

PRODUCER



PROFILE

Name: Maji Mazuri Flowers Farm

Product: Cut Flowers (Roses)

Country: Kenya

Fairtrade Certified Since: 2009

Number of Workers: 456: 341 male and 115 female

Production Area: 30 Hectares

Total Production: 30 million stems per year

Type of Organization: Hired Labor, Single Estate

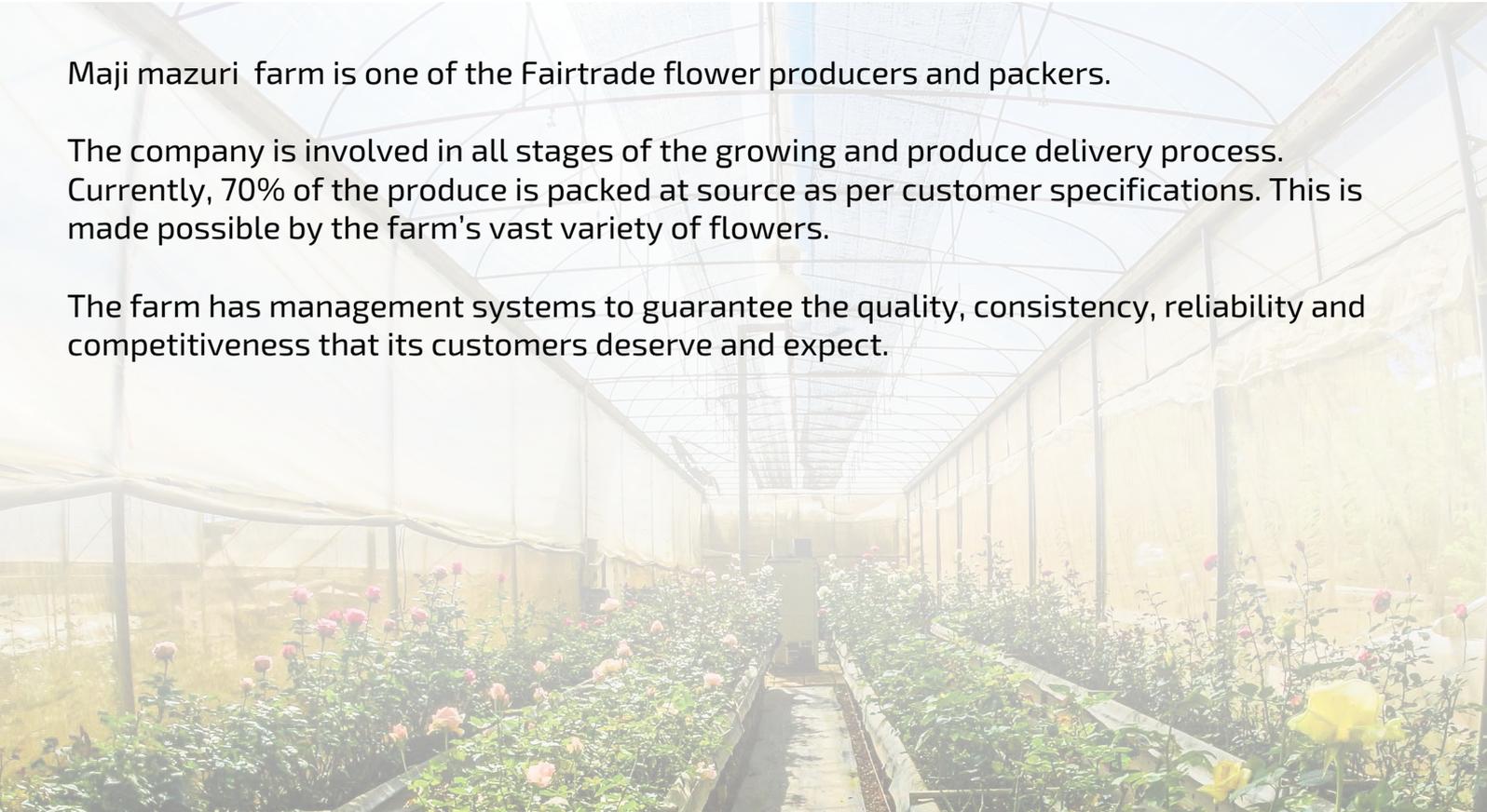


Introduction

Maji mazuri farm is one of the Fairtrade flower producers and packers.

The company is involved in all stages of the growing and produce delivery process. Currently, 70% of the produce is packed at source as per customer specifications. This is made possible by the farm's vast variety of flowers.

The farm has management systems to guarantee the quality, consistency, reliability and competitiveness that its customers deserve and expect.





Roses Growing and Processing

Flowers are grown in greenhouses where drip irrigation is used in a closed-circuit system to optimize on water and fertilizer usage. Harvesting process is carefully monitored to ensure the highest quality to quantity ratio.

Once harvested, the flowers are pre-cooled before grading based on customer specifications. The graded flowers with flower-food are then securely wrapped and packaged for export.

While the above processes are ongoing, sample flowers are monitored in a vase life room to observe their development over a period of seven days.

Roses Profile



Altitude:
1950m ASL



Export Countries:
UK, Germany, Middle East,
Netherlands, China,



Export Point:
Nairobi JK Intl. Airport



Harvest Period:
January-December



Other Certifications:
Fairtrade, Rainforest, MPS-ABC Global Gap,
MPS GAP, MPS SQ, SEDEX, KFC Silver.



Benefits of Fairtrade

Maji mazuri farm is paid the agreed commercial price for the product. On top of this, the premium management entity at Lemotit (lemoflo) receives a Fairtrade premium, equivalent to 10% of the market price per stem, for the workers to invest in social projects of their choice. Premium funds are managed by a Fairtrade premium committee (FPC) made up of elected workers and management representatives. This committee has the task of democratically managing the premium projects prioritised by the workers following a consultation process.

Education

Several different trainings are carried out by Maji Mazuri, from a comprehensive induction training to on job trainings to enhance knowledge and skills acquisition. While education for both employees and their children is strongly encouraged at Maji Mazuri, the Fairtrade premium is used to supplement technical education for workers and their families.

There are several ongoing projects that provide scholarships to the children of workers, allowing them to continue their education in secondary school, college and university. The premium money is used to fund the education of vulnerable children in the community as well as employee's children.

Other projects include among others; growing vegetables by premium committee for workers families food security, home improvement (purchase of mattresses, gas cookers, iron sheets and fencing wire for employees to pay over a period), donation of sanitary pads to girls in neighboring schools, and toilet construction to neighboring schools and donation of desks/lockers to neighbouring schools.

Health

The company has set up a health centre at the farm. Health cases are handled at this facility though employees requiring specialized attention are referred to other hospitals.

To promote employee's health, the company ensures that all employees working in hazardous environment such as chemical application and noisy environment undergo medical examinations.

Workers' health is also promoted by providing equipment to nearby community health centres through Fairtrade premium.

Environment

The company values biodiversity conservation and thus recently conducted a survey to establish the richness of plants and animals within its farm. Several endangered and vulnerable species were identified, and the company has initiatives to ensure they are preserved. Premium funds have been used to run a tree nursery, which play a key role in enriching the tree cover in the locality.

Social

Workers livelihoods is improved through other initiatives e.g., fertilizer project to promote better yield for workers farm products e.g maize. Other initiatives include donation of:

- Education scholarships yearly- 1 to employees.
- Lab equipments to neighbouring dispensary.

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