



IFTEX 2026

conversations

6 - 11





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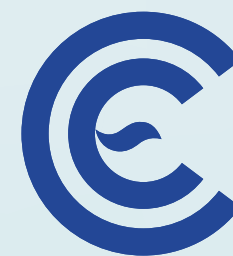
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As Kenya looks ahead to Vision 2060, perhaps we should pause and ask what genuine economic transformation actually looks like

For an answer, we need not look too far. The horticulture sector has spent decades quietly demonstrating what is possible when enterprise, innovation, technology and access to international markets come together. From sophisticated production systems and new varieties to product development, quality standards and global market access, Kenya's flower industry has built a success story that many sectors would aspire to replicate.

Yet, as the Kenya Flower Council marks 30 years, one message continues to echo across the industry: the sector has achieved much, but largely without the level of intentional support that its economic contribution and future potential deserve.

At IFTEX 2026, concerns around logistics, cargo space and freight costs once again took centre stage. These are not new concerns. In virtually every engagement between the industry and government, the issue of air-freight comes up. Commitments are made. Assurances are given. Yet the problem persists.

For flower growers and exporters, logistics is not a peripheral concern. It can account for as much as 40 percent of business costs. Cargo space is often scarce and expensive, while freight charges continue to erode margins and undermine Kenya's competitive-

Kenya is talking about industrialisation, exports, jobs, foreign exchange and Vision 2060. The flower industry already offers a practical lesson in how these ambitions can be realised.

“



By CATHERINE RIUNGU

What more evidence do we need before we decide to intentionally support industries that have already demonstrated their capacity to compete?

The next phase of growth cannot depend entirely on the resilience and ingenuity of private enterprise. Government must move beyond repeated commitments and address the structural constraints that limit competitiveness. Air cargo capacity, freight costs and logistics infrastructure should be treated as strategic national competitiveness issues.

Thirty years after the formation of the Kenya Flower Council, the industry is not asking government to build its markets for it. It has already shown that it can do that. What it needs is an enabling environment that does not punish success.

As Kenya charts its path towards Vision 2060, the horticulture sector offers an important lesson: development is not always about discovering the next big thing. Sometimes, it is about recognising what is already working—and deliberately helping it do even better.

Kenya's flowers have helped put the country on the global map. The question now is whether we will give this industry the wings it needs to remain there. ■

catherine@hortinews.co.ke/

@catherineriungu



IFTEX: A Blossoming Vision

Thirteen years after HPP Exhibitions imagined an international flower trade show for Kenya, IFTEX 2026 provided perhaps the clearest evidence yet that the vision has become an essential meeting point for the global flower business.

There are exhibitions you attend because they are on the calendar. And then there are exhibitions that become part of the industry's calendar. IFTEX has increasingly become the latter.

The 2026 International Floriculture Trade Expo was the biggest edition in its history, bringing together a record 210 exhibitors, up from 189 in 2025. Nearly one-fifth were first-time exhibitors — a combination of new growers, new businesses and companies making their debut on the international flower trade stage.

But numbers alone do not explain why IFTEX has become so important. The more interesting



BY
CATHERINE
RIUNGU

question is: Why do companies keep coming back?

There must be a reason someone turns up at the same show year after year — in some cases, for all the 13 editions.

At IFTEX 2026, the answers were everywhere.

The value of being seen

For United Selections Sales Manager Elvis Musyoka, IFTEX has become an important platform for maintaining brand presence in the flower business.

In a market where growers, breeders, suppliers and buyers operate across continents, staying visible matters.

A company can have excellent

varieties, strong products and established customers, but it still has to remain relevant to the market. IFTEX provides that opportunity.

It is where companies meet existing customers, introduce new products, reinforce relationships and ensure that their names remain at the top of the industry's mind.

For United Selections, which has been part of the IFTEX story from the beginning, the exhibition has therefore become much more than a place to put up a stand, it is a place to be seen and in a competitive flower business, being seen matters.

For Marginpar, it was about bringing the buyers together

For Marginpar, IFTEX 2026 was a first. Its reason for coming was perhaps one of the simplest explanations of the show's appeal: to meet buyers under one roof. For a grower looking to strengthen its presence in the international market, that is a powerful proposition.

Where else in Kenya can a



flower producer have access to such a concentration of international flower buyers at the same time? For three days, growers and buyers who might otherwise be separated by thousands of kilometres are in the same exhibition halls. Meetings happen, introductions are made, relationships begin.

And business conversations that might take months to arrange elsewhere can happen over three days in Nairobi.

Marginpar's debut therefore says something about IFTEX's evolution. The exhibition is not simply retaining the companies that have been there from the beginning. It is attracting new players who see the value of being part of the platform.

The companies that keep coming back

If Marginpar's first appearance tells us something about the growing attraction of IFTEX, there is another group whose presence tells an equally important story: the companies that keep coming back.

For some exhibitors, IFTEX has become part of the rhythm of the flower business. Elgon Kenya is one of them. The company has been part of the exhibition's story since its early years, and Managing Director Dr Bimal Kantaria has



why companies keep coming back.

IFTEX changes with the industry — and gives its long-standing exhibitors a place to change with it.

Growing with IFTEX

Then there is the story of Royal & Fresh Limited.

It is a different kind of IFTEX story — and perhaps one of the most telling.

Royal & Fresh started exhibiting when it was still a relatively small grower.

The objective was straightforward: gain exposure, meet buyers and introduce the farm to the market. The company kept coming back. And it grew.

Today, its journey provides an example of how an exhibition can become part of a company's own development. For a smaller grower, visibility is particularly important.

The farm may produce good flowers, but potential buyers need to know it exists. They need to see the product, meet the people behind it and develop confidence in the business.

IFTEX provided Royal & Fresh with that platform. Its story is therefore not simply that of a company exhibiting at IFTEX for many years. It is the story of a grower growing alongside the exhibition.

watched that journey unfold. More than a decade later, he was still on the IFTEX floor — this time as Elgon Kenya took Bronze for Best Stand Design.

The company used the 2026 exhibition to engage customers and showcase an expanding agricultural proposition, including its Sonalika tractor range. Bimal also welcomed Cabinet Secretary for Industry Lee Kinyanjui and Trade PS Regina Ombam to the Elgon stand.

It was a small but telling snapshot of what IFTEX has become. The flowers remain at its heart, but around them has grown an ecosystem of technology, inputs, equipment, logistics, finance and other services that support the business of growing and exporting flowers.

For companies such as Elgon that have stayed with IFTEX through its evolution, returning is not simply about occupying a stand. It is about remaining connected to the market. And perhaps that is another answer to the question of

» Kikwetu: when the conversations turn into orders

Kikwetu Flowers brought another perspective to IFTEX 2026 — one that captures perhaps the most tangible measure of what a successful trade show can deliver.

Speaking to Hortinews as part of our IFTEX Conversations, General Manager Javeth Pathan summed up the response to the exhibition with a remark that was both amusing and revealing:

“We can’t cope with the orders after IFTEX!” Behind the humour was a serious message. The conversations taking place at the Kikwetu stand were translating into real demand for its premium roses.

For a grower, that is the ultimate purpose of exhibiting. Bring the flowers. Meet the buyers. Tell the story of the farm. Build the relationship. And then, hopefully, go home with more business than you came with.

Kikwetu’s experience gives IFTEX another dimension. It is not simply about visibility or networking. At its best, the exhibition creates the conditions for conversations to turn into commercial relationships — and eventually, orders.

That is when an exhibition earns its place on the calendar.

Red Lands Roses: a birthday celebration that went beyond the show

For Red Lands Roses, IFTEX 2026 will remain special for years to come.

The farm was celebrating 30 years, and its founder, the highly respected Isabel Spindler, was there to mark the occasion. But the celebration took on a life of its own.

At IFTEX, Red Lands brought the anniversary to the exhibition floor — and, in what was believed to be a first for the show, a farm actually cut a birthday cake at IFTEX.

There was cake. There was singing. There was a very definite feeling of a family celebrating a milestone together — only this time, the family included the wider flower industry.

But Red Lands did not stop at the exhibition. After IFTEX, the celebrations moved to the farm, where the anniversary became an open day for buyers who had come to Kenya for the show.

After cutting the cake and singing *Happy Birthday*, the visitors toured the



At IFTEX, Red Lands brought the anniversary to the exhibition floor — and, in what was believed to be a first for the show, a farm actually cut a birthday cake at IFTEX. There was cake. There was singing. There was a very definite feeling of a family celebrating a milestone together — only this time, the family included the wider flower industry.

farm’s propagation unit, getting a closer look at new varieties and what Red Lands is preparing for the future.

It was a fitting continuation of the IFTEX experience. The exhibition had brought buyers from around the world to Nairobi. Red Lands then brought some of those buyers to the farm — allowing them to see not only the flowers, but the people, facilities and innovation behind them.

For a farm marking three decades in floriculture, it was a celebration of where

it had come from and where it was going next.

And perhaps that is why IFTEX 2026 will remain in the hearts of the Red Lands team for many years to come.

It was not simply the year they marked 30 years. It was the year they celebrated that journey with the people who matter to their future — at the exhibition, at the farm and with the international flower community around them.

That is one of the understated strengths of IFTEX. The real value of a trade show is rarely confined to the three days that the exhibition is open. A meeting at the stand can lead to a farm visit.

A farm visit can lead to a trial. A trial can lead to an order.

And sometimes, a trade exhibition can become the setting for a 30th birthday celebration that nobody present is likely to forget. This is much better. It gives Red Lands an emotional moment in the middle of what is otherwise a commercially driven story — and the cake detail is exactly the kind of thing readers remember. »



Éléphant Vert Congratulates Red Lands Roses on 30 Years of Blooming Excellence

Éléphant Vert proudly congratulates Red Lands Roses on celebrating 30 years of excellence, innovation, and leadership in the floriculture industry. We are proud to support Red Lands Roses in building a more sustainable future through innovative biological crop protection solutions. Our partnership has focused on integrated pest and disease management, including:

CryTrack® - Pheromone-based monitoring for early detection and effective management of key lepidopteran pests.

Grandevo® - A trusted biological solution for sustainable spidermite management while preserving beneficial insects.

Fungisei® - A biological fungicide supporting the management of fungal diseases and healthier crops.

Congratulations to the entire Red Lands Roses team on this remarkable milestone. We wish you continued success and many more years of blooming excellence.

GROWING TOGETHER SUSTAINABLY





At the Mzurrie Group stand, approximately 1,500 roses were used to create a spectacular floral arch. It was impossible to miss. It was also impossible for visitors not to photograph.

» New growers are making their entrance

If the return of established exhibitors demonstrates the staying power of IFTEX, the arrival of new growers demonstrates its continuing relevance.

Among them was Azali Roses.

A relatively new farm, Azali did not merely arrive at IFTEX 2026 to introduce itself.

It left with recognition. Azali Roses took Gold in the Best Exhibited Flowers Awards, placing its flowers among the stand-out floral displays of the show. For a young grower, that kind of recognition can be significant. It puts a new name in front of buyers, fellow growers and the wider flower industry. And it illustrates something important about IFTEX. You do not have to be one of the industry's oldest names to command attention. You simply have to bring something worth looking at.

A preview of tomorrow's flowers

The growers were not the only ones bringing something new.

The breeder stands provided another reason why IFTEX remains an important date on the flower industry's calendar. De Ruiter, United Selections, Interplant Roses, Viking Roses, Schreurs, Select Breeding, Danziger, NIRP, Ball, Könst Alstroemeria, Dümme Orange, Murara

Plants, Meilland, Icon Selections, Takii and Georges Delbard were among the breeders and plant-material companies represented.

Their displays provided visitors with a glimpse of both established commercial varieties and the next generation of flowers. De Ruiter's DREA'ME Collective and Big Five roses attracted attention, alongside other new introductions and specialty flowers. United Selections showcased its premium Red Love rose, while Meilland presented the new super-premium red rose Red MONARCH® Meiriposo.

For growers and buyers, this is part of the attraction of IFTEX. The exhibition is not simply a picture of what the industry is producing today. It is a preview of what the industry could be growing tomorrow.

And then the stands became part of the show

Flowers were always going to be the stars of IFTEX. But at the 2026 edition, some

exhibitors decided to make the journey between the aisles almost as memorable as the flowers themselves. The exhibition floor became a canvas for creativity. And some stands became attractions in their own right.

The flower horse that stopped visitors

At the Ole Engai Growers stand stood a spectacular life-sized horse made entirely from flowers. It was difficult to walk



past without stopping.

Visitors photographed it, posed beside it and shared images of it. The floral horse became one of the memorable visual attractions of the exhibition, while Ole Engai eventually took Silver in the Best Stand Design Awards. But the number of cameras pointed at the stand may have been the more immediate measure of its success.

