

Hortinews Chat:
Disha Copreaux,
CEO, Red Lands Roses

I am a Kenyan national and the CEO, Red Lands Roses. I joined the company in June 2021. Red Lands Roses is a premium rose farm based in Kenya, and I have had the privilege of leading the business during an important period of transition and growth. **P.19-21**

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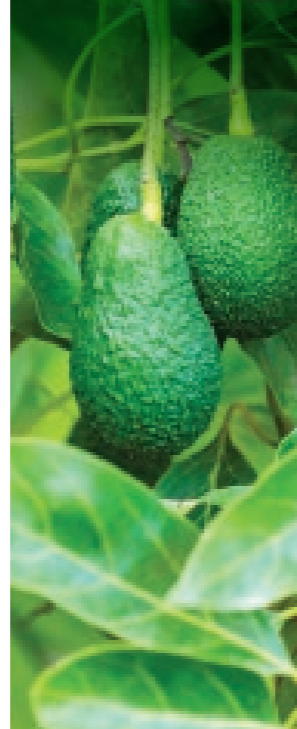


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HortiNews is published six times a year by Associated Green Ventures and circulated among horticultural industry players, foreign missions and Kenya embassies abroad, extension officers in the Ministry of Agriculture, research officers and suppliers of agricultural inputs and services.
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Disha Copreaux,
CEO, Red Lands Roses
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Kenya's flower industry cannot thrive on resilience alone

For decades, the sector has survived economic shocks, global recessions, climate challenges, pandemics, freight crises and shifting international market demands while continuing to position Kenya among the world's leading exporters of cut flowers.

But resilience, admirable as it may be, cannot be the country's long-term strategy for sustaining one of its most valuable export industries.

Today, Kenya's floriculture sector is operating under immense pressure.

Rising fuel prices, costly airfreight, transport disruptions, delayed VAT refunds, increasing compliance costs and growing uncertainty within global logistics systems are steadily tightening the space within which growers operate. Reports of workforce restructuring and redundancies emerging within parts of the industry should serve as an early warning sign that the pressures facing the sector are no longer temporary inconveniences.

They are becoming structural challenges. The recent transport disruptions that affected cargo movement to Jomo Kenyatta International Airport once again exposed the fragility of Kenya's flower export chain. For an industry dealing in highly perishable products, delays are not minor inconveniences — they translate directly into losses, damaged buyer confidence and weakened competitiveness.

Flowers do not wait.

Every hour lost in transportation, cargo handling or airport clearance carries financial consequences for growers already struggling with shrinking margins.

At the same time, persistently high freight charges continue to erode profitability in a sector heavily dependent on air transport to reach international markets, particularly in Europe. Add rising energy and fuel costs to the equation, and it becomes increasingly difficult for growers to absorb operational shocks without affecting employment, invest-

The recent transport disruptions that affected cargo movement to Jomo Kenyatta International Airport once again exposed the fragility of Kenya's flower export chain.



By CATHERINE RIUNGU

ment and expansion plans.

Yet despite these realities, the industry continues to shoulder burdens that many exporters believe could be eased through more responsive policy support.

Delayed VAT refunds remain a longstanding concern for exporters who rely on stable cash flows to sustain operations in a capital-intensive business environment. For growers operating on increasingly thin margins, delayed reimbursements create unnecessary financial strain at a time when liquidity matters more than ever.

Kenya cannot continue celebrating the flower industry's export earnings while overlooking the operational environment required to sustain them.

This sector is more than an agricultural success story.

It supports hundreds of thousands of direct and indirect jobs, anchors rural economies, generates critical foreign exchange earnings and positions Kenya prominently within global horticultural trade. Entire communities across Naivasha, Nakuru, Kiambu, Eldoret and beyond depend on the stability of the flower industry.

Protecting the sector therefore goes beyond protecting flowers. It is about protecting livelihoods, investments and Kenya's standing in international markets.

The reality is that global competi-

tion is intensifying.

Countries such as Ethiopia, Colombia and Ecuador are aggressively strengthening their flower industries through improved logistics, infrastructure investments and supportive export environments. Kenya cannot afford complacency simply because it has historically dominated key markets.

Competitiveness is no longer determined by quality alone.

Efficiency, policy predictability, logistics reliability and operational costs are increasingly shaping global trade decisions. International buyers want consistency, reliability and speed — qualities that become difficult to maintain when exporters are battling recurring disruptions and rising costs at home.

This is why the current challenges facing floriculture should not be viewed as isolated industry complaints.

They are indicators of broader structural issues that require urgent attention if Kenya intends to safeguard its position as a global flower leader.

The industry does not require sympathy.

It requires practical support.

Efficient cargo handling systems, improved transport infrastructure, stable fuel policies, timely VAT refunds and a more predictable operating environment would go a long way in strengthening the sector's resilience and competitiveness.

Kenya's flower industry has repeatedly demonstrated its ability to adapt, innovate and survive under pressure. But no industry can continue absorbing shock after shock indefinitely without consequences.

Resilience alone is no longer enough.

If Kenya truly values the flower industry as a strategic export sector, then the time has come to move beyond celebrating its success stories and start addressing the growing pressures threatening its future. ■

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IFTEX 2026 hits record growth as floriculture sector demonstrates outstanding resilience

At the official press launch of the 13th edition of the International Flower Trade Exhibition (IFTEX), organizers announced significant growth for this year's landmark event, confirming that IFTEX has expanded to an all-time record of 210 exhibitors, up from 189 last year.

Over the years, IFTEX has established itself as a true barometer for the global flower trade. This year's 10% increase in participation once again solidifies Kenya's leading position in the international floriculture industry. Despite navigating numerous global headwinds, the sector has demonstrated remarkable and sustained growth. Crucially, nearly 20% of this expansion is driv-



DICK VAN RAAMSDONK
CEO, HPP
International Exhibitions Group

en by new growers—the precise demographic that international flower buyers seek to connect with when visiting the exhibition.

This upward trajectory began during the post-pandemic recovery of 2023, when the event hosted 159 exhibitors. Reaching 210 exhibitors represents a one-third expansion in just three years, reflecting both the growth of and the deep-seated investment confidence in the Kenyan flower industry as a premier global production base for cut flowers. This positive momentum establishes a strong foundation for the next phase of development, driven by new players, emerging markets, and sustained global demand.

While geopolitical and economic uncertainties continue to affect global markets, the resil-

ience of the Kenyan flower sector remains highly impressive. The industry must navigate increasingly strict European regulations on \$CO_2\$ emissions, which pose challenges to export volumes and necessitate heightened marketing strategies. Additionally, uncertainty surrounding freight costs remains a primary concern. Yet, despite these challenges, Kenya's floriculture industry continues to advance.

In a year when many global industries are exercising caution, participation at IFTEX sends a powerful message: the Kenyan floriculture sector remains resilient, confident, and forward-looking. IFTEX does not merely showcase flowers; it showcases the future of the entire industry.

The time has also come to actively develop new frontiers. High-potential markets in North America, Southeast Asia, the Middle East, and Eastern Europe offer robust import potential and fresh opportunities for Kenyan exporters.

Alongside Colombia and Ecuador, Kenya ranks among the top three cut flower producing nations globally, holding the undisputed number-one position on the African continent. Consequently, IFTEX has matured into one of the world's leading specialized trade fairs, currently ranked among the top five most important floriculture trade exhibitions globally alongside major events in South America, Africa, and Europe.

While IFTEX serves primarily as a commercial trading platform, it remains the definitive gathering place where the industry converges to:

- *Network and build strategic business partnerships;*
- *Exchange critical information on the latest industry developments;*
- *Discover the newest flower varieties entering the market; and*
- *Explore untapped global markets.*

Ultimately, these combined efforts aim to strengthen, secure, and sustain the international commercial footprint of Kenya's flower industry for the future. ■

Kenyan floriculture: navigating global winds, cultivating local resilience



As the global floriculture community gathers for IFTEX 2026, Kenya once again stands proudly at the center of the international flower trade. This landmark event is not merely an exhibition of beautiful blooms; it is a celebration of a resilient, highly strategic economic sector that drives livelihoods, secures foreign exchange, empowers women, and champions climate-smart agriculture.

Our flower industry remains one of Africa's greatest agricultural success stories and a pillar of global competitiveness. However, as we look to the future, we must balance our achievements with an honest assessment of the steep challenges currently testing our sector's historic resilience.



BY CLEMENT TULEZI
CEO, KENYA FLOWER COUNCIL

An Economic and Social Powerhouse

The economic footprint of Kenyan floriculture cannot be overstated. In 2025, the industry generated approximately KES 110 billion (nearly USD 845 million) in export earnings. Contributing directly about 1.5 percent to Kenya's GDP, floriculture stands as the single largest contributor within the wider horticulture industry.

Beyond the balance sheets, this is an industry built on human lives. The sector:

- Supports over 200,000 direct jobs and sustains more than one million livelihoods across the value chain.
- Serves as a primary engine for rural economic development.
- Empowers women, who make up over 60 percent of our workforce.

Today, Kenya exports flowers to more than 60 countries. We are Africa's largest flower exporter, the leading exporter of cut flowers to the European Union (accounting for roughly 70 percent of our exports), and a premier global source of world-class roses.

Built on Quality, Defined by Sustainability

Kenya's global competitive edge rests on exceptional natural advantages—high altitude, equatorial climate, and year-round sunshine—coupled with a world-class, sophisticated logistics ecosystem. Because of our efficiency, a rose harvested in Naivasha in the morning can sit on a European supermarket shelf within 24 hours, supported by Jomo Kenyatta International Airport's status as Africa's leading fresh cargo hub.

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However, the future of global floriculture is no longer defined by productivity alone. Consumers and retailers worldwide are demanding answers to critical environmental and ethical questions.

Kenya has chosen to lead the world in providing these answers. The Kenya Flower Council's Flowers and Ornamentals Sustainability Standard (F.O.S.S.) is now one of the most respected certification frameworks globally. F.O.S.S. ensures that our flowers are grown ethically, responsibly, and sustainably, directly safeguarding the welfare of over 200,000 workers. Our progress speaks for itself:

- Over 92 percent of our member farms now utilize integrated pest management (IPM) systems.
- More than 85 percent utilize high-efficiency irrigation technologies.
- Over 60 percent have adopted renewable energy solutions to power their operations.

The Reality: Facing Unprecedented Headwinds

While we celebrate these strides, we must confront the reality of our current operating environment, which is the most challenging we have faced since the height of the COVID-19 pandemic. Geopolitical tensions in the Middle East, global supply chain bottlenecks, rising input costs, and escalating fuel prices have combined to place immense pressure on our growers

and exporters.

The primary lifeline of our industry—air freight—is under severe strain. Freight rates have spiked dramatically from approximately USD 3.10 per kilogram to nearly USD 5.00 per kilogram—a sudden increase of over 60 percent. Because air logistics account for 40 to 60 percent of total export costs during peak seasons, this price shock puts roughly USD 4 million worth of flower exports at risk every single week.

Compounding this logistics crisis:

- Fertilizer prices have surged by 25 percent in a matter of weeks.
- Overall farm-level production costs have climbed by 20 to 30 percent.
- Delayed shipments and perishability losses have slashed revenues on some farms by up to 75 percent.
- A persistent KES 10 billion backlog in outstanding VAT refunds has triggered a severe liquidity crisis across the sector.

The Risk of Inaction

If these conditions persist without immediate intervention over the next 30 to 60 days, the consequences for Kenya will be profound. Sector projections indicate a potential 20 percent decline in export volumes, financial losses exceeding USD 15 million every month, the threat of 50,000 job losses, and the imminent closure of small and medium-sized family farms. We also risk losing hard-won global market share to fierce competitors like Colombia, Ecuador, and Ethiopia.

This is no longer just an industry issue—it is a national economic emergency.

A Roadmap for Intervention

We can manage and overcome these challenges if we act swiftly and decisively. The Kenya Flower Council is actively engaging the Government of Kenya to implement a series of practical, immediate interventions:

1. Expedite the Release of

VAT Refunds: Injecting the outstanding KES 10 billion back into the sector will instantly resolve the crippling liquidity crisis facing our growers.

2. Implement Temporary Tax Relief: Easing duties on fertilizers, packaging, and critical agricultural inputs will lower production costs and keep farms operational.

3. Rationalize Statutory Levies: Suspending or reducing overlapping statutory levies—such as the KETRADE UCR levy and the KEBS Standards levy—will immediately improve export competitiveness.

The economic math is simple: the cost of supporting the industry today is a fraction of the economic cost we will pay if we allow this vital sector to slide into collapse.

Our Promise to the World

Despite these turbulent global winds, the resilience of Kenyan floriculture remains unshaken. Our farms continue to export to over 100 international destinations, proving our adaptability and dedication under pressure.

