

# PRODUCER

**Name:** Van Den Berg  
**Product:** Cut Flowers  
**Country:** Kenya

**FLO ID:** 19958  
**Fairtrade Certified Since:** 2013  
**Type of organisation:** Hired Labor Organization (HLO)  
**Number of Workers:** 1100

# PROFILE



# Introduction

The farm is located on the Moi south lake road 18 Kilometers from Naivasha Town.

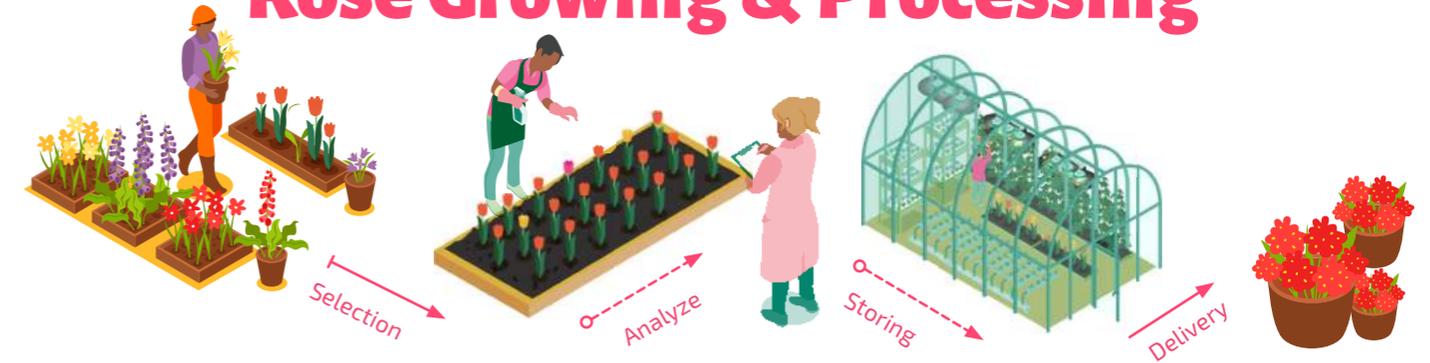
The company was founded in the 2014 with nearly **72ha** under production. The principal activity is growing, processing, grading and export of fresh cut flowers for export market. Total area under production is currently **52ha**.

**Our Vision:** To be at the top of European and Asian markets in providing our enticing flower bouquets to seekers and cultivated performers.

**Mission:** To cultivate quality cut flowers for customers around the world using sustainable farming practices, share the aims and values of good agricultural practices and its underlying philosophy with workers and the community, valuing environmental conservation, health and safety of the workers and enhance social development of the community around us.

**Core Values:** Openness, Respect, Integrity, Professionalism and Sustainability.

# Rose Growing & Processing



Van Den Berg Farmlands is committed in 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 a home setting;

- Collaborating with partners around the world to bring best practices in flower production to our operation.

The harvested Roses are delivered to the packing facility and are packed and stored in cold rooms awaiting dispatch to the airport.

# Roses Profile



**Altitude:**  
1800 ASL



**Temperature:**  
22 - 27°C



**Growing Practice:**  
Sustainable



**Soil:**  
Loamy



**Harvest Period:**  
January-December



**Processing Type:**  
Ready for Market



**Other Certifications:**  
MPS-ABC, ETI, GAP & GRASP



## Roses Production:

2020 - 2021: 26.8million stems  
(Projected)

# Benefits of Fairtrade

## Premium Projects

The Company, through the FPC (Van Den Berg Self-Help Group), has successfully:

- Funded short courses to improve competencies and skills of the workers.
- Supported workers' children through School bursaries.
- Donated text books to a nearby secondary school.
- Donated a water tank to a nearby secondary school.
- Carried out home improvement projects for workers.

## Good Governance

The company is implementing the Fairtrade standards to promote good governance.





## Challenges

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

## Opportunities

- We are continuously seeking for other market opportunities.
- Bulk purchase: Farm inputs are purchased to last at least for 6 months.



### **Fairtrade Africa**

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### **Producer Organization**

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