The butterfly that drew a crowd

Sosiani Flowers, exhibiting as Blooming Africa, took another approach. At the centre of its stand was a large butterfly — a visual representation of life, growth and living in harmony with nature. The butterfly became a popular selfie backdrop and helped turn the stand into one of the exhibition's talking points. The judges noticed it too. Blooming Africa took Gold for Best Stand Design.

1,500 roses in an arch

At the Mzurrie Group stand, approximately 1,500 roses were used to create a spectacular floral arch. It was impossible to miss. It was also impossible for visitors not to photograph. But the display was not simply spectacle. The stand was also used to introduce Dima Bombastic, a new spray rose.

It demonstrated the best kind of exhibition display: one that attracts attention and then gives visitors something of commercial value to discover.

When the flowers did the talking

Not every stand needed a giant installation. For breeders and growers, the flowers remained the ultimate attraction.

New varieties, unusual forms, colours and specialty flowers competed for attention with the established commercial roses. Azali Roses demonstrated that sometimes the most effective way to stand out is simply to produce flowers that command attention. Its Gold award in the Best Exhibited Flowers category was recognition of precisely that.

The awards

By the close of the exhibition, the judges had placed their own stamp on some of the strongest displays.

For **Best Stand Design**, Interplant Roses East Africa took Platinum, Blooming Africa/Sosiani Gold, Ole Engai Silver and Elgon Kenya Bronze.

For Best Exhibited Flowers, Omang & Amor took Platinum, Azali Roses Gold, Flora Delight Silver and Cenacle Bronze.

Thirteen years of a vision

Perhaps no one can put the growth of IFTEX into perspective better than its organiser, Dick van Raamsdonk. Thirteen years ago, the idea of an international flower trade exhibition in Kenya was a vision.

There was no guarantee that the growers would come. No guarantee that international buyers would travel to Nairobi. No guarantee that breeders, suppli-

ers and service providers would commit to a new African flower trade platform. But there was a conviction that Kenya — one of the world's leading flower-producing countries — needed an international meeting point of its own. Thirteen years later, IFTEX 2026 offered a powerful answer.

The industry came. And it came in record numbers. More importantly, it came in all its forms: established growers, new growers, breeders, suppliers, technology companies, logistics providers, industry organisations and buyers. The exhibition had become a marketplace, a networking platform, a showcase, a launchpad and, increasingly, a place where the industry comes to see where it is going next.

The ultimate vote of confidence

Perhaps the strongest vote of confidence did not come from the opening day. It came after the exhibition closed. Exhibitors began reserving space for IFTEX 2027.

Some asked for larger stands. That may be the clearest indication yet of how the 2026 edition was received. A company does not ask for more space at an exhibition it is trying to leave behind. It asks for more space when it expects to need it.

And Dick is already looking ahead

For Dick van Raamsdonk, however, success is not a reason to stand still. The organiser's message coming out of IFTEX 2026 is essentially a promise: next year will be bigger and better.

The experience of 13 editions, the record participation of 2026, the arrival of new growers and exhibitors, and the demand for larger stands all provide the organisers with a new benchmark.

The challenge now is to take what worked, listen to what exhibitors and buyers want, and build an even stronger IFTEX in 2027. It is a fitting ambition for an exhibition that has spent 13 years evolving. The first IFTEX was an idea. The early editions were an experiment in whether an international flower trade show could take root in Kenya. The years that followed established the platform.

And now, with record participation, new growers, new exhibitors, returning brands, international buyers and exhibitors already asking for bigger stands, the challenge is no longer proving that IFTEX has a place in the industry. ■



Our Own Way

Kikwetu Flowers turned IFTEX 2026 into a global springboard

The first thing Javed Pathan says as we settle into conversation at Kikwetu Flowers in Timau is both unexpected and revealing.

BY HORTINEWS TEAM

“We are still struggling to catch up with the orders that came after

IFTEX,” he said with the quiet satisfaction of someone whose team prepared meticulously for one of the world’s most important flower exhibitions—and watched those preparations translate into business.



Just a few weeks after IFTEX 2026 closed its doors in Nairobi, the exhibition still dominates conversations across Kenya’s floriculture industry. Exhibitors continue following up leads, negotiating contracts and ship-

ping flowers to buyers they first met during those three unforgettable days.

For Kikwetu Flowers, however, IFTEX became something much bigger than another trade exhibition. It became a defining moment.

It was where buyers discovered a relatively young flower farm whose confidence matched the quality of its roses. It was where visitors repeatedly returned to one stand—not because they had missed something the first time, but because they simply wanted to experience it again.

Walk through Hall 1 during IFTEX and there was one stand almost impossible to ignore. Visitors paused. Phones came out. Photographs were taken. Buyers leaned in to inspect stems, colours and bloom quality before disappearing into conversations with the Kikwetu team. By the second day, many were returning for a third or even fourth visit.

“Some buyers came back simply to look again,” Javed recalls, smiling. “Others returned with colleagues because they wanted them to see what they had found. Those are moments you never forget. “That reaction did not happen by accident. Everything visitors experienced had been carefully planned months in advance.

More than flowers

The Kikwetu stand was never intended to be the biggest. Nor the loudest.

Instead, it set out to achieve something far more difficult. It had to communicate the identity of the company before anyone asked a single question.

Inspired by the exhibition theme of connecting people through flowers, the design celebrated simplicity, elegance and authenticity. Rather than crowding the space with endless varieties, every arrangement was deliberately curated, allowing each rose to command attention.

The result felt less like an exhibition stand and more like an invitation into the Kikwetu story. Fresh. Sophisticated. Confident. Visitors encountered not simply beautiful flowers, but a brand. And that brand begins with a simple Swahili word.

Kikwetu.

Our Own Way.

“It isn’t just our name,” says Javed. “It is how we think. It guides every decision we make—from how we grow flowers to how we treat our employees and customers.”

A journey that began thousands of kilometres away

Long before he was leading one of Kenya’s fastest-growing flower farms, Javed Pathan was an agriculture student in India with one clear ambition—to understand farming before attempting to manage it.

He completed both a Bachelor’s Degree in Agriculture and a Master’s

Degree in Horticulture, spending six years immersed in crop science, plant physiology and commercial production.

Then came an opportunity that changed everything. Through family friends already connected to Kenya’s floriculture industry, he travelled to Kenya to see the country’s famous flower farms firsthand.

“I visited several farms,” he remembers. “Almost immediately I knew this was where I wanted to build my career.”

That decision, made in 2011, would take him across three countries and some of East Africa’s most respected flower businesses.

Learning every part of the flower business

His first assignment was managing a propagation facility at the Naivasha Flower Business Park. For four years he mastered the discipline that underpins every successful flower farm—raising healthy planting material. From here, he created networks. His next work station was at VegPro in Nanyuki. Six months later came Ethiopia. Those two and a half years became a turning point.

For the first time, his responsibilities stretched beyond production into customer management, sales, pack-house operations and export logistics. “I wasn’t only learning how flowers

grow. I was learning how businesses grow.”

Political instability eventually forced him and his family to leave Ethiopia, leading to another chapter at Rosebud Farm in Uganda before returning to Kenya to join Triple A Growers. There he helped diversify the business into avocado orchards, vegetable production, nurseries and roses—experience that strengthened his belief that resilience in horticulture comes through innovation.

His next assignment took him to Golden Tulip in Nyandarua County, managing spray roses at nearly 2,400 metres above sea level. The altitude would later prove significant. Because Kikwetu Flowers sits at almost exactly the same elevation.

The right place at the right time

When Javed accepted the role of General Manager in January 2026, he found himself joining a business entering one of its most exciting phases.

Established in October 2019 on just seven hectares and employing fewer than one hundred people, Kikwetu had already earned a reputation for quality. Now it was preparing for its next leap. The original farm has expanded to eleven hectares. Another seven hectares are under development ahead of the 2027 Valentine’s season.

A further 9.6 hectares has already been secured, while plans are pro- ➤





» gressing for an additional 6.5-hectare production site just six kilometres away. Growth has been equally impressive in employment. From fewer than one hundred employees at inception, Kikwetu today supports more than 450 livelihoods. Every greenhouse built represents another opportunity for local families. “That,” Javed says, “is perhaps the achievement that gives me the greatest satisfaction.”

Flowers are grown by people first

Spend time at Kikwetu and one message becomes impossible to miss. The company invests as much in people as it does in roses. Employees are recognised through performance awards. Children receive educational bursaries. Training is continuous. The workplace reflects a belief that when employees feel respected, they naturally produce better flowers.

“Flowers don’t begin in the greenhouse,” Javed says thoughtfully. “They begin with motivated people.” It is a philosophy reflected in every department—from production to packing, logistics to customer service.

Growing together

Beyond its farm gates, Kikwetu has embraced community development as part of doing business. Road improvements. Access to clean water. Environ-

Established in October 2019 on just seven hectares and employing fewer than one hundred people, Kikwetu had already earned a reputation for quality. Now it was preparing for its next leap. The original farm has expanded to eleven hectares. Another seven hectares are under development ahead of the 2027 Valentine’s season.

mental clean-up initiatives. Support for neighbouring communities. None of these programmes are viewed as charity. They are investments. “When the community grows,” Javed says, “we grow together.”

When preparation meets opportunity

By the time IFTEX opened in June, Kikwetu knew exactly what it wanted buyers to remember. Not hundreds of varieties. Not extravagant displays. But quality. Consistency. Trust. The strategy worked beyond expectations. The stand became one of the exhibition’s most photographed spaces. Existing customers strengthened re-

lationships. New buyers introduced themselves. Conversations continued long after exhibition halls emptied each evening.

Then came the weeks that followed. Emails. Video calls. Farm visits. Purchase orders. “We genuinely did not expect the volume of enquiries that followed,” Javed admits. “We are still catching up with orders generated after IFTEX.” For any flower grower, there are few better measures of exhibition success.

Our Own Way

This year marks Javed Pathan’s sixteenth year in floriculture. Every farm has taught him something. Every country has shaped his leadership. Now, those experiences are converging at Kikwetu Flowers. The ambition is not simply to become bigger.

It is to become one of Kenya’s benchmark producers for premium quality roses, sustainable production and people-centred leadership.

The company’s name says it all. Kikwetu.

Our Own Way.

Not the easiest way.

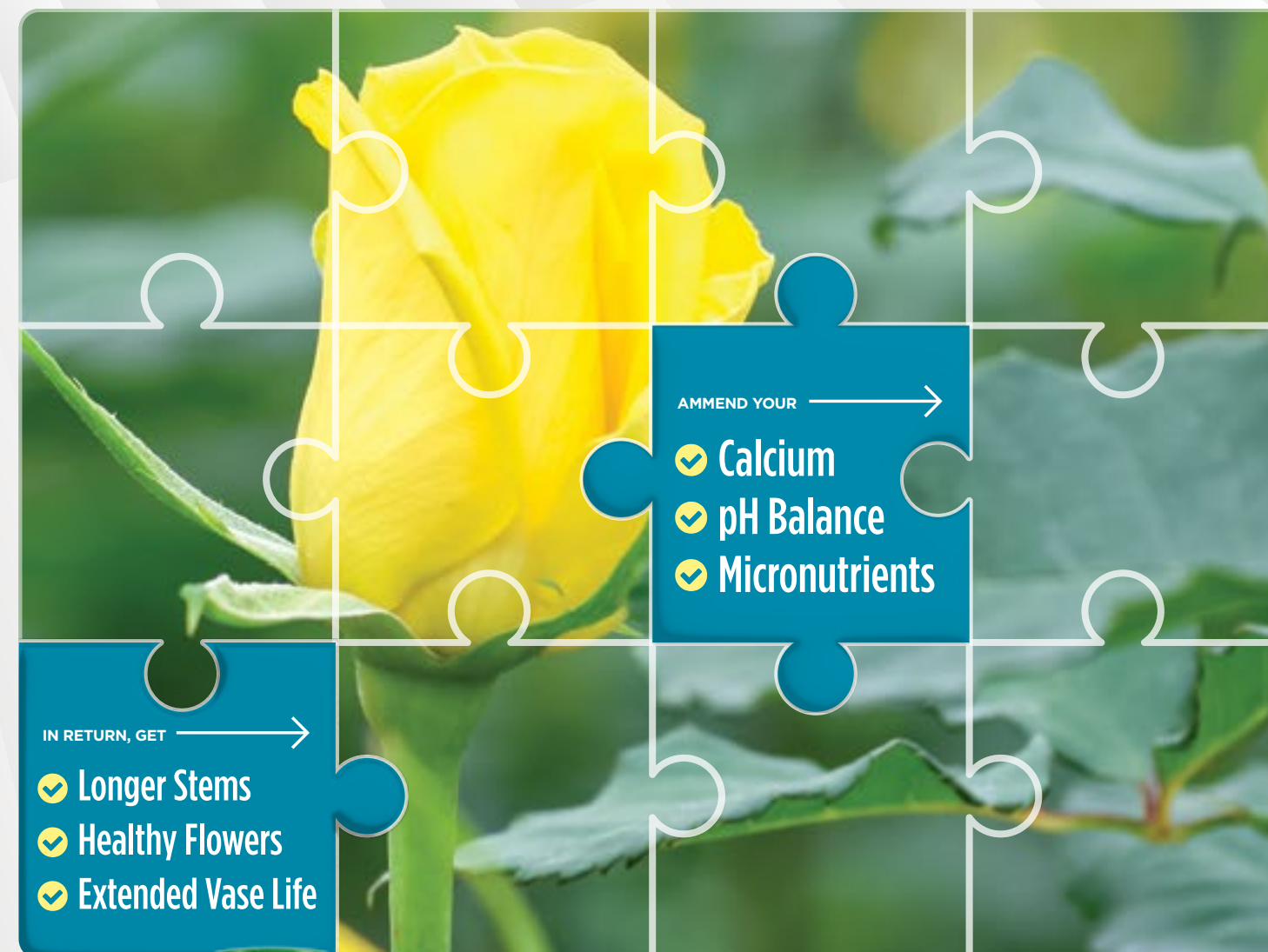
Not the fastest way.