To our international buyers and partners, our message is clear: Kenya remains open, reliable, competitive, and deeply committed to sustainable production.

To our government partners, we urge a deepened collaboration to protect this crown jewel of our export economy. And to our workers on the ground, who remain the heartbeat of this industry: we will continue to fight for your livelihoods.

Kenya is not merely a participant in the global flower trade—we are its vanguard. Through strategic public-private alignment, supportive policies, and continued investment in green technologies, we will not only safeguard this industry; we will secure Kenya's place as the undisputed global leader in sustainable floriculture.

The future of flowers is green, resilient, and proudly Kenyan. Let us build it together. ■

Welcome by AFA



Kenya's horticulture industry remains one of the country's leading foreign exchange earners and a major contributor to employment, rural livelihoods, and economic growth. In 2025, Kenya exported 457.7 thousand tonnes of horticulture produce valued at KES143.78 billion. This consisted of cut flowers accounting for 62%, fruits (19%), vegetables (15%) and MAPs (4%) by value of total horticultural exports.

foreign exchange earner for the country, the floriculture industry currently supports over 150,000 jobs, both directly and indirectly, with a significant proportion of employees being women and youth. This demonstrates the sector's critical contribution towards inclusive economic growth and social empowerment.

Kenya's floriculture sub-sector is globally recognized for producing high-quality flowers, with roses constituting approximately 69% of the country's total flower exports. In addition to roses, the country also produces carnations and a variety of summer flowers. Flower farming is carried out in 21 counties under both greenhouse and open-field systems. More than 90% of flower production is undertaken by large- and medium-scale growers, while small-scale farmers mainly produce summer flowers, which are marketed through flower consolidators for export. The sector continues to flourish owing to Kenya's favorable climate and strategic equatorial location, both of which provide ideal conditions for year-round flower production.

The European Union remains the principal market for Kenya's flower exports, with the Netherlands serving as the lead-

ing destination through the Aalsmeer Flower Auction and direct supermarket sales channels. Kenya is currently ranked among the top four global exporters of cut flowers, with exports reaching 143 destinations in 2025. During the same period, the top ten export destinations accounted for 87% of the total flower export value. The sector recorded significant growth, with export earnings increasing from KES 72.1 billion in 2024 to KES 81.3 billion in 2025, while export volumes rose from 102.5 thousand tonnes to 130.6 thousand tonnes. On average, 46% of Kenya's cut flower exports were destined for the Netherlands in both 2024 and 2025. Other major export markets included the United Kingdom, Germany, Kazakhstan, Australia, and countries in the Middle East, alongside emerging destinations such as Italy, South Africa, France, Japan, Qatar, Kuwait, Kyrgyzstan, Sweden, Oman, and Iraq. Meanwhile, Kenya's cut flower imports in 2025 were primarily sourced from the Netherlands, Spain, and India.

The Government of Kenya, through the Agriculture and Food Authority - Horticultural Crops Directorate (AFA-HCD), continues to implement various policy

and regulatory measures to strengthen the floriculture sector and promote sustainable growth. These interventions include enforcing quality standards to protect Kenya's reputation in international export markets, streamlining licensing and compliance procedures to enhance efficiency and ease of doing business, and collaborating with stakeholders to address emerging market requirements, sustainability standards, and traceability demands. The Directorate also supports the implementation of environmental and social compliance measures in line with global market expectations while enhancing market access through continuous engagement with trade partners and participation in international exhibitions and trade forums. Collectively, these initiatives are intended to position Kenya as a reliable, compliant, and globally competitive source of high-quality flowers.

The entry of new growers into Kenya's floriculture industry presents significant opportunities for increased production, job creation, and diversification of export markets. In response, the Horticultural Crops Directorate (HCD) is supporting the integration of emerging growers into the export ecosystem through capacity building and sensitization on export requirements and compliance standards, facilitating access to licensing and regulatory information, and promoting the adoption of Good Agricultural Practices (GAPs) and sustainable production systems. The Directorate also encourages participation in organized marketing platforms and

Kenya is currently ranked among the top four global exporters of cut flowers, with exports reaching 143 destinations in 2025. During the same period, the top ten export destinations accounted for 87% of the total flower export value.

international trade exhibitions while strengthening linkages between growers, exporters, logistics providers, and international buyers. HCD recognizes the importance of effectively integrating new growers into the export value chain in order to maintain the integrity, quality, and global competitiveness of Kenya's floriculture exports.

Maintaining high standards remains essential for sustaining Kenya's position in key export markets. The Horticultural Crops Directorate continues to work closely with industry players and relevant government agencies to ensure compliance with international sanitary and phytosanitary requirements, promote adherence to quality assurance systems and certification standards, and strengthen inspection, traceability, and monitoring mechanisms across the value chain. The Directorate is also actively

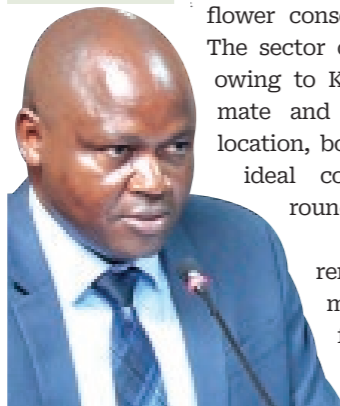
addressing emerging challenges related to pests, diseases, climate change, and sustainability requirements while facilitating smooth export processes through coordinated stakeholder engagement. Kenya's continued success in the global flower trade depends on maintaining consistency, reliability, and compliance with evolving international market expectations.

Maintaining high standards remains essential for sustaining Kenya's position in key export markets. The Directorate continues to work closely with industry players and relevant government agencies to ensure compliance with international sanitary and phytosanitary requirements, promote adherence to quality assurance systems and certification standards, and strengthen inspection, traceability, and monitoring mechanisms across the value chain. The Directorate is also actively addressing emerging challenges related to pests, diseases, climate change, and sustainability requirements while facilitating smooth export processes through coordinated stakeholder engagement. Kenya's continued success in the global flower trade depends on maintaining consistency, reliability, and compliance with evolving international market expectations.

We therefore join the organizers of IFTEX in welcoming both local and international stakeholders in the floriculture industry to participate in IFTEX 2026 in June. Beyond serving as a key trading platform for flowers, the event will also provide an important opportunity for stakeholders to collaborate in addressing emerging challenges affecting the flower industry. IFTEX 2026 further offers a strategic platform to showcase Kenya's global leadership in floriculture and strengthen confidence in the country's horticultural sector. The Horticultural Crops Directorate values the continued partnership with industry players and remains committed to promoting sustainable sector growth, enhancing regulatory efficiency, upholding quality standards, and expanding market access for Kenyan flowers.

Together with industry partners, the Directorate will continue working towards strengthening Kenya's position as a global leader in floriculture. ■

CALISTUS KUNDU
ACTING AFA
DIRECTOR
GENERAL



CALISTUS KUNDU AG. DIRECTOR



Adherence to market requirements is Kenya's premier competitive advantage

On behalf of the **Kenya Plant Health Inspectorate Service (KEPHIS)**, I am pleased to participate in this media briefing ahead of the International Flower Trade Expo (IFTEX). This exhibition is an important event in the calendars of growers, merchants, suppliers, regulatory as it highlights Kenya's pivotal role in the global floral value chain. The exhibition brings together all stakeholder in the floriculture industry

The importance of the floriculture sub-sector which is the cornerstone of Kenya's economy and a primary driver of foreign exchange earnings cannot be over emphasised. Kenya is the leading exporter of rose cut flowers to the European Union (EU), holding a market share of approximately 38%. Beyond its economic value, the sector provides employment opportunities, particularly for women and youth across the country.

In order to ensure our competitiveness, KEPHIS regulatory roles are aligned to international best practice. KEPHIS is the National Plant Protection organisation and implements international phytosanitary measures as defined by the World Trade Orga-

Dr. Isaac Macharia Director, Phytosanitary and Biosecurity Services, KEPHIS



nization (WTO) Sanitary and Phytosanitary (SPS) Agreement and the International Plant Protection Convention (IPPC). Movement of plant and plant product have a risk of introduction of pest and diseases hence the international community have put in place measure to ensure we prevent introduction of pest pests and diseases. Countries have their specific market requirements aimed at protecting their countries while facilitating trade. KEPHIS ensures compliance to international market requirements.

In order to demonstrate compliance to phytosanitary requirements, countries are required to undertake inspection both at production level and at point of exit, implement mea-

sure to manage pest and issue a phytosanitary certificate to show phytosanitary compliance. In some cases, countries are required to undertake phytosanitary treatment to eliminate the pests. In case of non compliance countries are allowed to intercept the materials and inform the other country on the issue of non compliance.

As country we have continued to enhance our commitment to global compliance through:

- *Automation of issuance of phytosanitary certificate and plant import permits through the Integrated Export-Import Certification System (iEICS). The system has enhanced operation for issuance of relevant documents.*

- *Exchange of e-Phyto certificates with other trading partner through the e-phyto hub manage by the IPPC reducing reliance on paper-based certificate and mitigating delays.*

- *Development of advanced Laboratory Infrastructure: Modernized central reference laboratories which allow rapid pest detection and identification to meet the zero-tolerance quarantine standards by international partners.*

- *Capacity building of stakeholder and inspector on market requirement for different countries to hence compliance*

In order to maintain our competitiveness in the internation-

Kenya has experienced growth in the floriculture industry responding to the increased global demand. KEPHIS has continued to enhance its capacity through automation, increased number of trained personnel and aquisition of requires equipments in order to respond to the expanding industry.

al market and our market share, Kenya has continued to put in place several initiatives to meet the evolving phytosanitary requirements. Some of the measures include:

- *Effective management of FCM in roses through The Rose False Codling Moth Systems Approach (Rose FCMSA): This has enhanced compliance to our exports to the EU, UK, and South Korean market.*

- *KEPHIS has spearheaded development and implementation of a comprehensive systems approach.*

- *Implementing adequate pest management which is import based on the market requirement. We maintain active surveillance, farm inspection, capacity building*

and management strategies against regulated pest. This also include phytosanitary treatment require by some of the trading partners

- *Kenya has a Plant Breeders' office which ensure plant breeders Rights are maintained. By enforcing international plant variety protections, KEPHIS gives global breeders the confidence to introduce superior, high-yield, and climate-resilient genetics directly to Kenyan growers.*

Kenya has experienced growth in the floriculture industry responding to the increased global demand. KEPHIS has continued to enhance its capacity through automation, increased number of trained personnel and aquisition of requires equipments in order to respond to the expanding industry. KEPHIS is also working with the industry to understand the requirement and to enhance compliance. Other aspect include market negotiation and diversification (Australia, the Middle East, and Asia, ensuring Kenyan summer flowers and traditional varieties gain a competitive edge.

We have also continued strengthening the regional offices in critical production hubs like Naivasha, Timau, Nakuru, Eldoret and JKIA, we provide continuous, on-the-ground technical training to ensure that smallholders and commercial estates alike can match emerging market standards smoothly.

