

## **BENEFITS: KENYA FLOWER COUNCIL ASSOCIATE MEMBERS**

- 1 Associate Member enjoy the opportunity to affiliate with a well organized group of flower growers and exporters of flowers who have demonstrable commitment to due diligence in conducting their businesses. They participate in the AGM but without a voting right;
- 2 Kenya Flower Council provides local and international platforms for information sharing with Growers from time to time through exhibitions, formal and informal meetings, where associate members get an opportunity to show case their products and services to industry stakeholders. In addition associate members will enjoy the first refusal to advertise on the Kenya Flower Council website;
- 3 Lobbying for an enabling business environment is one key function of the Kenya Flower Council to ensure sustainability. By extension, this also spells direct benefits for partners in industry;
- 4 The other key pillar of the Council is PR and Publicity. Associate Members enjoy the opportunity to be a part of a developing positive industry image, emanating from internationally recognized compliance to good agriculture practices. At the same time the industry corporate social responsibility portfolio has matured to credible and fascinating levels, which associate members may want to participate in, in the interest of community development.
- 5 Associate member contribute to and are a part of the flower industry image portrayed through various avenues;
- 6 The Kenya Flower Council actively participants in activities carried out by or with associate members when invited. Some of the interesting activities so carried out have been:
  - a. Annual Kenya Flower Days in UK, Holland, Germany and France,
  - b. Naivasha Hortifair,
  - c. FPEAK Hortfairs,
  - d. Carbon footprint debate,
  - e. Diagnosis and intervention of *Helicoverpa* and *spodoptera*,
  - f. Introduction of Insurance products for the flower industry,

- g. Traceability Systems Services workshops,
- h. Promotion of a flower consumption culture in Kenya and
- i. Training on alternatives to Methly Bromide workshop