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On communities before headlines.

On people before profits. ■

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Bringing colour, emotion, and beauty to millions of lives daily

It gives me immense pleasure and gratitude to yet again welcome you all to the official opening of the 13th edition of the International Flower Trade Exhibition, IFTEX 2026.

Look around this room today. What you see is not just a flower industry show. It is the living, breathing heart of a global industry that brings color, emotion, and beauty to millions of lives daily.

This year, we break every previous record with 210 exhibitors under one roof. Whether you have traveled from across the oceans or across the continent, you are standing at the absolute center of the floral world.

To our International Buyers: You are here because you demand excellence, variety, and reliability. This year, one-fifth of our exhibition floor is occupied by brand-new growers who are showcasing their harvests for the very first time.

These are the fresh, agile partnerships you have been searching for. Kenya is ready to supply your markets, exceed your standards, and fill your supply chains with some of

This year, we break every previous record with 210 exhibitors under one roof. Whether you have traveled from across the oceans or across the continent, you are standing at the absolute center of the floral world.

“



HPP International Chief Executive Officer, Dick van Raamsdonk

highest quality cut flowers on earth.

To our Diplomatic Community: Your presence here underscores the geopolitical and economic importance of agricultural trade. As Kenya stands firmly alongside Colombia and Ecuador as a top-three global flower powerhouse, your support in keeping trade lanes open, harmonizing regula-

tions, and fostering bilateral relations is what keeps this economic engine running. Flowers are Kenya's ambassadors to the world, and you are our partners in trade diplomacy.

To the Media: We thank you for telling our story. Today, we give you a story of absolute triumph. In a year where global markets are hesitating and exercising caution, the Kenyan floriculture sector is doing the exact opposite. We are expanding, investing, and moving forward. Help us broadcast this message of resilience to the global market.

Driving innovation and policy

To our Input Suppliers: You are the unsung heroes of this growth story. The fertilizers, irrigation systems, crop nutrition and protection technologies, packaging materials, propagation technologies and logistics handlers, your services form the foundational bedrock of this industry. As we navigate stricter international compliance, we look to you for the next generation of eco-friendly inputs and precision agriculture tools that

will keep Kenyan flowers competitive and green.

To our Government officials and policy makers: We extend our deepest gratitude for your continued partnership. This sector is a vital pillar of Kenya's economy, employing hundreds of thousands and driving foreign exchange. To sustain this record growth, we need your continued intervention in creating predictable regulatory frameworks, upgrading transport infrastructure, and streamlining cross-border logistics to keep trade flowing smoothly.

To all other Industry Stakeholders, Associations, and all interlinked institutions: Your deep-seated investment confidence is what has enabled a one-third expansion of this event in just three years. By providing the capital, training, and logistical support our growers need, you ensure that Kenya remains the premier global production base for cut flowers.

Confronting challenges with innovation

We do not stand here blind to the realities of our time. The global headwinds are real. We face strict, evolving European CO2 emission regulations. We navigate volatile freight costs and shifting logistical landscapes.

But true resilience is not about waiting for the storm to pass; it

is about learning to navigate the winds. The Kenyan flower industry is actively innovating. Our growers are adopting smarter logistics, sustainable farming practices, and carbon-conscious operations. We are not just meeting global standards; we are defining them.

Mapping the new frontiers

The future demands that we widen our horizon. While our traditional markets remain vital, IFTEX 2026 marks the launching pad for new frontiers. We are aggressively looking toward the high-potential markets of North America, the Middle East, Southeast Asia, and Eastern Europe. The demand for Kenyan flowers is growing, and we are expanding our commercial footprint to match that global hunger.

We have the opportunity to

- Network
- Exchange the innovative ideas our industry needs.
- Discover the breathtaking new varieties premiering this week.
- Explore the untapped markets that will secure our mutual future.

Thank you for your trust, your investment, and your passion.

Once again, welcome to IFTEX 2026, enjoy the show. ■



One-fifth (20%) of the exhibition floor occupied by first-time/new growers





MINISTRY OF INVESTMENT, TRADE AND INDUSTRY | OFFICE OF THE CABINET SECRETARY

SPEECH BY CABINET SECRETARY MINISTRY OF INVESTMENTS, TRADE AND INDUSTRY HON. LEE KINYANJUI, EGH DURING THE OFFICIAL OPENING OF IFTEX 2026 AT VISA OSHWAL ON 2ND JUNE 2026



Distinguished Ambassadors and Members of the Diplomatic Corps, Government Officials, the Kenya Flower Council, HPP Worldwide, international buyers and trade partners, flower growers, exporters and industry stakeholders, distinguished guests, ladies and gentlemen, good morning.

It is a great honour to join you for the official opening of the 13th International Flower Trade Exhibition, IFTEX 2026. I congratulate HPP Worldwide, the Kenya Flower Council, industry partners, exhibitors and all stakeholders whose commitment has made this exhibition a success. I

also warmly welcome our international guests whose presence is a vote of confidence in Kenya and the future of our floriculture industry.

For Kenyans, flowers represent much more than beauty and celebration. They represent jobs, livelihoods, innovation, foreign exchange earnings, community development, women's empowerment and economic opportunity.

Over the last four decades, Kenya has built one of the world's most respected floriculture industries. Today, Kenya is Africa's largest flower exporter and one of the world's leading exporters of roses, supplying markets

across Europe, the United Kingdom, the Middle East and Asia.

The industry generates approximately KES 110 billion annually in export earnings, employs more than 200,000 people directly and supports millions of livelihoods. More than half of the workforce on Kenya's flower farms are women, making floriculture an important vehicle for economic empowerment.

The Government therefore considers floriculture a strategic economic sector that contributes to export-led growth, job creation, industrial development, women and youth empowerment and rural economic transforma-



tion.

However, the industry faces an increasingly challenging global environment. Growers and exporters are dealing with rising air freight costs, higher agricultural input prices, logistical disruptions and increasing compliance costs. Concerns over VAT refunds, regulatory duplication, taxes, levies and the cost of doing business continue to affect investment, cash flow and competitiveness.

I assure every grower, exporter, breeder, logistics provider and investor that the Government understands these challenges. Competitiveness depends not only on productivity but also on efficient logistics, regulatory predictability, access to capital, infrastructure and the ease of doing business.

The concerns raised regarding air freight, cargo capacity, VAT refunds, taxes, levies and market access are legitimate. The Government is listening and will continue engaging relevant institutions to improve VAT refund efficiency, streamline regulations, reduce unnecessary compliance costs, strengthen logistics infrastructure and expand market access.

At the same time, the global flower market is changing rapidly. Consumers and retailers increasingly demand sustainability and traceability, while governments introduce new environmental requirements.



Kenya is ready for this future. Our flower farms have invested in renewable energy, water conservation, integrated pest management, worker welfare, biodiversity protection and international sustainability certifications.

However, sustainability must be a shared responsibility. If growers are expected to invest in higher standards and climate resilience, these efforts must be matched by realistic and sustainable pricing. A sustainable flower industry requires sustainable farms, supply chains and returns for producers.

The future of floriculture will be driven by innovation, sustainability, technology, value addition, resilience and market diversification. Government, industry, development partners

and buyers must work together to build a stronger and more competitive sector.

I remain optimistic about Kenyan floriculture. Our favourable climate, skilled workforce, entrepreneurial culture and reputation for quality provide a strong foundation for future growth.

IFTEX demonstrates what is possible when vision meets commitment. I wish all exhibitors, buyers, growers, investors and delegates productive discussions and successful business engagements.

It is now my honour and privilege to officially declare the 13th International Flower Trade Exhibition, IFTEX 2026, officially open.

Thank you, and God bless Kenya. ■

SPEECH BY PROF. THEOPHILUS M. MUTUI (PHD), MANAGING DIRECTOR, KEPHIS

On behalf of KEPHIS, I would like to express our appreciation to be part of this 13th Edition of the International Flower Trade Expo (IFTEX) being held here in Nairobi, Kenya. We join others in celebrating all things flowers, knowing the sentimental value that flowers bring to the whole world. I note that this is indeed an important event in the calendars of growers, merchants, suppliers, regulatory agencies such as ourselves and many others along the flowers value chain from around the world.

Ladies and gentlemen, the horticulture and in specific the floriculture sub-sector is the significant as a key in terms foreign exchange earnings. As you may be aware, Kenya remains the leading exporter of rose cut flowers to the European Union (EU) with a market share of approximately 38% as well as in other markets. Floriculture sub-sector apart from being the key foreign exchange earner, it is also important as it employs a significant number people especially women and youth.

Let me now turn to KEPHIS and our role in the floriculture industry. As many of you are aware, KEPHIS is the government regulatory body that supports the flower trade in the country through ensuring compliances. This is achieved through inspection of flowers in the farm as well as, points of exit and issuance of relevant documentations. To achieve this, our staff has continued to build capacity of our growers and exporters on market requirements. Further, we also regularly inform you of any changes in market requirements to ensure we meet the

KEPHIS is the government regulatory body that supports the flower trade in the country through ensuring compliances. This is achieved through inspection of flowers in the farm as well as, points of exit and issuance of relevant documentations.



Prof. Theophilus M. Mutui (PhD), Managing Director, KEPHIS

market requirements. KEPHIS continues to innovate and we now have an online platform where you can apply permits and certificates at the comfort of your desk. We are finalizing exchange of documents electronically through the ephyto hub.

The other area that KEPHIS supports the industry is in the protection of plant varieties. KEPHIS undertake Plant Breeder right which ensure our growers are able to access high and superior varieties from the breeder from all over the world. KEPHIS ensure breeders rights are protected.

Under CAP 326 of the laws of Kenya, KEPHIS has a mandate to protect new plant varieties in the country by granting Plant Breeders' Rights to the owners/breeders of the varieties. To date, KEPHIS PBR office has received

2066 applications for new varieties of plants. In the 2024/2025 financial year, a bulk of the applications was for Rose and other cut flowers from The Netherlands and other EU members. This serves as an indicator of the importance of the flower industry in the country and validates Kenya's position as a top flower exporter.

Our success has not been without some challenges. As you are all aware, the False Coddling Moth (FCM) has been a major concern in the exports of roses to our major destination. However, KEPHIS and the industry has continued to work together to address this challenge. We have established mechanisms for management of the pests, which I will say, has borne some fruit with reduction of the overall interception due to FCM in the last one year. However, more needs to be done, as this is a quarantine pest in the EU. We have established a traceability system for the roses we export and are committed to compliance to market requirements. Other challenges are Fall army worm, Whiteflies, thrips and leafminer

As I conclude, I wish to reiterate the importance of adhering to market requirements as we export of our flowers. Remember that KEPHIS is here to facilitate businesses in the agriculture sector and we will continue working with all stakeholders to ensure compliance of our flowers to market requirements. We will also continue working with you to open new markets.

With those few remarks, I thank you and you are all welcome to visit the KEPHIS stand where our staff will be happy to engage you.

Thank you. ■



SPEECH BY THE CEO, KENYA FLOWER COUNCIL (KFC), CLEMENT TULEZI

It is my great honour to welcome you all to the official opening of IFTEX 2026 here in Nairobi — the centre of African floriculture.

Allow me first to sincerely thank HPP International for once again organizing this globally important exhibition and for continuing to position Kenya and East Africa at the centre of international flower trade. I also wish to recognize our partners — KEPHIS, HCD, government agencies, growers, logistics providers, breeders, buyers, and the thousands of workers whose dedication continues to sustain this remarkable industry.

This year's IFTEX comes at a defining moment. Despite global economic uncertainty and supply chain disruptions, participation is at its strongest ever. The floriculture industry remains resilient. And Kenya remains central to the future of flower trade.

The Real Story Behind Kenya's Flowers

When people speak about Kenya's flower industry, they often focus on export earnings and market rankings. But the real story is much more

Kenya has built a globally trusted floriculture industry through quality, reliability, professionalism, and sustainability. A flower harvested in Kenya can reach European markets within 24 hours.