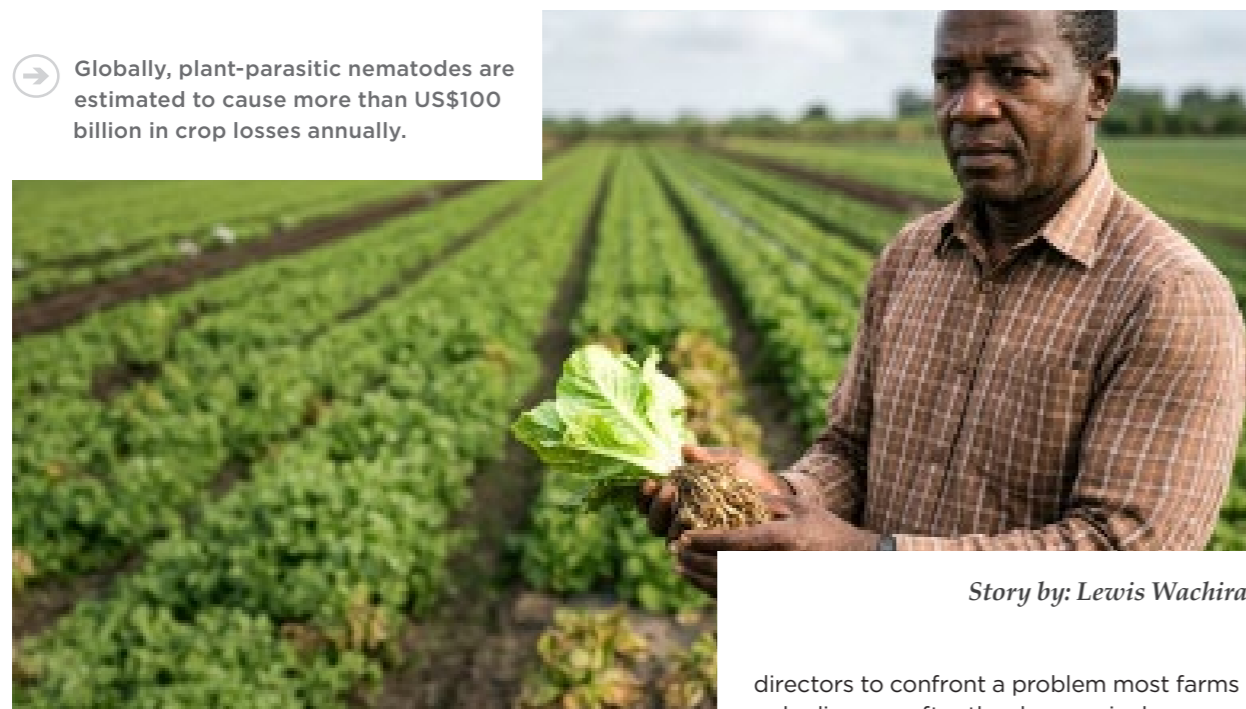
As we look forward to IFTEX 2026, I wish to reiterate that adherence to market requirements is not just a regulatory necessity but Kenya's premier competitive advantage. KEPHIS remains a dedicated partner to all stakeholders, fully prepared to facilitate business, support industry expansion, and protect the global integrity of Kenyan flowers. ■

Dr. Isaac Macharia Director, Phytosanitary and Biosecurity Services, KEPHIS

Why 208 Senior Growers Spent 73 Minutes Talking About Something They Couldn't See

Why 208 Senior Growers Spent 73 Minutes Talking About Something They Couldn't See

→ Globally, plant-parasitic nematodes are estimated to cause more than US\$100 billion in crop losses annually.



Story by: Lewis Wachira

In Kenya's horticulture belt, where roses cut at dawn in Nai-vasha arrive at the Aalsmeer auction before the next morning, growers have learned to read crops the way physicians read vital signs.

A curling leaf suggests heat stress. A shortened stem points to nutrition. Uneven bud size raises questions about irrigation, while a three-day slip in harvest timing invites scrutiny of the weather. High-value horticulture relies on visible cues: colour, uniformity, timing, grade. It is an industry built on what can be seen, measured, and corrected quickly. And yet some of its most consequential failures begin well out of sight.

Long before a tomato plant yellows in a greenhouse outside Eldoret, before a strawberry block weakens in Limuru, before a football pitch in Kampala thins in odd, irregular patches, something may already be feeding underground—unseen and uninterrupted.

That biological blind spot was the focus of Root Camp - Episode 4, a technical webinar hosted by Bioline Agrosciences Africa in partnership with Ecospray, which brought together senior growers, agronomists, estate managers, and technical

directors to confront a problem most farms only discover after the damage is done: compromised root systems, often driven by root-knot nematodes.

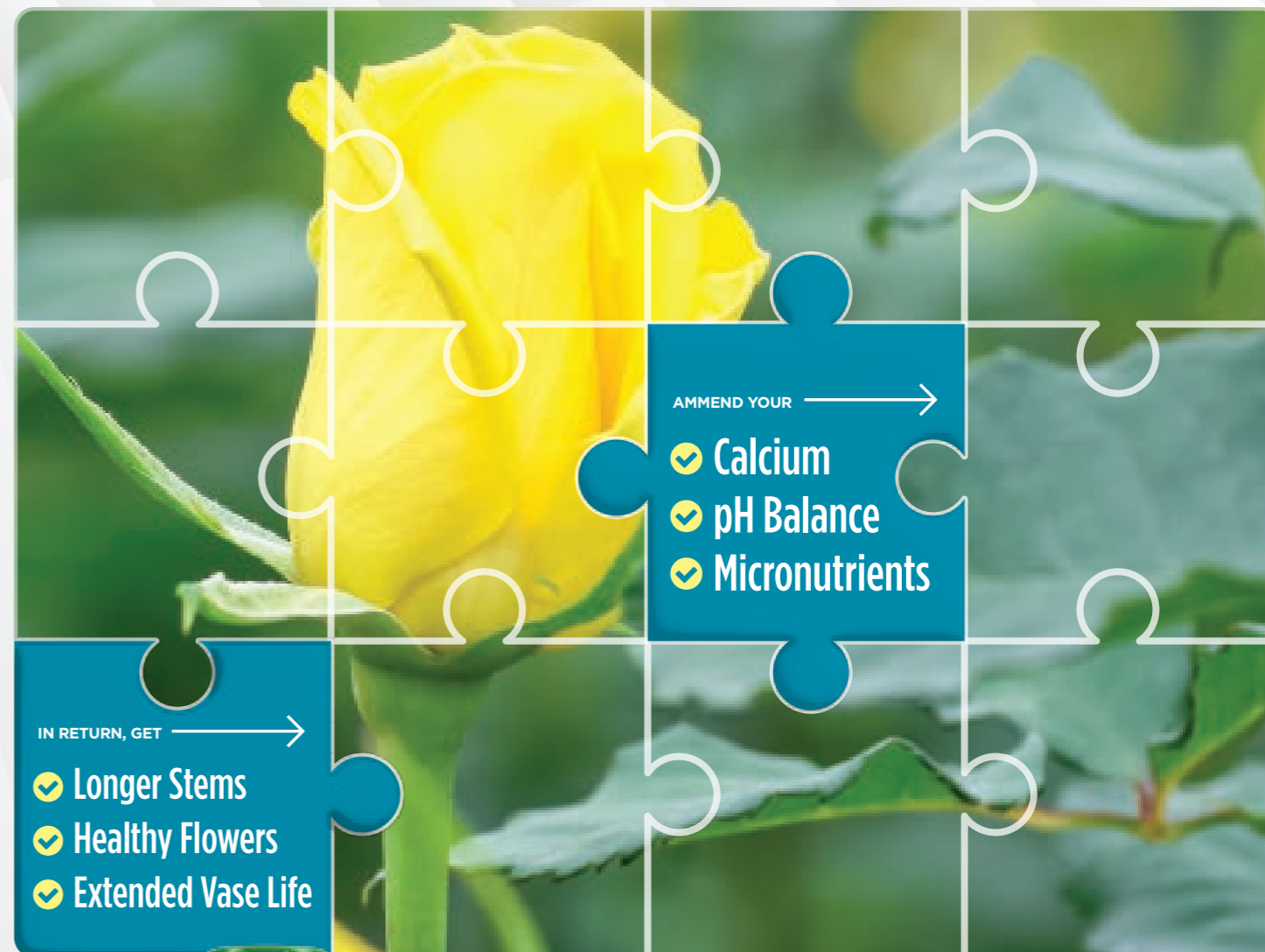
The response itself told a story. The session drew 350 registrations, with 208 confirmed live attendees who stayed engaged for an average of 73 minutes. Given that several farms joined in groups from shared board-rooms and conference rooms, actual attendance was likely much higher. For a webinar centred on microscopic soil organisms, the numbers were striking. They suggested not only curiosity, but recognition.

Across Africa's horticultural economies—from flowers in Kenya and Ethiopia to vegetables in Zambia and citrus in South Africa—growers are encountering an increasingly familiar pattern. Inputs rise steadily while returns flatten. Disease programmes that once delivered near-perfect control become erratic. Quality varies between blocks managed identically. Some fields flourish; others never quite catch up.

Root Camp is Bioline Agrosciences' flagship webinar series designed to help growers dig deeper into the science beneath their crops, quite literally.

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Why 208 Senior Growers Spent 73 Minutes Talking About Something They Couldn't See

Why 208 Senior Growers Spent 73 Minutes Talking About Something They Couldn't See



described in the mid-19th century, these microscopic roundworms now infest nearly every major crop category—tomatoes, potatoes, peppers, cucumbers, roses, chrysanthemums, strawberries, bananas, turf-grass, and plantation crops.

Globally, plant-parasitic nematodes are estimated to cause more than US\$100 billion in crop losses annually, with root-knot nematodes responsible for a substantial share. Yet despite decades of research, they remain chronically underdiagnosed in commercial agriculture.

“One of the main reasons nematodes are overlooked is simple—” said Dr Danny Coyne, a senior scientist at the International Institute of Tropical Agriculture, and one of the webinar’s keynote speakers. **“They’re underground. Out of sight often means out of mind.”**

Coyne, who has spent decades studying nematode threats across Africa, Asia, and Latin America, emphasised that nematode damage is rarely recognised for what it is. Growers suspect nutrient deficiency, blame water stress, tighten fungicide programmes, or increase fertiliser rates. Meanwhile, the root system—the plant’s engine—continues to degrade.

To put the scale in context, biologists estimate there are tens of billions of nematodes for every human on Earth. The vast majority are harmless or beneficial. A small fraction has evolved to exploit plant roots with devastating efficiency.

When Evidence Finally Becomes Visible

The story Coyne told has played out before.

In the early 2000s, California’s Central Valley—one of the most productive agricultural regions in the world—was operating under mounting pressure.

Water availability was tightening, energy costs were volatile, and the state was in the grip of the California electricity crisis. Rolling blackouts and political instability culminated in the 2003 recall of Governor Gray Davis and the election of an unlikely successor, Arnold Schwarzenegger— an actor and bodybuilder better known at the time for lifting ludicrously heavy objects on screen, than for managing a state budget.

While public attention focused on visible failures— power grids, budgets, ballots—another problem was taking hold in the fields. Tomato crops managed according to best practice began to underperform. Plants established normally and set fruit, but growth slowed, yields slipped, and fruit sizing became erratic. Irrigation logs showed nothing unusual. Nutrition

“It’s not catastrophic failure,” one attendee noted during the session. **“It’s inefficiency. You put more in, and you don’t always get the results you hoped for.”**

For decades, the industry’s most dramatic productivity gains came from what happens above ground. Improved crop varieties delivered yield potential. Precision irrigation optimised water use. Nutrition programmes became more refined. Crop protection became more targeted. Those advances were transformative, disrupting their regulatory functions. It repels adults, agitates larvae, and attacks multiple weak points simultaneously. Resistance simply cannot develop.

But many growers now appear to be hitting a ceiling.

Root Camp Episode 4 posed an uncomfortable hypothesis: that the next major constraint on performance is not visible in the canopy at all, but embedded in the biology of the soil and roots beneath it.

The Most Damaging Pest You Rarely Diagnose

At the centre of the discussion were root-knot nematodes (*Meloidogyne* spp.), among the most economically destructive plant pests known to science. First

Root Camp is Bioline Agrosciences’ flagship webinar series designed to help growers dig deeper into the science beneath their crops, quite literally.

Bioline Agrosciences (Africa) is a leading provider of biological crop protection solutions.



programmes were revised. Disease protocols intensified. Consultants walked the same rows repeatedly, searching for an explanation that remained obscure.

Only when plants were pulled from the soil did the diagnosis become obvious. Roots were swollen and deformed, covered in dozens—sometimes hundreds—of bead-like galls. Each gall marked a feeding site that diverted water, nutrients, and energy away from productive growth.

Similar scenarios now unfold across East Africa’s vegetable belts and greenhouse systems, where continuous production and warm soils allow nematode populations to build quietly over time. A single overlooked cycle can seed years of underperformance.

Damage That Wears Other Masks

In some crops, nematodes reveal themselves dramatically. In potatoes and sweet potatoes, root-knot nematodes can crack tubers, distort skins, and open pathways for secondary rots. Farmers respond to the rot, often unaware that the original injury occurred weeks earlier.

In high-value horticulture, the damage is subtler—and



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often more consequential. In roses and chrysanthemums, nematodes may leave roots that appear functional at harvest while subtly reducing stem length, uniformity, and cutting schedules. In export markets where grades are defined by centimetres and narrow timing windows, even a small reduction in quality can push large volumes from premium categories into marginal ones, quietly eroding margins faster than an outright yield loss.

In strawberries and vegetables, losses accumulate incrementally: reduced vigour, lower pack-out percentages, uneven maturity. In turf systems—from golf greens to football pitches—nematode damage often masquerades as compaction or irrigation failure until root anchorage weakens and surfaces fail under pressure.

“Nematodes affect every crop we grow—food, fibre, ornamentals, even turf,” Coyne explained. **“The difference is how the damage shows up. Sometimes it doesn’t, until the costs become unavoidable.”**

When Hidden Problems Become Public Ones

Invisible biological problems tend to declare themselves suddenly. Kenya’s own large-scale encounter with soil nematodes became evident around 2014, shortly after the country’s transition to devolved governance under a new Constitution and the election of President Uhuru Kenyatta in 2013. In potato-growing regions such as Nyandarua, Meru, and Nakuru, crops began failing in ways that did not correlate with rainfall, fertiliser use, or seed quality.

