

JANUARY - FEBRUARY 2024

HortiNews

Growing Ideas

NO. 68 KSH 300



RED BENTLEY

Red Bentley

Red Bentley



SELECT
BREEDING

Cabbage **Powerslam F1**



Black rot resistant

- MATURITY: Early (75 to 85 days)
- HEAD SHAPE: Round
- HEAD WEIGHT: 3.0 – 5.0 kg
- HEAD COVER: Very good
- EXTERIOR COLOUR: Deep Blue-Green
- INTERIOR COLOUR: White to light green
- FLAVOUR: Very good
- Intermediate resistance to Black Rot (Xcc)
- High resistance to Fusarium (Foc)
- FIELD HOLDING: Excellent
- YIELD POTENTIAL: Excellent



Our Knowledge, Your Success
A Bolton CP Company



SAKATA

PASSION in Seed

CONTENTS

Select Breeding drives into premium reds with the Red Bentley



P. 8

Top five red roses in Kenya



P. 10



P. 21

Clement Tulezi on industry outlook



P. 14

- P. 7 Fresh Produce Exporters Association of Kenya False Codling Moth updates
- P. 20 Chrysal's Strategy to Use Big Data to Boost Flower Production and Marketing Predictions
- P. 22 The Sian Young Turks :- Peter & Chris
- P. 24 Kenya's potato industry has potential to grow thrice bigger
- P. 27 Shamba Organics
- P. 30 Directory

CHIEF EXECUTIVE OFFICER
Catherine RiunguEDITORIAL CONSULTANT
Joe MbutiaADMINISTRATION MANAGER
Anita NkomoWRITERS
Brian Okinda
Clifford Akumu
Thesun Kahuthia
Edwin KiwaCONTRIBUTORS
Nelson Maina - Elgon Kenya
Niels Van Doorn - Chrysal Africa
Faith Ambajo
Jay Othman - Shamba OrganicsADVERTISING
Mugimi Inn
Fedice Kurui
Munithi KarukiPHOTOGRAPHY
Alex David
Rita MulalaDESIGN
Samuel IrunguPUBLISHING CONSULTANTS
Hortinews Agencies

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ASSOCIATED GREEN VENTURES

Mwangara Road, Komarock Phase 2, opposite main gate, Block E, PO Box 1006-00111
Tel: +254 722-888770, +254 720-888967
horticulturalnews@gmail.com
news@hortinews.co.ke

 Horticultural News @hortinews
www.hortinews.co.ke**HORTISPOT**

As we savour the Valentines red zone, the hottest development in the horticulture space is the sea transport cool chain master plan. Set to be rolled out in April, the programme seeks to prepare Kenya to transition from air to sea by 2030.

CATHERINE RIUNGU

The future is still optimistic

Despite a challenging business environment prevailing in Kenya, the country's horticulture industry is off to a good start in 2024. Reports indicate Valentine, the biggest flower trade day was sold out last year, with traditional red varieties from Kenya running the show. As detailed elsewhere in this edition, five of the top five red roses are from Kenya, with two breeders dominating the curve with some of the most popular varieties as they roll out new breeds to stay on top.

That notwithstanding, there is a new kid on the block The Red Bentley. Despite being in the business of flower breeding for 25 years, Select Breeding has developed its first red rose, and just like the car it is named after, even the established players have acknowledged the flower as a worthy competitor! A first and fast red rose? This describes the entry of the Red Bentley into the Reds Super league. So, who are the reigning champions in this league? Well, Madam Red by United Selections, from De-Ruiter we have the Rhodos, the Ever Red and Furiosa, and Upper Class by United Selections.

As we savour the Valentines red zone, the hottest development in the horticulture space is the sea transport cool chain master plan. Set to be rolled out in April, the programme seeks to prepare Kenya to transition from air to sea by 2030. A team composed of the private sector, the Kenya government and development partners and facilitated by TradeMark Africa will in the coming days give the roadmap towards realization of this ambitious plan. At this point in time we can say it includes establishment of consolidation hubs in Identified Standard Gauge Railway stations in Naivasha, Kisumu, Nairobi all the way down to Mombasa. The Kenya Flower Council CEO Clement Tulezi in an interview published in this edition details the current industry outlook, delving into the sea logistics team chaired by the KFC under the National Horticulture Taskforce.

A conference on this historical transition will form part of the key discussions during the International Flower Trade Exhibition (IFTEX 2024), which will take place June 4-6 in Nairobi.

The significance of the sea transport transition in the flower trade dialogue globally is the sustainability and climate change focus that has dominated the carbon footprints concerns for years. As global warming reaches uncomfortable levels, reducing airfreight for goods that can be transported by sea has taken centre-stage in conformity with the European Union Green Deal. Businesses are seeking ways of drastically reducing carbon emissions to gain carbon-free status by various measures such as shifting to renewable energy, mass tree planting, e-mobility and minimizing water usage.

Flower post-harvest services provider Chrysal has remained at the sustainability frontlines by introducing innovations to support sea transport transition by getting into partnerships with data-driven technologies geared towards creating knowledge platforms that keep growers and the value chain actors informed on the movement of flowers from farm to vase as well as markets dynamics predictions. The future is technology that ends with human interaction.

This edition is all about flowers with some few breaks touching on the potato industry.

catherine@hortinews.co.ke
riungucm@gmail.com



Meet my Roses™




DeRuiter
creating flower business

De Ruiter East Africa Ltd

is proud to be associated with the

Sian Group

As their supplier of quality standard roses, spray roses and Kangaroo Paw. We wish to thank the founding directors Mr. Joshua Kulei and Mr. Micah Cheserem and applaud their exemplary leadership over the years. We send best wishes to the new directors Mr. Peter Cheserem and Mr. Chris Kulei as they take over the leadership".



EVENTS



7th Africa Agri Expo - 2024

Africa Agri Expo 2024

Africa Agri Expo 2024 is a major event promoting Africa's rich Agriculture sector and presenting international companies. It will be held on 19th and 20th Feb 2024 at Sarit Expo Centre. The Conference Program Will Cover A Wide Range Of Topics Including Innovative Farming Techniques, Data-Driven Agriculture, Best Practices For Sustainable Agriculture, Financing And Investment Opportunities.



International Floriculture Trade Expo

International Floriculture Trade Expo (IFTEX) 2024 is taking place from 04-06 June 2024 to June 2024 at Visa Oshwal.



Tuesday 5th - Thursday 7th
November 2024



International Africa Avocado Congress

International Africa Avocado Congress (Avocado Africa 2024)

The event will be held at the Sarit Expo Centre, Nairobi, Kenya from 7th - 10th May 2024. This year's theme is 'A Convergence of technology and business for increased competitiveness and trade'.

9th AGRITEC AFRICA

An International Exhibition & Conference on Agriculture Technologies is going to be held during 12-13-14 June 2024 at Kenyatta International



12-13-14 JUNE 2024
KICC | NAIROBI | KENYA

www.agritec-africa.com



NAIVASHA HORTICULTURAL FAIR 2024

The Naivasha Horticultural Fair will take place on September at the Naivasha Sports Club in Naivasha.

IMPORTANT ALERT

Fresh Produce Exporters Association of Kenya False Codling Moth updates



Following the publication in October 2023 of the opinion of the European Food Safety Authority (EFSA) on the risks posed by imports of cut flowers of roses for the introduction into the EU of the false codling moth (*thaumetotibia leucotreta*), discussions are ongoing in Brussels between the European Commission and the 27 EU Member States as regards the appropriate EU regulatory measures to be put in place.

While a position has not yet been finalized and the decision-making process is likely to take a few months, it is expected that rose exporting countries where FCM is known to occur such as Kenya, Ethiopia, Tanzania, Uganda, Zambia and Zimbabwe will be required to put in place a systems approach, guaranteeing that infestations can be excluded with a certain degree of statistical confidence.

“ FPEAK will continue to liaise closely with the European Commission, EU Member States and the relevant stakeholders/ authorities to help secure the most manageable way forward as regards FCM in cut roses ”

This will require supervision of farms by the National Plant Protection Authorities (NPPOs), which will need to take full responsibility for the system. Notification to Brussels of a register of all participating companies will be required. Additionally, official export inspections by the national authorities will continue to be required, with that same level of statistical confidence.

In the meantime, FPEAK has been advised that the EU may increase the minimum percentage of plant health import inspections (identity and physical checks) at EU borders of consignments of roses from Kenya and Ethiopia to 25% (instead of the 10% and 5% respectively applicable for these countries at the moment).

This change is part of the annual review process under Commission Implementing Regulation 2022/2389 establishing rules for the uniform application of frequency rates for plant health on imported plants and plant products.

The legal text is expected to be formally adopted by the EU later this month and shall enter into force 20 days after publication in the EU Official Journal. The change shall therefore take effect in the first part of 2024, most likely in the course of January 2024.

Imports of cut roses from all other exporting countries where FCM is known to occur will be subject to the standard frequency rate of 100% for identity and physical checks, except for Zambia which would retain the current 50%. FPEAK will disseminate the official EU publication and confirmed date of entry into force as soon as they will be available.

FPEAK will continue to liaise closely with the European Commission, EU Member States and the relevant stakeholders/ authorities to help secure the most manageable way forward as regards FCM in cut roses. FPEAK will keep members informed when more information is available.

**For more information contact
New Rehema House, 4th Floor, Westlands,
Nairobi, Kenya
+254 713 516 555, info@fpeak.org**



SELECT
BREEDING



Select Breeding drives into premium reds with the Red Bentley

The premium luxury red rose was introduced in December 2022

By FEDICE KARIMI

A first for Select Breeding and a first in the premium reds category. Michael De Geus lights up as he talks about the firm's first red rose, the Red Bentley, described by market analysts as bringing intense competition in the top love flower colours. In under two years, the flower has captured the imagination of flower enthusiasts and entered into the category of the super league reds.

This is our first red, Mr Geus said with a smile adding "Bentley is a luxury car and this is a luxury rose", in an entertaining interview with Hortinews at the Select Breeding showhouse in Naivasha, at the Nini Flower Park. "The name is catchy and easy to remember", he added when we asked what's in a name?

“

Growers who ran trials and have gone commercial with the Red Bentley have given it a thumbs up.

”

With this spectacular bright red colour with a velvet shade, the breeder has made its debut in the premium red roses category, a great milestone as it marks 25 years in creating flowers. Kenya is home to the world's top five red rose varieties and the Red Bentley is driving into this territory. "We are entering a highly competitive market with household names, some that have been around for more than 10 years", added De Geus, expressing confidence the Red Bentley has its space in this zone.

Growers who ran trials and have gone commercial with the Red Bentley have given it a thumbs up, placing it in the premium category and expressing optimism with the variety.



"Sold out", said Nehemiah Kangogo, general manager, Equator Flowers, a pioneer grower in Eldoret. Flanked by Production and Technical Manager, Nicholas Kadiri and Director Peter Cheserem, Mr. Kangogo added, "It is a sturdy flower with a long shelf-life with a bright future. It is resistant to downy mildew, one of the most destructive diseases affecting flowers," Nehemiah said, confirming one of the attributes of the Red Bentley, as earlier narrated by De Geus. Being diseases resistant means less chemicals for a cooler planet and a safer working environment.

“
The Red Bentley is suited to Kenya's four flower growing climatic zones – Naivasha, Nakuru, Nanyuki, Uasin Gishu and Kinangop.
”



Like our traditional reds during valentines, this one is sold out, which doesn't always happen with new breeds. It certainly has quickly joined the big league, he added.

The biggest market for the Red Bentley is Europe and the Middle East, said De Geus. The latter is an interesting market, said Okisegere Ojapat in a recent press briefing on the status of fresh produce exports from Kenya in 2023. Mr. Ojapat said while market researchers are still studying the sudden surge in demand for flowers in the Middle East, one of the obvious reasons could be, "they have discovered love and flowers".

