



# **The Kenya Flower Council**

**SECTOR COORDINATION AND POLICY FORMULATION**

**THE SECOND NATIONAL CONFERENCE OF THE BDS**

**DONOR COORDINATION GROUP**

**3.10.2006**

**Presentation by Jane M.  
Ngige**

**The Kenya Flower Council**



# The Kenya Flower Council

Who we  
are

- **Private organisation of cut flower growers/exporters and associates**
- **Started in 1996 to foster environmental friendly growing of flowers and social accountability**
- **47 members subscribing**



# The Kenya Flower Council

**Our  
vision**

**The Growth of a  
floriculture**

**industry under a  
conducive**

**socio economic and  
political**

**environment**





# **The Kenya Flower Council**

## **Mission**

**To be the lead organization in the promotion of advisory, self regulation and promotional services for floriculture in Kenya**



# The Kenya Flower Council Strategy

**Active participation in  
the  
determination and  
implementation  
of policies governing  
sustainable  
development of the  
Kenyan  
Floriculture sector**





# **The Kenya Flower Council**

## **Objectives**

- **enhance recognition of KFC and its code of practice locally and abroad**
- **promote floriculture industry self regulation**
- **pursue the development of a conducive policy environment for the floriculture industry**
- **capacity build for members and communities**
- **create and maintain strategic linkage / alliances both locally and internationally**



# The Kenya Flower Council

means of achieving

objectives

- A cohesive and supportive membership
- Effective lobbying locally and abroad
- Local and International Industry Promotions
- Publicity and Public Relations
- Building and sustenance of a resourceful network
- Fundraising
- Information collection collation & dissemination



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## EFFECTIVE LOBBYING

- Reduced Inspection rates at auctions
- Withholding taxes on market services procured abroad
- EPA ESA Negotiations at local and Regional level
- Review of policies affecting the floriculture industry
- Strength of the Kenya shilling



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## means of achieving

- **objectives**
  - Implement their own Code of Practice
    - Benchmark to important industry codes
    - Health and safety
    - Terms and conditions of employment
    - General worker welfare & CSR
    - Good agricultural practice
    - Crop protection strategies
    - Safe use, transportation, storage and disposal of pesticides
    - Protection of natural environment
    - Proper documentation of all above
    - Gold Standard



