



A Mechanism for Industry Wide Compliance launched

The Netherlands Embassy, in Kenya, in collaboration with the Kenya Flower Council officially launched, the "Kenya Flower Industry – Capacity Building for sustained market access: a national mechanism for industry-wide compliance" project, on 22nd March 2012 at Oshwal Centre, Westlands.

Participants during the launch included Mrs. Jane Ngige, Chief Executive officer of Kenya Flower Council, Mr. Hans Wolff Counsellor for Economy, Agriculture and Innovation Dutch Embassy, Silvester Botman of NLV, Dr. Alfred Serem Managing Director HCDA, Mrs. Gladys Maina Director Pest Control Products Board, Dr. Stephen Mbithi Chief Executive Officer FPEAK, Mr. Inder Nain Director KFC, Mr. Ian Chesterman of Fintrac, Mr. Robert Ndetei WWF and Isiah Kirigwa from Ministry of Labour among others.

The Project Steering Committee is already in place chaired by Dr. James Onsando the Managing Director Kenya Plant Health Inspectorate (KePHIS), Mrs. Jane Ngige Chief Executive Officer KFC as Secretary, Mr. Hans Wolff Counsellor for Economy, Agriculture and Innovation Dutch Embassy, Dr. Alfred Serem Managing Director Horticulture Crop Development

Authority (HCDA), Mr. Pius Makhonge Director Directorate of Health and Safety (DOHSS), Dr. Stephen Mbithi Chief Executive Officer Fresh Produce Exporters Association of Kenya (FPEAK), National Environment Management Authority (NEMA) and Mr. Inder Nain

The project will build on a 15% floriculture subsector growth which will be achieved under the sponsorship of the Agriculture Sector Development Strategy 2010-2020 (ASDS), where market shares have grown in key destinations. An envisaged 10% growth under Vision 2030 is

new emerging destinations.

Experience has shown that it's the lack of a comprehensive quality assurance scheme, which continues to fuel campaigns, aimed at discrediting Kenyan Flowers, otherwise known for quality products at the international realm of the flower industry.

According to Jane Ngige, there are a milliard of both public and private tools governing regulation of the industry in the realm of labour standards and use, protection and stewardship of natural resources, but the persistent reports and concerns raised in the public space suggest that more work on the robustness and thorough implementation of regulatory systems needs to take root.

Approach was stated as Validation of the above stated problem, Assessment of the capacity of KFC to lead the project, Review and update KS 1758, Through industry player deliberations-develop a mechanism for national compliance and Possible domicile – National Task Force on Horticulture. Currently compliance is not harmonious and does not capture all exporters. KS 1758 is a voluntary standard which market in EU or elsewhere will

This initiative will not only provide a means of sustaining access to currently secured markets, but also boost the opening and penetration of new emerging destinations.

Director KFC

The main objective of the project financially supported by the Netherlands Embassy, is to support the Kenya Flower Industry sustain access to international markets, by developing and implementing a national system for industry-wide compliance with the existing regulations in socio and environmental accountability. It will also address interventions against the impact of climate change, particularly in the development of good agriculture practices, carbon appropriation, green energy and responsible water use. It will target growers, exporters, breeders and propagators.

well within reach. It is however imperative that gains already made are jealously protected from persistent negative perceptions both locally and internationally, especially around peak seasons.

In continued close collaboration with Government and other key stakeholders, the proposed project will strengthen self regulation towards realization of an effective and efficient industry wide assurance scheme of compliance with existing local and market driven regulations. This initiative will not only provide a means of sustaining access to currently secured markets, but also boost the opening and penetration of

eventually demand.

The expected output:

- Strengthened KFC
- A relevant reviewed and updated KS 1758
- A blueprint for the composition, functions, mandate and institutionalization of a national compliance vetting body
- Policies and implementation focused solely to deliver effective enforcement of an updated Code of Practice KS 1758
- KFC is enabled to further enhance its role as a responsible and diligent industry leader, balancing the long term interest of producers, workers, exporters and consumers for the benefit of a mature flower sector
- An effective communication strategy developed
- Effective engagement with Government in tandem with policy

Dr. Serem applauded the initiative even as he noted that the steering committee cuts across the sector, thus every development made will receive full ownership. "Kenya already is in roadmap in terms of the way we do business. I foresee future for us even as we move to the next level, as flowers are concerned we need to present our voice of a good organisation" said Serem.

Dr. Mbithi was in consensus that something need to be done to Kenya flower sector in compliance with positive image. He noted that the industry has made some strides in self-regulation and the credit goes to growers.

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