

PRODUCER

Name: PJ Dave Flowers
Product: Cut Flowers (Roses)
Country: Kenya

FLO ID: 38617
Fairtrade Certified Since: December 2018
Type of organisation: Hired Labor Organization (HLO)
Number of Workers: 977

PROFILE



Introduction

The company was established over 20 years ago within the Athi Kapiti plains 60km south of Nairobi in Kajiado County along the Athi River – Kajiado Namanga international highway and 1km South of Isinya Divisional Headquarters. The farm ventured into rose production in 1998 for international market. Since then, we have been expanding and currently we have 48ha greenhouses all under flowers.

Our range of unique, vibrant and highly popular flowers come in various head size and lengths (from 4.5 cm head to 6.5 cm) – with globally recognized names such as; 3D, Confidential, Navarra, Knox, Ace Pink, Alison, Athena, Bellevue, Bellerose, Ever Red, Deep Purple, Dekora, Good Times, Julischka, LaBelle, Madam Red, Mariyo, Memory, Moonwalk, Nightingale, Pink Rhodos, Proud, Revival, Rhodos, Roseberry, Seniorita, Salambo, Sunglaze, Spritz, Tamara, Utopia, Vanilla Sky and Wedding Bell.

We continue to focus on delivering high quality products and services to our customers from all walks of life. Over the years, P.J Dave Flowers has maintained a reputation of producing award winning quality products, and this is our core driving principle of our business. As the Kenyan economy grows, we aim to expand our businesses, as well as increase our volumes of exported Flowers.

Rose Growing & Processing



The Company is committed to quality assurance and supply chain management through the following: Selection of the best plant material from the world's leading breeders; Immediate analysis and remedial action concerning any plant health problems;

The incorporation of integrated pest management

into our growing process, thereby allowing our plants to flourish under the healthiest, environmentally sound conditions; Integrating our quality assurance process with our post-harvest operations, ensuring that flowers are graded and processed using the best possible methodologies; Conducting vase life

evaluations in our lab to monitor and replicate how our flowers will perform within

The harvesting period is throughout the year. The harvested flowers are delivered to the packing facility and are packed and stored in cold rooms awaiting dispatch to the airport.

Roses Profile



Altitude:
500 ASL



Temperature:
24°C - 27°C



Roses Production:

Field Measurements: 48ha Greenhouses
Head Size & Length: from 4.5 cm to 6.5 cm



Growing Practice:
Sustainable



Soil:
Black Cotton Soil



Harvest Period:
January-December



Processing Type:
Ready for Market



Other Certifications:
KFC/GLOBAL GAP

Benefits of Fairtrade

Sustainability

To combat climate change and sustainability challenges, the company is implementing climate mitigation measures such as planting seedlings every year.

Premium Projects

The Company, through the FPC (Flowers Joint Initiative) has successfully improved workers' lives through issuance of cooking gas cylinders.

Good Governance

The company is implementing Fairtrade standards to promote good governance.





Challenges

- Climate change.
- Market fluctuations
- High cost of production.

Opportunities

- Implementation of climate Mitigation Measures.
- We are continuously seeking for other market opportunities.



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Producer Organization

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