Across East Africa, Potato Cyst Nematode has now been confirmed in at least four countries, spreading largely through infected planting material. In Kenya alone, scientists estimate annual losses of US\$150–200 million from this single pest in potatoes. Regionally, losses exceed US\$550 million per year.

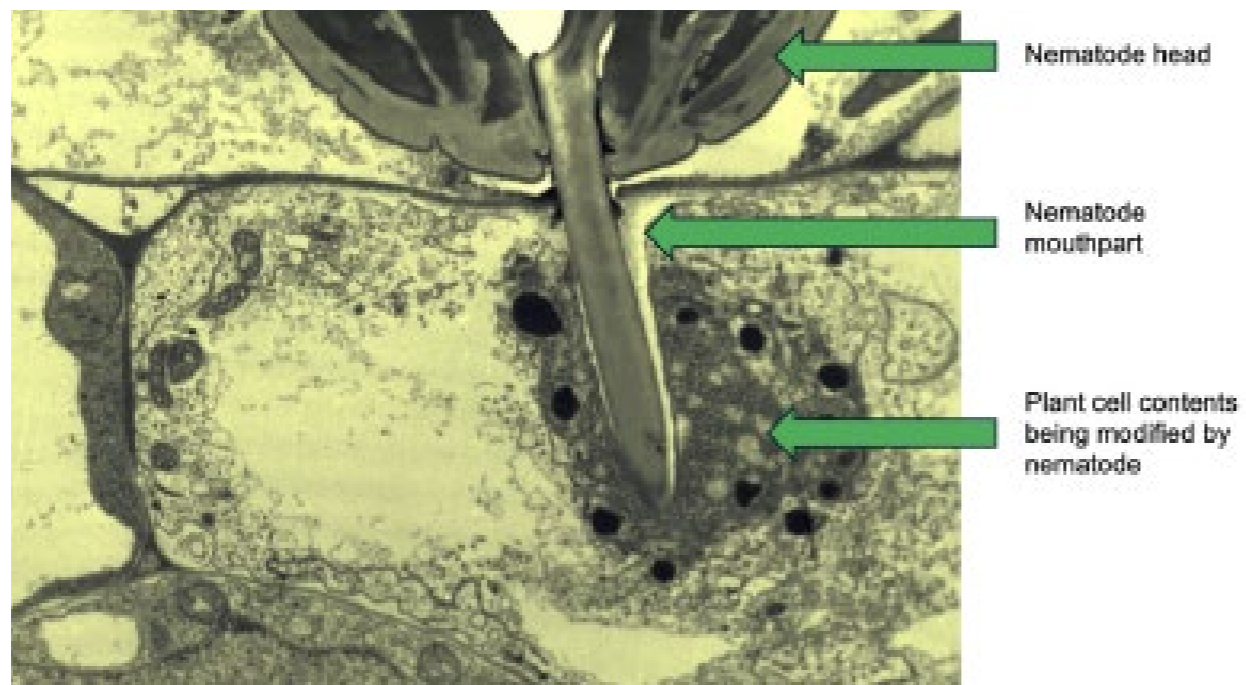
Each cyst typically contains 400 to 500 eggs, though Kenyan samples have occasionally revealed counts approaching 800. A single missed diagnostic window can translate into a multi-year infestation.

In Chile, severe foliar nematode outbreaks in strawberries escalated to the point of a national agricultural emergency, prompting restrictions on planting material and large-scale reassessments of production zones. “Disasters don’t start as disasters,” Coyne warned. **“They start as problems no one is measuring.”**

For perennial crops and long-cycle systems, the implications are unforgiving: root damage compounds rather than resetting with the next season.



Why 208 Senior Growers Spent 73 Minutes Talking About Something They Couldn't See



A Parasite That Rewrites the Plant

If Coyne outlined scale and consequence, Dr Colin Fleming, a senior lecturer at Queen's University Belfast, explained the underlying mechanics.

Root-knot nematodes are not simply feeders. Using a needle-like structure known as a stylet, they puncture plant cells and inject compounds that manipulate the plant's metabolism. The plant is biologically coerced into forming specialised feeding cells and diverting energy toward sustaining the parasite.

"They don't just feed on plants," Fleming explained. "They reprogramme them at the cellular level."

The speakers also highlighted a lesser-known challenge: repeated use of the same nematicides can accelerate microbial degradation in soils, reducing efficacy over time. What appears to be pest resistance may instead be soil biology outpacing chemistry.

"Management failure is often a delivery failure," Fleming noted, "not a product failure."

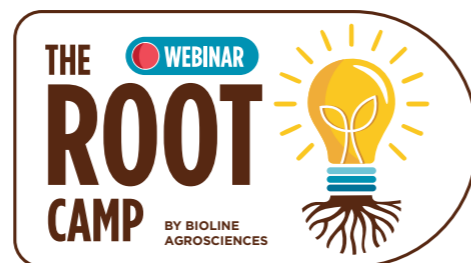
The Strategic Shift Below Ground

By the end of the session, root health had been re-framed—not as an agronomic detail, but as a strategic constraint. When roots underperform, fertiliser efficiency falls, irrigation efficiency declines, disease

pressure rises, harvest timing slips, and export quality falters.

In high-value horticulture, small inefficiencies scale quickly. A rose stem that is two centimetres shorter may fall below export grade. Across thousands of stems, that difference can translate into significant revenue loss per shipment, discreetly eroding margins without ever triggering an obvious failure event. Individually, these losses seem manageable. Collectively, they reshape margins.

That is why 208 senior growers and industry leaders spent 73 minutes discussing a pest they cannot see—not because nematodes are new, but because the economics of ignoring them have become impossible to miss. For years, horticulture chased visible gains above ground. Root Camp Episode 4 suggested that the next frontier lies below it. In an industry obsessed with what can be seen, the next gains may come from understanding what is happening underneath.



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Disha Copreaux, CEO, Red Lands Roses



2026.03.05 Interview | HortineWS Media | Catherine Riungu



Could you start by telling us who you are and what you do?

My name is Disha Maheshkumar Copreaux. I am a Kenyan national and the CEO, Red Lands Roses. I joined the company in June 2021.

Red Lands Roses is a premium rose farm based in Kenya, and I have had the privilege of leading the business during an important period of transition and growth.

Considering that you joined in 2021, how did you interpret leading a company with such a strong founding legacy?

That is a very deep question, because Red Lands Roses is a business built on extremely strong values by its founders, Mr. and Mrs. Spindler.

I first met them in 2018 on a social basis through my husband, who is French. We had recently

returned to Kenya after many years abroad, and through mutual connections someone suggested that we meet them just to understand the landscape of Nairobi and settle in better.

They invited us to visit the farm one weekend, and I remember that visit very clearly. The first thing you notice about the Spindlers is their values — integrity, discipline in operations, and a genuine passion for what they do.

Even as a visitor, you could feel the positive energy of the farm and the partnership between the two of them. I remember thinking that this was the kind of partnership I hoped to have with my own husband when we grew older.

I completely fell in love with the farm. It was 28 hectares of beautifully managed roses, and I



Interviewed By CATHERINE RIUNGU

was fascinated by the precision and the passion behind it.

At the end of the visit, I told Mrs. Spindler — whom I affectionately call "Mama" — that if she ever needed someone to work on the farm, I would even come for free just to learn.

At the time, however, they were already preparing to transition the business to new owners, as they had reached the later stage of their careers. They told me to leave my CV, and that if a buyer came in, they would pass it along.

And that is exactly what happened.

How did you eventually become CEO, Red Lands Roses?

We met in December 2018, and almost two years later — in December 2020 — I was contacted by the new prospective investors, Adenia Partners, who had received my CV from the Spindlers.

I went through a very rigorous interview process. As part of it, I spent three to four weeks consulting on the farm, analyzing the commercial side of the business and presenting my perspective to the investors.

Based on that process, I was selected as the CEO candidate, and I formally started the role in June 2021.

What made the journey very special for me is that the Spindlers were incredibly generous with their knowledge. They freely transferred everything they knew about the farm — the processes, the philosophy of growing roses, and the discipline required to maintain excellence.

In many ways, they empowered me with that knowledge, and I felt a strong responsibility to meet them halfway with my ambition and determination

» to be the best.

That mutual commitment created the foundation for the culture we have today.

What do you remember about your first day at the farm?

I remember it very clearly — I have quite a photographic memory.

It was 1 June, which is actually a public holiday in Kenya, but I still came to work because I simply couldn't wait to start.

Because it was a holiday, the farm was running on minimal staff, just the essential teams. I remember seeing Stefano and Mr. Spindler reviewing the spray program, and instead of asking me to sit in the office, they simply said, "Get on with it."

And that's exactly what I did. For the first six months, I approached the job like a sponge, absorbing everything I possibly could.

I spent a month in the greenhouse harvesting flowers so that I could understand what it really takes to grow a Red Lands rose. I worked in the packing hall learning how to bunch flowers, although I must admit that some of our artisans still bunch much better than I do.

I worked night shifts, pushed harvest buckets, and joined different operational processes because I believed that if I was going to lead the farm, I needed to truly understand every part of the business.

It was also a way of showing solidarity with the team. When people see their CEO working alongside them, they know someone cares about the work they are doing.

What lessons did you learn from the founders during that time?

One of the most important lessons I learned from Mrs. Spindler was the importance of process discipline.

In the beginning, I sometimes wondered why she was so particular about every single step. If you missed one small detail, she



would immediately notice.

But very quickly I understood the reason.

If you want to produce the best roses in the world, every step matters. A beautiful flower is the result of hundreds of processes executed consistently and precisely.

So the rule was simple: follow the processes exactly. If you improve something, document it and train everyone else so that the improvement becomes consistent across the whole operation.

I would say she helped shape me into a very strong administrator, while Mr. Spindler taught me the technical philosophy of growing roses, especially around Integrated Pest Management and environmental stewardship.

Was the transition difficult when the Spindlers stepped away from the business?

Emotionally, yes.

I always refer to them as my "work parents."

In Indian culture, the people who give you knowledge and wisdom hold a very special place in

your life, and they gave me everything I needed to run this farm.

When they eventually stepped away, it felt a little like your parents saying, "Here are the keys to the house. Take care of it."

But at the same time, the preparation had already been done. From the moment I joined, I had invested myself in learning every part of the business and building relationships with our team.

At one point when we had around 500 employees, I knew almost 300 of them by name, including all our supervisors.

So when the transition happened, the foundation was already there.

What were some of the biggest challenges you faced as CEO?

Running a flower farm is incredibly demanding. It is a very operational business, and every day there are new challenges.

Beyond the internal operational complexity of coordinating nearly 1,000 employees, we also faced several external shocks. For example:

- *In 2022, there was a global shortage of calcium nitrate, which is a critical fertilizer. We ended up importing it ourselves to secure supply.*
- *The Russia-Ukraine war disrupted a key export market for our flowers, and we had to quickly find alternative markets.*
- *More recently, geopolitical disruptions in the Middle East airspace have affected freight routes, which are essential for exporting flowers.*

These are situations where you must adapt very quickly.

What major changes have you implemented since becoming CEO?

The biggest change has been professionalizing the management structure.

When I joined, the founders were deeply involved in every part of the business. My task was to transition the farm from that model to a strong leadership team structure.

Today we have:

- *A Technical Director*
- *A Chief Financial Officer*
- *A Chief Commercial Officer*
- *A strengthened maintenance and marketing function*

At the same time, we have also expanded significantly.

The farm has grown from 28 hectares to 44 hectares, and our workforce has increased from about 500 employees to around 1,000.

Our revenues have also almost

doubled since I joined.

What is your vision for the future of Red Lands Roses?

Red Lands has always been known for innovation and premium roses, and that will remain at the heart of our strategy.

We continue to introduce new varieties, such as Princess Sakura, a Japanese spray rose that we are the only farm currently marketing in Kenya.

The next frontier for us is technology and artificial intelligence.

We collect a huge amount of operational data across the farm, and I believe AI can help us analyze that data faster and make better decisions.

For example, we are exploring:

- *AI agents to analyze farm data*
- *Automated climate sensors in greenhouses*
- *Faster decision-making tools for crop management*

This will allow our technical team to respond much more quickly to changing conditions.

What prepared you personally for this role?

Several experiences shaped my journey.

I studied Economics and Poli-

tics for my undergraduate degree, and later completed an MBA at Harvard Business School.

