



The Kenya Flower Council

Regional Disease Diagnostic
Training Workshop-KARI

5th -9th March 2007

Jane M. Ngige

The Kenya Flower Council



The Flower Industry

- **Fastest growing sector: 150% increase in the last five years.**
- **31% market share of EU imports**
- **Third foreign exchange earner**
- **Worth ksh 22 in 2006**
- **Employs 50-70,000 people**
- **1m in ancillary services**
- **Rural based hence a good conduit for wealth distribution and community development**



Export destinations

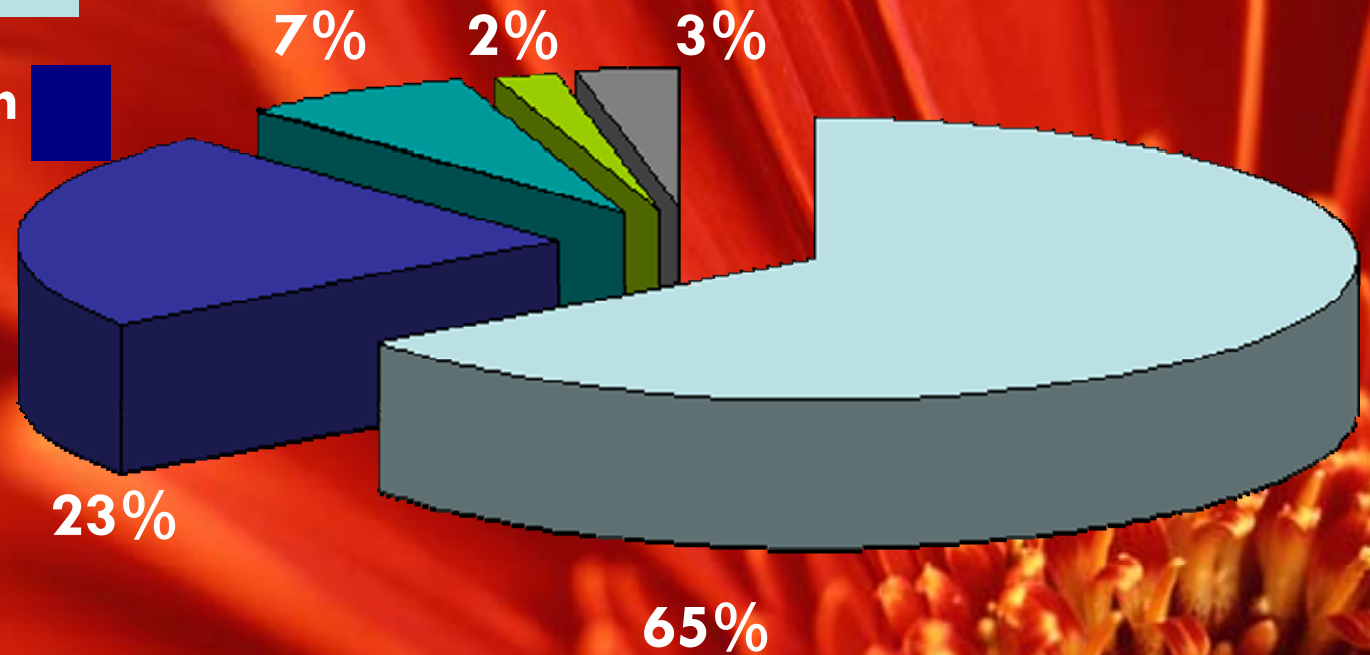
Holland

United Kingdom

Germany

France

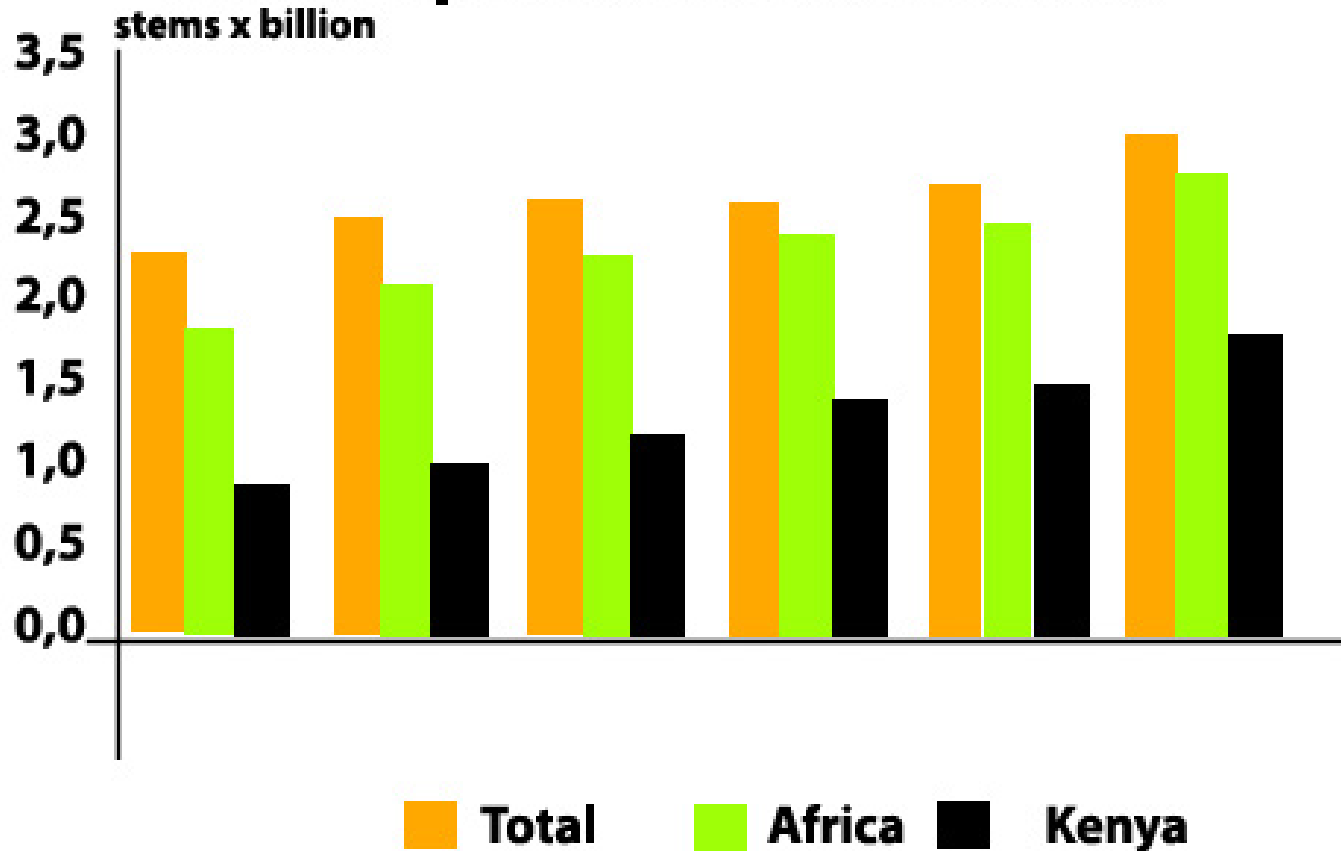
Others





Export destinations

Roses import to the Netherlands



Source: CBS



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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**
- **52 members and 20 associates subscribing**



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Our vision

**The Growth of a floriculture
industry under a conducive
socio economic and political
Environment**





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Mission

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



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Strategy

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





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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
- broaden the membership base



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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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Challenges facing the industry

- Competitiveness
- Compliance and cost of
- Diminishing resources
- International trade regimes
- Tariff and non tariff trade barriers





