. Eric Doodeman and was acquired by Black Tulip under the stewardship of Mr. Vijay Kumar. Black Tulip Group of Companies owns farms in Kenya, Malaysia, UAE and Qatar.

A tour to the farm revealed that the new owners are planning to take the farm which mostly produces roses to new production heights complete with new flower varieties. The restructuring include constructing and replanting flowers in new greenhouses a task the Farm General Manager Mr. B. Gunachitran said was a major challenge.

“The main challenge we are facing at the farm is uprooting old plants and replanting new ones which have proven very expensive and time consuming,” said Mr. Gunachitran.

Mr. Gunachitran explained to Floriculture team when we visited the farm recently, that they are not only adding new rose flower varieties but also diversifying to a whole new range of flowers among them lilies.

“We are in the process of planting about 1 million lily stems which we are planning to add to reach a target of 5 million stems,” said Gunachitran.

Already, replanting of a total of 15 hectares of new rose varieties is underway and was set to be completed before the end of July this year. He said the whole project of replanting the entire 39 hectares is expected to be completed in a span of three years. Currently, the farm has 16 varieties of roses.

Mr. Gunachitran, a hands-on experienced grower who has worked in several countries both in Africa and abroad, says the replanting was necessitated by the fact that the plants which were in the greenhouses during the takeover were very old thus production was not optimal.

## Management

The farm is divided into three managerial sections, each with a section manager, supervisors and greenhouse controllers. A section manager oversees the smooth operations of approximately 15 hectares of greenhouses.

## Workers Welfare

The farm employs 625 workers both on permanent and casual basis to enable it run smoothly. To motivate workers, the farm has established a bonus system based on greenhouse production whereby a worker is given extra cash in event he/she surpasses the number of flowers and length they are supposed to harvest within a particular period of time.

This arrangement said Mr. Gunachitran has played out as a motivator to the workers who work hard to achieve their targets. Besides, the farm gives best performers tokens per greenhouse in accordance to their work.

The farm has also made arrangements with a nearby clinic to take care of their workers besides providing the required PPE's. New Holland organizes frequent trainings for all its employees on safe use and effective handling of pesticides. This is done to put them in an informed perspective as far as chemical pesticides control is concerned.

## Corporate Social Responsibility

The farm is an equal opportunity employer and has employed most of its workers from the surrounding community in a bid to help alleviate poverty in the area.

On the other hand, the farm which is still trying to find its footing is in discussions with the neighboring Wanjohi Girls Secondary school to restock the library.

They have also started planting trees as part of Corporate Social responsibility and environment conservation.

## Environment Conservation

Mr. Gunachitran says the farm has embarked on a tree planting drive in line with the environment conservation requirements to increase forest cover in the country which is way below the required international standards. The farm has several wetlands which the General Manager says are being adequately conserved.

## Pests and Diseases

Mr. Gunachitran says spider mites, downy mildew and botrytis are some of the diseases and pests which plague the flowers in the farm.



He however pointed out that they have implemented Real IPM on 12 hectares to control spider mites. The management is also planning to introduce Real IPM on new the newly planted flowers.

## Special Project

The farm has set aside a trial area to try out new flower varieties from various breeders in a bid to check out flowers likely to do well in the area. Mr. Gunachitran notes that the area is however well suited for big headed buds variety.

## Future plans

The farm is currently selling all its flowers through the auction in Holland.

According to Mr. Gunachitran, the farm is planning to start direct sales targeting Middle East and Europe.

They are also set to acquire virgin land of up to 40 hectares in the same area to be used for planting a whole new range of flowers in six months time.



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# Kenyan Flower Farm Embrace Vermicompost Technology



Rising cost of farm inputs in the country has seen some leading flower farms in the country rethink other innovative ways of cutting chemical based fertilizers cost in a sustainable and environmentally friendly way.

Primarosa Flowers, a leading rose grower in Kenya, has embraced a relatively new but simple to operate composting technology known as Vermicomposting. Vermicomposting refers to the production of plant nutrient rich excreta of earthworms and decomposed matter.

Earthworms play a vital role in plant growth and it is quite possible to effect quick change over for sustainable agriculture by harnessing the brand new vermicompost technology to the soil. This vermicompost have enzymes, secretions of earthworms which stimulate growth and yield of crops and even develop resistance in crops receiving this spray.

Also known as vermiwash, worm compost, vermicast, worm castings, worm humus or worm manure, vermicompost is similar to plain compost, except that it uses worms in addition to microbes and bacteria to turn organic waste into a nutrient-rich fertilizer.

Primarosa Flowers Production and New Development General Manager Mr. Santosh Kulkarni says the new technology which the company borrowed from India has gone a long way in reducing the cost of fertilizers needed for the growth of a healthy flower.

“Vermicompost has proved completely safe to plants and easy to produce,” says Mr. Kulkarni.