The Red Bentley is suited to Kenya's four flower growing climatic zones – Naivasha, Nakuru, Nanyuki, Uasin Gishu and Kinangop. In areas like Timau and Eldoret with high altitudes, growers are getting few volumes but big heads that are a preference in premium markets while in the lower altitude regions producers are getting high volumes. Either way, it's a win win.

Apart from its physical attributes and luxury name, the Red Bentley is an attraction for growers and consumers because it is new and customers are always looking out for new varieties to excite their lives.



SELECT
 BREEDING

Select Breeding

De Kwaker 30
 7891 XD Klazienaveen
 The Netherlands
 T: +31 612 700 810 +354 786 580 7821
 E: info@selectbreeding.nl

Top five red roses in Kenya



A Markets observer's view....

By EDWIN KIRWA

Red roses are without a doubt a universal symbol of love and warmth and the most popular flower for this purpose! Their elegance, color, and sentiments therein have withstood the test of time, making them the most loved and consumed rose. Surprisingly red roses sell throughout the year, not only during Valentine's Day but also during Christmas and the festive season.

However, not all red roses will sell throughout the year but only cultivars with immensely significant plantings spread across different farms. In addition to huge areas in production, the red roses business is strictly defined by the variety name and the characteristics of the involved varieties, from a growing, transport, or shelf life standpoint.

So, what's in a red rose? What does it take to breed, develop, and successfully introduce a valuable red rose in the market? One thing is certain, it is a collaborative approach, between the breeder and the respective growers of their red rose varieties to create a brand out of it.

However, the following are some of the key attributes a perfect red rose ought to have, for a chance to compete fairly amongst other strong and well-positioned varieties in the market.

Key Attributes of a Perfect Red Rose

Notably, these attributes are normally defined from the market point as a preference and what they are looking for when it comes to a red rose. Here are some of the guiding attributes to look out for!

Bud Size/Head Size

Depending on the market segments, head size is crucial for a red rose; for the retail segment, a bud size range of 4.0-4.5 cm should suffice. However, for the premium segment, a head size range of 5.0-7 cm is a requirement for this market segment.

Stem Length

Once again, stem length goes hand in hand with the head size. The retail segment prefers a stem length of 40-60 cm, while for the premium segment a stem length of 60-80 cm is good enough!

No Blackening

When it comes to red roses, the presence of any blackening especially on the outside petals can easily kill a potential variety, not to reach the market, let alone be experienced by consumers.

Shelf Life

Vase life or rather shelf life is a crucial attribute not only for red roses but any other rose. However, florists and floral consumers in general prefer a minimum of 14 days of shelf life for every red rose. If a rose can offer more than 14 days, even better!

Being cognizant of the above traits, needed in a red rose, what are the top-performing red roses in Kenya? From which breeder are these varieties from and which farms are growing them? Here is a review of the top 5 red roses and an additional 5 promising new red roses, with their respective breeders and current growers.

“

Vase life or rather shelf life is a crucial attribute not only for red roses but any other rose

”

Madam Red

Did you know Madam Red was named after Sally Kosgel, who is the director of the breeding farm, United Selections? Often people referred to Sally as 'Madam', so when this red rose was first introduced, the name was a bit of a no-brainer and an easy decision to name



it Madam Red. That was not a bad idea at all, today Madam Red is adored, grown, and loved around the world. This is what makes this rose special, it has no thorns, making it so easy to work with especially when dealing with intricate floral arrangements. Madam Red can easily last for more than 15 days on the vase travels so well and arrives at its destination with no damages!

Ever witnessed a red rose fully bloom on the vase? That is Madam Red for you! This beautiful rose opens fully on the vase!

Madam Red fits both low and high-altitude farms and is currently grown by Kisima Farm, Pj Dave Flowers, and Aquila Flowers just to name a few, and can be sold to both premium and retail markets.

Ever Red

Ever Red from the breeder De Ruiter is a true beauty and the epitome of a red rose charm. Being a premium red rose, with a big bud size a red velvet color, and a perfect flower shape, Ever Red is a reference when it comes to how a red rose ought to look like!



Grown for the premium segment, the following are some of the farms currently growing Ever Red: Kikwetu Flowers, Rift Valley Roses, AAA Roses. Please note Ever Red is suited for the high altitudes around Mt. Kenya region!

Rhodos

For a longer period, Rhodos was grown exclusively by Pj Dave Flowers. Rhodos from the breeder De Ruiter is a delight for the florists, mainly because of its shelf life. It can last on the vase for 21 days, though it might not fully open, once can enjoy this rose for a cool 3 weeks!



Compared to other red roses, Rhodos leads when it comes to shelf life and that is a trait that makes it special!

Upper Class

Upper Class is a classic red rose for the retail segment, from the breeder United Selections. Here is a fact about this rose, it is widely loved and consumed in the Middle East, precisely this is the most successful red rose in the Middle East.



Grown mostly by Ethiopian farms, and a few farms in Kenya like Timafior, Upper Class is a heavy-producing rose, with a relatively small bud size.

Furiosa

Ideal for the retail segment and just like Upper Class, Furiosa is big on numbers, making it ideal for the retail market segment.

Furiosa is from the breeder, De Ruiter, making it the third successful red rose from the breeder, solidifying the breeder's strength in breeding and developing valuable red rose varieties.



The above-highlighted varieties qualify to be in the Top Five category due to their huge commercial plantings on average 50 ha, and above per variety. However, looking into the future, breeders are continuously bringing new cultivars into the market and the following are some of the red rose varieties which are showing lots of potential. Evidently, De Ruiter and United Selections are both leading

when it comes to breeding and introduction of resilient red rose varieties. However, Red Bentley and Royal Class are set to create an intense competition to Madam Red, Ever Red, Rhodos, Furiosa and Upper Class.

Ever experienced any of the top 5 red roses grown in Kenya? Which one is your favorite in this case?

**Red Bentley - Select Breeding • Premium Class - United Selections • Top torch-United Selections
Game Changer-Kordes • Royal Class - Interplant**

De Ruiter East Africa's array of roses for Valentine's

Valentine's Day is, definitely, an occasion with a purpose. It is meant to show one's affection to their loved ones and, by extension, spoil them with a variety of gifts including flowers, jewellery, chocolates, or simply an opportunity to spend quality time together.

Flowers are a specialty of Valentine's and for many people. This day presents an opportunity to give a stem, bunch, or a bouquet of flowers. Red roses are, especially, preferred for this occasion. You could, for instance, give a loved one these red roses for a first date, or a spouse for an anniversary.

These roses carry the deep meaning of true love, romance, and desire. No wonder they are probably the most popular flowers ever. Still yet, they continue to intrigue, fascinate, and capture the emotions of lovers across the world.

Red roses come in different varieties, each with its unique qualities. Lovers observing Valentine's Day can, accordingly, choose from any one of these numerous varieties, to demonstrate their affection towards each other, or just say 'I love you' without necessarily uttering it verbally - especially in situations where words alone cannot comprehensively articulate what the mind and heart need to say.

This is where De Ruiter Innovations, a renowned breeder with facilities in different parts of the world, comes in. The acclaimed breeder has an array of roses in varied colors, varieties, shapes, and sizes, all of which are just perfect for any occasion, more so Valentine's celebrations.

Based in Naivasha, De Ruiter East Africa (DREA) has just the right roses for Valentine's Day, with its red roses being especially attractive and charming in nature. These have just the right qualities for the celebration of the day dedicated to lovers.

There are a number of the renowned breeder's most notable varieties for this occasion, according to Rohit Patil the marketing manager at De Ruiter East Africa. These varieties have all the qualities that would make one fall in love, not just with the flower itself, but also even more with their loved one. And the fact that the varieties still have longevity in the market, means people can enjoy their beauty and rich meaning for years - and even decades - to come.

So here are De Ruiter East Africa's leading 'big league' red rose varieties ideal for Valentine's.

This rose is a pure and truly deep red flower that continues to endure the test of time. It is always aiming to please and bring out a touch of romantic desire. The rose has a distinctive length, size of the bud, perfect colour, and the right shape, all of which make it so appealing to rose growers and florists. It is one of the best globally available red rose varieties.

For its qualities, the rose possesses a truly deep velvety red shade representing what a true red rose should look like. Apart from the alluring characteristics of this rose, it has the added benefits of being available practically all across the globe, comes in lengths between 60cm and 90cm, and has an ideal vase life of between 10-14 days and a lovely velvety red colour and feel.

This rose is one of the most popular varieties for the Valentine's occasion and is grown in numerous farms across Kenya. Other countries where it can be found grown include Ethiopia and even Russia. If you fancy a romantic Valentine's wedding, an evening out with your loved one, or just a floral gift for someone, then Ever Red rose would make an ideal idea, whether as a stand-alone stem or in a bouquet.



Ever Red® roses

Rhodos is known for its large flower head and thorn-less stems making it a world-famous red rose variety. It is grown in Kenya in greenhouses at 1600 meters' altitude. This is helped by the country's tropical climate which guarantees that the flower receives the sufficient natural sunlight that it requires. Rhodos grows to remarkable lengths of 60 to 90 cm, a perfect quality for large bouquets. This flower is almost exclusively grown by the PJ Dave Group, based in Isinya region.

The large-headed rose has a head size of 5.5 cm plus and is, particularly, defined by its high petal count - which it proudly showcases when in full bloom. Rhodos also, has a powerful red colour that is bright and thus appealing for lovers.

That notwithstanding, this rose is generally perceived as one of the most favourite varieties for Valentine's. This factor makes it one of the most popular reds, not just for Valentine's celebrations, but also, for just about any other occasion.



Rhodos® roses



Furiosa® roses

'love at first sight', just as many people would say. Furiosa rose is a variety known for its large flower sizes especially when it opens up fully. It also possesses a perfect head, and a stem that bears no thorns.

As it grows to maturity in the greenhouses, or when you gift it to a loved one and they have it in a vase, the gradual spreading out of the rose's petals presents a view that would delight anyone who witnesses it. These are some of the qualities that make it a red rose variety that is sought by many people during Valentine's Day.

Another popular red rose variety bred by De Ruiter East Africa is the Furiosa rose, a ruby red beauty of a flower for which romance and desire seem to be an inherent quality that is naturally bestowed to it.

The rose has a tantalizing rich red colour that seems to ooze a quality that speaks of



Red Calypso® roses

celebrations. The flower variety has a rich vibrant red colour and a really good vase life, which is the more the reason it is preferred by many florists and floral designers.

It has all the qualities that one would desire in a Valentine's Day red rose. The rose, for instance, beautifully blooms into a classic rose shape that is ideal in different floral bouquets that signify romance and love, especially those meant for Valentine's. It also possesses a delicate look, which is perfect for a Valentine's feel, as well as numerous other ideal qualities.

Such qualities include its ability to gradually and gently unfurl revealing its rich romantic colour - which has no discolouration - making it a variety that is ideal to work with in floral arrangements.

Few roses remain relevant for decades on end and Red Calypso, definitely, makes the cut making it perfect for Valentine's Day celebrations.

Some roses manage to stay relevant and sought for years and Red Calypso is one such variety. This variety is very productive despite being two decades old in the market and still remains very strong.

Red Calypso roses are grown by numerous flower farms across the world, and remain a favorite for Valentine's

Other varieties that are perfect for Valentine's

While Valentine's Day may have always been traditionally associated with red roses, Rohit indicates that other non-red varieties are equally fascinating and may be fancied by many people. Pink roses, in particular, are ideal for Valentine's as well, since the colour itself defines love and gratitude.

The pink colour is symbolic of many things that touch on Valentine's festivities, and hence lovers can hardly go wrong with their choice of this colour for roses that they give to their loved ones.

De Ruiter, accordingly, also has varieties that may not be reds but are equally pleasing and charming for Valentine's.

So, here are some of the rose breeder's roses that are not red, but still remain perfect for Valentine's festivities.