CEO, KENYA FLOWER COUNCIL Clement Tulezi

human. I recently met a supervisor in Naivasha who started as a casual worker and today supports her family and leads a large team. Her story is repeated across the country. That is why this industry matters. Flowers are jobs. Flowers are school fees. Flowers are healthcare. Flowers are empowerment. Today, the industry

generates approximately USD 850 million annually and supports over 200,000 jobs.

How Kenya Built Global Trust

Kenya has built a globally trusted floriculture industry through quality, reliability, professionalism, and sustainability. A flower harvested in Kenya can reach European markets within 24 hours.

Consumers are demanding ethical and sustainable production — and Kenya is leading through innovation, certification, and responsible practices.

The industry is at a strategic turning point. Global competition is intensifying, and growers are under increasing pressure.

Freight costs now consume up to 40% of production costs, while regulatory and tax burdens remain high.

The industry must be recognised as a strategic economic sector due to its role in foreign exchange, employment, and national development.

What Kenya Must Do Next

We must accelerate VAT refunds, strengthen logistics, improve regulatory efficiency, and diversify markets.

A Message to the Global Market

To our international partners: Kenya remains reliable, innovative, and sustainable. In addition, we must acknowledge an emerging reality across the global supply chain.

The current geopolitical environment — marked by inflationary pressures, currency volatility, rising input costs, and persistent logistics disruptions — is placing unprecedented strain on producers.

Across the industry, growers are being squeezed on pricing to levels that are increasingly unsustainable.

If the industry is to remain viable, there must be a shared recognition that value must be fairly distributed along the supply chain.

We therefore call upon our partners to engage in honest, transparent dialogue on pricing that reflects the true cost of production, sustainability investments, and resilience.

And Kenya remains fully committed to global floriculture leadership.

Kenya's flower story is one of resilience, innovation, and transformation. The next chapter is about leadership in sustainability, logistics, and global markets. That future is possible through partnership and strategic action. Thank you very much. ■

SPEECH BY FILLIPO AMATO, HEAD OF THE TRADE SECTION AT THE DELEGATION OF THE EUROPEAN UNION TO THE REPUBLIC OF KENYA



It is a pleasure to join you today for the opening of the International Flower Trade Exhibition 2026.

I would like to congratulate the organisers for once again delivering this important event, which brings together growers, buyers, breeders, logistics providers and other stakeholders from across the floriculture value chain.

Ladies and gentlemen, the partnership between Kenya and the European Union is built on shared values of growth, sustainability and prosperity.

Kenya's floriculture industry is an excellent example of this partnership in action. Kenya is the world's third-larg-

est exporter of cut flowers and supplies more than 40 percent of the flowers imported into the European Union. Every day, millions of Europeans enjoy flowers grown in Kenya.

This success reflects the hard work and dedication of Kenyan farmers, workers, exporters and industry leaders. The European Union remains

the largest market for Kenyan flowers, with annual exports valued at more than €500 million.

This achievement has been made possible through strong cooperation between the private sector, government institutions and international partners.

Ladies and gentlemen, the

European Union is proud to support Kenya's agricultural sector through the Economic Partnership Agreement between Kenya and the European Union. Through this agreement, Kenyan products enjoy duty-free and quota-free access to the European market.

This helps to expand trade, create jobs and support economic growth.

The European Union also supports the agricultural sector through the Business Environment and Export Enhancement Programme (BEEEP), which is implemented in partnership with Kenyan institutions. The programme has helped improve export competitiveness, infrastructure, green logistics and business capacity.

In addition, under the EU

Ladies and gentlemen, the partnership between Kenya and the European Union is built on shared values of growth, sustainability and prosperity. Kenya's floriculture industry is an excellent example of this partnership in action. Kenya is the world's third-largest exporter of cut flowers and supplies more than 40 percent of the flowers imported into the European Union. Every day, millions of Europeans enjoy flowers grown in Kenya.



Head of the trade Section at the Delegation of the European Union to the Republic of Kenya, Fillipo Amato



Global Gateway strategy, the European Union is investing in infrastructure and value chains that support sustainable trade. In Kenya, we are exploring investments in cold-chain facilities, beginning with the Nairobi Inland Container Depot. These investments will help reduce post-harvest losses and support more sustainable transport options for horticultural products.

There are many opportunities for future growth, and the European Union remains committed to supporting these efforts.

IFTEX 2026 reminds us that strong partnerships create new opportunities. The success of Kenya's flower industry is a story of collaboration, innovation and resilience.

Together, we can continue to build a trade relationship that is not only larger, but also more sustainable, inclusive and resilient.

I wish all exhibitors, buyers and visitors productive discussions, successful business engagements and a rewarding exhibition.

Thank you. ■





BLOOMINGDALE ROSES

BY RIYA SHAH

What was Bloomingdale's objective for IFTEX 2026?

Our primary objective was to deepen relationships with existing buyers while opening conversations with new markets for our premium large-head roses. As a 45-hectare farm based in Timau we've built a reputation for consistent quality and reliable supply and IFTEX gave us a platform to put that reputation in front of the room, face to face with importers, wholesalers and retailers from across the Middle East, Europe and beyond. We also wanted to use the show to reinforce Bloomingdale's position not just as a grower but as a long-term supply partner buyers can build their business around.

What message did the company want visitors to take away?

That Bloomingdale delivers exceptional quality, consistently — season after season, order after order. We have an edge because of our altitude

and climate give our roses their signature large heads, strong stems and vase life. We wanted visitors to leave understanding that this isn't a one-off crop, it's the result of disciplined farming practices and genuine care at every stage. We carefully do it all from propagation to postharvest. We also wanted people to feel that Bloomingdale is a farm they can trust and grow with. We are reliable, responsive and easy to do business with.

How did the stand reflect the Bloomingdale brand?

The stand was designed to be an extension of the farm itself, which is clean, elegant and rose-forward, letting the flowers do the talking. Every detail was intended to mirror the same standards we hold on the farm - precision, quality and a refusal to cut corners. I see many exhibitions where the decor overpowers the roses, ours was simple- we want the roses we grow to speak our language.

How were the flowers arranged and presented, and what role did colour, design and creativity play?

Our approach to presentation fol-



lows the same philosophy we apply to growing of to let the rose speak for itself. Rather than over-styling the display we arranged our roses in a way that showcased their natural form of strong stems, generous bloom size and the kind of finish that only

comes from careful post-harvest handling. The goal was for buyers to see almost instinctively that these are roses grown for the top end of the market.



Presentation is often the first and dare I say sometimes the only chance to communicate quality before a conversation even starts. A well-presented stem tells a buyer everything they need to know about the standards behind it - careful growing, proper handling and pride in the product.

1 Variety showcasing- We grouped our roses by variety and colour family so buyers could easily compare stem length, head size and bloom structure across our range. This made it simple for visiting buyers to identify exactly what would work for their market, whether that's the deep reds favoured in the Middle East or the softer pastel tones popular in parts of Europe. We always ensure our most popular varieties are there.

2 Creating visual impact - Colour did a lot of the work for us. We used roses with contrast pairings to draw the eye and create moments of drama within the stand while keeping the overall presentation elegant rather than overwhelming. Creativity, for us, was less about elaborate props and more about composition in terms of how stems were grouped, the negative space around them and the way light played on the blooms. This was well executed by JADE our design partners who understood the assignment.

3 Balancing beauty with commercial objectives: At the end of the day, IFTEX is a business event, and every design choice had to serve a commercial purpose alongside an aesthetic one. Beautiful presentation matters since it's often a buyer's first impression of quality but it also had to communicate practical information: variety, stem grade, colour range and availability. We designed the stand so visitors could enjoy it as an experience but also walk away with a clear, confident understanding of what Bloomingdale can supply.

How does presentation influence buyer perception?

In flowers, presentation is often the first and dare I say sometimes the only chance to communicate quality before a conversation even starts. A well-presented stem tells a buyer everything they need to know about the standards behind it - careful growing, proper handling and pride in the product. We know that buyers are making split-second judgments as they walk the floor, so we wanted our presentation to do some of the selling for us which is of signalling premium quality before a single word was exchanged and giving our team the opening to back that impression up with a real conversation.

Why did the stand attract visitors, and how did engagement and social sharing play a role?

1 Visitor reactions: People were drawn in almost immediately by the sheer scale and quality of the >>



» blooms. Many buyers told us it was refreshing to see a stand that let the product do the talking rather than relying on heavy branding or gimmicks.

2 Customer engagement: We made a point of being on the floor and available not tucked behind a counter ready to talk varieties, volumes and logistics the moment someone showed interest. We wanted the stand to invite conversation rather than just observation, so visitors could touch the flowers, ask detailed questions and get real answers on the spot rather than a scripted pitch.

3 Social media visibility: The stand was also designed with photography in mind. Pl check us out on Instagram!

In an industry where buyers and industry press often share what catches their eye in real time, a visually strong stand does double duty it draws foot traffic on the day, and it extends the farm's visibility well beyond the exhibition hall as visitors post and tag their own experience.

Memorable moments from IFTEX 2026

There have been many. The Turkish ambassador HE Subutai came to our



stand, we made new connections with big buyers and ensured our existing clients went home with giveaways which will ensure we stay top of mind.

How a strong exhibition presence supports business objectives: A stand can draw people in, but the real value of IFTEX lies in what happens after that first glance which is the conversations, the follow-ups, the deals that start to take shape. For us, a strong presence wasn't just about looking good on the floor it was about

creating enough credibility and interest that buyers were willing to sit down, ask serious questions and start real discussions about supply. Beauty opens the door — business happens in the meetings that follow.

The importance of face-to-face engagement in the flower industry:

Flowers are a relationship business as much as a product business. Buyers want to know who they're dealing with — can this farm deliver consistently, will they be honest when something goes wrong, are they easy to work with over years, not just one order. No brochure or catalogue photo can replace a face-to-face conversation where a buyer can ask direct questions and get a direct answer. I always joke with my clients that once Riya services them, they'll never look elsewhere. I truly believe in this. Service in our sector is everything!

How buyers evaluate brands beyond products:

Increasingly, buyers are assessing farms the way they'd assess any long-term supplier not just on the quality of the rose in front of them but on reliability, sustainability practices, responsiveness and whether the relationship feels like a partnership rather than a transaction.

Buyer meetings, customer relationships and market feedback:

IFTEX gave us the chance to meet with existing buyers from the Middle East and Europe and beyond, it is THE flower show. We get instant feedback, we get to increase our network, everyone associated to our business in this place and that is truly where we all win.

Business outcomes: Ultimately, the measure of a good exhibition isn't applause on the stand floor it's the leads that turn into orders, the existing relationships that deepen and the doors that open for markets we hadn't reached before. ■

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The Conversations Shaping The Future of Floriculture



Walking around the aisles of IFTEX 2026, surrounded by spectacular displays of flowers from across Africa, one thing became abundantly clear: the conversations are changing. Alongside discussions about beautiful flowers, there was a growing focus on responsible farming and the future of floriculture.

BY CINDY COOPER

Tambuzi is a purpose-driven, B Corp Certified rose farm nestled in the foothills of Mount Kenya, where we have been growing roses since 1995. Today, we grow more than 140 unique varieties of garden roses and spray roses across our three farms, supplying florists and wholesalers around the world. Responsible farming has always been at the heart of what we do, so it was encouraging to see these conversations take centre stage throughout the exhibition.

Beautiful flowers were, of course, still the main attraction. Visitors wanted to discover new varieties, discuss vase life, and explore colour trends. Increasingly, however, they also wanted to understand how those flowers had been grown. Questions about water management, soil

health, biodiversity, and carbon were no longer reserved for sustainability specialists. They had become part of everyday conversations between growers, wholesalers, florists and retailers, demonstrating that responsible farming is no longer a niche topic but an expectation across the global supply chain.

Customers still want exceptional flowers, but they also want confidence in how those flowers have been grown. Certifications play a vital role in providing that reassurance. They encourage continual improvement, create accountability, and help establish recognised standards across our industry. At Tambuzi, we are incredibly proud to be B Corp Certified, alongside the other certifications we have achieved. They continue to challenge us to improve year after year and reflect our long-term commitment to responsible farming.

However, no certification tells the whole story. Responsible farming is demonstrated through the decisions made every day on the farm, from caring for our soils and managing water

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responsibly to investing in people and continually looking for better ways to grow.

Responsible Farming in Practice

At Tambuzi, that philosophy has shaped the way we farm for many years. We have always believed that producing exceptional scented garden roses begins long before a flower reaches the greenhouse. It starts beneath our feet. Healthy soils produce healthier plants, stronger stems, better fragrance, and more resilient crops.