Professionally, I started my career with Export Trading Group (ETG) in agricultural operations and financing, which exposed me to large-scale farming.

I then worked for Syngenta, where I learned about global R&D, seeds, and crop protection products. Later I moved into operational and commercial roles in the UK, managing significant sales portfolios.

When I returned to Kenya, I worked with technology companies like M-KOPA and KOKO Networks, which allowed me to develop operational leadership skills in fast-growing businesses.

All of those experiences prepared me to eventually lead a complex agricultural operation like Red Lands Roses.

Finally, do you have a favourite rose variety?

My favourite variety is Julieta from Delbard.

A close second is actually Dis-ha, which is also a Delbard variety named after me — so of course I have to support it!

Mrs. Spindler's favourite, to my knowledge, was Black Gold, although I think she truly loves every flower we grow. ■





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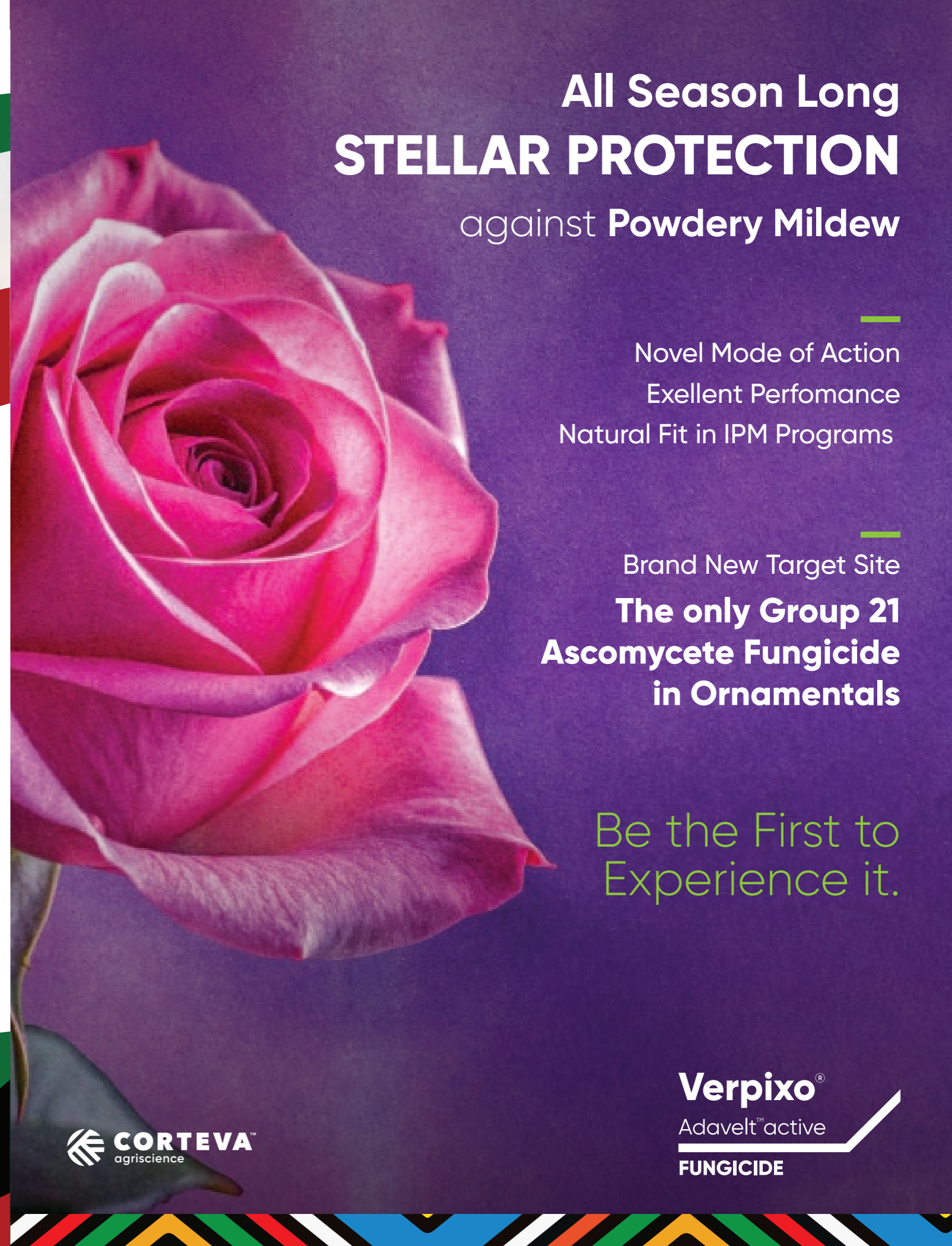
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Kenya's avocado industry takes centre stage at Africa congress

Kenya's growing influence in the global avocado trade has come into sharp focus as the country hosts the Sixth International Africa Avocado Congress, bringing together key players from across the avocado value chain for discussions on trade, sustainability, innovation and market growth.

The congress, organized by the Avocado Society of Kenya alongside regional and international partners, has attracted growers, exporters, researchers, input suppliers, technology companies and buyers from across Africa and beyond, underscoring the increasing importance of avocados within the continent's horticultural sector.

Held in Nairobi under the theme "Innovation, Efficiency and Sustainability," the event comes at a time when Kenya continues to strengthen its position as one of Africa's leading avocado exporters.

Over the last decade, avocados have rapidly evolved into one of Kenya's most important horticultural export crops, driven by growing international demand for Hass avocados in Europe, the Middle East and emerging Asian markets.

Industry stakeholders say the congress provides a timely platform for examining both the opportunities and challenges shaping the future of the avocado business in Africa.

Discussions at the event are

focusing on production efficiency, sustainable farming practices, export market access, phytosanitary compliance, post-harvest management, traceability systems, cold chain development and value addition.

The event is also highlighting the growing role of technology and innovation in modern avocado production.

Across the sector, producers are increasingly investing in precision agriculture, improved irrigation systems, digital traceability tools and modern post-harvest handling infrastructure aimed at

improving quality and reducing losses.

For Kenya, hosting the congress reinforces the country's growing stature within the international avocado trade.

The country has continued to expand avocado production over recent years, with increasing acreage under Hass avocados and stronger participation by smallholder farmers in export supply chains.

Industry observers note that avocados are increasingly becoming one of the country's strategic horticultural commodities, offering significant income opportunities for farmers while contributing valuable foreign exchange earnings.

Held in Nairobi under the theme "Innovation, Efficiency and Sustainability," the event comes at a time when Kenya continues to strengthen its position as one of Africa's leading avocado exporters.



At the same time, the sector continues to face several operational and market challenges.

Stakeholders have repeatedly raised concerns over high freight costs, inconsistent quality standards, post-harvest losses, counterfeit seedlings and increasing compliance requirements in export markets.

The need for stronger traceability systems and improved coordination within the value chain has also emerged as a key area of focus as exporters work to protect Kenya's reputation in increasingly competitive international markets.

Sustainability is another major issue shaping discussions within the sector.

International buyers are placing growing emphasis on environmental stewardship, water management, ethical sourcing and certification standards, pushing producers to adopt more sustainable production systems.

Industry players say the future competitiveness of African avocados will depend not only on production volumes but also on quality, efficiency and compliance with evolving global market expectations.

The congress also provides an important opportunity for net-

working and trade engagement, allowing exporters and growers to strengthen relationships with international buyers and explore emerging market opportunities.

For Kenya's horticulture industry, the event reflects the growing diversification taking place within fresh produce exports, with avocados increasingly joining flowers, vegetables and fruits as key drivers of export growth.

As the industry continues to expand, stakeholders maintain that investment in infrastructure, farmer training, logistics and market systems will remain critical in sustaining long-term growth.

The congress comes at a time when Africa's avocado industry is gaining increasing global attention, supported by rising consumer demand for healthy foods and expanding international trade opportunities.

For Kenya, the event serves as both a showcase of progress and a reminder of the work still needed to strengthen the country's competitiveness within the rapidly evolving global avocado business.

And as delegates gather to discuss the future of the sector, one message continues to stand out — avocados are fast becoming one of Africa's most strategic horticultural commodities. ■





International Flower Trade Exhibition (IFTEX) 2026

Date: June 2 – 4, 2026
Venue: Visa Oshwal Centre, Parklands, Nairobi County



IFTEX remains the crown jewel of Africa’s floriculture sector, anchoring Kenya’s position as a premier global flower exporter. The 2026 expo comes at a critical juncture where growers are heavily investing in sea-freight logistics, sustainable production models, and direct-to-market trading frameworks. This exhibition provides a massive business-to-business marketplace connecting international flower buyers, commercial breeders, freight forwarders, and post-harvest technology providers directly with East African estate managers. Expected attendees: Large-scale floriculture producers, international floral brokers, packaging innovators, and sustainability compliance auditors.

Kenya Fresh Produce and Agritourism Conference & Exhibition

Date: September 2 – 4, 2026
Venue: Bomas International Convention Complex, Nairobi
Theme: Boldly Enhancing Market Access for Kenya’s Fresh Produce

THIS unique conference addresses the dual commercial tracks of modern farming: high-value export logistics and local agritourism diversification. Centered around market access, the event zeroes in on conquering strict regulatory requirements, harmonizing sanitary and phytosanitary (SPS) standards for the EU and Middle Eastern markets, and exploring alternative on-farm revenue streams via agricultural tourism, educational farm visits, and experiential eco-lodges. Expected attendees, Fresh produce exporters, avocado and mango orchard owners, farm managers seeking diversified revenue, and regulatory officials.



Naivasha Hortifair 2026

Date: September 18 – 19, 2026
Venue: Naivasha Sports Club, Naivasha

WIDELY recognized as the primary commercial networking event for the Rift Valley’s agricultural basin, the Naivasha Hortifair brings a deeply practical, field-level focus to horticulture. It serves as an open-air demonstration of crop protection, farm inputs, irrigation technology, and precision agriculture. The 2026 edition emphasizes efficient water usage amidst shifting climatic conditions and showcases regional corporate social responsibility (CSR) initiatives. Expected attendance from Commercial farm managers, agronomists, input distributors, and water engineering service providers.

Global Summits & Large-Scale Trade Exhibitions

The 13th World Potato Congress (WPC 2026)
Date: October 26 – 30, 2026
Venue: Sawela Lodges and Convention Centre, Naivasha
Hosts: National Potato Council of Kenya (NPCK), Fresh Crop Ltd, & WPC Inc.

MAKING history as it lands in sub-Saharan Africa for the very first time, the 13th World Potato Congress is the definitive global highlight for 2026. Potatoes stand as Kenya’s second most important food crop, making this international convergence critical for tackling seed-potato deficits, tissue culture acceleration, cold-storage distribution bottlenecks, and advanced value-addition processing. Expected attendance : Commercial seed breeders, cold-chain operators, international food processing brands, agricultural policy planners, and research institutes.

Nairobi International Trade Fair (ASK Show)
Date: September 28 – October 4, 2026
Venue: Jamhuri Grounds, Nairobi County

THE Agricultural Society of Kenya’s flagship trade fair remains the absolute peak of diverse multi-sector agri-exhibitions in East Africa. Bridging the gap between corporate innovation and physical field farming, the event serves as a grand showcase for national livestock competitions, seed breeding advancements, vertical farming, and public-private sector partnerships. It offers the highest foot traffic and regional institutional visibility available in the sector. Expected attendance : Public-sector officials, regional cooperative unions, machinery manufacturers, smallholder advocates, and corporate agribusiness brands.

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World Potato Congress 2026

Kenya gears up for historic World Potato Congress 2026 as global partnerships and Government support gather momentum

Kenya's preparations to host the historic World Potato Congress (WPC) 2026 are gathering significant momentum, with the government throwing its full weight behind the event as international partnerships, registrations and industry participation continue to expand ahead of the global gathering.

Scheduled for October 26–30, 2026 at Sawela Lodges and Convention Centre in Naivasha, the congress will mark the first time the prestigious World Potato Congress is being held in Sub-Saharan Africa — a milestone widely viewed as a major vote of confidence in Kenya's agricultural sector and Africa's growing role in global food systems.

Organisers expect more than 1,000 delegates from over 60 countries to attend the congress, bringing together scientists, seed com-



BY
**NKIROTE
MWENDA**

panies, processors, policymakers, exporters, researchers, technology providers, development agencies, investors and growers from across the world.

With the congress now less than five months away, preparations have shifted into high gear.

The National Potato Council of Kenya (NPCK), FreshCrop Limited and World Potato Congress Inc. are leading the organisation of the event in collaboration with government agencies, research institutions and private sector partners.

A major boost to Kenya's preparations came following the endorsement of Agriculture and Livestock Development Cabinet Secretary Mutahi Kagwe, who met the Local Organising Committee at Kilimo House in Nairobi on May 20 to review the country's readiness for the global event.

