

# PRODUCER



# PROFILE

**Name:** Maasai Flowers Limited

**Product:** Cut Flowers (Roses)

**Country:** Kenya

**Fairtrade Certified Since:** 2013

**Number of Workers:** 750 with 45% of women

**FLO ID:** 29533

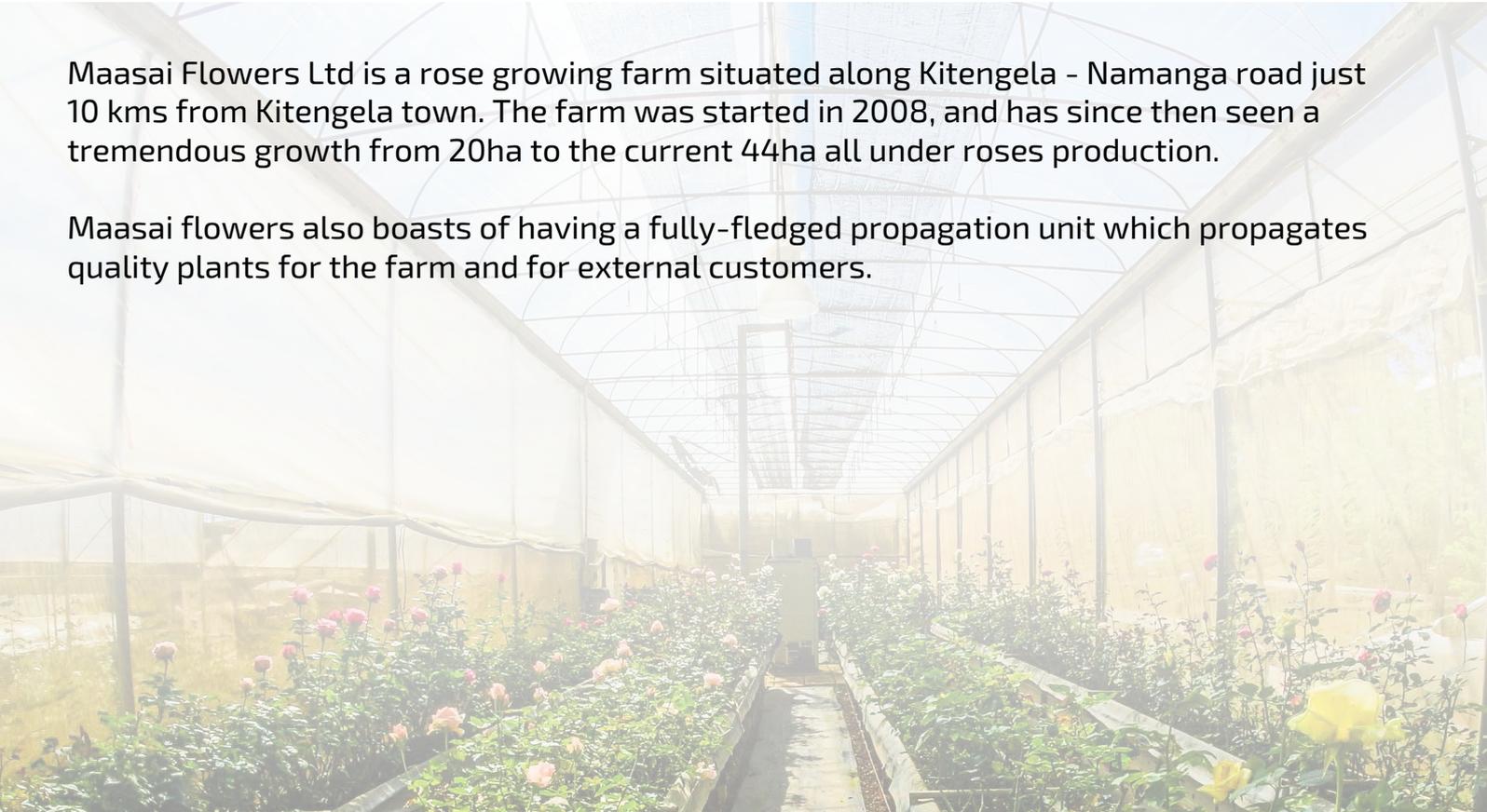
**Type of Organization:** Hired Labor Organization (HLO)



# Introduction

Maasai Flowers Ltd is a rose growing farm situated along Kitengela - Namanga road just 10 kms from Kitengela town. The farm was started in 2008, and has since then seen a tremendous growth from 20ha to the current 44ha all under roses production.