Explaining how vermicompost is prepared, Mr. Kulkarni said the farm acquires cowdung from the neighbouring Maasai community at a low cost of Sh.1, 000 for one tractor trolley. The dung is then put in barrels and red earthworms rarely found in soil are introduced.

The barrel is usually completely open on one side with a hole on the bottom end to accommodate a vertical limb of a ‘T’ jointed tube in a way that about half to one inch of the tube projects into the barrel.

To one end of the horizontal limb is attached a tap while the other end is kept closed. This serves as an emergency opening to clean the ‘T’ jointed tube if it gets clogged. A container to collect the liquid compost is placed on the open end of the tube in which the vermicompost is collected in form of liquid. How vermicomposting work



Earthworms used for vermicomposting

After procuring a container and setting it up says Mr. Kulkarni, the worms are fed on the cowdung after which they secrete it. Water is poured into these barrels to wash the excreta which is collected inside a container placed on the open tap beneath the barrels. He notes that earthworm has efficiency to consume all types of organic rich waste material including vegetable waste, industrial and other organic waste.

In addition to increased nutrient levels, worm castings contain millions of microbes which help break down nutrients already present in the soil into plant available forms.

As the worms deposit their castings, their mucous is a beneficial component absent from compost produced by hot or cold composting. The mucous component slows the release of nutrients preventing them from washing away with the first watering. Worm compost is usually too rich for use alone as a seed starter. It is useful as a top dressing and as an addition to potting mixes at a rate of one part castings to 4 parts mix.

Unlike compost, which can work its magic in a pile in your backyard, vermicompost requires a bit more structure to work,

usually in the form of a bin. Bins can be made out just about anything, but they require drainage and air flow to be built in, so things like styrofoam (very insulating, and may release toxins into the worms’ environment) and metal (too conductive of

heat and cold) are generally less desirable, and plastic requires more drainage than wood be it can’t absorb moisture. The design of a bin usually depends on where you want to store the bin and how they wish to feed the worms.

### Vermicomposting tips

In warm climates, especially in the summer, keep the bin in the shade or away from midday direct sun just like compost, it should stay moist.

Quantities of cowdung or whatever waste material you are

using to make the compost, added depends on the size of the worm population; at first, feed the worms approximately one-half their body weight in kitchen scraps a day at most.

That is, if you have one pound of worms, feed them about 1/2 pound of kitchen scraps each day. When they become more established, you can feed them closer to their entire body weight, though it’s best to wait to add new food until the old food has been processed by the worms.

### Waste that can be used for vermicomposting

Agricultural waste ; Agricultural fields: stubble waste, husk, straw, and farmyard manure. Stems, leaf matter, fruit rind, pulp and stubble. But be careful while handling an all-citric waste. Animal waste ; Dung, urine and biogas slurry

Urban solid waste ; Kitchen waste from household and restaurants, waste from market yards and places of worship, and sludge from sewage treatment plants.

Agro industries ; Food processing units: Peel, rind and unused pulp of fruits and vegetables, fine bagasse, pressmud and seed husk, stems, leaves and flowers after extraction of oil.

