



Hortfresh Journal


Leads in Horticulture

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September-October 2011

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- ☐ Charities that Benefit from **Naivasha Horticultural Fair**
 - ☐ **De Ruiter East Africa Ltd**,
Centre for Creating Flowers
 - ☐ **Centre pivot irrigation is the way forward**

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The editorial team welcomes articles and photographs for publication. The right to edit any material submitted is reserved to Hortfresh Journal team.

The editor have taken every care to ensure that the contents of this magazine are accurate as possible. However, the authors are responsible for accuracy or

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In my Opinion...



Land of Quality

It is wonderful that the land east of sub-Sahara generates the best of the worlds produce. Top in the list is cut flowers, French beans, tea and coffee. In the field, the country's athletes are respected while in tourism the Maasai Mara wildebeest migration is a natural wonder of the world.

This is a land that is privileged to lie astride the equator. Has varying altitude ranging from 0-5199 Meters above sea level, plenty water for irrigation, variety of soils from light sands to heavy clays, airfreight availability and fairly young farmers; allowing year-round production. With two international airports, fresh produce is easily shipped out while the bulky produce is handled by the port.

The presence of agri-input companies that provide equipment like drip lines, irrigation pumps, fertilizers, greenhouses and technical information to farmers also contributes to conforming in quality. To ensure top quality produce reaches the market the exporters have brought in state

This is Kenya, which delivers high quality, fresh & wide variety of flowers. Its coffee and tea are blended with others from various parts of the world - all because of the high quality. The French beans are reputed to be the best. Mention the word Kenya in any part of the world and the memory of steeple chase and marathon champions beams.

The Kenyan government has helped in policy and regulation enabling conducive environment for production. But there is still a lot of unutilized potential which when tapped would mean no hunger at all in the country, improved economy, better politics and diversified market for the country's produce.

Whether you highlight the farm produce, the athletes or sceneries, Kenya quality is evidence and speaks for itself.

Dorothy Rwaro