Rather than relying on a single solution, we have invested in creating a living soil ecosystem. Organic compost produced from our own green waste, vermiculture, biochar made from rose by-products and carefully managed organic fertilisers all contribute to improving soil structure, increasing soil organic carbon, and supporting beneficial microbial life. Alongside this, our Integrated Pest Management (IPM) programme helps us take a preventative, balanced approach to crop health, working with nature wherever possible while »





» reducing reliance on synthetic inputs.

The same long-term thinking guides our approach to water stewardship. Rainwater harvesting, flood-water storage, precision irrigation, and constructed wetlands all play a key role in protecting this precious resource while helping us farm responsibly for generations to come.

Together, these practices help us build healthier soils and more resilient crops for the future.

Looking Ahead

As we look towards IFTEX 2027, it is exciting to see how these conversations continue to evolve. The discussion is no longer about whether responsible farming matters, but about how we can continue to improve.

At Tambuzi, we have never believed that responsible farming is a destination; it is a commitment to continual improvement. We are proud to contribute to the conversations shaping the future of our industry, to challenge ourselves each season and to share what we learn along the way.

If IFTEX 2026 reminded us of anything, it is that the future of floriculture will be built through collaboration, innovation and a shared commitment to leaving our farms, our soils and our industry stronger for future generations. ■

At Tambuzi, that philosophy has shaped the way we farm for many years. We have always believed that producing exceptional scented garden roses begins long before a flower reaches the greenhouse. It starts beneath our feet. Healthy soils produce healthier plants, stronger stems, better fragrance, and more resilient crops.



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US Glyphosate ruling boosts PCPB's science-based position

The US Supreme Court's recent ruling in a long-running legal battle over glyphosate has been welcomed by Kenya's pesticide regulator as an important affirmation of the science-based approach it has taken in assessing the herbicide.

BY CATHERINE RIUNGU

Fred Muchiri, Chief Executive Officer of the Pest Control Products Board (PCPB), says the ruling vindicates the regulator's position that there has not been sufficient scientific evidence to establish a link between glyphosate and the cancer cases that have featured prominently in litigation in the United States.

The Supreme Court, in its June 25, 2026 decision in *Monsanto v. Durnell*, held that federal pesticide-label requirements under the Federal Insecticide, Fungicide, and Rodenticide Act pre-empt state-law failure-to-warn claims where the US Environmental Protection Agency (EPA) has determined that glyphosate is not likely to cause cancer and has not required a cancer warning on the product label.

For PCPB, Muchiri says, the significance of the decision goes beyond the US litigation.

"When this matter came into being around 2019, we convinced scientists in Kenya together with our experts on regulatory matters here at PCPB to evaluate all the available scientific information pertaining to glyphosate," Muchiri said.

"The outcome then was there was not enough weight of evidence to link glyphosate to the cancer cases in the US."

He said Kenya's position was reached through an independent assessment of the available scientific evidence rather than through information circulating outside the regulatory system.

According to Muchiri, scientific studies that had been used to support claims linking glyphosate with cancer subsequently came under scrutiny,

with concerns raised about the methodology used in some of the research.

The issue has nevertheless remained controversial, with petitions and public debate in Kenya continuing to cite the US litigation as evidence against glyphosate.

Muchiri said this had placed pressure on PCPB to defend the scientific basis of its regulatory decisions.

"Quite a number of petitions have been filed against the decisions we have made here as a regulator, some in Parliament and others in court, and all of them were citing the court decisions made in the US," he said.

"We tried to argue that our decisions are science-based, and this ruling by the Supreme Court of the US affirms that scientific weight of evidence is the way to go when it comes to making regulatory decisions touching on pesticides."

Kenya's position

Muchiri said PCPB had reached its position on glyphosate several years before the latest US Supreme Court decision.

He described the ruling as reassuring because the position taken by the Kenyan regulator was consistent

with that of the US EPA on the cancer-warning issue.

The EPA has maintained a long-standing position that glyphosate is not likely to be carcinogenic to humans and has therefore not required glyphosate-based products such as Roundup to carry a cancer warning.

At the same time, the scientific and regulatory debate surrounding glyphosate has not disappeared. Different scientific bodies have reached different conclusions over aspects of the substance's hazards and risks, making the regulatory history of glyphosate one of the most closely watched pesticide debates globally.

In Europe, however, glyphosate remains approved as an active substance until December 15, 2033. The European Food Safety Authority's peer review found no critical areas of concern that would prevent renewal, while the European Chemicals Agency concluded that classification of glyphosate as carcinogenic was not justified on the evidence it assessed.

The European Commission subsequently renewed the approval for 10 years, subject to conditions and restrictions on its use.

Muchiri said these international regulatory assessments reinforce the importance of relying on competent regulatory institutions when making

decisions about pesticides.

"Today we can comfortably tell the country that glyphosate is safe so long as you use it according to label instructions," he said.

He urged farmers and other pesticide users to seek information from PCPB rather than relying on unverified claims circulating in the public domain.

"When it comes to matters of regulation or pesticides, please refer to the Pest Control Products Board for any regulatory decision that might be affecting products," he said. "We do independent reviews. We don't rely on information on the street."

Confidence in Kenyan regulation

Muchiri also used the glyphosate debate to underline what he described as the international standing of Kenya's pesticide regulatory system.

He said PCPB's technical experts have received extensive international training and that the Board has established working relationships with regulatory and scientific institutions in Europe and elsewhere.

He cited cooperation with Sweden and the Netherlands, as well as engagement with other international agencies, as examples of Kenya's participation in international pesticide regulation.

He also pointed to a recent invitation from the World Health Organization for a PCPB expert in biological pest control products to participate in work in Geneva on guidelines for registration of biological pest control products.

"For us, that tells you that we are even ahead of some of the European countries on matters of pesticide evaluation," Muchiri

said.

He said PCPB was also supporting pesticide regulatory capacity in other East African countries, including Burundi, while Somalia has been engaging Kenya as it considers establishing a pesticide regulatory system.

"No one would want to go and benchmark with the failures. You will always benchmark with the people who are ahead of you," he said. Science, safety and responsible use

For Kenya's horticulture sector, the debate is particularly relevant given the continued importance of effective weed management and the growing scrutiny of pesticide use in export agriculture.

Muchiri said PCPB's mandate remains centred on ensuring that pesticides registered for use in Kenya meet requirements for safety, efficacy and quality, including limits on impurities.

He said the Board, established in 1985, was created to ensure that pesticides used in Kenya are safe for people and the environment, effective for their intended purpose and meet required quality standards.

The glyphosate ruling, he said, therefore reinforces a broader principle that should guide pesticide regulation in Kenya: decisions must be based on the weight of scientific evidence.

For PCPB, that is the significance of the US Supreme Court decision. It does not end the global debate over glyphosate, but, according to Muchiri, it strengthens the case for Kenya's insistence that pesticide regulation should be guided by evidence rather than public controversy.

"We should respect the institutions we have created," he said, reaffirming PCPB's role as Kenya's regulator of pest control products. ■



When it comes to matters of regulation or pesticides, please refer to the Pest Control Products Board for any regulatory decision that might be affecting products," he said. "We do independent reviews. We don't rely on information on the street."



Smart Seeds & Fertiliser Innovation Forum

Date: 26–27 August | **Venue:** Pretoria, South Africa

A specialised forum examining developments in seed systems, fertiliser innovation, biological inputs and technologies shaping the future of crop production.



Naivasha Horticultural Fair 2026

Date: 18–19 September | **Venue:** Naivasha Sports Club, Kenya

One of the most important horticultural events on the Kenyan calendar, bringing together growers, suppliers, buyers, technology companies and industry leaders. The 2026 edition will feature exhibitions, expert sessions and buyer-seller networking.

Africa Food Show Kenya

Date: 19–21 August | **Venue:** KICC, Nairobi

A major food and agribusiness exhibition bringing together food producers, processors, retailers, distributors and other players across the food value chain. Good for readers interested in market access, food processing and agribusiness opportunities.



Africa Agri Expo 2026

Date: 2–3 September | **Venue:** KICC, Nairobi

A platform connecting African agribusinesses with international companies, investors and technology providers. The expo focuses on agricultural technology, inputs, machinery and opportunities across Africa’s growing agriculture market.



World Agri-Tech Innovation Summit

Date: 22–23 September | **Venue:** London, UK

A global meeting point for agritech investors, startups, farmers, food companies and technology leaders exploring innovations in climate resilience, food security and the future of agriculture.



8th African Conference of Agricultural Economists

Date: 22–25 September | **Venue:** Nairobi, Kenya

The conference will examine how innovation, digital transformation, trade and smart agriculture can help Africa build more resilient food systems and respond to climate and economic challenges.



Kitale National Show

Date: 7–10 October | **Venue:** Kitale, Kenya

A major agricultural showcase bringing farmers, agribusinesses, exhibitors and consumers together in one of Kenya’s key agricultural regions. The event provides a platform for agricultural products, machinery, technologies and innovations.

Africa Day for Food and Nutrition Security

Date: 29–30 October | **Venue:** Nairobi, Kenya

The 17th commemoration of Africa Day for Food and Nutrition Security will bring attention to the continent’s food and nutrition challenges and the role of agriculture and food systems in addressing them.

13th World Potato Congress 2026 FEATURED EVENT

Date: 26–30 October | **Venue:** Naivasha, Kenya

The global potato industry comes to Kenya for the first World Potato Congress in Sub-Saharan Africa. More than 1,000 delegates from over 60 countries are expected, making it one of the year’s biggest international agriculture gatherings in Kenya.





International Floriculture Trade Fair (IFTF) 2026

Date: 3-5 November
Venue: Amsterdam, Netherlands



A must-watch event for the global flower industry, connecting growers, flower buyers, breeders, suppliers and floriculture businesses. For Kenya's flower sector, it is particularly relevant because of the country's position in the international cut-flower market.

African Agri Investment Indaba

Date: 16-18 November
Venue: Durban, South Africa

A major investment-focused gathering bringing together agriculture investors, governments, businesses and other stakeholders to explore opportunities across Africa's agricultural value chains.

31st Commonwealth Agriculture Conference

Date: 1-5 November | **Venue:** Cape Town, South Africa

Agricultural leaders, researchers, policymakers and innovators from across the Commonwealth will meet under the theme “**Opportunities of Change in a Connected World – From South Africa to the World.**” The programme combines high-level discussions with agricultural tours and networking.



HortiLogistica Africa 2026

Date: 8-10 November | **Venue:** Arusha, Tanzania

A new pan-African fresh-produce trade fair bringing growers, buyers, investors and logistics companies together. Its focus on fresh-produce trade and logistics makes it highly relevant to horticulture exporters and businesses looking to strengthen regional and international market connections.



4th African Conference on Precision Agriculture (AfCPA 2026)

Date: 1-3 December
Venue: Cairo, Egypt

A leading African forum on precision agriculture, bringing together scientists, agronomists, producers, policymakers and technology providers. Key areas include precision farming, remote sensing, data, AI and technologies designed to improve agricultural productivity and resource efficiency.

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KEPHIS Upgrades Kenya's Pest Surveillance

KEPHIS boosts pest surveillance with advanced technology training

BY VICTOR PRINCE

The Kenya Plant Health Inspectorate Service (KEPHIS) started a five-day training on 17th August 2026 to strengthen the capacity of its inspectors in the use of advanced technologies for plant pest surveillance.

The training, supported by TradeMark Africa (TMA), is being held at Pride Inn Azure, Westlands, Nairobi, and runs from 17th to 21st August 2026.

The programme brings together KEPHIS inspectors for practical training on modern technologies designed to improve the detection, monitoring and management of plant pests.

The training was officially opened by Dr. Isaac Macharia, Director of Phytosanitary and Biosecurity at KEPHIS, who emphasized the importance of strengthening technical capacity to respond to evolving plant

health threats.

Strengthening early detection

Plant pests remain a major threat to agricultural productivity, food security and international trade. Early detection of emerging and invasive pests is therefore essential in preventing their spread and minimizing losses.

Through the training, KEPHIS inspectors are gaining practical knowledge and skills to apply advanced surveillance technologies in the field.

The technologies are expected to improve the speed, accuracy and efficiency of pest detection while strengthening the quality and timeliness of surveillance data.

Better data will also enable faster decision-making and response when new or invasive pests are identified.

Improving field efficiency

For KEPHIS inspectors working across different regions, modern surveillance technologies can improve field efficiency, accuracy

and coverage.

The adoption of these tools will enable inspectors to monitor plant health threats more effectively and identify potential risks before they develop into larger outbreaks.

This is particularly important for Kenya's agricultural sector, which relies heavily on healthy crops for both domestic food production and international trade.

Safeguarding Kenya's agricultural exports

Kenya's horticultural industry is an important contributor to the country's economy, with flowers, fruits and vegetables exported to markets around the world.

Maintaining strong phytosanitary systems is essential for protecting these markets, as importing countries require agricultural products to meet strict plant health standards.

Effective pest surveillance can help KEPHIS identify threats early, prevent the establishment and spread of invasive pests, and protect the quality and safety of Kenya's agricultural products.