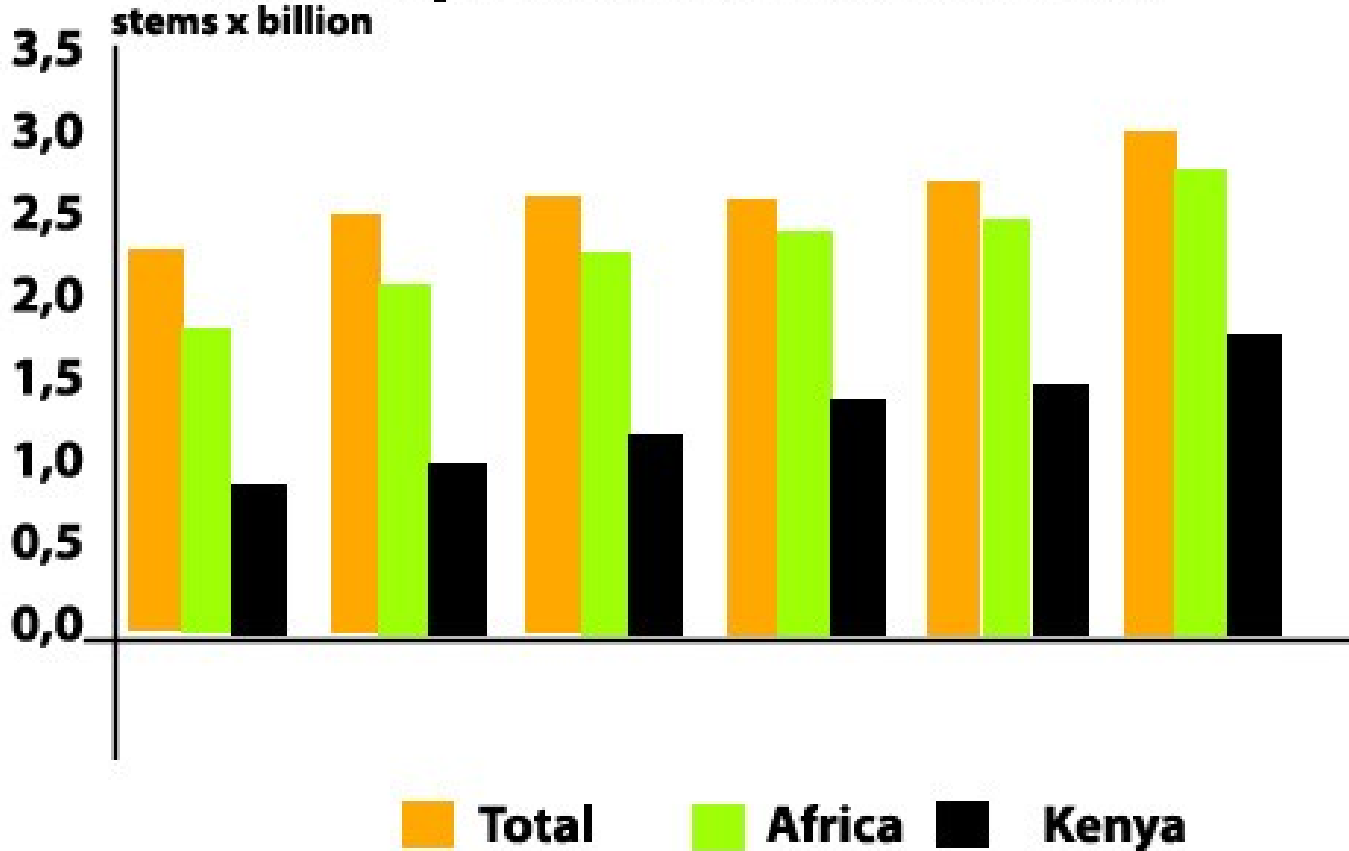
# The Flower Industry

- **Fastest growing sector: 150% increase in the last five years.**
- **31% market share of EU imports**
- **Third foreign exchange earner**
- **Worth 18b in 2005 down from 22b in 2004**
- **Employs 50-70,000 people**
- **1m in ancillary services**
- **Rural based hence a good conduit for wealth distribution and community**