# FLOWER FARMS IN KENYA

| FARM NAME               | CONTACT PERSON         | PRODUCT                 | TELEPHONE       | E-MAIL                            |
|-------------------------|------------------------|-------------------------|-----------------|-----------------------------------|
| Akina                   | Mr. Girish Appana      | Roses                   | 0726-089555     | girish@fontana.co.ke              |
| Africalla               | Mr. Rob Holtrop        | Zentadacia              | 066-76453       | sales@africalla.com               |
| Aquila Flowers          | Mr. Uday Bhat.         | Roses                   | 0722-205868     | gm@aquilaflowers.com              |
| Arts Flowers            | Mr. Nyakundi           | Roses                   | 0722-348070     |                                   |
| Batian Flowers          | Mr. G. Muriungi        | Roses                   | 062-41268       | gm@batianflowers.com              |
| Beauty Line             | Mr. Amnon Zafoni       | Gypsophila, Solidago    | 050-50116/7     | amnon@beautyli.com                |
| Bekya Floriculture      | DK                     | Roses                   | 0732258234      | admin@bekya.com                   |
| Bigot Flowers           | Mr. Jagtap Kakasaheb   | Roses                   | 0722205271      | jagtap.kt@bigotflowers.co.ke      |
| Bila Shaka Flowers.     | Mr. Joost Zuurbier     | Roses                   | 050-50328       | bilashaka.flowers@zuurbier.com    |
| Black Petal/ 4-10       | Mr. Nizra Junder       | Roses                   | 0722848560      | nj@blackpetals.co.ke              |
| Blue Sky                | Mike                   | Roses                   | 0720005294      | blue-sky@africaonline.co.ke       |
| Brill                   |                        | Roses                   | (49) 06821/6223 | info@rosenbrill.de                |
| Buds and Blooms         | Mr. Shivaji            |                         | 0720895911      | shivaniket@yahoo.com              |
| Carnations Plants       | Yossi Shamia           | Carnations              | 0733697404      | cpl@exoticfields.com              |
| Carzan                  | Nicole                 |                         |                 |                                   |
| Celinico                | Mr. Chris Shaw         | Roses, Summer flowers   | 066-72170       | celinico@nbinet.co.ke             |
| Charm Flowers           | Mr. Ashok Patel        | Lisianthus              | 020 2222433     | info@charmflowers.co.ke           |
| Colour Crops            | Mr. K. Marigoma        | Hypericum, Ammi         | 020 2313859     | admin@coulourcrops.com            |
| Colour Crops            | Mr. Geoffrey Mwaura    | Veronicoh               | 0724083111      | nva@coulourcrops.com              |
| Cordia                  | Mr. Harun              | Roses                   | 0733527665      | cordiafarm@jambo.co.ke            |
| Countrywide Connections | Abraham Kimani         | Erygium, agapathus      | 0721793286      | production@countrywide.co.ke      |
| De Ruiters              | Mr. Sebasten Alix      | Roses                   | 0720-601600     | info@drea.co.ke                   |
| Desire                  | Mr. Rajaat Chaohan     | Roses                   | 0724264653      | rajatachaohan@hotmail.com         |
| Elbur Flora Ltd.        | Mr. Peter K. Gagotho.  | Roses                   | 0724722039      | elflora@africaonline.co.ke        |
| Enkasiti                | Mr. Thambe             | Roses                   | 067 44222/3     | enkasiti@gmail.com                |
| Everflora Ltd           | Mr. Khilan Patel       | Roses                   | 067-5854406     | everflora@dmbgroup.com            |
| Equinox                 | Mr. Tom Lawrence       | Roses                   | 0722312577      | tom@equinoxflowers.com            |
| Fides( K) Ltd           | Mr. Francis Mwangi     | Roses                   | 068-30776       | info@fideskenya.com               |
| Flora Kenya             | Mr. Jack Kneppers      | Roses                   | 0733333289      | jack@maridadiflowers.com          |
| Florensis Hamer         | Mr. Eddy Verbeek       | Cuttings                | 050-50010       | verbeek@florensis.co.ke           |
| Fontana Ltd             | Mr. Girish Appana      | Roses                   | 0726 089555     | fontana@africaonline.co.ke        |
| Fourteen Flowers        | Mr. A.c. Achaia        | Roses                   | 051 343322      | sarju@fontana.co.ke               |
| Flora Delight           | Mr. Marco              | Roses                   | 0710802065      | olkegerunited@gmail.com           |
