

PRODUCER



PROFILE

Name: Sian Agriflora K Ltd

Product: Cut Flowers (Roses)

Country: Kenya

FLO ID: 18057

Fairtrade Certified Since: 2008

Type of organisation: Hired Labor Organization (HLO)



Introduction

Agriflora Kenya Ltd is one of the Sian Roses farms and is situated in Njoro, 20km west of Nakuru town at an altitude of 2,150m above the sea level. The farm was established in 1995 and has consistently been growing and exporting quality roses.



Rose Growing & Processing



All Agriflora K Ltd spray rose varieties are grown in greenhouses. The Majority of the roses are grown on hydroponics (pumice). We have an automated irrigation system, which enables us to control and optimize the use and application of water and fertilizers – ultimately ensuring the proper growth of the plants and the

quality of the flowers. The farm practices Integrated Pest Management (IPM) in crop protection so as to minimize human exposure to pesticides and to conserve the environment by maximizing on other control measures, than use of pesticides. Agriflora K Ltd focuses its attention on details; beginning with the proper selection of

rose varieties followed by the careful planting, crop management, harvesting and grading of roses all the way to packing and transporting them. Our certifications guarantee that our quality roses are grown in harmony with our mission of social and environmentally sustainable production.

Roses Profile



Altitude:
2150 ASL



Temperature:
22 - 27°C



Growing Practice:
Sustainable



Soil:
Volcanic Loamy



Harvest Period:
January-December



Processing Type:
Ready for Market



Other Certifications:
MPS SQ, MPS ABC, Kenya Flower Council (KFC)



Roses Production:

Export to: Germany, Netherlands,
Russia, UK, Australia, Italy

Benefits of Fairtrade

The Fairtrade premium is managed by a Fairtrade Premium Committee-Agriflora CBO. The Fairtrade Premium Plan has produced amazing outcomes for the workers and the community such as:

Education

- Provision of desks to Kenana, Atebwo, Ngecha and Ndege
- Primary schools.
- Provision of text books to Ndege Primary school.
- Secondary school fees sponsorship.
- Capacity building sponsorship to workers.

The objective of the Secondary school fees sponsorship is to reduce the financial burden of families in financing secondary education. It aims to cushion parents against the high and increasing cost of secondary education, therefore reducing inequalities. 92 students in 2017 benefitted from the sponsorship for both day and boarding secondary school. This was a great boost to parents because they had 61% of fees paid for their children.

Home Improvement

From this revolving fund, workers have equipped their homes with items which require big initial capital. It has

also allowed workers to buy products such as: fertilizer, mattress, cement, iron sheet, chain link, water tanks etc at lower prices while enjoying a flexible instalment payment method.

Environment-Tree Planting

The Tree and banana seedlings are purchased and donated to workers and surrounding community schools. This project aims to increase forest cover within Agriflora community to the desirable standards and protect the environment for present and future generations.



Challenges

- Low Fairtrade markets.

Opportunities

- Linkages to more Fairtrade markets.



Fairtrade Africa



@fairtradeafricamarketplace
marketing@fairtradeafrica.net
www.fairtradeafrica.net

Producer Organization

Agriflora Kenya Limited
+(254) 50 50 706 | +(254) 723 159 619
Email: agriflorajointbody@yahoo.com