During the briefing, the Cabinet Secretary assured organisers of the government's full support and pledged active involvement in delivering a high-impact congress capable of positioning Kenya prominently within the global potato industry.

Kagwe emphasized the need to transform the potato value chain into a commercially driven



industry anchored on innovation, investment and private sector leadership.

He challenged organisers to ensure the congress leaves a lasting impact on Kenyan farmers and agribusinesses through expanded market opportunities, technology transfer, investment partnerships and knowledge exchange across the potato value chain.

The congress will run under the theme: "Global Potato Partnership for Enhanced Food Systems, Nutrition Security and Trade," reflecting the increasing global importance of potatoes in food security, climate resilience and sustainable agriculture discussions.

Already, international registrations have opened and calls for scientific abstracts issued, signalling growing global interest in the Kenya meeting.

An expanding list of confirmed partners is also underscoring the scale and international confidence behind the event.

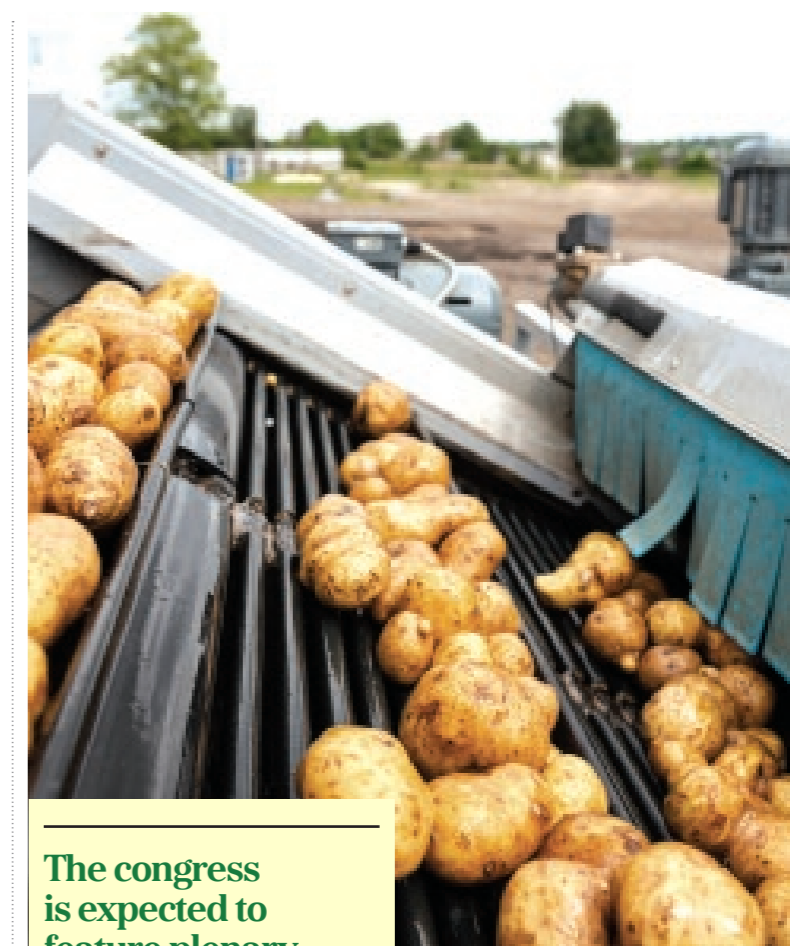
Among organisations publicly associated with the congress are the Kenya Agricultural and Livestock Research Organization (KALRO), the International Potato Center (CIP), the Agriculture and Food Authority (AFA), Kenya Airways, Corteva Agriscience, Kejian Kenya Ltd and Kaizen Top Mark.

Industry stakeholders say the partnerships reflect growing commercial, scientific and policy interest in Kenya's potato sector and Africa's wider agricultural potential.

NPCK Chief Executive Officer Wachira Kaguongo has previously noted that collaboration between government, research institutions, development partners and private companies has been instrumental in positioning Kenya to host the global gathering.

The congress is expected to feature plenary sessions, technical discussions, exhibitions, innovation showcases, business forums and field visits to potato-growing regions, giving delegates an opportunity to experience Kenya's potato value chain firsthand.

Organisers have also an-



The congress is expected to feature plenary sessions, technical discussions, exhibitions, innovation showcases, business forums and field visits to potato-growing regions, giving delegates an opportunity to experience Kenya's potato value chain firsthand.

from around the world.

Naivasha is expected to play a central role in the congress experience.

Known for its hospitality infrastructure and proximity to key agricultural production zones, the Rift Valley town has increasingly become a preferred destination for international conferences and agribusiness events.

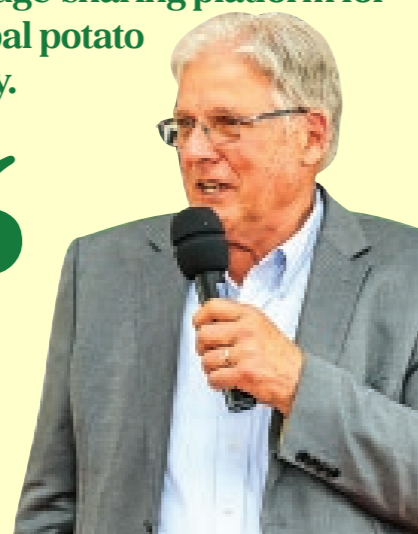
For Kenya's potato industry, the congress comes at a particularly strategic moment.

Potato remains one of the country's most important food crops and a major source of livelihood for hundreds of thousands of smallholder farmers. Demand for potatoes continues to rise from households, processors and the hospitality industry, strengthening the crop's importance within Kenya's food systems and agribusiness economy.

At the same time, the sector continues to grapple with persistent challenges including limited access to certified seed, pests and diseases, post-harvest >>



World Potato Congress President Peter VanderZaag has previously expressed confidence in Kenya's preparations, describing the country as ready to deliver a world-class networking and knowledge-sharing platform for the global potato industry.



House brought together key players from Kenya's agriculture and agribusiness sectors, reflecting the broad industry backing behind the event.

Among those present were

» losses, climate pressures and fluctuating market prices.

Stakeholders believe hosting the World Potato Congress could catalyse fresh investment, technology transfer, policy support and stronger international linkages aimed at modernising the industry and improving farmer incomes.

World Potato Congress President Peter VanderZaag has previously expressed confidence in Kenya's preparations, describing the country as ready to deliver a world-class networking and knowledge-sharing platform for the global potato industry.

Beyond agriculture, the congress is also expected to generate substantial economic opportunities for hospitality, tourism, logistics, exhibition and transport businesses as international delegates converge in Naivasha during the congress period.

The May 20 briefing at Kilimo

Calistus Efulkho, Wachira Kaguongo, Chris Gasperi, Dinah Borus, Kimani Rugendo, Ashley Gasperi, Godwin Macharia, Kefa Oganda, Frida Kiunga and Emeritus Kasee.

Observers say the World Potato Congress 2026 is increasingly shaping up to be far more than a scientific conference.

For Kenya and Africa, the event represents a rare opportunity to showcase agricultural innovation, strengthen international partnerships, attract investment and position the continent at the centre of global conversations on food security, resilient farming systems and the future of sustainable agriculture.

As preparations accelerate and global participation continues to build, Kenya appears increasingly ready to welcome the world to Naivasha for what promises to become a defining moment for the potato industry and African agriculture at large. ■



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Blooming under pressure: Kenya's flower industry navigates mounting challenges



Kenya's flower industry is navigating one of its most demanding operating environments in recent years, as growers grapple with rising production costs, transport disruptions, expensive freight, delayed VAT refunds and growing pressure on profitability.

The challenges facing the sector have emerged at a time when Kenya continues to strengthen its position as one of the world's leading exporters of cut flowers, supplying key international markets with premium roses and summer flowers renowned for their quality and



**BY
NKIROTE
MWENDA**

consistency.

For decades, the floriculture industry has remained one of Kenya's great agricultural success stories — generating billions in export earnings annually while supporting hundreds of thousands of direct and indirect jobs across the country.

From Naivasha and Nakuru to Eldoret, Timau and Kiambu, flower farms have become economic lifelines for many rural communities, supporting livelihoods, education, healthcare and local enterprise development.

Yet beneath the resilience and global success story, the sector is coming under increasing strain.

Recent transport disruptions exposed the vulnerability

of Kenya's flower export chain, particularly the heavy reliance on seamless movement between farms and Jomo Kenyatta International Airport. Delays in cargo transportation disrupted exports destined for Europe and other international markets, highlighting the delicate nature of the flower supply chain.

For floriculture exporters, time is everything.

Flowers are highly perishable products that depend on a carefully maintained cold chain from harvesting to final delivery. Any interruption in transport or logistics directly affects quality, vase life and buyer confidence.

Industry players say logistics challenges are becoming more



frequent and increasingly expensive.

Global geopolitical tensions and fluctuating cargo capacity continue to exert pressure on international freight systems, resulting in persistently high airfreight costs that have significantly squeezed growers' margins over the past few years.

Airfreight remains among the single largest operational expenses for flower exporters, given Kenya's dependence on rapid access to overseas markets, particularly in Europe.

At the same time, rising fuel prices continue to weigh heavily on operations across the entire value chain.

From refrigerated transportation and greenhouse heating systems to cold room operations and farm machinery, fuel costs have become a major concern for growers already dealing with rising prices of fertilizers, crop protection products, packaging materials and labour.

The cumulative effect of these pressures is beginning to reshape

the sector.

Reports of workforce restructuring and redundancies within parts of the industry are raising concerns about the sustainability of employment in a sector that remains one of the country's largest employers in agriculture.

For many flower-growing regions, floriculture extends far beyond exports. The industry has played a critical role in transforming local economies through employment opportunities, social investments and infrastructure development.

The financial strain facing growers is also being compounded by longstanding concerns over delayed VAT refunds, with exporters arguing that slow reimbursement processes continue to constrain cash flow and limit reinvestment.

Industry stakeholders have consistently called for more efficient tax administration and supportive policy measures to help maintain Kenya's competitiveness in the global flower trade.

This is particularly important as competition intensifies from other major flower-producing countries such as Ethiopia, Colombia and Ecuador, where growers are also aggressively expanding their presence in international

markets.

Despite the challenges, Kenya's flower sector continues to demonstrate remarkable resilience and adaptability.

The country remains globally respected for its high-quality flowers, strong sustainability standards and investments in responsible production practices. Over the years, growers have increasingly embraced certification systems, environmental conservation initiatives and worker welfare programmes aimed at meeting the evolving expectations of international buyers.

Industry players maintain that Kenya still possesses significant advantages, including favourable climatic conditions, experienced growers, established market linkages and strong innovation capacity.

However, there is growing consensus that maintaining global competitiveness will require deliberate interventions aimed at easing operational pressures facing exporters.

Stakeholders are increasingly pushing for improved logistics efficiency, stable fuel policies, timely VAT refunds, enhanced cargo infrastructure and broader policy support to cushion the sector from escalating costs.

The concerns come at a critical time for the industry as global markets continue to evolve amid economic uncertainty, shifting consumer trends and growing sustainability demands.

Even so, Kenya's flower industry continues to project resilience, innovation and determination — qualities that have defined the sector through multiple global crises over the years.

Behind every bouquet exported from Kenya lies a highly coordinated chain of growers, workers, logistics providers and exporters working to sustain one of the country's most valuable agricultural industries.

And despite the mounting pressures, the sector continues to bloom — even under difficult conditions. ■

Flowers are highly perishable products that depend on a carefully maintained cold chain from harvesting to final delivery. Any interruption in transport or logistics directly affects quality, vase life and buyer confidence.



New fungicide brings fresh line of defence for Kenya's rose growers

Kenya's rose sector—long regarded as one of the most competitive in the global floriculture market—is once again under pressure to protect quality, consistency, and yield in an increasingly unpredictable production environment.

Against this backdrop, Syngenta has introduced SEGOVIS® FLORA, a new fungicide positioned to help growers strengthen control of one of the most persistent threats in rose production: downy mildew.

The launch adds to a growing toolbox of crop protection solutions being deployed in Kenyan greenhouses and open-field systems, where disease pressure continues to rise alongside shifting weather patterns and tighter ex-

port standards.

A disease that never leaves the production agenda

For rose growers, downy mildew is not a seasonal concern—it is a constant production risk.

The disease thrives in humid conditions typical of greenhouse production zones such as Naivasha and Timau, attacking young leaves and rapidly compromising plant health if not managed early and consistently.

In export-focused production systems, even minor outbreaks

can have a direct commercial impact, leading to downgraded flower quality or rejection in highly sensitive European auction markets.