Trivia®

creamy outer petals, the variety seems to express affection and gratitude just the same way pink roses should.

This beautiful Kenyan-grown rose has soft pink-to-green petals that give it a lovely look, with the colours often remaining just as they are when it fully opens up.

The rose bears no thorns and is highly productive making it quite a flower that is a favourite for many people. From its pinkish-green blooms to the soft



Celeb®

Just like its name implies, Celeb is a rose that denotes what a celebrity is. This pink flower is a superstar in its own way and has a graceful pink colour that makes it take the spotlight and dominate it.

Celeb has a pink colour inside it, which tends to soften towards the edges of the blossom, giving it a nice-looking pink blend of colours.



Frutteto®

of romance that enhances the Valentine's feeling.

Such is the delicateness and sensation that De Ruiter's Frutteto rose presents with its gentle and soft pink colour, which is perfect for a Valentine's Day gift.

Frutteto is a delicate, medium-pink rose with a kind of charm that is practically hard to miss. Its attraction comes from the rose's subtle beauty and grace, making it a highly versatile flower for Valentine's: if one fancies pink roses.

In Italy, Frutteto denotes an orchard, which is quite a lovely place that affords people a glimpse

De Ruiter East Africa Ltd.
P.O. Box 687
2017 Naivasha
Kenya

Rob Letcher
Managing Director
+254 741 404 806
rob.letcher@deruiter.com

Rohit Patil
Sales Manager
+254 798 532 673
rohit.patil@deruiter.com

Ethan Chege
Technical and Sales Manager
+254 720 477 717
ethan.chege@deruiter.com



Clement Tulezi on industry outlook

By CATHERINE RIUNGU

Clement Tulezi, the CEO of the Kenya Flower Council talks candidly about Kenya's flower industry; its highs and lows, hits and misses, and what it has achieved thus far as well as what the future holds.

What is the place of the Kenya flower industry globally? And what can be attributed to this position?

Kenya fares exceptionally well in terms of flower production globally. It ranks third after Colombia and Ecuador in terms of flower production. However, it ranks fourth in flower exports behind the Netherlands, Colombia and Ecuador. Continentally, Kenya still leads the likes of Ethiopia because we have practically all the conducive conditions that our competitors lack. We have ideal climatic conditions, skilled workforce, superior resources, and a sense of political stability.

I would, also, say the country's strength lies in its technically accomplished workforce, innovativeness, perfect weather, and unique geographical location. Our varied altitudes favor flower cultivation. From the relatively low altitudes in areas like Naivasha to the higher altitudes in areas like Timau. So we can produce a whole range of flowers all year round, and in different varieties, which gives us an edge over other countries.

When I joined this industry about five years ago, the flower revenue was about KSh 80 billion and at the moment we are at KSh 115 billion.

Similarly, Kenya has always been known to be quick in adopting research and technology. The country is also a logistics hub, connecting different regions which means easy freighting of flowers to different markets.

Also, there have been significant transformations and improvements in the industry in terms of sustainability, quality of flowers, and other factors.

Even so, we still want to enhance the industry even more by bringing in more innovation given that the country has very good flower products and much greater potential.

What would you say are the hits of the flower subsector in Kenya?

The flower sector has made great strides based on the fact that we have embraced a lot of innovation, learning and a very open economy as well as the unrivaled skills we possess in the sector. Even if we were to compare the horticulture sector - in which the flower industry is a significant component - with other industries like tea, I feel we are doing really well. In terms of revenue, and the value of the different other sectors, I'd say we are almost at par with the tea industry. But of course tea has been in existence for at least the past 100 years.

Essentially, we are a high value sector. Our total acreage is about 4,800 hectares and tea is more than double that; at probably 9,000 - 9,200 hectares across the country. In terms of revenue, in a year we generate an average of roughly KSh 110 billion while tea generates roughly KSh 145 billion. The difference is about KSh 25 billion or KSh 30 billion. And I believe with the trajectory we have witnessed in the past about 10 years, we will soon catch up.

When I joined this industry about five years ago, the flower revenue was about KSh 80 billion and at the moment we are at KSh 115 billion. This, more than ever before, clearly demonstrates where we want to be as a subsector. As an industry regulator, the Kenya Flower Council (KFC) has a strategy that is reviewed and improved each year to align with the realities of the sector. It also does a projection of the industry, and the challenges likely to bedevil it both at the local level and even at the market stages.

In addition, we have transformed our sector into that which cannot be disregarded as a country. I always say if you take away flowers, what will Kenya have remaining. It'll probably remain a shell, as the other sectors, for instance the coffee industry continues to contend with stiff competition from the likes of Brazil and Ethiopia.

Even so, as an industry, we still have an opportunity to improve even more, and grow and diversify into other new markets away from Europe. And that has been our quest, save for

specific issues that we have been facing such as plant health and challenges around policies. In fact, we were pretty sure that in about five years we could comprehensively diversify into markets such as Australia (that is until the phytosanitary issues came up in 2019), Japan, Malaysia, and the Gulf states.

What, would you say, is the current status of Kenya's flower industry? Which are the key highlights, and achievements?

The sector has been fairly stable in 2023 compared to 2022. The year 2022 was surprisingly even worse than the Covid-19 years because the economies of the world were so depressed post-Covid 19. The gas pricing and inflation, for instance, were then so high and people had to make critical choices on their spending, more so in our traditional markets. Back then, people did not have enough cash to spend on luxuries such as flowers. Accordingly, the industry experienced a dip because flower pricing was generally bad, driven by low demand. This is why the revenues plummeted from KSh 113 billion previously in 2021 to KSh 104 billion.

However, in 2023, the prices in the market were quite fair. The non-rose flowers recovered much quicker in 2023 and performed quite well. The roses were just thereabout, though not performing optimally as compared to the non-roses, they still were somewhat fair comparably.

For the downsides, 2023 has been quite rough locally. This was in regard to the processes, and costs of doing business which have been a bit rough, especially with the introduction of several levies and taxes which continued to eat into the benefits and gains made.

The Kenyan shilling's value, also, fell against major currencies like the US dollar while flower growers' recurrent expenditures such as wages, energy, water and other inputs still remained and continued to take a toll on the farmers' earnings. It, essentially, was a sort of a balancing act for the industry.

There was also not much expansion as compared to over the past years. In 2023 people were a bit careful; evaluating where the flower sector actually heads before they could invest. There was, also, apprehension about investment amid the changing tax regimes.

In that regard, it would be prudent that when a new law is introduced, maybe we could implement public participation as enshrined in the constitution and also create awareness about the taxes and levies coming up. Many of these levies caught the sector unawares as they were introduced spontaneously -

without the industry's participation and awareness. The Government should also facilitate the flower industry in doing business, especially with the coming events such as Valentine's and Mothers' Day.

How significant is Valentine's Day - and by extension Mothers' Day - to Kenya's flower industry, and how are these occasions connected to its projections?

These events mark a period in which at least 40% of all the revenue in the subsector is generated. If, for instance, we have poor Mothers' Day or Valentine's Day sales, then that would be considered not a good year for the flower industry. This is why, as Kenya Flower Council (KFC) we usually lobby for better environments such as logistics, and enhanced freighting to ensure we maximize the opportunities that these occasions present because we do not want to miss out.

In terms of freight and logistics, what plans do you have in place?

We are already working on a masterplan for sea freight under the Logistics Working Group which brings together the government, private sector, development partners, and players in the logistics space. This will guide the adoption of sea freight for perishables going forward. If we have that in place, it will be a game-changer. Previously, the case had been a sort of trial and error at a more individualistic level. But now, we want to streamline the process so that it becomes clear and seamless at all stages; who to engage with, and what needs to be done at every stage of the supply chain.

Currently, we export by sea to Rotterdam just about 5% of what we produce. But we remain sure that the target of 50% - of all flowers - that we set to ship by sea by 2030 can be realized sooner. We intend to start finalizing the masterplan for this cause by April, May or thereabouts. On average, today, roughly 15 flower containers leave the country every week from Mombasa to Rotterdam. This takes 28-32 days. But with more efficiency, we can reduce that to roughly 21-22 days. Similarly, enhanced technology can help preserve the shelf-life of these flowers for longer.

Chrysal, for example, has set up a facility at the JKIA which recreates the conditions the flowers undergo during freighting. Here, we can test different varieties of flowers for these different conditions such that when the exporter settles on sea freight, the flowers' circumstances are as close to reality as they can be. Development partners like the European Union, and the Dutch Government, among others are supporting this cause.

In 2023 people were a bit careful; evaluating where the flower sector actually heads before they could invest. There was, also, apprehension about investment amid the changing tax regimes.

We have also incorporated the Ministry of Transport, Maritime Affairs and Blue Economy, the Ministry of Agriculture, Trade and also Treasury.

Also, the Standard Gauge Railway (SGR) is soon conducting pilot processes for moving flowers from Naivasha to Mombasa, which is a significant development.

In essence, there is a need to create alternatives for air freight of flowers just in case we run into hiccups such as was the case during the Covid-19 pandemic which caused magnitudes of disruptions.

What can you say about smaller flower farms being taken over by the bigger farms?

In 2018, when I came into office I predicted about flower farms consolidation. Essentially, farms that are efficient will thrive because in the subsector the margins are very tight to the extent that you have to always quantify the processes to maximize on those margins.

However, consolidation means maturity of the market, which is good. Consolidation means that people understand where they are, where they want to go and are not in the flower market for small gains but rather have a clear vision and projection of where they want to be, and as a result, they invest more.

Nonetheless, at KFC, we help smallholder flower growers the best way we can. We even have smallholders in our board and organize for their certification processes. We pride ourselves as the pioneers of group certification. The smallholder groups are certified based on their own Quality Management Systems (QMS) and they can use that certification as a group to access the markets.

Is Naivasha's credit as a 'flower town' being eroded by the hospitality industry? If so, what next, are there any new frontiers?

I must admit that there will hardly be any more flower farm expansion happening in the Naivasha region because there is no more land for that expansion. The two biggest threats are the hospitality sector and real estate.

Accordingly, the biggest 'new frontier' is the rest of the country especially where it is much more arable. Now, the northern side of the country, including areas like Isiolo, are promising.

What we need are good systems that can make use of the available resources – including water – and put every drop to use in these regions. We just need to create ideal conditions that will enable flower cultivation in such areas.

So, what is the 2024 outlook for the Kenyan flower subsector?

We are optimistic about 2024 despite emergent issues – some of which remain unpredictable for now. We believe that the industry will completely



stabilize at some point. That, with the right policies, the Government will give a level of confidence that the flower business at a local level will become stable. And that with the ever-emerging innovations, the sector will be more enhanced than it has previously been.

However, there may still be challenges. A key one is the false codling moth (FCM) pest challenge. It still remains a threat although we have made significant strides in containing it. When FCM became a quarantine pest the level of interceptions per year averaged 40. In 2018 we recorded 41 interceptions, 2019 there were 38, while in 2020 it stood at 40 and 2021 there were 39 interceptions. In 2022, we recorded only 22 interceptions and 2023 only 11 were recorded.

This shows that we are gradually winning the fight against the pest. However, the EU carried out a study to find out if FCM could establish itself in Europe especially through the citrus industry in the Mediterranean region and Spain and the finding was that there is a possibility that this could happen. That means there could be more rigorous internal controls for horticulture products.

FCM is, nonetheless, an African problem and affects other countries as well including Ethiopia, Uganda, Tanzania and Zimbabwe, among others. Kenya, however, faces the biggest challenge because of our dominance in the flower and horticulture subsectors.

And does the flower subsector have an FCM Protocol?

We developed an FCM Protocol in 2020 through the partnership of KFC, KEPHIS and COLEAD. As KFC we also audit the application of that protocol to get our certification, and our stakeholders have to certify that they apply the protocol. However, being a tropical pest endemic in the continent, we strive to maintain FCM at levels that are tolerable.