| Florema (K) Ltd         | Mr. Peter Maina.       | Begonia                 | 050-2021072     | info@floremakenya.co.ke           |
| Gatoka Roses            | Mr. M.K. Gacheru       | Roses                   | 0733619505      | gatoka@swlfkenya.com              |
| Greystones Farm         | Silas Mbaabu           |                         | 0722312316      | silas.mbaabu@greystones.co.ke     |
| Groove                  | John Ngoni             |                         | 0724448601      | plow@kenyaweb.com                 |
| Harvest Ltd             | Mr. Farai Madziva      | Roses                   | 0722849329      | harvest@harvestflowers.com        |
| Hamwe Limited           | Mr. Andrew Khaemba     | Hypericum.              | 0722431170      | production@hamwe.co.ke            |
| Hatabor Rainbow Blooms  | Mr. John Ndung'u       | Hypericum, Salidago     | 0726320007      |                                   |
| Highland Plants         | Mr. Pius Osore         |                         | 0726929932      | osore@yahoo.com                   |
| Homegrown- Flamingo.    | Mr. Peter Mwangi       | Roses, Fillers, Gerbera | 0722-204505     | peter.mwangi@f-h.biz              |
| Homegrown- Hamerkop.    | Mr. Jacob Wanyonyi     | Roses, Fillers          | 0722-773560     | jacob.wanyonyi@f-h.biz            |
| Homegrown-Kingfisher.   | Mr. Charles Njuki      | Roses, Carnations       | 0724 391288     | charles.njuki@f-h.homegrown.co.ke |
| Homegrown-Siraj         | Mr. S. Paul            | Carnations & Lilies     | 0722470717      | paul.salim@f-h.biz                |
| Homegrown-Sirimon       | Mr. Brian Allen        |                         |                 |                                   |
| Isinya Roses            | Mr. Yash .Dave         | Roses                   | 0721 403175     | info@isinyaroses.com              |
| Interplant              | Mr. Nehemiah Abraham   | Roses                   | 020 2014606     | info@sunrosenurseries.co.ke       |
| James Finaly            | Mr. Richard Fox        | Roses                   | 052- 30142      | flowers@finlay.co.ke              |
| JatFlora                | Mr. James Oketch       |                         | 0724418541      | jatflora@gmail.com                |
| Kabuku Farm             | Mr. S. Thirumalai      | Roses                   | 020 822025      | info@eaga.co.ke                   |
| Kalka                   | Mr Shiva               | Roses                   | 0715356540      | shiva@kalkaflowers.com            |
| Kentalya                | Mrs Linet              | Cuttings                | 0733549773      | lynette@kentalya.com              |
| Karen Roses             | Mrs. Rebecca Kotut     | Roses                   | 020 2078270     | karen@karenroses.com              |
| Kariki Ltd              | Mr. Samuel Kamau       | Hypericums              | 0722 337579     | samuel.kamau@kariki.co.ke         |
| KenFlora                | Mr. Aleem Abdul        | Roses                   | 0722311468      | info@kenflora.com                 |
| Kenya Cuttings          | Mr. Martin Kolvenbach  | Cutting                 | 060-2030280/81  | martin.kolvenbach@syngenta.com    |
| Kenya Highlands         | Mr. B.H. Nathani       |                         | 051851722       |                                   |
| Kisima Ltd              | Mr. Ken Mwenda         | Roses                   | 0722475758      | flowers@kisima.co.ke              |
| Kongoni Farm            | Mr.vivek Sharma        |                         | 0722203837      | vivek@vegpro-group.com            |
| KPP Plant Production    | Mr. Wilson Kipketer    | Poinsettia, Carnation   | 020-352557      | w.keter@selectakpp.com            |
| Kreative Roses          | Mr. Alkis Charitatos   | Roses                   | 050-50163       | info@kreative-roses.com           |
| Kundenga Flowers        | Mr. Joseph Juma        | Hypericum, Eringium     | 0725-643942     | production@kudenga.co.ke          |
| Lake Flowers            | Mahamoud Mohamed       | Roses                   | 050-2021418     | info@lakeflowers.com              |
| Lauren                  | Mr. Chris Ogutu        | Roses                   | 0722783598      | laurenflowers@access.co.ke        |
| Larmona Flowers         | Mr. Peter Mureithi.    | Roses , Hypericum       | 0722-238474     | lamonaaccounts@africaonline.co.ke |
| Lex +                   | Mr. Thomas Nyaribo.    | Roses                   | 050 2021260     | lex@lex-qa.com                    |
| Liki Riverfarm          | Mr. Sumanta Dash       | Roses                   | 020-2191804     | sumanta@vegpro-group.com          |
| Linsen                  | Mr. Livingstone Wadeya | Roses                   | 020-2070339     | info@linsenroses.co.ke            |