Maasai flowers also boasts of having a fully-fledged propagation unit which propagates quality plants for the farm and for external customers.





## Roses Growing and Processing

The flowers at Maasai Flowers are all grown under green houses to protect them from diverse environmental conditions. The type of irrigation used is drip irrigation so as to optimise water usage. The fertilizer used is also well calculated through analyzing the crop requirement. This is to avoid excess use of fertilizers which causes soil acidity and thus protect the fauna and flora in the soil. The farm also embraces the use of Integrated Crop Management (ICM) in crop protection so as to minimize the use of chemicals used and thus protect the staff and the environment.

Harvesting is always done three times a day so as to pick the exact quality of cut stage maturity for the customer. The harvested stems are pre-treated in a post-harvest solution and transported at the shortest time possible by field tractors to the cold rooms thus observing strict cool chain management and improve on the vase life and quality of the flowers.

After pre-cooling for at least 12 hours the flowers are processed strictly according to the customer's specification then cooled again before being delivered to the drop off point stipulated by the customer at the Jomo Kenyatta International Airport using refrigerated trucks.

# Roses Profile



**Altitude:**  
1600m ASL



**Export Countries:**  
Germany, Netherlands,  
Russia, UK, Australia, Italy



**Export Point:**  
Europe



**Harvest Period:**  
January-December



**Other Certifications:**  
KFC, MPS-GAP, MPS-SQ, FFP



# Benefits of Fairtrade

The premium received by the committee is managed by the Fairtrade Premium Committee (FPC) who are elected by the workers themselves through a secret ballot. The FPC committee collects the ideas from the workers and then choose the priority projects to implement and budget it according to the premium received.

- Through Fairtrade the workers have been able to afford better schools for their children without any problem due to easy access of school fees and prompt payment enabling the workers to take the children on time.
- Our workers through the FPC started a workers' shop project which they funded with their premium. This enabled them to buy goods at very low and affordable prices from the normal market prices and also be able to take goods on credit and pay for them at the end of the month through the check-off system.
- The workers through FPC representatives, have set aside a home improvement fund through which they have been able to build better homes using iron sheets, improved efficiency by cooking with LPG gas while conserving the environment, have entertainment and access to current news through television and radios, and provide power to their homes using solar panels. All these has been achieved by use of premium received which they budgeted.
- Our workers have also built their capacity through the funds by engaging in various courses to improve on their skills. Many of them have been able to do many courses they wouldn't have done initially on their own. Many of them are now competent

drivers through driving course training, hair dressers, computer literate and other competencies.

- Moreover, the workers have budgeted, through the FPC, to improve the meals in their canteen by providing a special balanced meal twice a week apart from the company's provision. This is to improve the employees' health and productivity.

- The community around the farm also have benefitted a lot through several sponsorships. Two schools have benefitted with a total of 140 chairs and desks and big round common tables and benches for pre-school learners. In one school the FPC was able to furnish the teachers' staff room with the state of the art and ergonomic chairs and working tables as a motivating factor. Another school benefitted by being equipped with 40 complete beds for school pupils to board. Several girls were rescued from the communities' tradition of forced early marriage and FGM and were able pursue education for the betterment of their life.

- Workers of Maasai Flowers also have done a lot of environmental projects like clean up exercises in their residential area and planted trees in the neighbouring schools and within the company by use of the Fairtrade premium.

- The workers have sponsored their football team to play in the county league on annual basis. They have been able to be champions once and first-runners-up twice. They have also made the company proud by winning various tournaments apart from other than the yearly inter-company games.

This is just but an overview of the few projects done.

## Challenges

- Low Fairtrade sales.
- Flower logistics to customer space for flowers in JKIA is challenge.
- Climate change.

## Solutions

- Participate in trade fairs.
- Book space for farm flower in airport.
- Planting trees around the farm.



## Fairtrade Africa marketplace

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