The strengthened capacity of inspectors will therefore benefit farmers, exporters, traders and other stakeholders across the agricultural value chain.



Building a technology-driven plant health system

The training is part of KEPHIS's broader efforts to continuously build technical capacity and adopt innovative technologies in plant health management.

As agricultural pests evolve and new threats emerge, modern surveillance systems are increasingly important in ensuring that Kenya remains prepared to respond.

Through continued capacity building and collaboration with partners such as TradeMark Africa, KEPHIS is strengthening its ability to deliver efficient and timely plant health services.

The five-day training, which began on 17th August and concludes on 21st August 2026, is expected to equip inspectors with practical skills that will enhance Kenya's plant pest surveillance and contribute to protecting agricultural production, food security and access to local and international markets. ■

Through the training, KEPHIS inspectors are gaining practical knowledge and skills to apply advanced surveillance technologies in the field. The technologies are expected to improve the speed, accuracy and efficiency of pest detection while strengthening the quality and timeliness of surveillance data. Better data will also enable faster decision-making and response when new or invasive pests are identified.





CS Kagwe challenged to tackle export barriers facing Kenya's avocado and flower sectors

Agriculture and Livestock Development Cabinet Secretary Mutahi Kagwe has been urged to address persistent trade and logistics challenges that continue to undermine the competitiveness of Kenya's flower and avocado exports.

BY VICTOR PRINCE

The CS toured Mount Elgon Orchards Ltd, where he met with the farm's management, including its Chairman Kiprono Kittony, EBS, to discuss some of the key challenges facing agricultural exporters.

Among the issues brought to the attention of the Cabinet Secretary was the high cost of air-

freight, which remains a major concern for Kenya's horticultural exporters, particularly those dealing in highly perishable produce.

The cost of transporting fresh flowers and other horticultural products by air can significantly affect the final price of Kenyan produce in international markets, making it harder for exporters to compete with producers from other countries.

Kittony, who also serves as Chairman of Kenya Airways, is pursuing practical solutions aimed at addressing the high cost of airfreight and improving the efficiency and competitiveness of Kenya's agricultural export logistics.

Regulatory burden remains a concern

The meeting also highlighted the growing regulatory burden

on agricultural businesses, with exporters raising concerns over the proliferation of permits, licences and regulatory requirements.

While regulation is important for maintaining standards and protecting consumers, excessive and overlapping requirements can increase the cost of doing business and create disincentives for investment in the horticulture sector.

The industry is therefore calling for a more streamlined regulatory environment that allows farmers and exporters to focus on production, value addition and accessing international markets.

VAT refunds and market access

Another major issue raised during the engagement was the delay in VAT refunds, which continues to put pressure on the



cash flow of businesses operating in the export sector.

For exporters, timely VAT refunds are particularly important because of the capital-intensive nature of farming, packing, cold-chain management and international logistics.

The meeting also drew attention to high tariffs imposed on Kenyan avocados entering the Indian market, a barrier that limits the competitiveness of Kenyan fruit in one of the country's potential export destinations.

Addressing such market-access barriers will be critical if Kenya is to expand its horticultural exports and secure better returns for farmers.

A call for practical solutions

The engagement comes at a time when Kenya is seeking to strengthen its agricultural exports and increase the contribution of horticulture to the national economy.

The flower and avocado industries have significant potential to generate foreign exchange, create employment and

support thousands of farmers and workers across the country. However, industry players say this potential can only be fully realised if the cost of production, compliance, logistics and access to international markets are addressed.

The discussions at Mount Elgon Orchards provided an opportunity for the industry to present some of these challeng-



es directly to the government and seek practical interventions.

Mount Elgon Orchards said it appreciated CS Kagwe's engagement and commitment to finding solutions that can strengthen Kenya's agricultural exports and improve the benefits accruing to farmers.

The company described the visit as an important step towards closer collaboration between government and the private sector in addressing the challenges facing Kenya's horticultural industry.

For the sector, the expectation is now that the issues raised will translate into concrete policy and administrative action, particularly on airfreight costs, regulatory requirements, VAT refunds and access to overseas markets.

As Kenya positions itself for greater participation in global horticultural trade, resolving these barriers could play an important role in making the country's flowers and avocados more competitive while improving opportunities and returns for farmers. ■

ON THE MOVE

COMPILED BY WANJIKU MWANGI

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

Nicholas Kadiri

Joins Altura Blooms, from SIAN Flowers (Maasai Flowers)

Nicholas Kadiri brings nearly two decades of senior floriculture leadership to his new role at Altura Blooms, following an extensive career at SIAN Flowers. A holder of a BSc in Agriculture (Crop Science) from the University of Nairobi and a Postgraduate Diploma in Human Resource Management, he pairs strong agronomic expertise with financial and workforce management skill. He has also served as a Fairtrade Africa Growers representative on the International Standards Committee, helping shape sustainable, ethical practice across the sector. At Altura Blooms, he will focus on cost-efficient innovation and high-performing teams to keep Kenyan floriculture competitive and resilient.



Muraga T. Kinoti

General Manager, Sidai Africa (effective June 2026)

Sidai Africa has appointed Muraga T. Kinoti as General Manager. He brings over 25 years of agribusiness leadership experience, with deep expertise in business growth, strategic partnerships, agricultural value chains and farmer-focused development, built across senior roles at leading agribusinesses. At Sidai Africa, he will drive the company's growth agenda, strengthen partnerships and expand market reach, in support of its mission to improve livestock productivity, animal health and farmer prosperity.

Vincent Terer

General Manager, Maasai Flowers Limited

Vincent Terer has been appointed General Manager of Maasai Flowers, taking over from Nicholas Kadiri, effective 1st September 2026.

Catherine Ng'weno

Production Manager, Agriflora Kenya Limited

Catherine Ng'weno has been appointed Production Manager at Agriflora Kenya Limited. Ng'weno is an alumnus of Egerton University and a certified ISO 9001:2015 Lead Auditor. She is widely recognized in the sector for building airtight Quality Management Systems (QMS). Her track record includes successfully steering large-scale operations through stringent global compliance audits.



Samuel Ndugire

Production Manager, Maasai Flowers Limited

Samuel Ndugire has been appointed Production Manager at Maasai Flowers Limited. Maasai Flowers is one of the Sian Flowers Group's four farms, located in Kitegela, and forms part of a group that ranks among Kenya's largest producers of roses and summer flowers, selling into the Dutch

flower auctions as well as directly to supermarkets and wholesalers in Europe, the US, Dubai and Australia. In his new role, Ndugire will be responsible for day-to-day crop production, quality and output at the farm, reporting into the wider group's production and quality standards.



Benson Randa

Benson Randa has been appointed General Manager of Agriflora Kenya Limited.

Agriflora is one of four farms under the Sian Flowers Group, sited in Njoro, about 20km west of Nakuru town at an altitude of 2,150m above sea level. Established in 1995, the farm has built a long track record in rose growing and export, supplying markets including Germany, the Netherlands, the UK, Russia, Italy and Australia, and holds Fairtrade

and MPS certification. As General Manager, Randa takes charge of the farm's operations, production standards and continued market delivery at a time when Kenyan flower exporters are under growing pressure to meet tightening residue compliance and sustainability requirements in their key markets.



Abraham Ng'etich

Acting Chief Executive Officer, Africa Mega Agricorn PLC

Abraham Ng'etich has been appointed Acting Chief Executive Officer of Africa Mega Agricorn PLC (formerly Kenya Orchards), effective 3rd June 2026. He holds an MSc in Data Science and Analytics from Strathmore University and brings experience across fintech, agribusiness and digital trade systems. The appointment is part of a full board and executive overhaul at the company, which now positions itself as an integrated agribusiness and trade infrastructure platform operating across 47 counties in Kenya.



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Sonalika tractors target Kenya's smallholder farmers



Kenya's push towards agricultural mechanisation is gaining momentum, with Elgon Kenya unveiling its range of Sonalika tractors at the Agritech Expo 2026 at the Kenyatta International Convention Centre (KICC) in Nairobi.

BY VICTOR PRINCE

The launch, held on 24 June 2026, brought together government officials, farmers, agricultural industry players and technology partners, with the new tractors positioned as an affordable mechanisation option for smallholder farmers and agricultural enterprises.

At the flag off, Cabinet Secretary for Agriculture and Livestock Development Mutahi Kagwe, said mechanisation and digitalisation will be critical in attracting a younger generation into agriculture and transforming the country's ageing farming population.



From a 64-year-old farmer to a younger generation

Speaking during the event, CS Kagwe said Kenya's agricultural sector needs to make farming more attractive to younger people by embracing technology and mechanisation.

He noted that the average Kenyan farmer is currently about 64 years old, and the government wants to see a shift towards a much younger generation taking up farming.

"With mechanization and digitalization, we are able to attract a new crowd of people, a new younger generation that is going to take over from the average Kenyan farmer who is 64 years old. So we want to move from 64 to 34. That's the idea," said Kagwe.

According to the CS, making agricultural machinery more accessible will be an important part of achieving this transition.

He said the government is working to ensure that the cost of farm equipment is reduced, including exploring the possibility of zero-rating farm equipment imported into Kenya, in a bid to make mechanisation more affordable and improve the competitiveness of Kenyan agriculture.

Kagwe also pointed to the need to make it easier for com-

"With mechanization and digitalization, we are able to attract a new crowd of people, a new younger generation that is going to take over from the average Kenyan farmer who is 64 years old. So, we want to move from 64 to 34. That's the idea," said Kagwe.

panies to bring in machinery for agricultural processing, including equipment for processing commodities such as macadamia, tea and other agricultural products.

Government wants machinery manufacturing in Kenya

While Kenya continues to rely on imported agricultural machinery, Kagwe said the government is also interested in attracting companies that could eventually establish manufacturing operations locally.

"We are also interested in those countries that will be the first ones here to start manufacturing of the tractors here in Kenya," he said.

The move would potentially strengthen Kenya's agricultural machinery ecosystem while creating opportunities for local

assembly, manufacturing, technical skills development and employment.

For Elgon Kenya, the Sonalika launch represents an opportunity to bring mechanisation closer to farmers through a combination of machinery, financing, spare parts and technical support.

Tractor prices starting at Sh1.4 million

According to Bimal Kantaria, the Sonalika range is being positioned with affordability in mind, particularly for smallholder farmers who have traditionally struggled with the high cost of agricultural machinery.

Kantaria said tractors currently available in the Kenyan market can cost between Sh4 million and Sh5 million, while the Sonalika range starts at approximately Sh1.4 million.

"This tractor started 1.4 million shillings. Anybody who has 200,000 shillings in his pocket can walk in, get funding from Equity Bank, Stanbic Bank, Prime Bank. They will fund 85% and walk out with a tractor," Kantaria said.

The financing component is expected to make tractor ownership more accessible to farmers and agricultural entrepreneurs who may not have the capital to purchase machinery outright.

Kantaria said the largest tractor in the range costs about Sh3.5 million, while Elgon Kenya has also put in place an after-sales support structure that includes original spare parts and trained technicians.

"We have original spare parts. We have technicians who are trained up. The whole infrastructure around bringing Sonalika tractors to Elgon is well thought out and we're targeting the small farmer," he said.

One tractor in every ward

Beyond individual tractor ownership, Elgon Kenya is looking at a model where agricultural machinery can become a shared >>



» business resource within farming communities.

Kantaria said the company's ambition is to see every county and ward have access to at least one tractor, creating opportunities for entrepreneurs to provide mechanisation services to surrounding farmers.

"We want every county, every ward to have one tractor so that one businessman can then rent it out to these other farmers in the area. Cooperatives should buy them," he said.

The model could allow farmers who cannot afford to purchase their own machinery to access tractor services when preparing land, planting or carrying out other mechanised farm operations. Cooperatives could also play a role by purchasing machinery collectively and making it available to their members.

Mechanisation as a pathway to higher productivity

The push for mechanisation comes as Kenya seeks to increase agricultural productivity while addressing labour constraints and the ageing farming population.

For smallholder farmers, access to affordable machinery can reduce dependence on manual labour, improve

the timeliness of farm operations and potentially reduce production costs.

Kagwe's emphasis on combining mechanisation with digitalisation also points to a broader transformation of agriculture, where technology is expected to play a greater role in how farms are managed and operated.

At the Agritech Expo, Elgon Kenya showcased the Sonalika tractors as part of its wider commitment to providing technology-driven solutions to farmers.

The company says its machinery offering is built around performance, reliability and efficiency, while its support network is intended to ensure farmers have access to after-sales services.

Bringing mechanisation closer to farmers

The launch comes at a time when Kenya is seeking to make mechanisation more accessible beyond large commercial farms and into the smallholder sector.

By combining relatively lower-priced tractors with financing, spare parts, trained technicians and a dealer network, Elgon Kenya is seeking to address some of the barriers that have limited tractor ownership

among smaller farmers.