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Competitiveness

- MB Alternatives
- Substrate Culture
- Metham Sodium
- Steaming
- Others include: Nematode filters, Biological agents, Soil solarization, Seed dressing chemicals etc
- Seed dressing
- Nematode filters
- Biological agents such as *Trichoderma* and *Bacillus subtilis* to delay re-infestation by pathogens is promoted



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Competitiveness

- Product development in tandem with consumer demands at the right price
- Enhanced productivity
- Common pests: Aphids, Leafminers, spider mites, caterpillars, Thrips, whiteflies
- Disease: crown gall, Botrytis, Rust, grey mould, collar rot, wilt,, powdery mildew, blight, broom rape (erylngium), pythium....



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Competitiveness

- Disease / pest free growing substrate
- Footbaths
- Heat treatment
- Biological control – (introduction and stimulation of bio-control activity)
- Cultural practices
- Judicious application of chemicals



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Moving forward

- **Priority – Sustain market access**
- **Promote self regulation**
- **Entrench regulation**
- **Invest in sound research & technology for environment & natural resources use, management and conservation**
- **Provide for requisite capacity to rapidly and accurately identify, prioritize pests and diseases alongside cost effective interventions**



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Thank you for your time

Jane Ngige

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Web: www.kenyaflowers.co.ke

email: kfc@wananchi.com

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