# FLOWER FARMS IN KENYA

| FARM NAME                  | CONTACT PERSON             | PRODUCT                        | TELEPHONE         | E-MAIL                           |
|----------------------------|----------------------------|--------------------------------|-------------------|----------------------------------|
| Live Wire Limited          | Mr. Gordon Millar          | Hypericum, Lilies              | 050-2020050.      | info@livewire.co.ke              |
| Lobelia Ltd                | Mr. J.P.Viljoen            | Roses                          | 020-2040418       | info@lobelia.co.ke               |
| locland                    | Mr. A. A. Patel            | Roses                          | 0721237936        | locland@bidii.com                |
| Longonot Horticulture      | Mr Harry Milbank           | Roses / Liasianthus            | 050-50173/4       | longonot@vegpro-group.com        |
| Magana Flowers             | Mr. Peter Mwangi           | Carnations & Roses             | 0726 212520       | Pmwangi@maganafloowers.com       |
| Mahee Flowers              | Mr. S. Thirumalai          | Roses & Carnations             | 020-827488        | malai@eaga.co.ke                 |
| Maaskant Flowers           | Sasse J O                  |                                | 0713 194897       | auCTIONflwer@nbi.ispkenya.com    |
| Maridadi Flowers           | Jack Kneppers              | Roses                          | 0733333289        | jack@maridadiflowers.com         |
| Matasia Valley             | Kephar L Tande             | Roses                          |                   | kephar.tande@eapcc.co.ke         |
| Maua Agritech              | Mr. Kori                   | Roses                          | 0722-206318       | gm@mauaagritech.com              |
| May Flower                 | Mr. Maarten Brussee        | Roses                          | 050-21174         | cuttings.ke@royalvanzanten.com   |
| Mosi Ltd                   | Ms. Alice Mureithi         | Roses                          | 0733509673        | alicemurugi@mosiflowers.co.ke    |
| Morop Flowers              |                            |                                |                   |                                  |
| Mt Elgon Orchads           | Bob Anderson               | Roses                          | 054- 31460        | info@mtelgon.com                 |
| Mweiga Blooms              | Mr. Aggrey Wahome          | Arabicum                       | 0722-788135       | info@mweigagrowers.co.ke         |
| Newholland                 | Eric Doodeman              | Roses                          | 0720632258        |                                  |
| Nini Frams                 | Fred Okinda                | Roses                          | 050-50406         | production@niniltd.com           |
| Nirp                       | Mr. Michael Gathage        | Roses                          | 020 3563141       |                                  |
| Ol Njorowa                 | Mike Kikwai                | Roses                          | 020-574011        | olnjorowa@iconnect.co.ke         |
| Olij Kenya                 | Mr.Reza Sorabjee           | Roses                          | 054-30916         | reza@swiftkenya.com              |
| Oserian Dev. Company.      | Mr.Roddy Benjamin          | Roses / Gypsophilla / Staticce | 0722207729        | rodody.benjamin@oserial.com      |
| Panda Flowers              | Mr. George Ndegwa          | Roses                          | 050-50046         | info@pandaflowers.co.ke          |
| Panacol International Ltd. | Paul Wekesa                | Roses                          | 054-30916/7       | paul.wekesa@panacol.co.ke        |
| Penta Flowers              | Mr. Thomas Ochieng         | Roses                          | 0722 904006       | tom@wananchi.com                 |
| PJ Thande                  | Ms. Elizabeth Thande       |                                | 0722380358        | Elizabeth@wetfarm.co.ke          |
| PJ Dave Flowers            | Mr. Hitesh Dave            | Roses                          | 045-21381/2       | pjdaveflowers@wananchi.com       |
| Plantations Plants.        | Mr. William Momanyi.       | Geranums / Impentia            | 050-20-20282      | pplants@kenyaweb.com             |
| Pollen Ltd                 | Mr. Daniel Kisavi          | Seeds/cuttings                 | 0733603530        | daniel.kisavi@syngenta.com       |
| PP Flora                   | Mr. A. Omondi              | Roses                          | 020-828981        | ppflora@swiftkenya.com           |
| Preesman K Ltd             | Mr. Ron Preesman           | Roses                          | 0737260040        | Rpreesman@preesman.com           |
| Primarosa                  | Mr. Vijay M. Jadhav/Bilipe | Roses                          | 045-22661         | info@primarosafloowers.com       |
| Primarosa Flowers.         | Mr. Aand Patil             | Roses                          | 065-22010         | info@primarosafloowers.com       |
| Racemes                    | Bonny                      |                                | 0721938109        | bonny@kenyaweb.com               |
