

PRODUCER



PROFILE

Name: Rainforest Farmlands (K) Ltd

Product: Cut flowers (Spray roses)

Country: Kenya

Fairtrade Certified Since: 2014

Number of Workers: 1089 with 37% of women

Production Area: 47.7 Hectares

Total Production: 156,534.1 kgs of Roses.

FLO ID: 31325



Introduction

The farm is located to the southwest and 42 Kilometers from Naivasha Town. The company was founded in the 2013 with nearly 30Ha under production. The principal activity is growing, processing, grading and export of fresh cut flowers for export market. Total area under production is currently 47.7Ha.

VISION STATEMENT:

To be the world's most compelling flower producers. We will continuously innovate to bring unprecedented experience to our customers.

MISSION:

To grow beautiful flowers for all of our constituencies. Our blooms will never disappoint because we deeply believe in being obsessed with all the details of our business.

CORE VALUES:

Accountability, Sustainability, Team Work, Integrity, Transparency and Empowerment.



Rose Growing and Processing

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

Our roses are grown in greenhouse and are planted at low densities ranging from 60000 to 70000 plants per hectare. They widely practice sustainable production through use of hydroponics and growing media.

The main harvesting period is from October to February. The harvested roses are delivered to the packing facility they are processed, packed and stored in coldrooms awaiting dispatch to the airport.

Benefits of Fairtrade

Good Governance

The company has implemented the Fairtrade standards to promote good governance.

Sustainability

To combat climate change and sustainability challenges the company is implementing climate mitigation measures such as planting 1000 seedlings every year and embracing banana rail flower transport system.

Premium Projects:

The company through the FPC (Rainforest Farmlands Self-Help Group) has successfully:

- Funded short course to improve competencies and skills of the workers.
- Supported workers children through school bursaries.
- Constructed one classroom at Huruma Centre.
- Donated 210 Desks in the nearby primary schools.

Challenges

- Climate change
- Market fluctuations
- High cost of production

Solutions

- Reduce carbon emissions through banana rail transport system and implement climate mitigation measures.
- We are continuously seeking for other market opportunities.
- Bulk purchase: Farm inputs are purchased to last at least for 6 months.

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Fairtrade Africa marketplace



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