What we need are good systems that can make use of the available resources – including water – and put every drop to use in these regions



Chrysal's Strategy to use data in combination with post-harvest treatments to allow flower growers to optimise their marketing process

By BRIAN OKINDA

Data has, today, become the core of different industries across the world, as tech-driven strategies become commonplace. Organizations are, accordingly, harnessing the power of data-driven strategies to make informed decisions, enhance their practices, and unlock greater opportunities for themselves.

Floriculture should be no exception to this revolution. However, flower and horticulture industries across the world have been adopting data and tech-driven decisions to a lesser extent than the industries around them, whereas the technologies have shown to create efficiencies beyond imagined possible.

Chrysal, the company that offers products and services that keep flowers and potted plants fresh for longer - also during Sea Freight - has indicated that it looks to enhance its services by integrating data-driven strategies in its vision to transform the flower industry.

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These data-driven systems, seek to help farmers make better decisions about their flowers based on relevant data

These data-driven systems, according to Chrysal Africa General Manager Niels van Doorn, seek to help farmers make better decisions about their flowers based on data. The approach incorporates technology-enabled flower monitoring, the combination of production forecasting and market predictions.

Better data, Niels said during an interview, helps in making flower growers and farmers aware of elements such as the prevailing weather conditions, and other processes that come into play to guarantee profitability in flower production. Knowing when what production is expected, allows you to fine-tune your marketing plans. Combining this with the possibility for long storage & sea freight using Chrysal's post-harvest treatments, you can opt for the optimal selling date as well.

While Chrysal, at present, has the requisite innovation to keep flowers fresh for up to 45 days, as the grower prepares and monitors markets' availability before delivering them, data-driven methods, according to Niels, will present a game-changer in nearly the entire flower value chain.

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Better quality flowers, increased profit

Chrysal Services

Offering unrivalled solutions for long storage
and sea freighted cut flowers



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Better quality flowers, increased profit

Chrysal Services

is a unique post-harvest service concept that keeps flowers fresh and controls Botrytis during air freight, sea freight and long storage.

- Keeps your roses Botrytis free
- Enhances colours
- Ensures uniform opening
- Prolongs vase life
- Enables for Long Storage

Chrysal Africa testing facility

As leader of post-harvest solutions for cut flowers, Chrysal Africa is proud to introduce our new state-of-the-art testing facility in Nairobi, Kenya. This cutting-edge facility not only harbours a large vase life room meeting international standards but is also equipped with four controlled-atmosphere chambers that can test different settings of oxygen and CO₂ during long-storage and sea freight of flowers.



Data platform: Blue Box

With the launch of Blue Box, Chrysal Services releases its data platform; integrating not only all processes but foremost allowing its customers to track real time data and developments regarding sea freight of cut flowers. Quality data and reporting has always been at the forefront, but with this platform you will be able to track the data yourself in real time and set personalised notifications for any parameter you deem necessary. Furthermore, it allows you to track your orders and view the history of sea freight business, together with efficiency data and analyses.

Please contact our Technical Consultants
to find out how we can best support you: info@chrysal.co.ke





"Chrysal has the necessary protocols to keep flowers fresh for longer. We have the mechanisms to ensure flowers' freshness both when transported by air and sea, and when stored either at the growers or at receiving markets", Niels said. "But the idea for Chrysal is to prepare the floriculture industry for making better data-driven decisions during their marketing."

This vision, according to Niels, is shared with Lima Labs, an artificial intelligence (AI) technology company. Lima specializes in providing automated crop monitoring services to track farmers' supply and advanced market analytics to predict crop demand.

Predicting supply in such a diverse industry, full of multiple and changing variables, has historically been a significant challenge. However, Lima has overcome this hurdle by harnessing AI-powered drones and field sensors to capture data directly from greenhouses—a development that marks a pivotal moment for the industry.

Lima has an extensive database, and through the utilization of big-data models, its AI is now capable of offering more than just highly accurate forecasting for flowers. It also provides new insights into specific indicators for healthy flower growth, even predicting the vase life of flowers from the data collected.

With this enhanced production and market forecast capability, growers can now better manage their supply to align with demand, thereby unlocking significant benefits, including increased revenues and reduced waste for the farm. Chrysal plays a crucial role in realizing this value by offering growers the ability to keep their flowers fresh through innovative long-term storage methods.

"Our data platform - enhanced with data from Lima Labs - can determine the production of one's flowers and provide a plan on what to do with the products," Niels noted. "Every day, the flower grower can then set what they would want to do with their flowers. And with the same system, they can even make a sales plan for their flowers based on the best prices!"



He added: "For me, this is a mission to show flower growers that nowadays, data can provide better predictions than reliance of their own judgements alone. While it may be difficult for growers to suddenly start basing their conclusions on data, there are, already, models that show that if the growers use data to make their decisions, they can save lots of money. However, it all depends on the farmer to decide whether to use it or not."

Through their efforts, both Chrysal and Lima Labs, as a result, intend to demonstrate to the farmers that data-driven decisions are crucial for their flower production and marketing processes. Such data helps farmers to know their production and at what time to sell their flowers when prices are perfect, without speculating about it.

"We believe in this initiative," Niels indicated. "That's why we built all the facilities that can enable it. We (Chrysal) and Lima Labs are, essentially, complementary to each other. The data-driven approach, when effectively implemented, eventually benefits everyone."



The Red Bentley is suited to Kenya's four flower growing climatic zones – Naivasha, Nakuru, Nanyuki, Uasin Gishu and Kinangop.





How to choose an exporter

By PAUL PETER MUTHANGA

1. When choosing an export company to partner with, please go for an exporter who abides by the farmers' contract. This includes an exporter who pays on time and at an agreed price
2. Choose a consistent exporter who buys both the main season and off-season crop
3. Partner with an exporter who is most likely to harvest all sizes of fruits from your orchard. Some of the exporters will only buy big sized fruits and leave small sized fruits.
4. It's important to partner with an exporter who treats their employees professionally. Some of the exporters hire and fire staff without abiding to the Kenyan employment act of 2007. The exporters who keep on changing their staff means they don't treat their employees right.
5. Export companies purporting to be trading organic produce should give premium prices to farmers who farm organically because they sell their fruits at a premium price in the overseas markets. Some of the farmers have their avocados grown organically and are selling to organic export companies at the same price as conventional growers.
6. Avoid Exporters/Directors who throw their staff under the bus. Some of the owners of the export companies set prices for fruits, send their staff to disclose prices to farmers and they later on pay farmers at a lower price. When called about the price difference, they put the blame on the staff who discussed prices with farmers (mostly this is happening with the briefcase companies) that do not have structures.
7. Forming such avocado groups put farmers in a very good position to dictate prices; choose the right Exporters and discard rogue exporters who swindle and mistreat their farmers and employees.

This is my opinion supported by experience in the avocado sub sector.
paulpetermuthanga@gmail.com

The Sian Young Turks :- Peter & Chris



By CATHERINE RIUNGU

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Sian Flowers, one of the leading flower farms in the country, is known for its production of high quality roses, largely for the international markets

Kitengela, a small town along the Nairobi-Namanga road, is an average town that may not attract much attention. It is almost every so often dusty, given the semi-arid nature of the region where it is located. Even so, it is where Kenyan flower grower Sian Flowers chose to have its headquarters at the vast Maasai Flowers, after having relocated from the Jomo Kenyatta International Airport.

Sian Flowers, one of the leading flower farms in the country, is known for its production of high quality roses, largely for the international markets. And Maasai Flowers Limited is just one of its four farms alongside Agriflora Kenya Ltd in Njoro (Nakuru) and Equator Flowers Kenya Limited, and Sololo Agriculture Limited, both located in Eldoret.

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Growing up, Chris Kulei - who is one of the two directors of the flower company, alongside Peter Cheserem - has always been fascinated by the family's flower business despite spending much of his youthful life in the UK where he studied.

During the holidays, for instance, he spent most of his time in the flower farms, observing how everything works, which perhaps greatly influenced his interest in the flower business that his father - alongside Peter's father - started and had been running for several years.

This, definitely, played a key role in honing his skills, as the two second-generation flower farm directors, prepared to take over the business and ensure that it continues to thrive, just the same way their parents envisioned when they established it years earlier.

"A year after I completed my studies, I came back to the farm. The structures had already been put in place, so the transition was, and has continued to be seamless," Peter says. "My brothers and I have our fathers as role models. To follow in these footsteps, it was not just a sense of duty or responsibility, but also, seeing how hard our parents worked to establish the flower business and the farms, it was important for us to come back and contribute in building the establishment."

Chris says, having brought the flower company to where it is now, his father - who is still active in running the business' affairs - expected that the younger generation would also contribute in guaranteeing that the business continues to grow even better than they found it. And going by the expansions and development, the pair is doing quite a remarkable job in achieving this feat!

So how did it start for Chris and Peter? And how is it going thus far?

"I always learnt from other members of the team," Chris explains of his early years as a director of the company. Some of the staff members have been in the company for more than 20 years, so they pretty much know everything about it and what its visions and goals are. The entire team here has, accordingly, been supportive throughout."

In effect, the flower business has, since, seen significant development. The company's farms have grown by roughly 80 hectares, and plans are in the pipeline to increase the farms to eight. More developments have, similarly, been actualized in the individual farms that the business presently runs.

For instance, Sian, which is one of the biggest spray rose growers in the world, has in recent years, progressed from exclusively growing roses, to now growing summer flowers as well. This has been helped by its acquisition of Sololo Agriculture Limited where the summer flowers are now grown. The result has been the company, additionally, investing in packed-at-source bouquets which are quite a hit especially in the international markets.

With the current fast evolving technology landscape, the flower farm has also put into practice technologies that enhance all its operations across the different farms that it runs. These operations starting from harvesting the flowers, to the process involved in sorting,

cataloging, packaging and preparation for transport to the markets, is managed through a web-based platform that accelerates and records all the operations.

But the developments have not been without challenges. During the Covid-19 period for instance, despite the many challenges that the pandemic brought with it, the flower company strived to not lay off its staff members. It also avoided unpaid leaves for the staff and retained most of them.

Essentially, according to Chris, the management at the company did its best to ensure that the business keeps going and its roughly 2,500 employees continued to work. Maasai Flowers Limited, which grows about 80 different varieties of roses, has about 700 of employees working therein.

In the flower greenhouses, according to Vincent Terer who is Maasai Flowers Limited's Production Manager, pests like caterpillars and thrips are also quite a challenge sometimes.

And although the general flower industry in Kenya is prospering, still there are different challenges that players in the sub-sector face in their production and marketing processes. Sian, however, has in place measures to address some of these challenges.

With the current global trends in the flower industry increasingly leaning towards sustainability, Chris says the flower business is investing more and more in making sure that it is sustainable and conforms to the standard sustainability requirements.

Water management is a key subject, and the flower has largely invested in water conservation approaches to ensure that it is able to sustainably utilize this commodity that is somewhat limited in the regions on the outskirts of Kitengela, within the relatively dry Kajado County.

"Similarly, we have embraced and adopted modern production practices and the use of hydroponics systems of irrigation is deployed significantly. We also use integrated pest management (IPM) strategies to address the pest and disease challenges in the farms," Chris continues to say.

The flower company has also invested in solar energy which is key in running the flower business. A huge proportion of its energy requirements are in fact addressed through this green energy strategy.

Sea freight is also an important development that Sian Flowers is investing in. The company, according to Chris, has been working on trials since 2013, and has as a result been applying through consolidated containers in partnership with companies like Kuehne+Nagel Group, Maersk, and Chrysal.

Due to its location in an area where a section of the community members are herders and pastoralists, Maasai Flowers Ltd is also keen on working with the neighboring communities, participating in the improvement of the livelihoods and living conditions of the people living in the locality.

"We generally try to be beneficial to the community and have concern for their welfare. In view of that, we have several projects ongoing in the areas around this farm.

These projects are meant to support the community."

