

# PRODUCER



**Name:** Shalimar Flowers - Shalimar Farm  
**Product:** Cut Flowers (Gypsophilla)  
**Country:** Kenya

**FLO ID:** 3598

**Fairtrade Certified Since:** 2010

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

**Number of Workers:** 782 with 42% are Women

# PROFILE



# Introduction

The farm is one of the farms under Shalimar Flowers (K) Ltd which is a group of companies under East African Growers Ltd. The company core business is growing, packing and export of cut flowers – mainly roses, fresh fruits and vegetables.

The farm stands on 186 Ha and was acquired in 1998 and sits on an altitude of about 1965 m above sea level. Rainfall received is about 670 mm annually.

Total areas under production – **Roses 34 Ha** (Athena, Tropical Amazon, Patz, Copacabana, Pink Arrow, Sugar Love, H30, Sweet Unique, Fuschiana, Zanta, Wild Calypso, Madam Red, Furiosa, Red Torch, Red Calypso, Lizz, Sonrisa, Gold Strike, Jack Pot, Inka, Duo Unique, Gypsophilla, Eucalyptus), **Avocado 78 Ha** (Hass both organic and conventional) and **Berry 5 Ha** (Raspberry) all for export market. Other areas are occupied by buildings, dams, buffer zones and conservation areas.

Annual production is estimated as **Roses – 60 m, Gypsophilla – 0.4 m, Eucalyptus – 0.02m, Avocado – 1,500 tonnes and Raspberry at 30 tonnes.**

The farm has created employment opportunities for the locals by employing about 800 workers women 42% and men 58%.

# Mission & Vision

## **VISION STATEMENT:**

To provide the highest quality, safe, legal and authentic horticultural products and hence become a supplier of choice to the international markets.

## **MISSION:**

Committed to meet and consistently achieve the quality standards required by our customers that is environmentally and socially acceptable and ensures the continuity is supplying quality, safe, legal and authentic products.

## **CORE VALUES:**

### **Integrity:**

Integrity and honesty are our utmost value and we always seek to perform at the highest ethical standards.

### **Human Dignity:**

We will share equitably with employees, the benefits of a well-run and profitable enterprise.

### **Customer Focus:**

We are committed to understand the customer needs and exceed their expectations on a continuous basis, improvement of social practices and to achieving the aims and values of Fairtrade.

### **Teamwork:**

We operate as a team and fully subscribe to the principles of teamwork as key attributes to quality service delivery and professionalism.



# Rose Growing and Processing

Shalimar Farm 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.

Our flowers are grown in greenhouse 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. The main harvesting period is from January to December. 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:**  
1965m Above Sea Level



**Temperature:**  
25°C



**Growing Practice:**  
Sustainable



**Soil:**  
Loam Soil



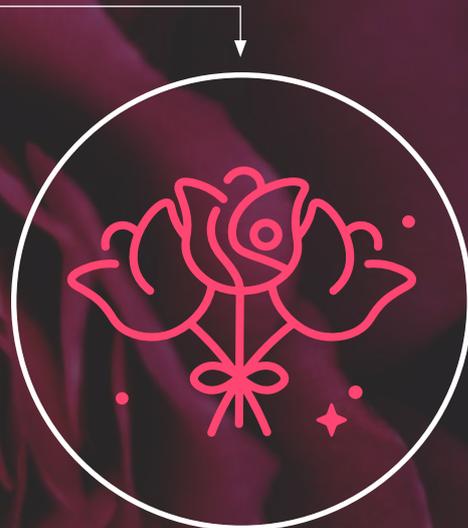
**Harvest Period:**  
January - December



**Processing Type:**  
Ready for Market



**Other Certifications:**  
Global Gap, Grasp, Spring, MPS – ABC, SMETA,  
EU Organics, Rainforest, BRC, Wall Mart Security.



**Roses Production:**  
2022: 60 M stems (Actual)  
2023: 65 M stems (Projected)

# Benefits of Fairtrade

## Good Governance

The company is at the same time implementing the Fairtrade standard to promote good governance.

## Sustainability

To combat climate change and sustainability challenges, the company is implementing climate mitigation measures such as solar plant, planting tree seedlings every year and in future embrace rail flower transport system and rainwater harvesting.

## Premium Projects:

The farm Fairtrade Premium Committee receives about 300,000 dollars annually that is used to implement projects for:

- Workers - Soft skills training, home improvement and revolving funds.
- Families - Bursary, day care -ECDE feeding program.
- Community - Naivasha maternity wing, St. Andrews high school, bursaries and football club.

## Challenges

Waste management within the surrounding community, portable drinking water, drug abuse and better healthcare.

## Solutions

Create awareness on waste management.

Lobby the county government to provide portable drinking water.

Enlighten the youths in the community of the dangers of alcohol and drug abuse.

Partner with other likeminded flower farms around to put up better healthcare facility.

## CONTACT

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