| Red Lands Roses            | Isabelle Spindler          | Roses                          | 067-25051         | gm@redlandsroses.co.ke           |
| Riverdale Blooms Ltd       | Ms. Zipporah Mutugi        | Roses                          | 0202095901        | rdale@swiftkenya.com             |
| Roseto Ltd.                | Mr. Anad Shah              | Roses                          | 0734848560        | gm.rosoto@megaspringroup.com     |
| Sarkish Flora              | Mr. Kondola Singh          | Roses                          | 051 211046, 32222 | kondola@africaonline.co.ke       |
| Shades                     | Mishra Ashutosh            | Roses                          | 0722792018        | sagars66@yahoo.com               |
| Shalimar Farm              | Mr. S. Thirumalai          | Roses                          | 020 822025        | info@eaga.co.ke                  |
| Sher Karuturi              | Mr. Sai Karuturi           | Roses                          | 050-50001         | ram@karuturi.com                 |
| Sian Agriflora.            | Mr. Andrew Wambua          | Roses / Zantendaschia          | 0724 256592       | agrim@agriflora.sianroses.co.ke  |
| Sian Equator Flowers       | Nehemiah Kangogo           | Roses                          | 0725 848910       | nehemiah@equator.sianroses.co.ke |
| Sian Maji Mazuri           | Clement Kipng'etich        | Roses                          | 0725848914        |                                  |
| Sian Winchester            | Mr. Raphael Mulinge        | Roses                          | 0725848909        | rmulinge@sianroses.co.ke         |
| Sian Masai Farm            | Mr. W. Munyao              | Roses                          | 0725848912        | wmunyao@sianroses.co.ke          |
| Silze Kenya                | Mr. W. Mureithi            | Cuttings                       | 0720-995195       | info@silze.co.ke                 |
| Simbi Roses                | Mr.Jefferson Karue         | Roses                          | 020-2042203       | simbi@sansora.co.ke              |
| Sirgoek Flowers            | Mr. A. Keittany            | Roses                          | 0721591016        | sirgoek@africaonline.co.ke       |
| Solo Plants                | Mr. Hagai Horwitz          | Roses                          | 0732 439942       | hagai@soloplant.co.ke            |
| Sote Flowers               | Charles Asunda             | Roses                          | 0721-959076       | soteorama@gmail.com              |
| Star Flowers               | Mr. Sailesh Kumar          | Roses                          | 0722-203750       | sailesh@vegpro-group.com         |
| Stockman Rozen Kenya       | Edwin Broekhuizen          | Roses                          | 050-21409         | info@srk.co.ke                   |
| Subati Flowers Ltd         | Mr.Ravi Patel              | Roses                          | 020 2048483       | info@subatiflowers.com           |
| Suera Flowers.             | Susan Mureithi             | Roses & Lilies                 | 065-32309         | suerafarm@suerafarm.sgc.co.ke    |
| Suguta Growers             | Mr. Yabesh N. Marga        | Roses                          | 0733-719053       | sugutagrowers@yahoo.com          |
| Sunrose Nurseries          | Mr. Nehemiah Abraham       | Roses & Seeds                  | 020 2014606       | info@sunrosenurseries.co.ke      |
| Scheures                   | Haicko Becker              | Roses                          | 050-50390         | sailesh@vegpro-group.com         |
| Tambuzi Ltd                | Mr. Tim Hobbs              | Roses                          | 062-31019/7       | info@tambuzi.co.ke               |
| Terra Nigra                | Mr. P. Van Der Meer        | Roses                          | 050-5050310       | petervandermeer@terrannigra.com  |
| Terrafleur Ltd             | Mr. Chris Kaluku           | Hypericums                     | 067-30063         | chris@terraflour.com             |
| Terrasol                   | Mr. Sjaak Nannes           | Cuttings                       | 0722-387943       | info@terrasolkenya.com           |
| Timaflo Ltd                | Mr.Julius Kinoti           | Roses                          | 0725947133        | timaflo@wananchi.com             |
| Transebel                  | Mr.Morris Wahome           | Roses                          | 067-44022         | admin@transebel.co.ke            |
| Tropiflora                 | Mr.N. Krasensky            | Alstroemeria                   | 0724646810        | tropiflora@tropiflora.net        |
| Tsarah Rozen               | Mr. Jan Molenooy           | Roses                          | 0734417157        | jan@tsararozen.com               |
| Tulaga Flowers             | Mr. Denis Wedds            | Roses                          | 0724-465427       | denisweds@africaonline.co.ke     |
| Uhuru Flowers              | Mr. Ivan Freeman           | Roses                          | 020-3538797       | ivan@uhurufloowers.co.ke         |
| Valentine-Karura           | Mr. Susan Maina            | Roses                          | 020-3542466       | info@valentineflowers.com        |