In collaboration with one of its customers, the flower company is currently building a dormitory for a local girls' school, and has constructed classrooms and even drilled a borehole for addressing the water needs. The farm still supports the school in different other ways including supplying desks and books whenever called upon.

Maasai Flowers also, time and again, supplies beehives to women in the community to supplement their incomes. Likewise, it has significantly invested in tree-planting in a drive to green its surrounding area. Through the Fairtrade programme, it correspondingly supplies other assistances such as day-old chicks for the locals who work in the farm to supplement their incomes.

These point to its pursuance of initiatives that focus on environmental conservation, social welfare compliance and the extension of its support to the surrounding community through different corporate partnerships.

For that reason, the flower farm has achieved both local and international recognitions such as the Milieu Programma Sierteelt, Good Agricultural Practice Certificate (MPS-GAP) and the Kenya Flower Council Silver Certificate for complying with standards that govern practices in floriculture. Such practices include very minimal use of pesticides, conservation of water, treatment of waste-water, transportation of its flower products, energy usage, protection of the ecosystem, as well as upholding the welfare of its employees and the public.

In essence, the flower company, according to both Chris and Peter, is continually committing itself to ethical practices in its flower production processes, and contributing to economic development while improving the quality of life of the staff and their families, as well as the wellbeing of the local community and society at large.

All these contribute to the bigger picture that makes Sian Flowers the successful flower story that it is. But more than that, both Chris and Peter have their eyes set on growing the farm and making it even bigger and better than they found it.

"We try to do a better job and achieve the success that our parents envisioned when they established the flower business," Chris says.

Chris Kulei is new Kenya Flower Council board chair

Sian Group Director Chris Kulei has assumed the role of Board Chairman, the Kenya Flower Council, succeeding Richard Fernandes, while Farah Shamji has taken on the position of Vice Chairperson. Other new members of the board include Karen R., Ruth Muiruri, Disha Copreaux, Eddy Verbeek, and John Meijer.

"We are delighted to share with you the recent appointments to the KFC board of directors representing a significant step in the ongoing growth and development of KFC. Each new member brings a rich blend of experience, dedication, and innovative perspectives to KFC. We are confident that their collective contributions will significantly enhance the success of KFC and contribute positively to the floriculture industry."

- Clement Tulezi CEO Kenya Flower Council



Kenya's potato industry has potential to grow thrice bigger

By BRIAN OKINDA

The potato subsector in Kenya is a vital component of the country's economy. It presents so many opportunities for enhancing the country's food security, income generation, economic development and also uplifting millions of livelihoods, across its value chain.

The subsector is a key source of livelihood for more than 800,000 small-scale farmers and generates employment for an estimated 3.5 million people along its value chain, according to National Potato Council of Kenya (NPCK), which is the umbrella body for stakeholders in the industry.

But while the potato industry holds this enormous potential, it still remains not fully exploited at the moment. NPCK CEO Wachira Kaguongo, for instance, says the industry has the prospects to perform better three times more than it does at the moment. At present, it annually contributes about Ksh50 billion to the economy, against its actual potential to generate at least KSh150 billion if the industry is streamlined and enhanced.

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The subsector is a key source of livelihood for more than 800,000 small-scale farmers and generates employment for an estimated 3.5 million people

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“Challenges facing the subsector are many,” Mr. Kaguongo says. “And it is these challenges that stifle the crop's productivity in the country, ensuring that it does not attain its full potential.”

Yield production from potato farming in the country, Mr. Kaguongo says, hardly goes beyond an average of 10 tons per hectare, quite unlike other major potato-growing countries like South Africa or Egypt which produce an average 35 tons per hectare.

Processing - which includes value addition of the potatoes - has not been fully exploited in the country. Wastage is also a challenge, often to accruing to up to KSh13 billion, in terms of the value of postharvest losses.

“The potato subsector has enormous potential to become more competitive and diverse, generating better incomes and prospects for smallholders while also boosting food and economic security,” Mr. Kaguongo affirms. “However, despite its significant importance in Kenya's economy, yields continue to stagnate throughout the country with the average tuber yield remaining at 10 tons per hectare and many farmers' fields producing below three tons per hectare.”

Established in 2011, NPCK is a public-private partnership and a multi-stakeholder organization whose responsibility is to help plan, organize, and coordinate the potato value chain's activities with the aim of developing the subsector into a robust, competitive, and self-regulating industry.

The organization's structure, according to Mr. Kaguongo, enables it to draw collaborations from a wide membership representing all stakeholders and actors in the potato industry. Its members include farmers, both national and international researchers, public institutions, extension providers, seed producers, traders, processors, regulatory agencies, financial service providers, input providers, the Ministry of Agriculture for both national and county governments, development partners, and other actors and players involved in the crop's value chain.

When NCPK was founded, it had only the Agricultural Development Company (ADC) and Kisima Farm Ltd as the certified seed potato producers. But now roughly 12 years later, the country has some 28 producers of certified seed potato. These include ADC - Molo, Kalro -Tigoni, Kisima Farm, Agrico Potato Services Africa Ltd, FreshCrop Ltd, Singus Enterprises, Stockman Rozen, Suera Farm, Kimingi Farm, and Egerton University Seed Unit. Others are GTIL - Lower Kabete, Gene Biotech Seeds Ltd, Clabham Investment limited - Frontier Farm Nakuru, Spring Valley (Moiben) Uasin Gishu, Baraka Agricultural College, Savannah Fresh Hort. Farmers' Cooperative Society Ltd, Aberdare Technology Ltd, Sigen Hortipruse Ltd, Kevian Kenya Seeds, and Kirinyaga Seeds among several others.

At the moment, Mr. Kaguongo discloses, there are up to 62 potato varieties available for farmers. These are way more than there were several years



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back. More varieties that are ideal for processing purposes are also available unlike previously when there were only a handful.

And although the seed production has, as a result, grown to almost 7000 metric tons, the industry still faces shortage and more farmers still miss out on this important input in potato production. The government is however coming into the picture, partnering with the private sector to introduce measures that will enhance the supply of seed potato. This move targets to meet the growing demand for seed potato in the country, where the seed potato prices range at an average of KSh3,000 per bag depending on the company producing and supplying it.

Technology is also becoming more paramount, and efficient with the production of the hybrid true potato seed (TPS), which presents more possibilities and benefits for the potato industry.

"This technology holds so much potential for the subsector. The only challenge with the hybrid TPS is, perhaps, its requirements. It, for instance, demands enhanced maintenance, nutrients, and water for the crop to germinate and grow, quite unlike the traditional seed potatoes. But, the good news is that there are multipliers who are able to grow the true potato seeds and supply the resultant tubers to farmers," Mr. Kaguongo points out.

Yet another key challenge in the crop's production - and by extension for the potato industry - is extension service provision. Extension services are largely lacking in the industry.



"Farmers, for many years, have, without the proper knowledge, been naively using DAP - which is a fertilizer ideally meant for maize farming - to grow potatoes," Mr. Kaguongo says. "But with time, there have been companies coming up, formulating and supplying potato-specific fertilizers. With the right education, farmers are gradually becoming aware of these potato-specific inputs, and with time, if used appropriately, they will help enhance the crop's yields."

At the same time, with the enablement of NCPK and other institutions, farmers are also learning more about good agricultural practices (GAPs) such as the importance of soil-testing before growing their potatoes, through educational meetings. These sessions educate them on the crop's pests and diseases, as well as the right chemical inputs from the Pest Control Products Board (PCPB) to control the pest and disease challenges that they face.

The industry has, similarly, been undergoing a transformational process since 2016, guided by the National Potato Strategy, which aims to develop the subsector into one that is robust, competitive and self-regulating. The strategy has enabled the development and implementation of supportive laws, regulations, and standards, such as the Crops (Irish Potato) Regulations 2019, which are potato-specific, in order to regulate the production, marketing, and processing of the crop.

The strategy has also enhanced the coordination and collaboration among various stakeholders, including farmers, researchers, extension providers, seed producers, traders, processors, regulatory agencies, financial service providers, input providers, and development partners.

For many years, Mr. Kaguongo affirms, farmers had been exploited, especially, through selling their produce using extended bags, which not only diminishes their earnings but also damages the potato harvest due to poor handling. But the regulations have attempted to address these, among other issues to ensure that the farmers earn what is commensurate with their potato production, and also that the harm to the potato produce is minimized.

"These regulations, have largely been successful, although not entirely well-implemented at the moment," he says. "But if they are adhered to the latter, they will definitely streamline and enhance the sector."

Accordingly, NPCK has, over the years, been playing a key role in coordinating the potato subsector stakeholders and providing various services to the industry to address the challenges faced by potato farmers and other players along the industry's value chain.

The potato stakeholders' umbrella body has, essentially, come up with a raft of interventions that are shaping the subsector. It has, for instance, deployed technology to develop the Vizi Soko digital platform. This is a web-based portal, mobile app,



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The industry has, similarly, been undergoing a transformational process since 2016, guided by the National Potato Strategy

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and USSD platform that provides an efficient way for accessing quality farm inputs and services such as certified seeds, potato-specific fertilizer, approved agrochemicals, spraying services, soil testing, and mechanization services among other services. The platform also helps link farmers to market outlets.

In principle, the Vizi Soko digital platform provides accurate weather forecast, extension services on GAPs, pest and disease advisory services, and online marketing of potatoes, all integrated in one portal. And the industry, according to Mr. Kaguongo, stands to immensely benefit from the resources that this platform contains if the stakeholders comprehensively use it.

That said, Kenya's potato industry is definitely one that can further be enriched given the great potential of the crop and the growing demand for potatoes across the presented markets. There is a steadily growing demand for potatoes both locally, regionally and internationally, as well as for the crop's improved quality seeds and inputs.

Despite there still being some gaps such as improving research and innovation in potato variety development and seed production, increasing adoption of GAPs and mechanization, enhancing postharvest management, value addition and processing, expanding import, export and trade of potato and its value added products, enhancing data management tools, participation of youths and women in the industry, and mobilizing more resources for the industry development, all of which need to be addressed to further enhance the productivity and profitability of the industry, if these are fully addressed, then the subsector will be one of the most key industries in the country.

Both the country's national and county governments, private sector players, research institutions, industry associations, regulators, and farmers themselves, hold the potential to grow the subsector, making it much more profitable than it currently is, according to Mr. Kaguongo.

Shamba Organics Limited



Shamba Organics

Shamba Organics Limited was founded in Kenya in 2019. We are the local distributors for Kenya and East Africa for Warkem Biotech in India. We have 5 products registered with another 6 in progress with KEPHIS currently. All products are organic in nature and composition.

Group Companies Details

Universal Corporation Limited (UCL)

This is the ONLY WHO prequalified Pharmaceutical manufacturing company in Kenya and is part of Strides Group having manufacturing facilities in the US, Italy, Singapore, India, and Kenya with approvals from USFDA, MHRA, TGA, WHO.

Nairobi Enterprises Limited (NEL)

Local manufacturer of masks (surgical, N95, KN95) and Personal Protective Equipment (PPEs) in Kenya. We are one of the largest suppliers of medical equipment and medical consumables in Kenya and is one of the market leaders of oxygen supply with the capability of on-site production of oxygen using PSA technology.

Chemoquip Limited (CQL)

One of the largest suppliers of laboratory items in the Kenya.

We aim for "Good input-High output Agriculture".

We provide 100 % Chemical Free Solutions



We are engaged in Manufacturing of high quality organic agricultural products such as: Foliar Nutrition for crops, Bio-stimulant, Organic Soil Conditioners, Biofertilizers, Soil & Leaf Testing Kits and Integrated Pest Management.

Super Sticker



Super Sticker® W306

Super Sticker is a Non Ionic Silicon base Biodegradable Product.

- Benefits:
- It acts as a Spreading agent.
- It acts as a Sticking agent.
- It also acts as an Absorbent i.e. for Translaminar activity.
- It increases efficiency of spraying solution up to 33%.
- Waiting period after application is only 20 minutes.

