

Green Agenda

as Presented in IFTEX 2013

The 2013 International Flower Trade Expo which was held at the Visa Oshwal Center in Westlands and was in its second year.

This is hard to believe given the stature it has gained in the flower trading world with 150 exhibitors coming from India, Ecuador, Holland and China, Rwanda and Ethiopia. The Expo brings together growers, breeders and buyers of flowers thereby eliminating the need for middlemen who have been reducing the profit margins for the industry. It was a colourful place

to be as you can imagine given the number and types of flowers that were on display during the three day event.

The new Cabinet Secretary for Agriculture, Livestock and Fisheries, Mr. Felix Kosgei was in attendance and said that this exhibition is taking place at a time when Kenya needs to assert its presence in the world flower trade. "Kenya is the biggest flower grower and exporter out of Africa, so markets are key," said Mr. Kosgei, "we need to have enough markets, the flower industry is

reliant of E.U. market, you should diversify to USA and China." advised the Cabinet Secretary. To this effect, he said that they were in negotiations with the U.S. to have direct flights from Kenya. The other issue he sought to address is the use of chemicals and said that the ministry would identify chemicals that farmers can use that have less residues as well as look into pest-resistant crops. "The Government will establish an Agriculture Development Fund that will have a great impact on the sector"

said Mr. Kosgei. The government plans to irrigate Million acres!

The IFTEX Chairman Mr. Dick says that big changes are happening in the flower industry and it's the right time and the right place to hold this kind of exhibition. Sustainable Energy and water management were the key highlights of the Expo and the green agenda is being pushed hard by the flower industry. In particular, when it comes to energy, the industry is doing tests on incorporating solar into their business models and with water, products



like Cyclone irrigation from Bosman which remove the CO2 from the water thereby reducing the need for fertilizers were the main attractions.

The Kenya Flower Council through the leadership of CEO Jane Ngige doing research in collaboration with Rachel Wanyoike from Camco Clean Energy to establish a carbon audit and credit system for the flower industry. They are doing this in partnership with the flower farms so that it is popularly adopted and brings the flower industry out of the pits of being accused as a heavy polluter. "Out of every three roses in Europe, one comes from Kenya and the country is the biggest exporter to Japan." said Jane from KFC. Promoting the green agenda further were Ludvig Svensson screens through Hugo Plaisier who said that their screens when put over the greenhouses reduce radiation and keep heat inside the greenhouse. To

illustrate their point even further, part of the open-roof section of the exhibition was covered by their screens.

The Award Ceremony ended the opening ceremony. In the Category for Best Breeder Quality Award, Nirp East Africa Roses got the Bronze award for the Dreamliner breed, Silver went to Danziger Flower Farm for the Golden Glory breed, the Gold Award went to Continental Breeding for the Northstar breed, and the Platinum award went to Danziger for the breed they call XLence. The Best Grower Quality competition (general) was awarded as follows; Bronze went to Beauty line Limited, Silver went to Trodding Africa Ltd, Gold went to Sian AgriFlora and Platinum went to Oserian Development company Ltd. The last category was for the Best Grower Quality competition (roses only), Bronze went to Red ICE/ Eye spy/One and Only, Silver went to Harvest Ltd, Gold went to Zena Roses and Platinum to Uhuru Flowers.



Best Grower Quality competition (roses only) Winners



Cabinet Secretary for Agriculture, Livestock and Fisheries, Mr. Felix Kosgei receives flowers of appreciation



Rachel Wanyoike, a consultant at Camco Clean Energy



Cabinet Secretary for Agriculture, Livestock and Fisheries, Mr. Felix Kosgei giving an award