Valentine-Kibubuti  
Vankleef  
Van den berg Kenya  
Vegpro Group  
Waridi Ltd.  
Wildfire  
Windsor Flowers  
Xpression Flora Ltd  
Zena Roses  
Zena Roses Sosiani

Mr. Susan Maina  
Mr.Johan Remeuus  
Piet Van Den Berg  
Mr. P.D. Kadlag  
Christine Karembu  
Mr. Pardeep V. Kumar  
Mr. M. Rasam  
Mr.Mohan Choundery  
Rakesh Kuttaiah

Roses  
Roses  
Roses  
Roses  
Roses  
Hypericums & Carnations  
Roses  
Roses  
Roses  
Roses  
Roses

020-3542466  
050-50439  
050202084  
0723149968  
050-2020837  
067- 24208  
020-2312888  
0722825429  
0723 965788

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rmchoudhery@zenaroses.co.ke  
rakesh@zenaroses.co.ke

## FLOWER FARMS IN ETHIOPIA

## FLOWER FARMS IN ETHIOPIA

| FARM NAME                       | CONTACT PERSON                     | PRODUCT               | TELEPHONE         | E-MAIL                       |
|---------------------------------|------------------------------------|-----------------------|-------------------|------------------------------|
| A" flower                       | Rashid Mohammed                    | Roses                 | +251 11 5533237   | mekiya@ethionet.Et           |
| Abyssinia flowers               |                                    | Roses                 |                   | ggh-link@ethionet.Et         |
| Addisfloracon plc               | Ketema                             | Roses                 |                   | tasfaw@addisflora.Com        |
| Agri flora p.L.C                |                                    | Roses                 |                   | flowers@ethionet.Et          |
| Alliance flowers plc            | Ravi                               | Roses                 |                   | allianceflowers@rediff.Com   |
| Almeta impex pl                 | Ato Yonas Alemu                    | Roses                 |                   | almeta.Impex@ethionet.Et     |
| Aq roses plc                    |                                    |                       |                   | ethiopia@aqroses.Com         |
| Arsi agricultural               | William Ngelechei/Tahir Aman       | Roses                 | +251911869953     | arsiflowers@ethionet.Et      |
| Mechanization service           | Belay                              |                       |                   |                              |
| Avon flowers plc.               |                                    |                       |                   |                              |
| Awassa greenwoods plc           | Hypericums                         |                       |                   | Gomba@ethionet.Et            |
| Beauty green plc                | Yonas Tsegaye                      |                       | +251 11 5544601   | awassagreenwood@ethionet.Et  |
| Blen flowers plc                | Anteneme Zenebe                    |                       |                   | seidlert@ethionet.Et         |
| blu nile flora plc              |                                    |                       |                   | blenflowers@ethionet.Et      |
| Chibo flowers                   | Ato habtamu gesesse                |                       |                   | bnf2etf@ethionet.Et          |
| Dandi bour floralia plc         |                                    |                       |                   | expincor@ethionet.Et         |
| dire highland                   | Tesfaye Asegidew                   |                       | +251911793408     | dbuc@ethionet.Et             |
| Flower plc                      |                                    |                       |                   | dhf@ethionet.Et              |
| Dream flowers plc               | E.Ravi Chandran / Wycliffe Otieno  | Roses                 | +251116521662     | dreamflowers@ethionet.Et     |
| Dugda floriculture              |                                    |                       |                   | dugdaagr@ethionet.Et         |
| Development plc                 |                                    |                       |                   |                              |
| Dyr                             | Yosef Beyene                       | Carnations            | +251113390251     | dyr@ethionet.Et              |
| Eden roses                      | Tshaye                             |                       |                   | edenroseplc@ethionet.Et      |
| Enyi ethio rose                 | Tewahido Haymanot/Teshalewolde     | Roses                 | +25111182143      | enyi@ethionet.Et             |
| Eteco plc                       |                                    |                       |                   | eteco@ethionet.Et            |
| Et-highland flora plc           | Tim Harrap / BrianSheepers         | Roses                 |                   | bnf2etf@ethionet.Et          |
| Ethio agri-ceft                 | Arvind / Kebede / Biru abebe       | Rose                  | +251116621029     | ethioagriceft@ethionet.Et    |
| Ethio dream plc                 | Bimal / Emmanuel                   | Roses                 | +251911502152     | ethiodream@ethionet.Et       |
| Ethio flora plc                 |                                    |                       |                   | bnf2etf@ethionet.Et          |
| Ethiopian cuttings              |                                    | Geraniums             |                   | ethiopiacultting@ethionet.Et |
| Ethiopian magical farm          |                                    | Roses                 |                   | emf@ethionet.Et              |
| Ethioplant plc                  |                                    |                       |                   |                              |
| Experience inc. Plc             | Felix Steeghs/ Kontos              |                       |                   |                              |
| Fiyori ethiopia pvt.Ltd. Co     | Telahum Makonnem                   |                       |                   | yoshe@ethionet.Et            |
| Florensis ethiopia plc          | James Mwicigi                      | Roses                 | +251 11 6525556   | flrensis@ethionet.Et         |
| Golden rose agrofarm ltd.       | Ronald Vijverberg                  | Cuttings              |                   | gomba@ethionet.Et            |
| Herburg roses plc               | Shahab Khan / Sunil Chaudari       | Roses                 | +251 11 5519049   | herburgj@ethionet.Et         |
| Holeta rose plc                 | Mr. Adrianus Gerardus              |                       |                   | holroses@ethionet.Et         |
| lhan tot plc                    | Navale Bhausahab K.                | Roses                 | +251 11 4671791/2 |                              |
| J.J.Koari plc                   |                                    |                       |                   |                              |
| Joe flowers plc                 | Ashok Bhujbal                      | Roses                 |                   | jkothari@telecom.Net.Et      |
| Jordan river herbs plc          |                                    | Roses                 |                   | jflowers@ethionet.Et         |
| Joytech                         |                                    |                       |                   | flower-herb@yahoo.Com        |
| Karuturi sai                    | Ramarkrishna Karuturi/Anil         | Roses                 |                   | mail@joytechplc.Com          |
| Linssen roses                   | Wim Linssen                        |                       |                   | aniltumu@yahoo.Com           |
| lafto roses plc                 | Gerard Van Der Deijl               |                       |                   | linssenroseset@ethionet.Et   |
| Lucy ethiopia flowers plc       |                                    |                       |                   | aftoroses@ethionet.Et        |
| Mam -flower farm                | Mussema Aman/ Idris/ Absalom Orero | Roses                 |                   | ger@lucyflowers.Com          |
|                                 |                                    |                       |                   |                              |
| Maranque plants plc             |                                    |                       |                   | maranqueplants@hotmail.Com   |
| Marginpar ethiopia pvt. Ltd. Co | Peter Pardoen/Mwangi               | Eryngiums, hypericums |                   | marginpar@ethionet.Et        |
| Metro lux flowers               | Roy/Daniel                         | Roses                 |                   | dgad@ethionet.Et             |

### FARM NAME

Meskel flowers  
Minaye flowers plc.  
Mullo farm plc  
Noa flora plc  
Oda flower plc  
Omega farms plc  
oromia wonders  
Rainbow colours plc  
Queens flowers  
Red fox ethiopia plc

Roman ayele  
Rose ethiopia plc  
Roshanara roses plc.  
Sathya sai farms (e)ltd, plc  
Roshanaper rose plc  
Saron rose agrofam plc  
sheba flowers plc  
siet agro plc  
soparasy (mekiya)  
Spirit plc  
Summit plc  
Supra flowers plc

Tabor herbs  
Tal flowers plc.  
tepo agricultural plc  
Tinaw business s,c  
Uni-flower plc  
Johnsonflower farm.  
Zaguwe flora plc  
Zubka general business  
Flower farm plc

Top flower plc  
Valley farm plc  
yassin legesse johnson  
Flower farm  
Ziway roses plc