Recommended Dosages: 50ml / Acre / Spray

Want to increase yield by minimum 10-15% per harvest?



HiFoliar Nutrient® W180



HiFoliar Nutrient* W180

HiFoliar Nutrient* powder is an organic product blend of L-type Amino Acids and Protein Hydrolysate which provide ready-made food source to agricultural crops.

Benefits:

- Help to Reduce the Biotic and Abiotic stresses in the plant body
- Enhances photosynthesis process in plant
- Enhances yield along with Quality traits of the final produce
- It is a complete solution for chemical free farming
- Dosages: 300g / Acre / Spray + 50ml supersticker / Acre / Spray

Application:

Foliar Nutrition in all agricultural crops in all products with root and shoot system

Enriched root system required?

It is a magical product for the barren land with low nutrients

- case example where land was uncultivated for 15 years, this product was used and was able to synthesize organic carbon enough for cultivation.
- Helps to develop root cluster of the plant.
- Organisms present in the product capable to synthesize Organic carbon.
- Acts as a Antifungal, Antibacterial and Anti Nematode (preventive)

Application: Soil application: - take 30kg compost/vermi compost (whichever applicable) then drip 100g/10L water + 90L Water + 100L; drench (manual) = 100L same preparation as drip; **HOMOGENOUS/ UNIFORM MIXTURE SHOULD BE THERE FOR THE APPLICATION OF THE MATERIAL(S)** (If compost not available, apply fresh soil to the cultivation area); scatter within the field; appropriate moisture should be within the field (ie irrigated with water after usage of this product).

- Application Dosage: 100 Gram per Acre.
- Application stage: Along with the Basal Dosage.
- Application Stage for Perennial plants: 100g Per Acre every 6 months



WA309 - SuperNitro

Application - Biological Nitrogen Fixer

Organism - Azotobacter chroococcum

Significance :-

Fixes atmospheric nitrogen in readily available form

- Azotobacter chroococcum is also known to synthesize some biologically active substances including some phytohormones such as auxins thereby stimulating plant growth.
- They also facilitate the mobility of heavy metals in the soil & thus enhance bioremediation of soil from heavy metals, such as cadmium, mercury and lead.
- SuperNitro to be used in whichever crop that has a root system (grows in the soil).
- Recommended Dosage > 2ml / 150 liter water. (4 ml/300 liter per Ha).

Effect of WA309 on Rice



Effects of WBLSuperPotsol (WA303) on Cauliflower



Control

Test

Cauliflower plantlets 7 days old

Application :- Potash mobilizer

Organism :- *Frateuria aurantia*

Significance :- *Frateuria aurantia* produces organic acids & enzymes that help solubilize the fixed potassium into exchangeable form & make it assimilable by plants

- Takes potash already present in soil and makes it available to the plant/crop through process of mineralization – conversion process of Potash.
- **Soil test required to determine need/requirement.**

Recommended Dosage :- 2ml / 150 liter water. (4 ml/300 liter per Ha). Standard solution = 2ml SuperNitro + 10L water (mix gently to form uniform mixture) + 140L water = 150L final volume per acre.

Crop Recommendation :- Cereals, Millets, Pulses, Oilseeds, Fiber crops, Sugar crops, Forage crops, Plantation crops, Vegetables, Fruits, Spices, Flowers, Medicinal crops, Aromatic crops, Orchards etc.



K mobilization on media plate



Zn Solubilization on Zinc solubilizing medium



Source: Warkem Trial Plot Phaltan (M.S.) 35 DAS, Crop Farmer: Subhash Pawar



For further information, please contact:
Jay Dhanani, Manager, Shamba Organics Limited
P. O. Box 22565-00600, Nairobi, Phone: +254 (0) 708 747 803
Email: shambaorganics.jay@gmail.com

Agriculture Sector Network (ASNET)	0112386224
Agrochemicals Association of Kenya (AAK)	0710447777
Avocado Exporters Association of Kenya (AEAK)	0721909935
Avocado Society of Kenya (ASOK)	0723406941
Fresh Produce Consortium (FPC)	0722408210
Fresh Food Exporters Association of Kenya (FPEAK)	0713516555
Kenya Flower Council (KFC)	0721975146
Kenya National Farmers' Federation (KENFAP)	0706335747
National Potato Council of Kenya (NPCK)	0712338833
Ethiopian Horticulture Producer Exporters Association (EHPEA)	251-116636750
Tanzania Horticultural Association (TAHA)	255-221544168

0112386224
0710447777
0721909935
0723406941
0722408210
0713516555
0721975146
0706335747
0712318833
251-116636750
755(77)754496

Dr.Bimal Kantaria
Eric Kimunguni
Mr.Philip Mutooni
Mr.Ernest Muthomi
Mr Okisegere Ojepat
Mr. Hosea Machuki
Mr.Clement Tulezi
Dr.Daniel Mwenda
Mr.Wachiira Kaguongo
Tsegaye Abebe
Esqueline Mkindi

Info@usnet.or.ke
Info@aakgrow.com
avoskenya@gmail.com
Info@kenyavocados.co.ke
ceo@fpkenya
Info@fpeak.org
kfc@wananchi.com
dmailutha@kenaff.org
npck@npck.org
Info@ehpeu.org
info@taha.ortz

De Rulter
Dummen Orange
Schreurs East Africa Ltd.
Wac International
Florensis Hamer
Interplant Roses
United Selections
Solo Plant Kenya Ltd

Flower Breeder
Flower Breeder
Flower Breeder
Flower Breeder
Flower Breeding
Flower Breeding
Rose Breeder
Breeding

Rob Letcher
Mr. Steve Outram
Mr. Haiko Backer
Mr. Richard McGonnell
Mr. Eddy Verbeek
Mr. Gavin Mouritzen
Mr. Jelle Posthumus
Mr. Tomer Weiss

•254-741-404 606
 •254-733-609863
 •254-203566135
 •254-722-810968
 030 50010
 •254-729-406668
 •254-2-3656135
 •254 (0)715 631 37

rob.ketcher@deruitter.com
s.outram@dummenorange.com
sales@schreurskenya.com
richard@wac-international.com
verbeek@florensis.com
info@interplantea.co.ke
jposthumus@united-selections.com
tomen@soloplant.co.ke

Flora Pura Roses
Fiorema(K) Ltd
Carzan Flowers
Loldia Farm
Longonot Horticulture
Blue Sky
Indu Farm
Leekem Holding ltd.
Rainforest
Savannah Flowers
Star flowers
Subati
Wildfire Flowers
Aquila Development Company
Beauty Line
Hamwe Ltd.
Sun Buds
Oserian Development Company
Oserian Flowers Limited
Colour Vision Roses Ltd.
Rift Valley Roses
Van Den Berg Roses
Aquila
Bigot Flowers
Bila Shaka
Finlay's Kingfisher
Galaxy
Groove
Harvest Flowers
Karuturi Flowers

[illegible]

Simon van der Burg
Mr. Porter Maina
Mrs. Carol Manji
Mr. Gary
Mr. Shado Rai
Mr. Mike
Mr. Wesley Koech
Mrs. Margaret Muthoni
Mr. Fabian Philippart
Mr. Ignatius Lukulu
Mr. Dinkar
Mr. Naren Patel
Mr. Patrick Mbugua
Mr. Abhay Marathe
Mr. Peter Gathika
Mr. Adrew Khaemba
Mr. Paul Kamau
Mary Kinyua
Mr. Hamish Ker
Mr. Peter Vandemeer
Mr. Peterson Muchiri
Loek Van Adrichem
Mr. Yogesh
Mr. Jagtap K
Ms. Judith Zumbier
Mr. Charles Njuki
Mr. Kiran
Mr. John Ngoni
Mr. Phanaul Ochunga
Mr. Sylvester Saruni

254 798 270053
254-050-2021975
254707110030
0721 237936
254-050501473
0720 005254
0715 546908
254-720-267004
0716 686998
0728 424902
0722 203750
0712 584124
254-722-204669
254-722-205368
0722 676925
+254722431170
+254 728339953
+254 721299008
+254 7212204701
254-05050310
254-721216026
+31 6 31 731 898
050 506809
254-722205371
*25472 210 4489
*254-724391288

0724448601
0722 506026
+254 722873560

simon@flora-pura.com
info@carzankenya.com
locland@bidi.com
info@blueskykenya.com
leekement@gmail.com
fphilippart@fleurafrica.com
lulukulu@savannahinternational.com
dinkar@vegpro-group.com
naren@subatiflowers.com
office@wildfire-flowers.com
info@aquilaflowers.com
hamwe.production@kariki.biz
sunbudsttd@gmail.com
mary.kinyua@oserian.com
md@oserianflowers.com
petervandemeyer@terrannigra.com
look@bergroses.com
info@aquilaflowers.com
jagtap.kt@bigotflowers.co.ke
info@zuubier.com
Charles.njuki@flamingo.net
kiran@vegpro-group.com
groovekenya@gmail.com
phanuelochungu@gmail.com
henrymuller@karuturi.com

Kongoni Farm	Roses	Dinkar	0728 608785	dinkar@vegpro-group.com
Larmonia	Roses	Fiona	254 722 564 089	fiona@lamornaflowers.com
Maridadi Flowers Ltd	Roses	Jack Knappers	07-33333289	jack@maridadiflowers.com
Mbegu Farm	Roses	Mr. David Mousley	+254722 833 123	mbegufarm@connect.co.ke
Nini Farm	Roses	Billy	254 723 786 003	billyo@ninifm.com
Shallimar Flowers (K) Ltd	Roses	Export Manager	0722 811832	info@eaga.co.ke
Stockman Rosen	Roses	Mrs. Sarah Tham	0720 603990	info@srk.co.ke
Twiga Roses	Roses	Mr. Pius Kimani	0721 747623	pius.kimani@gmail.com
Panda Flowers	Roses	Charkara	+254786 143515	chakra@pandaflowers.co.ke
Finlay's Flamingo	Roses and Fillers	Mr. Peter Mwangi	+254 722204505	peter.mwangi@flamingo.net
Colour Crops	Summer Flowers			
Esmeralda Breeding	Summer Flowers	Mr. Loui Hooyman	31-297-385444	info@esmeraldabreeding.com
Multigrow Investments	Summer Flowers	Mr. Peter Murimi Mbugua	+254-724-977259	peter_murimi@yahoo.com
Kentalya	Cut Flowers	Mrs. Lynette	+254733 549773	lynette@kentalya.com