It is this reality that continues to drive demand for more reliable and resistance-conscious fungicide options.

A dual-active approach to protection

SEGOVIS® FLORA enters the market with a formulation built around two active ingredients—Oxathiapiprolin (30 g/L) and Mandipropamid (250 g/L)—both known for strong activity against oomycete pathogens responsible for downy mildew.

According to Syngenta technical positioning, the product is designed to provide both preventive and curative action, targeting early infection stages while also offering protection as new foliage emerges.

In practical terms, this is particularly important in rose production, where continuous vegetative growth creates a moving target for disease control programmes.

Resistance management increasingly central

Beyond immediate disease con-

trol, the introduction of SEGOVIS® FLORA also reflects a broader shift in how growers are being encouraged to approach fungicide use: not as standalone solutions, but as part of structured resistance management strategies.

Repeated use of single-mode products has long been a concern in intensive horticulture systems, where disease pressure and frequent spraying cycles accelerate resistance development.

The dual-active nature of SEGOVIS® FLORA is therefore positioned as a tool that can be rotated with established products such as Revus®, Ridomil Gold®, Ortiva®, Score®, and Switch®, helping growers maintain longer-term efficacy across spray programmes.

Precision fit for ornamental production systems

Unlike broad-acre crops, rose production demands a high level of precision in crop protection.

Any solution introduced into the system must not only control disease but also protect delicate plant structures, especially young growth stages that determine eventual stem quality and export grade.

SEGOVIS® FLORA is designed with this sensitivity in mind, with application rates of approximately 0.7 L/ha and positioning within structured spray schedules that align with integrated pest management (IPM) systems.

Growers are also being encouraged to use the product as part of a wider cultural and chemical strategy rather than as a standalone intervention.

Industry voices on evolving pressure

Speaking during the product introduction, a Syngenta East Africa crop protection representative noted that the Kenyan floriculture industry continues to demand solutions that balance performance with sustainability.

“Rose production in Kenya operates under very high quality expectations. Diseases like downy mildew can escalate quickly, so

growers need products that are both reliable and compatible with modern resistance management practices,” the representative said.

A floriculture technical specialist working with ornamental production systems added that consistency remains the most important factor for exporters:

“What matters most for growers is predictability. When disease pressure comes, they need tools that respond quickly and consistently without compromising crop quality. That is where newer solutions are becoming increasingly important.”

Protecting Kenya's export reputation

Kenya remains one of the world's leading exporters of cut roses, supplying key European markets that operate under strict grading and quality standards.

In such a tightly regulated value chain, production risks at farm level quickly translate into com-

mercial risks at market level.

By expanding available disease control options, SEGOVIS® FLORA is expected to contribute to improved flower quality stability, reduced losses from disease outbreaks, and more predictable production cycles.

A sector still balancing pressure and innovation

As climate variability, input costs, and market demands continue to reshape horticulture production systems, Kenyan growers are increasingly relying on innovation—not only in genetics and agronomy, but also in crop protection chemistry. SEGOVIS® FLORA enters this space as part of an ongoing evolution toward more targeted, resistance-aware disease management strategies.

For rose growers, the challenge remains the same as ever: keeping blooms clean, consistent, and export-ready—day after day, cycle after cycle. ■





Dr. Bimal Kantaria
Managing Director at Elgon Kenya Limited

It's been a busy year at Elgon Kenya Ltd as we keep introducing new divisions, to assist our farmers. Recently we started production of PVC and PE pipes under ELGON MAGNAR brand using state of art technology. Then our new tractors division is set for the big launch in partnership with Sonalika Tractors International. Our customers know when they deal with us, they are dealing with a large and reputable company for all their quality farm inputs.

Delegation of The European Union to Kenya



FR) stepped beyond the policy discussions and into the operational heart of that partnership through a visit to Herburg Roses / Nini Flower Farm in Naivasha. The visit provided an opportunity to see first-hand the level of coordination, compliance and technical precision required to move highly perishable products from Kenyan farms to consumers across Europe while maintaining the quality and standards expected within international markets. From grading and packing to phytosanitary compliance and cold-chain logistics, the visit enabled the delegation to appreciate the systems and investments that continue to position Kenya as a key player within the global floriculture value chain.

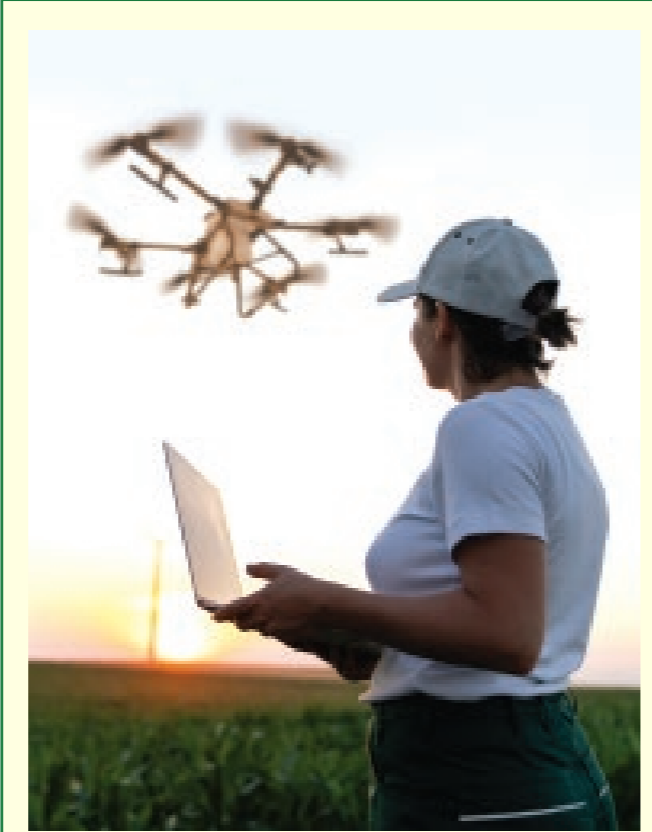
Kenya remains one of the European Union's leading suppliers of cut flowers, a longstanding trade partnership that continues to support livelihoods, investment and employment across the Rift Valley and beyond. Today, as part of their working visit to Kenya, members of the EU Africa Working Party (COA-

The visit also highlighted the importance of ongoing investments under the hashtag#EU Delegation to Kenya funded Business Environment and Export Enhancement Programme (BEEEP), implemented by Trade-Mark Africa, which is advancing trade competitiveness, strengthening logistics systems, enhancing sanitary and phytosanitary capacities, and promoting more sustainable and inclusive export frameworks under the Kenya



Market Overview
The global floriculture market reached USD 76.4 billion in 2026, reflecting steady growth supported by increased e-commerce adoption and wellness trends. (Global Market Insights) Looking ahead, the market is projected to reach USD 123 billion by 2036, expanding at a CAGR of 6.2% during the forecast period. Cut flowers account for around 49% of total market demand, while roses continue to lead global demand with approximately 46% share. (Future Market Insights)

Regional highlights
Europe remains the global leader. Europe accounts for 40.3% of the floriculture market in 2026, driven by a strong cultural affinity for ornamental plants and flowers, particularly in the Netherlands, Germany, Italy, and the UK. The Netherlands hosts Royal FloraHolland, the world's largest flower auction hub. (Coherent Market Insights)
Asia Pacific is a powerhouse too. China holds around 39% of the Asia Pacific market and is anticipated to grow at a CAGR of 5.0% from 2026 to 2035. India has emerged as one of the two largest flower exporters in Asia, building a growing reputation for roses and lilies. (Global Market Insights)
Latin America is the fastest-rising region. With an 18% share, Latin America is anticipated to be the fastest-growing region in the coming years. (Coherent Market Insights)



Technology & innovation
Key trends include the adoption of AI-driven logistics, precision agriculture, and e-commerce platforms. Sustainability and eco-friendly practices are also gaining traction, creating premium market segments and enhancing brand positioning. (Global Market Insights)
Nanotechnology is improving flower preservation and disease resistance, extending shelf life and reducing chemical use. Blockchain technology is fostering transparency and traceability in the supply chain. (ResearchGate)
Emerging production methods include hydroponics, aeroponics, vertical farming, and precision agriculture technologies to improve resource efficiency, yield, and product quality, alongside LED lighting systems and climate control technologies. (ResearchGate)



PCPB Withdraws Emergency Registration Circular for False Codling Moth Products on Roses

NAIROBI, KENYA – Kenya's Pest Control Products Board (PCPB) has officially announced the withdrawal of a major circular that previously allowed for the emergency registration of pest control products targeting the False Codling Moth (FCM) on roses.

In an official public notice signed by PCPB Chief Executive/Secretary Fredrick N. Muchiri, the regulatory body stated that the previous circular (Ref: PCPB/REG/VOL.L/24/206), which had been in place since November 26, 2024, is now formally rescinded.

Key Timelines and Deadlines
The withdrawal of the emergency registration pathway comes with immediate implications for local agrochemical agents, flower growers, and registrants:

- **Effective Date:** The emergency registration circular is officially withdrawn with effect from March 16, 2026.
- **New Applications:** The board has explicitly noted that no new applications under the emergency framework will be processed after this date.

■ **Transition Period:** For registrants who currently hold valid products under the emergency registration category, the PCPB reminded them that these emergency registrations are valid for one year. Registrants are now required to actively apply for full registration to ensure their products remain legally on the market.

Impact on the Floriculture Sector
The False Codling Moth (Thaumatotibia leucotreta) remains one of the most heavily regulated quarantine pests, particularly for Kenyan rose exports entering the European Union.

While the emergency registration pathway in late 2024 provided a rapid-response mechanism to introduce crop protection tools to combat FCM, this shift by the PCPB signals a return to standard, comprehensive evaluation protocols.

The PCPB has copied the directive to key industry stakeholders, including the Chairman of the Pest Control Products Board, aak-GROW, and IBMA-Kenya, indicating a coordinated approach to transitioning the industry toward fully vetted, long-term pest management solutions.

Local agents and registrants are urged to audit their current product portfolios and initiate the full registration process promptly to avoid any disruption in the supply of critical crop protection products for the flower sector.

For more regulatory updates and horticultural news, keep refreshing www.hortinews.co.ke

The global floriculture market is undergoing a massive transformation

THE global floriculture market is undergoing a massive transformation, projected to reach USD 67.63 billion by 2026 with a compound annual growth rate (CAGR) of 7.66%. Driven by a transition from seasonal gifting to daily lifestyle integration, several key updates define the industry across e-commerce, consumer habits, and agricultural technology:

E-commerce & subscription booms
■ **Digital Dominance:** Online retail platforms now account for nearly 40% of all floral transactions in mature economies. The online flower delivery sector alone is valued at \$35.5 billion in 2026.

■ **Subscription Models:** Recurrent subscription services make up 15% to 20% of urban household orders, supporting an active base of over 9 million global users

■ **Farm-Direct Logistics:** Brands like The Bouqs Company bypass traditional wholesale middlemen using farm-direct supply methods to slash delivery times and increase vase life.

Changing consumer bases & demographics

- **Urbanization in Asia & Latin America:** Emerging economies are seeing a massive surge in demand due to rising disposable incomes and a growing appreciation for urban gardening. For instance, Japan recently recorded over 18 million units sold in indoor succulents and bonsai
- **De-gendered & Personal Purchases:** Personal flower buying is skyrocketing as consumers move away from holiday-only purchases. Notably, men have increased their flower purchases by 22%.

Wellness, premium, & décor trends
■ **Therapeutic gardens & air quality:** Over 500 new public therapeutic wellness gardens have been established globally. Consumers are heavily buying potted plants for indoor air quality and aesthetic home enhancements.

■ **The Premium Shift:** Aesthetic preferences are favoring asymmetry, authenticity, and exotic premium blooms. Orchids, lilies, and bromeliads have recorded 25% to 30% growth in select Asian-Pacific cities.

Sustainability & Eco-certifications
■ **Green Packaging:** Eco-friendly packaging adoption rose by over 20% recently. In Europe, 42% of producers have completely adopted sustainable packaging or biodegradable pots.

■ **Conscious Cultivation:** Consumers actively seek out eco-certified growers using organic growing media, strict water conservation, and minimized chemical use.

Smart Greenhouses & Waste Reduction
■ **AI & Precision Farming:** Artificial intelligence is being integrated to solve profitability crises by optimizing delivery routes and predicting yields to reduce biological waste.

■ **Advanced Cultivation:** Vertical installations, hydroponic systems, and controlled-environment greenhouses ensure stable, year-round production with maximum yield per hectare.