The shared-ownership and rental model proposed by Kantaria could further expand access, allowing farmers to pay for mechanisation services without necessarily having to own a tractor. If adopted widely, such models could help shift mechanisation from being primarily an asset for large-scale farmers to becoming a service accessible to smallholder producers across the country.

For Kagwe, the bigger objective is not simply putting more tractors on Kenyan farms, but using technology to change who participates in agriculture. "We want to move from 64 to 34," he said, highlighting the government's ambition to make agriculture more attractive to Kenya's younger population.

As Elgon Kenya rolls out the Sonalika range, the success of the initiative will ultimately depend on whether farmers can access affordable financing, reliable machinery and effective technical support.

For a country seeking to modernise its agricultural sector, however, the message from the Agritech Expo was clear: mechanisation is increasingly being viewed as a key component of the future of Kenyan farming. ■



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

Plaza 2000, 3rd Floor
Mombasa Road, Nairobi.
P. O Box 30592 - 00100

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Email: ojepat@fpckkenya.co.ke
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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@aaagrow.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@kenyaavacadoes.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.co.ke

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; 0706335747Email; 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 servers 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. Floice 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 Ketiem

Chair; Dr. Thuo Matheinge

Israel Trade Mission to Kenya, Embassy of Israel

Limuru Rd, Nairobi, Kenya
Tel: +254 20 492 7518,
+254 (0)20 4927500
Email; Nairobi@israeltrade.gov.il
Website: <https://itrade.gov.il/kenya/>



DIRECTORY				
Name	Location	Person of Contact	Telephone Number	Email
AAA Chui Farm	Timau	Phanuel Ochunga	0722506026	fan uel.ochunga@ aaagrowers.co.ke
AAA Roses	Timau	Mr. Sanjeev	0739360050	sanjeev@aaagrowers.co.ke
Bigot Flowers	Flower Park, Naivasha	Mr. Jagtap Kakasaheb	050 50425 / 0722205271	jagtap.kt@bigotflowers. co.ke
Big Flowers	Timau	Mr. Gedion Waweru	0721178974	gedion@fontana.co.ke
Africalla (K) Ltd	Rumuruti	Mrs Greet	0707112194	meindert@africalla.com
Africa Blooms	Salgaa	Ramnath Sarbande	0798190511	ramnath.sarbande@xflora.net
Afriscan Kenya Ltd	Naivasha	Charles Mwangi	0722 711925 / 0724 212531	charles.mwangi@afriscan.co.ke
Agriflora K Ltd	Njoro	Charles Mulemba	0720852176 / 0721311279	cmulemba@sianroses. co.ke
Alani Gardens	Timau	Mrs. Judith Zuurbier	0722364943	alani@alani-gardens.com
Altima Roses	Olkalao	Simon van der Bug	0724443260	
Aquila Development Co	North Lake Naivasha	Pranshant Takate	0729 776656 / 0722 205368	gm@aquilaflowers.com, sales@ aquilaflowers.com
Baraka Roses	Ngorika, Nakuru	Mr. Paul Salim	0746766638	cropproduction@ barakaroses.com
Batian Flowers	Timau	Mr. Rakesh	0724631299	
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
Black Petal	Limuru	Mr. Nizra Junder	0722848560	nj@blackpetals.co.ke
Black Tulip Flowers	Limuru	Yogesh Lemotit	0737453768	gardenflora@swiftkenya. com
Bliss Flora	Njoro	Appachu Sachin	+254 789101060 / 0700204600	appachu7@yahoo.com
Blooming Africa Ltd	Gilgil	Bert Louwerse	0722204309	bert@blooming - innovations.com
Bloomingdale Roses	Timau	Mr. Sunil Chaudhari	0718991182	sunil@bloomingdaleroses. com
Bogmack Farm	Timau	Mr. Anderson	0722350020	kathendusn@yahoo.com
Bohemian /Oserian	Nakuru South Lake	Chakravathi Yashmitha	0786143515	chakra.kuppusam y@ oserian.com
Bloom Valley	Salgaa	Ramnath Sarbande	0798190511	ramnath.sarbande@xflora. net
Branan & Mosi Ltd	Thika	Mr. Brian Wahome	0722204911	mwaiwahome@ mosiflowers.co.ke
Buds & Blooms (K) Ltd	Timau	Mr. Shivaji Wagh	051-851776, 212080/1	
Bondent	Nanyuki	Mr. Peterson Thuita	0722509919/0724 786004	bondet.fm@kariki.biz
Benev Flora Ltd		Mr. John Ndungu	0722318793	benevflora@gmail.com
Cartesia Blooms International			0720895911	shivaniket@yahoo.com
Carnations Plants Ltd	Athi River	E. Fieldman/ Amir	0722 202046/ 0733 697 404	evi@exoticfields.com,cpl@ exoticfield.com
Carzan Flowers (K)Ltd	Nakuru	Stanley Rotich	0721931710	sanley.rotich@marginpar. biz, info@carzankenya.com
Carzan k ltd st	Nakuru	Thaddeus Adung’o	0716019094	thad deus.adung’o@ marginpar.biz
Carzan Molo	Nakuru Molo	David Ndundu Waweru	0723954698	davidndundu@gmail.com
Charly Fresh Produce		Mr. Charles Mbugua	0722764,95	charlyfreshproduce@gmail. com
ChainGreek (K) Ltd		Peter Gachanja	0701730133	peter@chaingreek.net
Chriven Flowers	Naivasha	Mr. Andrew Khaemba	0722431170	andrew@chriven.coke
Colour Crops	Bahati/ Nakuru	Patrick kipkirui	0727806184	bahati@colourcrops.com
Colour Crops	Meru Timau	Kennedy Wanyama	0716389472	kennedywanyama@gmail. com
Colour Crops	North Lake/ Airstrip	Geofrey Mwaura	0722200972	nva@colourcrops.com
Credible Blooms	Ngong/ Rumuruti	Mr.Kasee		farmmgr@credibleblooms. co.ke
Country wide Connections			0720895911	shivaniket@yahoo.com
Dale Flora	Mogotio Rd, Nakuru	Bharath	0795113966	pstakate@hotmail.com
De Ruiters EA	South Lake	Mr.Ethan Chege	+25720477717	ethan.chege@deruiter.com

DIRECTORY				
Name	Location	Person of Contact	Telephone Number	Email
Desire Flora K. Ltd	Isinya			gm@desireflora.com, info@ desireflora.com
Dummen Orange	Naivasha- South lake	Mr. Bart Engels	0759069896	s.b.engels @ dummenorange.com
Double Dutch	Naivasha	James Opiyo	0723516172	opiyojames160@gmail.com
ECO ROSES	Salgaa	Mr. Jack Mbanya	0723565630	girish@fontana.co.ke, mau.production.eco@ btfgroup. com
Enkasiti Flowers	Thika	Mr. Shem Oburu	0720129088	enkasiti@gmail.com
Esmeralda Breeding	Naivasha	Mr. Loui Hooyman	+31-297-385444	loui@esmeraldafarms.nl
Equinox	Timau	Mr. John Ngugi	+254725307509	john.ngugi@ equinoxflowers.com
Everest Flowers	Meru Timau	Japhet Chelal	0721770597	
Everflora Ltd.	Juja	Mr. Dusang Ghanshyam	0721638005	manager1@everflora.co.ke
Exotic Peninah Roses/ Carnations	Athi river	Mr.Shimon	0737626633	sharon@exoticfields.com
Fantasy Flora Ltd.		Mr. Henry onyango	0202352813	henry@fantasy-flora.com
Fides (K) Ltd	Embu			info@fideskenya.com
Fina Flora	Naivasha	Stephen Muasya	0723920237	info@finaflora.com
Flamingo Farm	South Lake	Mr. Peter Mwangi	0722204505	peter.mwangi@flamingo. net
Flamingo Carnations	South Lake	Mr. Jacob Wanyonyi	0722773515	jacob.wanyonyi@flamingo. net
Flamingo Hort (King fid her,Osprey Flamingo)	Nakuru	Elijah Getiro	0722873539	elijah.getiro@ dudutech,com
Finlay’s Siraj	Timau	Peris		
Flamingo flora	Njoro	Sam Nyoro	0721993857	s.ivor@flamingoflora.co.ke
Flamingo Hort-Pioneer	Timau Meru	Suguvi	0706178124	
Fresh Gold	laikipia ngare ngiro	John Karimi	0721622294	karimi@freshgoldkenya. co.ke
Flora Delight	Limuru	Mr. Hosea Andayi	0724373532	hosndai@yahoo .com, info@ floradelightkenya. com
Flora Ola	Solai	Mr. Lucas Choi	07221832710	lucas.choi@floraola.com
Florensis		Mr. Simon Mwangi	0721519470	simon.mwangi@florensis.co.ke
Florenza Flowers	Olbanita Solai Nakuru	Mr.Viveck	0731040498	farm.florenza@ megaspingroup. com
Fontana- Akina	Njoro	Mr.Mahindra Patil	0798254199	mahendra@fontana.co.ke
Fontana - Ayana	Mau	Osman	0712933710	osman@fontana.co.ke
Gatoka Farm	Thika	Mr.Robert / Chris	0720639392/0715215840	info@gatokaflowers.com
Geta Group(TEGMAK)		Mr. James Marimbi	0727087748	
Greystones Farm		Mr. Silas Mbaabu	0722312316	silas.mbaabu@greystones. co.ke
Gladioli Tulip		Pieriguichi/Claudia	0722206939	torres.palau@yahoo.com
Grove	South Lake	Mr. John Ngoni	0724448601	groovekenya@gmail.com
Golden Tulip	Olkalau	Mr. Umesh Choudhery/ Boniface	0739729658/ 0723497491	umesh.gtfl@btfs.co.ke
Gorge Farm		Patrick Mulumu	0722498267	pmulumu@vegpro-group. com
Golden Tulip Laurel investment	Olkalau			ashok@btl.co.ke
Hanna Roses	Thika North Off Gatura Road			production@hannaroses. com
Hamwe Ltd	Kinamba	Glory Gatwiri	0718328382	hamwe.production@kariki.biz
Heritage Flower Ltd		Shailesh Rai	0722203750	hfl.srk@gmail.com
Highlands Plantation	Olkalau			production@ highlandplants.co.ke
Hub Import & Export Ltd		Mr. Patrick Karanja	723,852,512	sales@bimportsandexports. com
Interplant	Flower Park	Mr. George/Mark Low	0791183929	george@interplantea.co.ke
Isinya Roses	Isinya	Mr. Sankar	+254 32525308	info@isinyaroses.com, pm@ isinyaroses.com
Jedini Ventures Co Ltd.	Thika	Mr. Nicolas Mwaniki	0727 237 354/ 0753 179 781	info@jedini.co.ke

