



Amiran

The Gateway to Israel's Leading Agro-technology Sector in East Africa

While representing a wide array of global agricultural leaders from around the world, Amiran Kenya Ltd is best known for its role as a bridge between Israel's leading agro-tech industry and the large, medium and small scale farmers of East Africa.

Israel is renowned worldwide as a leader in agricultural technology and water management. The country has been involved in projects in the developing countries to ensure increased crop yield, which will in turn impact on income and food security. Kenya is one of the countries that have benefited by making great strides in the agriculture industry thanks to the use of these advanced technologies.

The agriculture sector has for many years dominated Kenya's economy. The

sector currently accounts for about 25% of the country's Gross Domestic Product (GDP) and accounts for 80% of national employment. This is in spite of the fact that only 15 percent of Kenya's total land area enjoys sufficient rainfall and fertility to be farmed. Agriculture is a huge source of income and employment for millions of people especially in the rural areas. The agricultural sector has seen unparalleled growth over the past years as more companies venture into production and export of flowers and fresh produce.

The growth can be attributed in part to the role that Israeli technology is playing in the sector. Israel is one of the very few countries in the world where huge overseas investments in Israeli companies are matched by no less significant Israeli investments all over the world. Besides the fact that innovative export industries are the engine of the Israeli economy and even very small Israeli firms operate on a global scale, Israel and Kenya, home of Amiran have a long and rich history. Amiran Kenya is considered by many to be the only real gateway in East

Africa to Israeli agriculture.

For years now, whether in a quiet way or by engaging with the masses, as has been its policy for the last 3 years; Amiran has brought innovation after innovation to the Kenyan Agricultural sector, and has played a major role in bringing the Kenyan Floriculture and Horticulture sectors to their current globally respected positions.

It has often been said that Kenya or Africa for that matter could be the "food basket of the world". The people at Amiran don't see this as just another cliché, they act on it, it is an objective towards which they strive and work all the time believing that this is something that is attainable. Africa's large land masses and water reservoirs seem like an almost unending resource for sustainable agribusiness, to the company, which has identified as one of its missions, to adapt the successes and innovations of Israel's leading agro-tech industry to Kenya and the rest of Africa.

Amiran's biggest contribution to the Kenyan agricultural sector has been the agricultural and technical knowhow

coupled with top of the line technology and products that it has continually brought into the country over the years with its array of firsts in bringing Agricultural innovations that have been unsuccessfully imitated by its competitors.

Drawing its strength from a workforce of over 300, Amiran has played a key role in creating the current multibillion Shilling floriculture and horticulture industries literally from dust and working with these to help them grow since then.

Amiran prides itself in creating 'Complete Solutions' based on a turn-key project approach, which is supported by the highest quality inputs available to the market.

Over the years Amiran has grown from single line operations to a pioneer one stop agricultural shop, allowing it the depth in terms of experience, knowledge, manpower, tools and products to implement large scale projects or to offer small scale farmers an all inclusive approach to sustainable agribusiness and to support them until they are on their feet.

A recent study conducted by a Nairobi University Professor, shows that Amiran was 'top of mind' of 85 percent of over 250 large and small scale grower's interviewed, meaning it was the first connection a

money in the pockets of Amiran's clients!! The Amiran motto that says "The Farmer's Must Succeed" is deeply embedded in all of those involved at Amiran in this effort.

In the late 1980's Amiran brought consultants from Israel to advise the future flower growers of Kenya on the adoption of large scale greenhouses, which today are part of Kenya's heritage as they symbolize Kenya's position as the leading floriculture producer in the world. Continuing with this 'hands on' approach, Amiran helped to build the first flower farms in Kenya, complete with greenhouses and advanced irrigation systems at the time and has since erected 90 percent, 2700 hectares of the 3000 hectares of greenhouses in Kenya. Continuously growing its investment in Kenya, Amiran's involvement in the agriculture sector grew as it diversified into agro chemicals and fertilizers responding to the ever present needs of the growers.