NAIROBI

ORGANISATION	PRODUCT	CONTACT PERSON	PHONE	EMAIL
Black Tulip Group	Cut Flowers	Mr. Mohan Choudhery	254-722-825429	info@blacktulipflowers.ac
Caly Flora Ltd.	Cut Flowers	Mrs. Catherine Gichungu	254 725456930	info@calyflora.co.ke
Everest Enterprises Ltd.	Cut Flowers	Mr. John Karuga	254-722-720876	jkaruga@everest.co.ke
Flora Delight	Cut Flowers	Mr. Marco Van Sandjik	254-722-384188	info@floradelightkenya.com
Particle Blooms Co. Ltd.	Cut Flowers	Mr. Caleb Amunga	254-704-040101	info@particleblooms.com
Phinna Flowers Ltd.	Cut Flowers	Mrs. Ruth Thuo	+254-723-583476	phinnaflores2014@gmail.com
Redhill Flowers	Cut Flowers	Mr. Isaac Bwire Ombunda	+254-702-34404	redhillflowers@yahoo.com
Rose Bunk International	Cut Flowers	Mr. Nahashon Macharia	+254-773-754140	nahashon@rosebunkintl.com
Sian Agriflora Ltd	Cut Flowers	Mr. Jos Van Der Venne	+254-725-961961	info@sianroses.co.ke
The Flower Hub	Cut Flowers	Mr. Stephen Swainston	+254-722-509970	info@theflowerhub.com
Tripple F. Agencies	Cut Flowers	Mr. Amos N. Wakiria	+254-735-405982	wakiria@fagencies.co.ke
Van Kleef Kenya	Cut Flowers	Mrs. Judith Zuurber	+254-722-364943	judith@vankleef.nl
Winchester Farm	Cut Flower		+254-0722-203630	info@mzurriefflowers.co.ke
Zaina Blooms	Cut Flowers	Mr. Michire Mugo	+254-736-080070	zainablooms@gmail.com
Credible Blooms	Roses	Mr. Francis	020 3103019	info@credibleblooms.co.ke
Flamingo Flora	Roses	Mr. Sam	+254-721993857	s.tyore@flamingoflora.co.ke
Karen Roses	Roses	Mrs. Juliana Rono	+254-722-717187	sales@karenroses.com
Kreative Roses Ltd.	Roses	Mr. Bas Smit	+254 733501840	info@kreative-roses.com
Lakshmi Group Ltd.	Roses	Mr. Sergei	+254 714551969	sergei.lakshmi@group@gmail.com
Magana Flowers	Roses	Mrs. Ann Gitari	+254-20-2017651	marketing@maganaflores.com
Magnate Flowers	Roses	Mrs. Gladys Muthoka	+254-722-777051	magnateflowers@gmail.com
Mzurrie Flowers	Roses	Mrs. Irene Njeru	+254-722-203630	irene@winchester.co.ke
Shallimar Flowers Ltd	Roses	Mrs. Elizabeth Wahogo	+254-738-391832	elizabethw@eaga.co.ke

MT. KENYA

ORGANISATION	LOCATION	PRODUCT	CONTACT PERSON	PHONE	EMAIL
Mount Kenya Alstroemeria	Nanyuki	Cut Flowers	Mr. Edwin Van Der Veen	+254-718-240581	info@mountkenyaalstroemeria.co.ke
Bondet	Nanyuki	Erygium	Richard Fernandes		
Kariki Limited	Nanyuki	Hypericum		+254722 50 99 19	info@kariki.biz
Live Wire Ltd	Nanyuki	Hypericum & Lilies	Mr. Esau Onyango	+254728 606872	info@livewire.co.ke
Finlays Sirimon	Timau	Lilies	Ms. Purity Thigira	+254733606411	puritythigira@finlays.net
Batian Flowers	Timau	Roses	Mr. G. Muriungi/Dirk Looj	+254730 102237	dirk@batianflowers.com
Bloomingdale Roses	Timau	Roses	Mr. Sunil Chaudhari	+254732 373322	sunil@bloomingdaleroses.com
Bogmack Farm	Timau	Roses	Mr. Anderson	+254723 350030	kathenduan@yahoo.com
Equinox	Timau	Roses	Mr. Rod Jones	+254 722 204271	rod.jones@equinoxflowers.com
Fides Kenya Ltd	Embu	Roses	Mr. Francis Mwangi	+254-06830776	info@fideskenya.com
Lobelia Farm	Timau	Roses	Mr. Peter Viljoen	+254-06241060	
Lolomarik	Nanyuki	Roses	Mr. Topper Murry	+254715 727991	topper@lolomarik.com
Protea Farm	Timau	Roses	Mr. Philip		info@lobelia.co.ke
Sunland Roses	Timau	Roses	Mr. Peter Viljoen	+254-7030 96856	sales@sunlandroses.com
Tambuzi	Nanyuki	Roses		+254-722 716158	tamburi.sales@tamburi.co.ke

Timaflo Ltd.	Timau	Roses			info@timaflo.net
Timau Flair	Timau	Roses	Mr.Philip Ayiecha	+254-723387736	
Uhuru Flowers	Timau	Roses	Mr. Ivan Freeman	+254722863252	ivan@uhuruflores.co.ke
Vegpro-K Ltd.	Timau	Roses	Mr.Vivek Sharma		vivek@vegpro_group.com
Kisima	Timau	Roses & Lilies	Mr.Martin Dyer	+254- 0722509830	info@kisima.co.ke

NAKURU

ORGANISATION	LOCATION	PRODUCT	CONTACT PERSON	PHONE	EMAIL
Bliss Flora Ltd.	Nakuru	Cut Flowers.	Mr.Stivaji Wagh	+254-720-895911	shivjaniket@yahoo.com
Carzan	Rongai.	Cut Flowers.	Francis	+254-0730 890920	info@carzankenya.com
Kudenga Flowers	Mau Summit	Cut Flowers.	Mr.Joseph Juma	+254-0725 843942	kudenga.fm@kariki.biz
Molo Greens Ltd	Molo North	Cut Flowers.	Mr.Justus Metho	+254-722-755396	info@mologreens.com
Molo River Roses	Muserechi	Cut Flowers.	Mr.Alice Mureithi	+254-0724 256592	andrewwambua@yahoo.com
Roseto Limited	Rongai	Cut Flowers.	Mr.Yogheesh		firm.florists@megasingroup.com
Kariki Limited	Molo	Hypericum		+254 722 50 99 19	info@kariki.biz
Amor	Nakuru	Roses	Mr.Ketan Jerath	+254-738-119774	flowers@xflora.net
Baraka Farm	Nakuru	Roses	Lucy	+254-0720 554106	lucy@barakaroses.com
Buds&Blooms-Bliss Flora	Nakuru	Roses	Mr.Shivaji	+254-0730 895911	shivjaniket@yahoo.com
Elbur Flora	Elburgon	Roses	Peter Kairu	+254-51343473	eflora@africaonline.co.ke
Fontana Ayana	Nakuru	Roses	Mr.Gideon Maina	+254-0721178974	gideon@fontana.co.ke
Fontana-Akina	Nakuru	Roses	Mr.Girish Appana	+254 722728441	girish@fontana.co.ke
Kimman Roses Ltd.	Elburgon	Roses	Mr.Daniel Moge Maina	+254-731-734104	kimmanexp@gmail.com
Mau Flora	Nakuru	Roses	Mahesh	+254-0767 765684	mahesh@mauflores.co.ke
Mimet	Nakuru	Roses	Pravin		pravin.yadav29@gmail.com
Omang-Africa	Nakuru	Roses	Mr.Inder Nain	+254 733724029	flowers@xflora.net
Porini	Nakuru	Roses	Mr.Pitambar Ghahre	+254-0726 774955	porini@isinyaroses.com
Pp Flora	Nakuru	Roses	Prakash	+254-0718 045200	info@fantasy-flora.com
Preesman Kenya	Nakuru	Roses	Michael Kikwai	+254-0720574011	kikwang80@yahoo.com
Rayne Roses	Nakuru	Roses	Mr.Peter Kamuren	+254-0722 205657	pkamuren@karenroses.com
Redwings	Kabarak	Roses	Mr.Sayer Simon	+254-0722 578684	sayer@redwingltd.co.ke
Subati Flowers	Subukia	Roses	Mrs. Jennifer Sassi	+254 743 144493	jennifer@subatigroup.com
Vankleef	Nakuru	Roses	Judith Zuurbler	+254-0722 354943	judith@vankleef.nl
Xpression Flora Ltd.	Njoro	Roses	Mr.Mangesh	+254-0720 519397	info@xflora.net
Sian Agriflora(Sian Roses)	Nakuru	Roses/Lilies	Mr.Jos Van Der Venne	+254 722203630	info@sianroses.co.ke
Jatflora	Gilgil	Summer Flowers	James Oketch	+254 724418541	jatflora@gmail.com
Morop	Bahati	Summer Flowers	Wesley Tonui	+254-0720 983945	XX
Flora Ola	Solai		Mr.Wafula	+254-0708 382972	floraolaltd@gmail.com

THIKA-JUJA-KIAMBU

ORGANISATION	LOCATION	PRODUCT	CONTACT PERSON	PHONE	EMAIL
Zena Roses	Thika	Carnations,Roses	Mr.Rakesh	+254-714-631-299	info@zenaroses.com
Selecta Kenya/Kpp	Juja	Cut Flowers	Mr.Wilson Kipketer	020 352557	wketer@selectakpp.com
Pollen Sygenta Ltd.	Ruiru	Cuttings	Mr.Daniel Kisavi	+254-733-603-530	Daniel.kisavi@sygenta.com
Munyu Growers	Thika	Flowers	Mr.Muthom Ngaru	+254-731-958-307	munyugrowers@gmail.com
Riverdale Blooms Ltd	Thika	Flowers	Mr.Antony Mutugi	020 2055901	rdale@swiftkenya.com
Kariki Limited	Thika	Hypericum		+254 722 50 99 19	info@kariki.biz
Transebel Ltd	Thika	Roses	Brian Wahome	+254 722 255322	brianwahome@transebel.co.ke
Enkasiti Flowers	Thika	Roses	Mr.Thambe	+254 734722039	enkasiti@gmail.com
Gatoka Farm	Thika	Roses	Christopher Gacheru	+254 723 619505	chris@gatokaflores.com
Penta Flowers Ltd.	Thika	Roses	Mr. Tom Ochieng	+254 733625297	tom@pentaflores.co.ke
Sunbi Roses Ltd.	Thika	Roses	Ms.Pauline Nyachae	+254204448230	Pauline@sansora.co.ke
Windsor Ltd	Thika	Roses	Mr.Pardeep	+254-0674208	farm@windsor-flowers.com
Ever Flora Ltd.	Juja	Roses	Mr.Khilan Patel	0675854406	everflora@dmhgroup.com
Kenflora	Kiambu	Roses	Mr.Aleem Abdul	+254-722311468	info@kenflora.com
Valentine Kibubuti	Kiambu	Roses	Mrs. Suzan Maina	0203542466	info@valentineflowers.com
Red Lands Roses Ltd	Ruiru	Roses	Mrs Isabelle Spindler	+254-733-600504	gm@redlandsroses.co.ke
Branan Flowers Ltd.	Thika	Roses	Mr.Brian Wahome	+254-734-424648	brianwahome@transebel

KAJIADO - ATHI RIVER

ORGANISATION	LOCATION	PRODUCT	CONTACT PERSON	PHONE	EMAIL
Carnation Plants Ltd	Athi River	Carnations	Mr.E Fieldman	+254-3045162	evi@exoticfields.com
Waridi Ltd	Athi River	Roses	Mr.Fd Kadlag	+254-774407789	kadlag@waridifarm.com
Harvest Flowers	Athi river	Roses	Monicah	+254 722294963	salesadmin@harvestflowers.com
Shade Horticulture	Isinya	Cut Flowers	Mr.Ashutosh Mishra	+254-0772 792018	
Desire Flora K.Ltd.	Isinya	Roses	Mr.Rajaat Chanhani	+254 0734364653	rajatchaohan@hotmail.com
Isinya Roses	Isinya	Roses		+254 728 689 000	info@isinyaroses.com
Maua Agritech	Isinya	Roses	Mr.Kori	+254-72206318	gm@mauaagritech.com
P.J. Dave	Isinya	Cut Roses	Mr.Ananth Kumar	+254-725-405450	marketing@pjdave.com
Maasai Flowers	Kitengela	Roses		+254 714 085 245	
Charm Flowers	Kitengela	Roses	Sales Manager	+254 733 753149	admin@charmflowers.com
Maua Agri Tech Ltd	Kitengela	Cut Flowers		254 0722206318	kori@mauaagritech.com
Rose Plant	Kitengela	Roses	Mr.Atemis		
Sian Maasai Flowers	Kitengela	Roses	Mr.Andrew Tubel	254-722748364	atubel@sianroses.co.ke
Sian Roses	Kitengela	Roses	Mr.Jos Van Der Venne	254-0202170540	info@sianroses.co.ke
African Kenya Ltd	Kiserian	Cut Flowers	Mr.Charles Mwangi	254-722-711925	charles.mwangi@african.co.ke
Kordes Roses East Africa Ltd	Masai West Rd	Roses	Mr.Christian Meuschke	254-0733 363643	info@kordesroses-ea.com
Ngong Roses	Ngong	Roses	Mr. Charles Maina	020 2700660	ngongroses@capstononline.co.ke