■ **Traceability:** Approximately 60% of large-scale growers now integrate QR codes or RFID tags to track temperature and freshness from farm-to-vase

ON THE MOVE

COMPILED BY WANJIKU MWANGI



The Kenya agriculture and horticulture sector continues to see notable movement at the leadership level.



Calistus Kundu. The Agriculture and Food Authority (AFA) is being steered at the top by Calistus Kundu, who is serving as Acting Director General of the authority the key government body regulating Kenya's horticultural sector and overseeing the country's fresh produce export framework. AFA reported that Kenya exported horticultural produce worth KES 143.78 billion in 2025, with cut flowers alone accounting for 62 percent of total export value — a remarkable performance that underscores the sector's continued resilience in the face of global headwinds.

At the International Floriculture Trade Expo (IFTEX) 2026 — which recorded its highest-ever participation of 210 exhibitors AFA affirmed Kenya's position as a global floriculture leader and calling on industry stakeholders to use platforms like IFTEX to collaboratively address emerging challenges around logistics, sustainability, and market access. AFA plays a central regulatory and promotional role across Kenya's horticultural value chain.



Jackson Waweru, has taken up the position of Director of Operations at Murara Plants Limited, part of the Hilverda-Florist group, marking an exciting new chapter for one of the industry's seasoned professionals. Waweru brings with him over two decades of deep industry experience, most recently from Royal FloraHolland, where he spent seven years working closely with members, growers, and industry stakeholders. His tenure gave him a

broad and strategic understanding of the auction and trading ecosystem that connects Kenyan growers to global markets. In his new role at Murara Plants, a key player in the breeding and young plant supply segment of the floriculture value chain, Waweru will focus on strengthening grower and stakeholder relationships while driving operational excellence across the business.



FlowerWatch has appointed **Elizabeth Kimani** as the new General Manager of its Kenyan offices, bringing over 20 years of experience in floriculture to the role. Kimani has held leadership positions in quality management, compliance, and supply chain innovation, working closely with industry partners across Africa. She currently serves on the Kenya Flower Council's Technical Committee, contributing to standards and sustainability initiatives within the sector. Reflecting on her appointment, Kimani said, "Glad to be joining a great and very progressive

team. Looking forward to supporting the industry in improving and unlocking value along the whole value chain." She also highlighted FlowerWatch as an innovative and progressive company and expressed eagerness to introduce fresh solutions to enhance efficiency and sustainability in the floriculture supply chain.

<https://www.logupdateafrica.com/latest-news/elizabeth-kimani-joins-flowerwatch-as-general-manager-in-kenya-1356746>



Prisca Mwangi joins Royal FloraHolland Kenya as PR and Communications Specialist, effective 1 June 2026. An accomplished public relations and corporate communications professional, Prisca brings extensive experience drawn from her previous roles at the Kenya Flower Council and Red Lands Roses PLC, where she led strategic communication initiatives, supported multi-stakeholder engagement, and championed sustainability narratives

for the floriculture sector. In her new role, she will drive regional communications and stakeholder engagement across Kenya and Ethiopia, strengthening grower connectivity and strategic storytelling within the African floriculture industry.



Frederick Okinda, Agribusiness and Technical Manager at NIRP International, is among the pioneering generation of Kenyan horticulture professionals who helped transition the floriculture industry from expatriate-led operations to strong local technical leadership. With a background in Horticulture from Egerton University and decades of experience across rose production, propagation, consultancy, and farm valuation, Okinda has built a reputation for bridging greenhouse realities with strategic business decisions. His expertise spans agronomy, data analytics, varietal evaluation, and business intelligence, enabling farms to align production performance with market and investment demands. Passionate about mentorship and systems improvement, he continues to champion innovation, sustainability, and data-driven decision-making within Kenya's globally recognised floriculture industry.

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Okisegere Ojapat
President & Chief Executive Officer
Co-Chair National Horticulture Standing Committee

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Mombasa Road, Nairobi.
P. O Box 30592 - 00100
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Check out our "FPC Academy" through
www.fpckkenya.co.ke

Associations

COMPILED BY WILSON MAINA

Agriculture Sector Network [ASNET].

Agriculture sector network is the premier umbrella body for the agricultural industry in Kenya, it serves as a unified voice for the private sector, coordinating with the government and development partners to transform farming into a competitive and sustainable business.

Katic, Uon-Upper Kabete Campus

Tel; 0112386224

Email; info@asnet.or.ke

CEO - Agatha Thuo

Chair - Bimal Kantaria

Agrochemicals Association of Kenya [AAK].

Agrochemicals association of Kenya serves as the primary umbrella organization for manufacturers, importers, and users of pest control products [pesticides] in Kenya.

Mashiara Park [formerly Cooper Centre], Kaptagat Rd off Waiyaki Way

Tel; 0710447777

Email; info@aakgrow.com

CEO - Joel Mutai

Chair - Wachira Muriithi

Avocado Exporters Association of Kenya [AEAK]

Avocado exporters association of Kenya is professional membership organization established in 2019 to support and represent Kenyan avocado exporters on the global stage.

North Airport Rd, Saku Business Park, Nairobi, Kenya

Tel; 0721909935

Email; avoskenya@gmail.com

CEO - Phillip Mutooni

Chair - Samson Mureithi

Avocado Society of Kenya [ASOK].

The avocado society of Kenya is the primary national association for avocado growers, exporters, and other value-chain players in Kenya. It works to promote efficient production and organized marketing to ensure long-term profitability for the industry.

1st Floor, Unicity Mall, Thika Rd [near Kenyatta University]

Tel; 0722406941

Email; info@kenyaavocadoes.co.ke

CEO; Ernest Muthomi

Chair; Peter Randa

Fresh Produce Consortium [k].

The fresh produce consortium of Kenya is the leading trade association for the horticultural Fresh industry in Kenya. It represents a broad spectrum of members, including growers, exporters, and service providers involved in fruits, vegetables, flowers, herbs, and spices.

Plaza 2000, 3rd Floor, Mombasa Road, Nairobi

Tel; 0722408210

Email; ceo@fpckkenya

CEO; Okisegere Ojapat

Fresh Produce Exporters Association of Kenya [FPEAK].

The Fresh Produce Exporters Association of Kenya is Kenya's premier trade association representing the horticulture industry. Established in 1975, it serves as the national apex body for growers, exporters, and service providers involved in fresh-cut flowers, fruits and vegetables.

New Rehema House, 4th Floor, Westlands, Nairobi.

Tel; 0713516555

Email; info@fpeak.org

CEO; Hoseah Machuki

Chair; Robert Kotut

Kenya Flower Council [KFC]

The Kenya Flower Council is a private, voluntary business membership organization representing roughly 81% of Kenya's flower growers and exporters. Established in 1996, it serves as the lead advocate for the floriculture industry, ensuring the sector remains globally competitive while adhering to high environmental and social standards.

Miotoni 54, Miotoni Road, Karen, Nairobi.

Tel; 0721975146

Email; kfc@wananchi.com

CEO; Clement Tulezi

COO; Catherine Mukoko

Chair; Chris Kulei

Kenya National Farmers' Federation [KENAFF].

The Kenya National Farmers' federation is the umbrella organization representing the interests of all Kenyan farmers. Founded in 1946 as the Kenya National Farmers Union [KNFU], it currently represents approximately 1.6 million farms families across all 47 counties.

Farmers Conference Center, Thogoto, Kikuyu.

Tel; 0706335747

Email; dmailutha@kenaff.org

CEO; Dr. Daniel Mwenda

M' Mailutha

Chair; Kaburu M'Ribu

National Potato Council of Kenya [NPCK].

The national potato council of Kenya [NPCK] is a multi-stakeholder organization that coordinates the potato value chain to improve profitability and livelihoods for farmers. It operates as a public-private partnership [PPP] involving the government, researchers, and private sector players.

KALRO Kabete Campus, off Waiyaki Way, Nairobi.

Tel; 0712338633

Email; npck@npck.org

CEO; Wachira Kaguongo

Chair; Prof. John Nderitu

Ethiopian Horticulture Producer Exporters Association [EHPEA].

The Ethiopian Horticulture Exporters Association is the primary business membership organization representing Ethiopia's horticulture and floriculture sector. Founded in 2002, it now has over 120 members, accounting for roughly 85% of the country's horticulture exports.

Tel; 251-116636750

Email; info@ehpea.org

Contact person; Tsegaye Abebe

Tanzania Horticultural Association [TAHA].

The Tanzania Horticultural Association [TAHA] is a member-based organization that drives the growth and competitiveness of the horticultural sector in Tanzania. Since its founding in 2004, it has become a central 'voicing platform' for farmers, traders, and exporters of fruits, vegetables, flowers, seeds, and spices.

Tel; 255[27]2544568

Email; info@taha.or.tz

Contact person; Jacqueline Mkindi

National Horticulture Standing Committee [NHSC]

The National Horticulture standing Committee is a multi-stakeholder platform designed to harmonize the activities of the public and private sectors to boost the horticulture industry.

Tea House off Naivasha Road, AFA Headquarters, Nairobi.

Tel; +254 700638672

Email; info@afa.go.ke

Fertilizer Associations of Kenya [FA-K]

Fertilizer associations of Kenya [FA-K] is a non-profit business member organization established in 2009. It serves as the primary umbrella body representing the interest of manufacturers, importers, formulators, blenders, and distributors of both inorganic and organic fertilizers across Kenya.

Western Heights, 9th Floor [AFAP Offices], Karuna Road, Westland, Nairobi

Tel; +254 700211214,

+254721449961

Email; info@fa-k.or.ke, fert.

kenya.association@gmail.com

CEO; Dr Lilian Wanjiru Mbutia

Chair; Dr Bimal Kantaria



Kenya Export Promotions and Branding Agency [KEPROBA].

The Kenya Export Promotions and Branding Agency is a state corporation under the Ministry of Investment, Trade and Industry. It is mandated to drive Kenya's export growth and manage the 'Brand Kenya' national identity to make the country a competitive trade and investment destination. 1st and 16th Floors, Anniversary Towers, University Way, Nairobi.

Tel; 0722205875

Email; chiefexe@brand.ke

CEO; Ms. Foice Mukabana

Chair; Mr. Dennis Mwirigi

Muriithi

Kenya Agricultural and Livestock Research Organization [KARLO].

The Kenya Agricultural and Livestock Research Organization is the premier government state corporation responsible for agricultural and livestock research. Established under the Kenya Agricultural and Livestock Research Act of 2013, KARLO rationalized the national research system to streamline and coordinate technology generation for crops, livestock, biotechnology, and resource management.

Kaptagat Road, Loresho, Nairobi.

Tel; +254 722206986

Email; info@karlo.org

CEO; Dr. Patrick Ketiemi

Chair; Dr. Thuo Mathenge

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Beauty Line	Moi North Lake Naivasha	Mr. Peter Gathiaka	0721392559 / 0721101075	peter@beautyline.com
Bel Fiore Ltd	Timau	Hikmat Braimi	0707723535	
Bila Shaka Flowers	North Lake Naivasha	Mr. John Mbaria	0724024859 / 0723806441	jmbaria00@zuurbier.com
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Ravine Roses	Eldama Ravine	Mr.Peter Kamuren	051- 52281/ 722205657	pkamuren@karenroses.com

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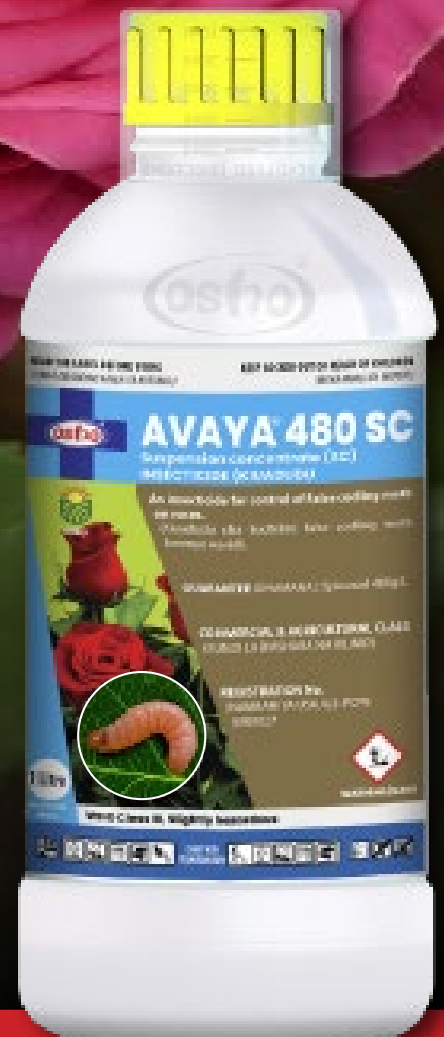
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