

# Industry Outlook

Kenya is among the top 4 cut-flower producers, with over 60 market destinations worldwide, and leading exporter to the EU, Australia and Japan. Other emerging markets are Middle East and, Russia, U.S.A, China and other Far East Countries.

The Flower industry contributes approximately, 1.3% Gross Domestic Product (GDP), employing 150,000 people directly, 1,000,000 people in affiliated industries and impacts over 4,000,000 livelihoods.

## Floriculture Industry in Kenya

It is estimated that over

**4,000,000**

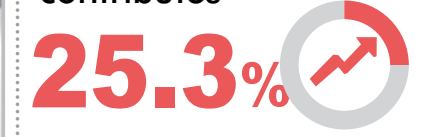
**Kenyans** depend on the floriculture industry and

**150,000** of whom are flower farm employees



1,000,000 People employed in affiliated industries

The agriculture sector contributes **25.3%** of Kenya's GDP, with the flower industry accounting for **1.3%** of the national economy



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**Kenya, home of the world's best flower growers.**



## OUR STORY

Formed in 1996 by Kenyan growers and exporters of cut-flowers, Kenya Flower Council through Flowers and Ornamental Sustainability Standard (F.O.S.S), continues to promote sustainability in the floriculture industry focusing on:

- Our Members,
- Our Suppliers,
- Our Markets,
- Our Environment, and
- Our People

## Our Membership

With over 120 Kenya's cut-flower producer members and 80 associate members, the Council strives towards advocating for a business - friendly local environment that ensures the competitiveness of the industry.

### Producer Members:

Our Producer membership represents 80% of the national production of flowers and ornamentals in Kenya.

### Associate Members:

Our associate members support the flower sector in Kenya through flower imports, provision of farm inputs and other affiliated services.

## FOSS in the International Market

KFC FOSS is one of the only two standards in the world that meet both social and environmental scope of sustainability.



## Flower and Ornamental Sustainability Standard (FOSS) and SDGs.

<b>Sustainable Living</b> - The Standard ensures workers are hired permanently after 8 months. - Competitive wages - Training in alternative means of livelihood - Provision of canteens within the farm whose meals are subsidized or free. - Farms have initiated Kitchen gardens to support this subsidized meal plan. - Emphasizes on use of Personal Protection Equipment (PPEs) - Provide spaces for both gender (e.g separate changing rooms). - Health and Safety Committee to monitor water quality especially where housing is provided. - As a CSR, most farms provide potable water to the surrounding communities & Livestock. - Farmers familiarized with the provisions of the water Act 2012 - Provision of clinics and medical personnel within farms with over 500 employees.	<b>Sustainable Production</b> - Monitors use of Inorganic Fertilizers - Emphasis on use of organic fertilizer and integrated pest management systems - Innovation in water management. - Hydroponic (precision) farming. - Usage of beneficial insects to reduce use of pesticides. - Promotes Drip irrigation - Management plan is required and reviewed annually. - Required to demonstrate alternative sources of power, preferably renewable energy.	<b>Sustainable World</b> The standards demands farms to have waste (solid, effluent and air pollution) management plan. - Efficient waste water collection and treatment done before release to environment. - Rain water harvesting by farms - Minimal use of inorganic fertilizers to prevent eutrophication of water bodies - The standard prohibits any form of gender segregation at the work place in terms of employment opportunities, career growth, remuneration, etc. - Use of renewables such as solar, biogas and geothermal - Use of rechargeable vehicles, non-fossil powered rails, handcarts and donkeys to ferry flowers from harvest to packhouse thus reducing carbon emission.	<b>Sustainable Partnerships</b> KFC partnered with WWF to implement the Integrated Water Resource Action Plan (IWRAP) which promoted a multistakeholder approach to water management in Naivasha. - KFC partnered with Imaisha Naivasha on afforestation to preserve Lake Naivasha Basin. - Growers support conservation initiatives in the Lake Naivasha Landscape through participating in the Payment for Environmental Services (PES) Program. - Business for Social Responsibility (BSR) project – Gender mainstreaming is addressed. - Reduced inequalities/ segregation - Equal work for equal pay - Policy against harassment in place - Benchmarking with IPM - Product diversification - Value addition - Pest control mechanisms e.g fumigation, radiation, devitilization - National horticulture traceability system - Floriculture Sustainability Initiative (FSI) promotes sustainable production in the flower industry value chain. FOSS is one of the most robust standards in FSI meeting both social and environmental aspects. - South African National Accreditation System (SANAS). FOSS derives its credibility from SANAS an internationally recognized accreditation body. - KFC Partners with the Kenyan Government to create an enabling environment thus achieving sustainability: economic growth, social accountability and environmental stewardship
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