The majority of the greenhouses in use by flower and horticulture export farms in the country today were put up by Amiran, which initially brought in Israeli technicians to oversee and set them up and has over the years trained its team of Kenya professionals to do the same with the same precision, care and technical know how. The quality products used in the Kenyan market by Amiran are sourced from Azrom, one of the world leaders in this area operating in East Africa exclusively through Amiran.

Amiran Offers a wide range of quality agrochemicals and fertilizers sourced from some of the leading multi national companies in the world. With its long time experience in the agrochemical business, extensive and intensive good relationship with agrochemical industries around the world, agrochemical research institutes and agrochemical administration authorities, Amiran continues to

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person made when asked about agribusiness in Kenya. There is no question that as Amiran continues to drive change in the Kenyan agriculture sector, it has at the same time become the 'hottest' brand name among the small scale farmers of Kenya. Many farmers who have adopted the Amiran 'Complete Solution' approach understand that Amiran's efforts are business oriented, aimed at making money for their farmers – at putting

Located along Old North airport road, off Mombasa road in Nairobi, at Amiran House, this great agricultural entity has stayed at the top of its game over the years in the country and the wider East African market by ensuring that it offers the best quality and service to its customers making the Amiran Kenya Ltd brand synonymous with the highest international standards of excellence in Agriculture.





Soluble fertilizers introduced to Kenya by Amiran in 1995

introduce to the market new chemicals and fertilizers that lead to higher yields and better crop production and protection. Amiran ties in all of these technologies for projects for large scale growers like the flower farms and horticulture export farms and for small scale farmers through the award winning Amiran Farmer's Kit (AFK).

One of Amiran's major agrochemicals and fertilizers suppliers is Makhteshim Agan Group, one of the world's leading manufacturers and distributors of agricultural products based in Israel, with over 60 years of field-proven experience, impeccable reputation for quality, value and attentive service, and ranking among a handful of the world's largest makers of agrochemicals and fertilizers products and is unrivalled for its diverse offering of advanced, environmentally friendly products.

Haifa chemicals, another important supplier from Israel, which serves Kenya through Amiran, is a long

established International Corporation that produces and markets Specialty Fertilizers, and Technical Chemicals, and is well-known worldwide for its innovative solutions in all its fields of expertise and has gained production capabilities, application know-how and deep understanding of the marketplace.

The irrigation department at Amiran Kenya was the first to lay down drip irrigation systems in the country in the 1970's and to date continues to install irrigation systems all over the country for all types of farmers both commercial and non commercial with improvements to the technology shaping up consistently and new methodologies and products for effective irrigation being introduced to the farmers by Amiran's world class suppliers, Netafim. Netafim is the Israeli company which invented drip irrigation and has made it the highest yielding, most water conservative system of irrigation practiced across the globe today. This method, which has since been proven as the most efficient way to irrigate in terms of water conservation and efficiency of water use, has been adopted by both large and small scale growers.

In addition to being the first in bringing in the greenhouse technology into the country,



laying down the first drip line irrigation systems, Amiran also introduced the first soluble fertilizers into the Kenyan market in 1995.

In 2006 Amiran introduced its own brand of seeds into the Kenyan market, once again relying on global leaders to supply the best possible seeds to the Kenyan farmer. Repacking these seeds into packs that would be appropriate for small scale growers, Amiran entered into agreement with hundreds of agro-vets across the country and has since maintained a relationship of supporting the efforts of the various outlets, with a variety of quality products and training on the proper use and advantages of doing things the 'Amiran way'. Through its Seeds Department, Amiran is taking a growing role in the East African seed market with large scale supplies to NGOs and Donors. Amiran's

now famous brand of seeds called Gold Medal Seeds are top quality and high yielding seeds, which by adhering to high standards, subsequently raise the standards and quality of the farmers' products thus improving the farmer's position in the entire value chain and enabling them to access markets locally and internationally.

Complimenting all of these is a team of professional agronomists offering the best technical advice as well as innovative products aimed at achieving the best possible yields and geared towards creating solutions towards agricultural problems by using intensive research.

As a major player in the Kenyan economy Amiran Kenya Ltd continues to stand by its age old commitment to the people of Kenya, and continues to work together with its partners for a better future for Kenya.



Amiran Agro-chemicals and fertilizers on exhibition