DIRECTORY				
Name	Location	Person of Contact	Telephone Number	Email
Jatflora	Olkalau	Mr. James Okech	0724418541	jatflora@gmail.com
Kabuku Farm	Limuru	Mr. Natrajan	0738999149	kabuku@eaga.co.ke
Kalka	Isinya	Mr. Shiva	0715356540	shiva@kalkaflowers.com
Karen Roses	Karen, Nairobi	Mrs Rebecca Kotut/ Juliana	0202078270, 0722717187	sales@karenroses.com
Kariki Ltd- Thika	Thika	Miriam	0729722591/ 0720674307	kariki.fm@kariki.biz
Kariki - Molo ltd	Nakuru Molo	James Oluoch	0716333717	james.oluoch@kariki.biz
Kariki - Nanyuki	Meru Kagaita	Mr.Peterson Thuita	0724786004	bondet.fm@kariki.biz
Kemaks Blooms Ltd	Aberdare ranges	Mr. Peter Gakuna	0792705160 / 0717334661	kemaksblooms@gmail.com
Kentalya	Naivasha	Mrs. Lynette	50 50006, 733 549 773	lynette@kentalya.com
Kentalya Double Dutch	nakuru	Pharis Wainaina	0728207661	
Kenfloraa	Kiambu	Mr. Allem Abdul	+254-20-2047682, +254722-311468	info@kenfloraa.com
Kenya Cuttings	Thika	Mr. Martin Kolvenbach/ Phillip	0721225540	martin.kolvenbach@syngenta.com
Kikwetu Flowers	Meru Timau	Javed General Manager Kikwetu Flowers	+254 768 497438	
Kisima Farm	Timau	Mr. Craig Aulton	0722205826	craig@kisima.co.ke
Kimara Flowers Exporter		Margret Joseph	+254 2461485, 0721974596	kimmanexp@gmail.com, sales@kimaaroses.co.ke
Kordes Roses E A	Masai West Rd Karen, Nairobi	Mr. Bas Smit	0733363642	info@kordesroses-ea.com
Kreative Roses	Flower Park	Mr. Alkis Charitatos	5050163	info@kreative-roses.com
KRF BEMAC		Balasaheb Ingwale	0717181102/ 0712006323	balasaheb@vegpro-group.com
KRF Galaxy Division		Chandrakant Bachche	0742639898	chandrakant.bachche@vegpro-group.com
KRF Gorge Division	Nakuru South Lake	Anand Patil	0728608785	anand.patil@vegpro-group.com
KRF- Longonot hort	Nakuru South Lake	Ravi Sathe	0715173603	ravi.sathe@vegpro-group.com
KRF-Star Division		Jagtap Shahaji	0792547633	jagtap@vegpro-group.com
Larmona Flowers- Nini		Mr. Peter Mureithi	0722238474	ladmin@lamornaflowers.com
Lathy Flora&Fairy	kiambu	John Mbaoni	0753888126	info@lathyflora.com
Lauren International-Roses	Thika	Mr. Chris Ogutu	0722783598	laurenflowersltd@yahoo.com
Laurel Investments-(Gemflora Kenya Ltd)		Shadrack Aura/Ravindra Palshikar	0725613039/ 0740569286	ravi.lil@bttfgroup.com, productionmanager.laurel@bth.co.ke
Leekem Holdings Ltd	Nyandarua	Mrs Margaret Muthoni	0720267004/0719691007	leekement@gmail.com
Lobelia Roses Ltd		Mr. Ken Mwiti/ Ruth	0722475785	ken.mwiti@lobeliaroses.com, ruth.mwiti@lobeliaroses.com
Loldia Farm	Naivasha	Mr. Rotich/ Gary	0721237936	locland@bidii.com
Lolomarik	Meru Timau	Douglas Njeru	0724210765	douglas@lolomarik.com
Maaskant Flowers	Olkalau	Mr.T. Srinivasan	0711368756	srini@eaga.co.ke
Mahee Flowers	Olkalau	Mr. Krithinan / Promoth	0705401431 /0705613186	maheefm@eaga.co.ke
Majesty Blooms Ltd	North Kinangop	Karutu Mbuthia	0722518805	
Maridadi Flowers	Flower Park	Mr. Jack Knepper	05050430/29/ 0733333289	jack@maridadiflowers.com
Maua Agritech Ltd	Isinya	Mr.Kori	115355251	kori@mauaagritech.com
Mau Flora	Molo	James Sirikwa / Manju	0727164214 / 074825471	manju@mauflora.com
Murara Plants	Kericho	Mr. Eric Bouman	0111015600	
Mzuurie;Molo River Roses	Muserechi	Andrew Wambua	0724256592	awambua@moloriverroses.co.ke
Mzurrie Flowers:Winchester-Roses	Karen	Mrs Irene Njeru	0722203630	irene@winchester.co.ke
Mzurrie Flowers:Winchester-	Nakuru- Bahati	Joseph Kasoso	0725696509	jkasoso@winchsterco.ke

DIRECTORY				
Name	Location	Person of Contact	Telephone Number	Email
Mzurrie Flowers: Winchester -Maji Mazuri	Eldoret- Moi's bridge	Mr. Mark Juma	0727471034	mjuma@majimazuri.co.ke
Molo Greens			0717400166	info@mologreens.com
Mosi Ltd	Juja	Alice Mureithi	0722204911, 0733509673	alicemurugi@mosiflowers.co.ke
Mt. Elgon Orchards	Kitale	Mr. Bob Anderson	054-31458/5431460 / 0734333095	bob@mtelgon.com
Mt Kenya Alstromeria	Meru Timau	Miriam	0716162671	miriam@mountkenyaalstomeria ltd.com
Mukungi (Tegmak Blooms)	Mukungi Kipipiri	Mr. Patrick Chege Mjuguna	0720663625	tegmakblooms ltd@gmail.com
Multigrow Investments	South Kinangop	Mr. Peter Murimi	0724 97 7259	peter_murimi@yahoo.com
Mwanzi Farm	Rumuruti	Ram/william ndichu	0722265845/0712192192	
Nathe Flowers	Kinangop	Jesse Njoka	0722526959	info@natheenteprises.co.ke
Newholand	Olkalau	Mr. Ashok	0738359459	
Ngong Roses	Ngong	Mr.Charles Maina	0202700660	maina@africaonline.co.ke
Nini Ltd.	South Lake	Mr.Vijay Bhosale	0702662297/0720611623	dawa@niniltd.com
Nirp EA. Ltd	Flower Park	Mr. Deborah Ghione	072047771	deborahg@nirpinternational.com
Ol Njorowa Ltd.	South Lake	Mr. Charles Kinyanjui	0725617361 / 0723986467	mbegu@olnjorowa.com
Orgem		Lawrence Mukundi	0729877990	
Panacol International Ltd.	Kitale			production@panacol.co.ke
Panda Flowers	Flower Park	Sundhar	0748436571	fm@pandaflowers.co.ke
Penta Flowers	Thika	Mr.Tom Ochieng	0733625 297/ 0723904006	penta@kenyaweb.com
Plantech Kenya Ltd	Naivasha	Mr. Idan Salvy	0702187105	idan@plantechkenya.com
P J Flora		Santosh Kulkarni	0792269521 / 0738990521	santosh@pjdaveflora.com
P.J Dave Flowers	Isinya	Mr.Pravin Yadar	0708920202	pravin.yandar@pjdave.com
P.J Dave -Rising Sun	Timau	Mr. Solai	0732556256	fmrisingsun@pjdave.com
Pollen Sygenta Ltd.	Ruiru	Mr.Daniel Kisavi/ Joseph	0733 603530/ 0733 552 500	daniel.kisavi@sygenta.com
Porini farm	Keringet	Shakti	0731040498	shakti@poriniflowers.com
Primarosa Zuri Flowers	Olnjorok	Wilfred Mwai/Peter Njagi	0721922163/0723575461	sprayer.p2@primarosaflores.com
Ravine Roses	Eldama Ravine	Mr.Peter Kamuren	051- 52281/ 722205657	pkamuren@karenroses.com
Rain Forest Farmlands Ltd	Naivasha	Isaih Goro	0726305199	igoro@fleurafrica.com
Racemes Ltd	Naivasha	Bonny	0721938109	bonny@kenyaweb.com
Redlands Roses Ltd	Ruiru	Mrs. Isabelle Spindler	067-54017/ 25051 / 0733609795 /600519	adric@redlandsroses.co.ke
Redwings	Kabarak	Mr. Sayer Simon Tobile	0722578684	sayer@redwingltd.co.ke
Riverdale Blooms Ltd	Yatta	Ms. Zipporah Mutugi/ Antony	0733722180/ 0722 584 874	rdale@swiftkenya.com
Rift Valley Roses	Naivasha	Peter Muchiri	0721216026	fm@riftvalleyroses.co.ke
Rimi Flora	kihingio-Nakuru	Richard Mutua	0722357678	richard@rimiflora.com
Roseto Ltd	Salgaa	Mr.Aravind Harirao/ Vikas Gugale	0741791483/ 0748515139	gm.roseto@megaspingroup.com
Royal Van Zanten		Mr. Maarten Brussee		cuttings.ke@royalvanzanten.com
Sandpro growers	Meru Timau	Elly oketch	0727580266	elly.oketch@sandprogrowers.com
Savannah International	South Lake	Mr. Ignatius Lukulu	0728424902	i.lukulu@sa vannah- international.com
SCHREURS	Flower Business Park Naivasha	Mr. Haiko Backer	0733633823	haiko@schreurskenya.com
Shade Horticulture	Isinya	Mr. Ashutosh Mishra	0722792018	mishra@shadehorticulture.com
Sharlimar Farm	North Lake			dinkar@eaga.com
Sececta Kenya/ KPP	Juja	Mr. Robert Khamala	0727467464	r.khamala@selectakenya.com
Sian Agriflora (K) Ltd	Nakuru	Mr. Charles mulemba	0721311729	cmulemba@sianroses.co.ke

DIRECTORY				
Name	Location	Person of Contact	Telephone Number	Email
Sian Equator Flowers	Eldoret	Mr. Nehemiah Kangogo	0725848910	nehemiah@equatorsianroses.co.ke
Sian Maasai Flowers	Kitengela	Elizabeth		
Sierra Roses	Njoro	Shem Okware / Opasso Bandgar	071117148972 / 0720070053	farm.sierra@megaspingroup.com
Simbi Roses	Thika	Mr. Jefferson K. Karue	0722 489882 / 0733 609 795	simbi@sansora.co.ke
Sirgoek flowers	Eldoret	Mr. Andrew Kaittany	0725946429	sirgoek@africaonline.co.ke
Soloplant K Ltd	Kabati	Ravi	0702404051/ 0723159 076	ravi@soloplant.co.ke
Sololo Agriculture	Uasin Gishu	Mr Andrew Tubei	0722728364	atubei@sianflowers.co.ke
Solai Roses/Tindress Flowers	Solai -Nakuru	Vinoj Kumar	0737801646	solairoses@gmail.com
Sojanmi springs fields	Njoro	Senthil	0791184851	senthil.adhikesavan@ bidcoafrika. com
Star Flowers /Kongoni	Flower Park			
Stokman Kenya Ltd	South Lake	Mr Julius Muchiri	0722200890	julius@srk.co.ke
Subati Flowers	Subukia & Kinangop	Mr Charles Kariuki	0726657448	chakari13@gmail.com
Subati Naivasha Flowers	Kinamba Naivasha	Tushar/Danson Mbugua	0717719003/0755315023	tushar@subatigroup.com
Sugutu Growers		Mr.Yabesh N. Marga	0733719053	sugutugrowers@yahoo. com
Sunflotritech blue sky	Nakuru Marula	Patel Sunshat	0725622333	sushant.sfl@btfgroup.com
Sunrose Nurseries	Athi River	Mr. Nehmiah Abraham	020- 3586939/ 2014606	Info@sunrosenurseries. co.ke
Sygenta Flowers-Kenya	Ruiru	James Ouma	0725217284	john.odhiambo@syngenta. com
Sygenta Flowers-Kenya	Thika	Philip Kavosi	0721225540	philip.munyoki@sygenta. com
Sygenta Flowers-Pollen	Thika	Joseph Ayieko	0733552500	joseph.ayieko@syngenta. com
Tambuzi Ltd.	Naromoru	Mr. Bernard Maina	0721860080	info@tambuzi.co.ke
Tambukizi -pendekeza	Kisima Meru	James Kiiru	0708124381	james.kiiru@tambuzi.co.ke
Terrafleur Ltd		Mr. Chris Kaluku	6730063	chris@terrafleur.com
Terrasol	Limuru	Mr. Bernard Adwer	066 76004; 0753444230	info@terrsolkenya.com
Timaflo Ltd	Timau	Mr.Thomas	062 41263/ 0707803636	info@timaflo.com
Top Harvest	Nyandarua	Purity Nyaga	0725289873	oloo@harvestflowers.com
Transebel	Thika	Mr. David Muchiri	0724646810	davidmuchiri@transebel. co.ke
Tropiflora (GemFlora (K) Ltd)	Limuru	Mr.Veronica Mwaniki	0724286606	tropiflora@tropiflora.net
Tsara Rozen Kenya Ltd.		Mr. Jan Molenoor	020 2123230, 734417157	jan@tsararozen.com
Tulaga flowers	North Lake, Naivasha	Ms Duzai Rajan	0794572232	tulagaflower@africaonline. co.ke
Uhuru Flowers	Timau	Mr. Ivan Freeman	072286352	ivan@uhuruflowers.co.ke
United Selections		Jelle Posthumus	0786580761	fkisumo@united-selection. com
Utee Estate	Limuru	Apasso Mane	0737513844 / 0738978515	mane.uel@btfgroup.com
Valentine Growers	Kiambu	Mr Joseph Kariuki	0728093379	info@valentineflowers. com
Van kleef	North Lake	Ms Kiran Nangare	0787787544	kiran@vankleef.nl, judith@ vankleef.nl
V D Berg Roses		Johan Remeeus	0721868312	johan@roseskenya.com
Wac International	Naivasha	Mr. Richard	0722810968	richard@wac-international.com
Waridi Ltd	Athi River	Mr. Kenneth Mbae	045-22873, 0722362865	kadlag@africaonline.co.ke
Wildfire Flowers	South Lake	Mr. Patrick Mbugua	0721639306	patrickmbugua@wildfire- flowers. com
Windsor Flowers	Thika	Mr.Pradeeep Bodumalla	0727527621/0736 586 059	pradeep@windsor-flowers. com
Wilfay	Subukia Nakuru	Sammy Ndugu	0720467551	
Wilmar Agro		Alice Muiruri	0722321203	alice.muiruri@wilmar.co.ke
Sosiani farm	Eldoret	Francis Kariuki	0725444515	fkariuki@zenaroses.com
Zeeflora		Kolekar	0740569286	
Zena Roses- Asai Farm	Eldoret	Chelal Japhet	0721705597	japhet.zenarose@gmail. com



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