### CONTACT PERSON

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Eyob Kebebe/MauriceOjow

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Ato. Mekonnen A.  
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Ketema Alemayeh  
Mr.K.Bhanu Prasad  
N.L Shyam Sundar

Bruk Melese  
Clemence  
Ermias Tadesse  
Ken Murwayi

Michael Asres /Paul Muteru  
Rakesh Kumar Gautam

Ato Tesfaye

Ato Yasin Igesse  
Ato. Adiam Eyasu

Zubeda Kedir

Tadesse Bekele

### PRODUCT

Roses  
Roses

Roses

Roses  
Eryngiums, poinsettia

Roses

-

Roses

Roses

Roses

Ato Tesfaye

Ato Yasin Igesse  
Ato. Adiam Eyasu

Zubeda Kedir

Tadesse Bekele

Roses

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## FLOWER FARMS IN UGANDA

| FARM NAME                         | CONTACT PERSON   | PRODUCT                          | TELEPHONE  | E-MAIL                         |
|-----------------------------------|------------------|----------------------------------|------------|--------------------------------|
| Aurum Roses                       | James Mwicigi    | Escimo,maxime                    | 071 333999 | kunal@aurumroses.com           |
| Africa agro industries Xpressions | Diamond Droliya  | Escimo,Lambada, Frisco,First red | 071 202005 | pressions@utlonline.co.ug      |
| Beflowers                         | Mark Graves      | Dream, Lambada,                  | 077 740101 | info@beflowers.com             |
| Fiduga                            | John Rutten      | Chrysanthemums                   | 077 722037 | john@fuduga.co.ug              |
| Jambo Roses                       | Daniel Kiryango  | Escada, Frisco,Tineke,           | 075 748077 | jambo@infocom.co.ug            |
| Magic                             | Jan Krul         | Poeme, Sunbeam, Sacha            | 077 744623 |                                |
| Mairye Estate                     | Mahmood Hudda    | Chelsea, Frisco, Escimo,         | 077 744620 | mairye@mairye.co.ug            |
| Oasis Nurseries                   | Vincent Senyonjo | Amore, Dream, Escimo,            | 071 286534 | oasis_nursery@yahoo.com        |
| Pearl Flowers                     | Raghibir Sandhu  | Frisco,Rodeo, Black              | 077 725567 | pearl@utlonline.co.ug          |
| Roal Van Zanten (u) ltd.          | Jacques Schrier  |                                  | 077 765555 | ier@royalvanzanten.com         |
| Rosebud 1 & 11                    | Sudhir Ruparelia | Frisco, Escimo, Rodeo,           | 077 777743 | sudhir@rosebudlimited.com      |
| Uganda Hortec                     |                  | Iceberg, konfetti,               | 077 748217 | harma@mehtagroup.com           |
| Victoria Flowers (u) ltd          |                  | Sunbeam,Red calypso,             | 071 730066 | victoriaflwr@one2netmail.co.ug |
| Wagagai                           | Pim De Witte,    |                                  | 071 727372 | victoriaflwr@one2netmail.co.ug |
| Graham Stone                      |                  |                                  | 077200499  | graham@freshhandling.com       |

## FLOWER FARMS IN TANZANIA

| FARM NAME             | CONTACT PERSON | PRODUCT                 | TELEPHONE        | E-MAIL                     |
|-----------------------|----------------|-------------------------|------------------|----------------------------|
| Arusha Cuttings       |                | Chrysanthemums          |                  |                            |
| Dekker - Bruins       |                | Chrysanthemums          |                  |                            |
| Enza Zaden            | Jan            | Tomatoes                |                  | manager@enzazaden.co.tz    |
| Fides Tanzania        | Bert kuyper    | Geraniums               | +255272553148    | b.kuyper@fides.nl          |
| Hortanzia             | J. Giovinazzo  |                         | + 215 784 200827 | hortanziagm@cybernet.co.tz |
| Kiliflora             | Nick Stu       | Roses                   | +255755027103    | simon@kiliflora.com        |
| Kilimanjaro Flair Ltd | B. Mutiso      |                         | +255784512967    |                            |
| Kilihortex Ltd        | Erick Korster  | Rasp berries, Hypericum | +255272553230    |                            |
| Mount Meru Flowers    | H. Niskala     | Roses                   | +255272553385    | hn@mount-meru-flowers.com  |
| Q-Sem Ltd             | S.De Bock      | Vegetables              | +255272553444    | s.de.bock@q-sem.com        |
| Serengeti fresh       | Erick Zweig    |                         |                  |                            |
| Tanzania Flowers      | Nick Stubs     |                         | +255744508891    | erik-zweigtl.co.tz         |
| Tengeru Flowers       |                | Roses                   | +255272553834    | teflo@africaonline.co.tz   |



**My name is Gunachitran,Caring for Lilies is Time consuming. But I always read my Copy of Floriculture Magazine**

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