# Export destinations

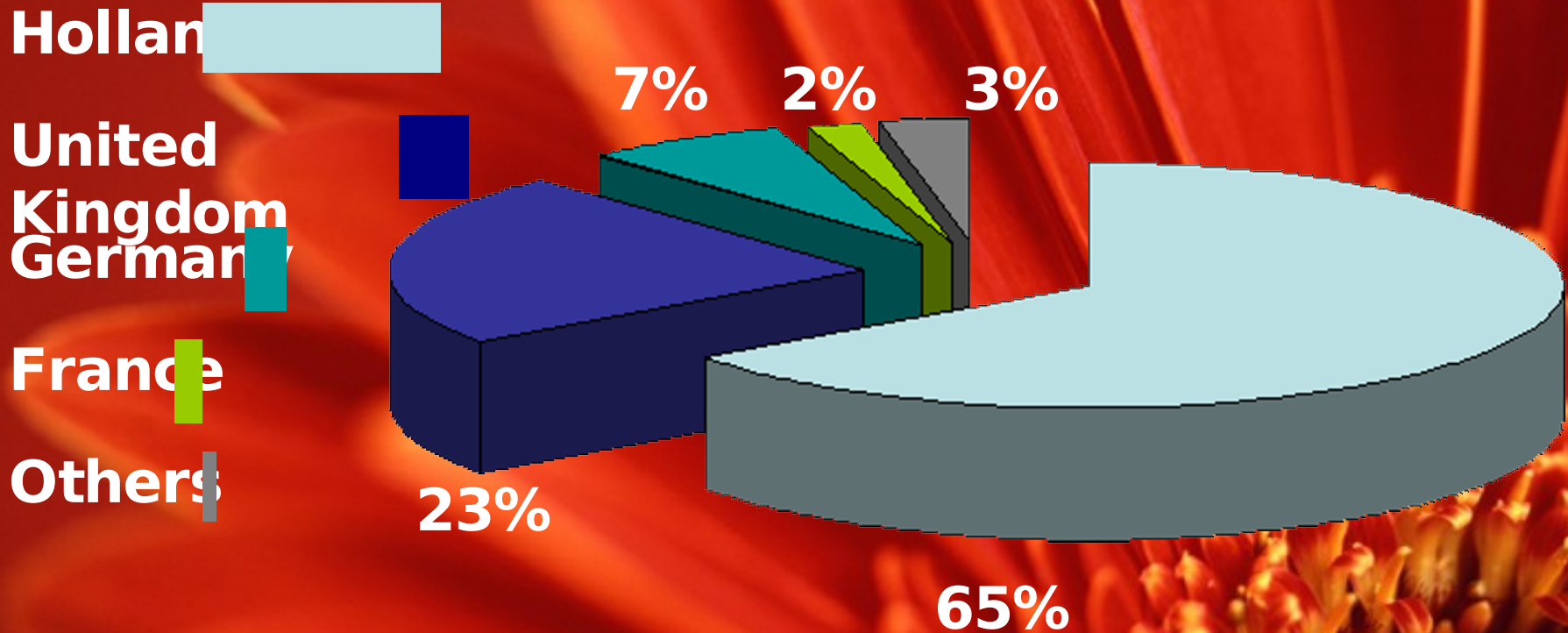
## Roses import to the Netherlands



Source: CBS



# Export destinations





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## Success Factors

- **Availability of airfreight, Kenya a hub for the airline industry in E. & C. Africa**
- **Private sector driven maintenance of standards on traceability, due diligence & ethical trading**
- **Climatic conditions providing an opportunity to grow quality produce throughout the year**



**Our reach**

The Kenya Flower Council 



# The Climate

	J	F	M	A	M	J	J	A	S	O	N	D
Temperature (max)	24	26	26	24	23	22	21	22	24	25	23	23
Temperature (min)	12	11	13	14	13	11	10	10	10	13	13	13
Sunshine hours	9	9	9	7	6	6	4	4	6	7	7	8
Rainy days	10	6	11	17	17	5	4	5	6	9	18	13
Precipitation (mm)	94	70	99	20 5	18 8	29	21	27	30	57	18 0	13 0



# **Practical, effective and mandatory national compliance**

- **Phytosanitary Certification**
- **National Standards**
- **Government statutes**
- **Public Private Partnerships**



# **The Kenya Flower Council**

## **Other Success Factors**

- **Massive investments in technology**
- **Dynamic small holder farmers**
- **Good marketing ability**
- **Minimum Govt. control**
- **A liberalised economy over the last 12 years**
- **Hard working literate men & women**



# The Kenya Flower Council

Challenges facing the industry

- Diversify national flower bouquet
- Competitiveness
- Competition
- Working modalities with GOK.
- Compliance for market



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**Moving forward**

- **Priority – Sustain market access**
- **Promote self regulation**
- **Entrench regulation through PPP's**
- **Invest in sound research & technology for environment & natural resources conservation**
- **Encourage capacity building amongst stakeholders**
- **Brand Kenya : destination for cut flowers**



# **The Kenya Flower Council**

**Thank you for your time**

**Jane Ngige**

**The Kenya Flower Council**

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