LIMURU-RUMURUTI-OLKALAU

ORGANISATION	LOCATION	PRODUCT	CONTACT PERSON	PHONE	EMAIL
Tropiflora	Limuru	Carnations	Mr.Krasensky	254 0734646810	
Leekem Holdings Ltd	Nyandarua	Cut Flowers	Mrs.Margaret Muthoni	254-0720 387004	leekement@gmail.com
Tegmak Bloem	Nyandarua	Cut Flowers	Mr.Edward Kaguchi	254-722-292243	tegmakbloomsitd@gmail.com
Highlands Plants	Olkalau	Cut Flowers	Mr. Leonard Kanari	254-0721345829	sales@highlandplants.co.ke
Aaa Roses	Rumuruti	Cut Flowers	Ms.Jennifer Sassi	254-20-4433970	sales@aaaagrowers.co.ke
Terrasol	Limuru	Cuttings		254-0722 455896	
Black Petals Ltd.	Limuru	Roses	Mr.Nizra Junder	254-0722848560	nj@blackpetals.co.ke
Elbur Flora	Elburgon	Roses	Peter Kairu	254-51343473	elbur@africaonline.co.ke
Kimman Roses Ltd.	Elburgon	Roses	Mr.Daniel Moge Maina	254-721-734104	kimmanexp@gmail.com
Suera Flowers Limited	Nyahururu	Roses	Mrs.Peris Wambui Mureithi	254-724-082797	perismureithi@yahoo.com
New Hollands Flowers	Olkalau	Roses	Mr. Francis	254-0700718570	
Golden Tulip	Olkalau	Roses	Umesh	254-0739729658	
Mahee Flowers Ltd	Olkalau	Roses	Vijay Kumar	254-030822025	info@eaga.co.ke
Africa Blooms	Rumuruti	Roses	Samir Chandokkrar	254-0735-384552	
Primarosa Flowers	Nyahururu	Roses	Mr.Vishal Metha	254-734-88223	mvishal@primarosaflowers.com
Flora Delight	Limuru	Summer Flowers	Mr.Hosea Andanyi	254-0724373532	hosndai@yahoo.com
Kemaks Blooms Limited	Aberdure Ranges	Summer Flowers	Mr.Peter Gakuna	254-792-705160	kemaksblooms@gmail.com
Hatabee Rainbow Blooms	Limuru	Cut Flowers	Mr.John Ndungu	254-07213850909	

KERICHO-ELDORET-KITALE

ORGANISATION	LOCATION	PRODUCT	CONTACT PERSON	PHONE	EMAIL
Maji Maruri	Eldoret	Roses		+254 722 203631	info@maruriiflowers.co.ke
Zema-Aiai	Eldoret	Roses		+254 722 935 758	info@zemaroses.com
Zema-Sostani	Eldoret	Roses		+254 722 935 758	sales@zemaroses.co.ke
Equator Flowers	Eldoret	Roses	Mr.Charles	254-0721 311 279	cmuteemba@equatorroses.co.ke
Sirgoek Flowers	Eldoret	Cut Flowers	Mr.Andrew Kosgey	254-0725 948429	sirgoek@africaonline.co.ke
Finlay Chemirel	Kericho	Roses	Mr.Aggrey Simiyu	254- 0722601639	aggrey.simiyu@finlays.co.ke
Finlay Lemotit	Kericho	Cut Flowers	Mr. Richard Siele	254-0721 486313	richard.siele@finlays.co.ke
Mount Elgon Orchards Ltd.	Kitale	Roses	Boh Andersen	254 0735330592	info@mtelgon.com
Panocal International Ltd.	Kitale	Cut Flowers	Mrs.Mercy Njuguna	254-721-637331	mercyjuguna@panocal.co.ke

FRUITS, HERBS AND VEGETABLE FRUITS IN KENYA

COMPANY	LOCATION	PRODUCT	CONTACT PERSON	PHONE	EMAIL
AAA Growers	Nairobi	Horticulture	Mr.Neville Batemo	020-4453970-4	admin@aaagrowers.co.ke
Belt Cargo Services Export Ltd	Nairobi	French Beans	French Beans	Mr.J.Muigai	020-4448821 bcs@beltcargo.com
Best Grown Produce(K) Ltd		Mr.Paul Mugai		020-4448821	bestgproduce@yahoo.com
Chinag Kenya Ltd	Nairobi	Spices & Herbs	Sales Team	254-0203573000	naturesown@swiftkenya.com
Canken International Ltd	Eldoret	Chillies & Fruits	Mr.Mohamed	020-222736367	canke@cankecargo.com
Darford's Enterprises Ltd	Nairobi	Vegetables	Mr.Abdul	254-206622457	abdulkarim@darfords.co.ke
Delmote Kenya Ltd	Thika	Fruits	Sales Manager	020-672141500	naniasi@freshdelmonte.com
PJ Dave Epz Ltd	Nairobi	Dried Herbs & Roses	Import & Export Manager	020-3542012	pjdaveflowers@wananchi.com
Dominion Vegfruits Ltd	Nairobi	Fruits & Veggies	Mr.John Mairura	020-823002	vegfruits@wananchi.com
East African Growers Ltd	Nairobi	Fruits & Veggies	Mr.Peeush Mahajan	020-822034/25	peeush@eaqa.co.ke george@eaqa.co.ke
Equatorial Nut Processors Ltd	Nairobi	Macadamia Nuts	Sales Managers	020-2030196	gatu@equatorialnut.co.ke
Everest Enterprises Ltd	Nairobi	Fruits & Veggies	Mr.John Karuga F	020-3542009	smuhoho@everest.co.ke
Fian Green Kenya Ltd	Nairobi	Fruits & Veggies	Mr.Francis Thuita	020-826157	info@fiangreens.co.ke
Fresh and Juice Ltd	Nairobi	Fresh & Veggies	Ms.Maleka Akaberafi	020-826090	maleka@freshanjuci.co.ke
Fresco Produce Ltd	Nairobi	Vegetables	Mr.Charles Mbugua	254-0722-764395	mbugua@freshproduce.co.ke
Frigoken Ltd	Nairobi	Fruits & Veggies	Mr.D.Karim	020-2391717	frigoken@africaonline.co.ke
From Eden Ltd	Nairobi	Vegetables	Mr.Zulfikar Jessa	020-8562203	zulfikar@fromeden.co.ke
Global Fresh Ltd	Nairobi	Vegs & Fruits	R.Chaudhry	020-8274930	info@globalfresh.co.ke
Green Kenya Organization	Nairobi	Onions & Tomatoes	Charles Butiko	254-72319111	greenkenya28@gmail.com
Greenlands Agro Producers Ltd	Nairobi	Fruits & Vegetables	Mr.G.Murungi	020-827080/1/3	murungim@greenlands.co.ke
Highlands Canners Ltd	Nairobi	Fruits & Vegetables	Sales Manager	020-8564048	info@highlandcanners.co.ke
Hillside Green Growers Ltd		Fruits & Vegetables	Ms.Eunice Mwongera	020-2397353	eunice@hillsidegreen.com
Homegrown Kenya Ltd	Nairobi	Flowers & Vegetables	Mr.Richard Fox	020-3873800	richard.fox@f-h.biz
Indu Farm Epz Ltd	Nairobi	Vegetables	General Manager	254-20-850215/6	info@indu-farm.com
Jakal Services Ltd	Mombasa	Fruits & Spices	Mr.Bandali	254-742229435	jakal@kenya.com
Jungle Macs EPZ Ltd	Thika	Fruits & Vegetables	Sales Manager	020-2451841	info@junglemacadamas.com
Jetlak Foods Ltd	Ruiru	Fruits & Vegetables	XX 254-742754181	mail@jetlak.com	
Indu Farm Epz Ltd	Nairobi	Fresh Fruit & Vegetables	Mr.Christian Bernard	020-550215/6/7	info@indu-farm.com
Kakuzi Ltd	Thika	Fruits,Nuts,Tea	Mr.Richard Collins	040-2033012	rcollins@kakuzi.co.ke
KHE (1997) Ltd	Nairobi	Fresh Fruit & Veggies	Mr.Manu Dhanani	020-2517979	khe@khekenya.com
Kandia Fresh Produce Suppliers Ltd	Nairobi	Fruits & Veggies	Fruits & Vegs	Mr.Lucy Mundia	020-3500866 kandia@swiftkenya.com
Kenya Orchards Ltd	Nairobi	Fruits & Vegetables	Sales Manager	254-2054161	
Keitt Exporters Ltd	Nairobi	Fresh Fruit & Veggies	Asif Aman	020-822829	asif@keitt.co.ke
Mace Foods Ltd	Eldoret	Vegetables	Sales Manager	254-720391290	info@macefoods.com
Mugama Farmers	Muranga	Vegetables	Sales Team	254-728-354211	mugamaunion@yahoo.co.uk
Makindu Growers and Packers Ltd	Nairobi	Passion Fruit	Mr.O.P.Bij Okra	020-822812/196	info@makindugrowers.co.ke
Meruherbs		Organic Producers	Marketing Manager	254-20-4442082	meruherbs@meruherbs.com
Muunt Elgon Orchard Ltd		Kitale	Orchards	Bob Andersen	254-5431352 info@mtelgon.com
Mboga Tuu Ltd	Nairobi	Chillies & Vegetables	Mr.J.Kent	020-3877988	mti@wananchi.com
Mixa Foods and Beverages	Kisumu	Fruits & Milk	Charles O.Oditi	254-733-714584	info@mixafoods.co.ke
Mosi Ltd	Juja	Fruits	Rose Wahome	254-722204931	mwaiwahome@mosiflowers.com
Migotllyo Plantations Ltd	Nakuru	Herbs & Seed	Mr. Rao	051-2214898	alphegasial@wananchi.com
Namelok Exotic (K) Ltd			Mr. Sinket	0734-743258	info@namelokexotic.com
Njambiflora Ltd		Vegetables	Njambi	020-8225061/7	njambiflora@yahoo.co.uk
Nicola Farms Ltd	Nanyuki	Fresh Fruit & Veggies	Ms. Grace Wanjiku	020-2048874/76	marketing@nicola.co.ke
Olivado Kenya EPZ Ltd	Nairobi	Avocado	Nairobi General Managers	020-710-535303	gh@stanley.com
Saw Africa EPZ Ltd	Thika		General Manager	254-722531106	wainana_patrick@yahoo.com
Sacco Fresh Ltd	Nairobi	French Beans	Mr.Muia	020-824687/8	info@sacco-fh.com
Shree Ganesh Ltd	Nairobi	Vegetables & Onions	Mr. Kanji Kalyan Patel	020-80243645	meleka@freshanjuci.co.ke
Sian Agiflora Kenya Limited	Nairobi	Calla Lilies	Ms. Angelina Mangat	020-822220	ran@sianexports.com
Syngenta EA Ltd	Nairobi	Seeds	Sales Manager	254-203222800	syngenta.east_africa@syngenta.com
Sumripe (1976) Ltd	Nairobi	Fresh Fruit & Veggies	Mr. Haeit Shah	020-822518/822879	info@sumripe.co.ke
Value Pak Foods Ltd	Nairobi	Fruits & Vegetables	Mrs. Patel	020-2695633	valuepak@wananchi.com
Valentine Growers Co Ltd	Kiambu	Vegetables	Sales Team	254-720203765	info@valentine-flowers.com
Vegpro Kenya Ltd	Nairobi	French Beans	Mr. Bharat Patel	020-822831-4	bharat@vegpro-group.com
Wamu Investments Ltd	Nairobi	Fresh Fruit & Veggies	Mrs. Perti Muriuki	020-822441	perti@wamu-investments.com



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