

Membership Benefits

1.0 Industry Compliance

Members of the Kenya Flower Council benefit from the continuous development; administration and implementation of a Growers' own Code of Practice (CoP), to guide them to comply with local and international industry good practices. It has been accredited to the GlobalGAP, Kenya Bureau of Standards 1758 Cut Flowers and ornamentals; Tesco's trade scheme; Flower Label Program and is in the process of benchmarking to Fair Flowers and Plants (FFP). The idea is to gain mutual recognition from as many industry labels as possible, in order to reduce the number of compliance audits that growers have to undergo.

Now in its 8th edition, the growth of the CoP has been extensively informed by international protocols on socio accountability; worker welfare; health and safety and environmental stewardship. Membership is all inclusive and is categorized as follows:

- 1.1 Non Certified Members: On recruitment growers are given up to one year to meet the requirements for certification to the Silver Certificate and where needed, support is provided through follow up audits;
- 1.2 Silver Certificate Members: Upon meeting all the requirements, Members are awarded an annual Certificate, through an independent Certification Committee and
- 1.3 Gold Certified Members: Qualification is determined by an independent certification body and is based on excellence in terms of quality management systems, greener production and efficient use of resources

The success of the flower industry in Kenya is in part attributable to the CoP which has also become instrumental in expanding and sustaining market access. Feed back from users indicates that adoption of the CoP has often translated into significant productivity improvement in addition to social acceptability through enhanced image. In addition, focus on environmental stewardship, health, safety and product quality has made Members farms acceptable to the communities within which they operate as well as to their business liaisons and stakeholders. Soon, KFC membership will be displayed on auction clocks. Members use the Kenya Flower Council logo liberally on marketing and communications material as an endorsement to their commitment to self regulation.

2.0 Lobbying & Advocacy

Backed by the confidence created by Member compliance, the Council advocates for an enabling business environment with the government, other lobby groups, development agencies, NGO's. Some of the notable deliveries include and not limited to:

- Improved VAT refunds;
- Influencing policy on tax regimes, DIT operations, NEMA regulations;

- Establishment of an effective working relationship with Kenya Plant Health Inspectorate Services (KEPHIS);
- Continuous engagement with the Local Government in pursuit of an amicable business environment;
- Contribution to the Economic Partnership Agreement for continue market access to the European market;
- Involvement of Kenyan Embassies abroad in industry promotion;
- Creating working relationships with foreign countries through their Embassies in Kenya;
- Negotiation of reduced inspections rate at the port of entry in Europe;
- Effective participation in the Carbon Foot Print debate and
- Increased use of legal recourses as options of last resort

3.0 Public Relations:

The nature of the flower industry is such that it requires an adept strategy to isolate issues, understand and communicate effectively to multiple stakeholders (including Growers) primarily to build and sustain a positive image both locally as well as the international arena. Hence the Council is building on a strategy to provide industry information at the national as well as the companies' level, hinged onto best practices through the CoP. Often this is enhanced by cooperating with like minded partners and organizations through networks.

Initial efforts to “fire fight” have paid off as exemplified by the quantity and quality of media reporting on the industry, where the trend is growing towards objectivity. Focus is also gravitating towards what we refer to as “growing a local face to the industry” through the “Soko La Maua” initiative. The idea is to promote a flower consumption culture in and to promote small scale growers who need this outlet to sustain their business. However the industry now needs a PR program that KFC expects to roll out with professional input from Ogilvy East Africa

3.1 Industry Promotions: Kenya Flower Council participates in both local and international promotions which for good forums for exchange of information, profiling Kenya as a preferred destination for flowers. Some of the events that KFC has participated in include:

- World Floral Show - Miami Show
- TICAD IV Yokohama Japan
- Hortifair Amsterdam
- IPM in Essen
- Kenya Flower in Europe
- Naivasha Hortifair
- FPEAK Hortifairs around the country and
- The Hortech

As a result, there has been a marked growth of Kenyan market share of Flowers in Japan and the USA

5.0 Development Projects: Kenya Flower Council has been proactive in bidding and participating in development projects to provide capacity building opportunities for Members, create lobbying platforms, network, PR as well as in raising the profile of the Association. As a result, KFC has developed a bankable profile with development agencies. Some of the projects carried out include:

5.1 Training:

- 5.1.1 CBI: Trained 13 small scale growers and exporters on productivity and exports;
- 5.1.2 Africa Now / WSSD: Part Training small scale growers on EurepGAP;
- 5.1.3 Environment Management Systems (ISO 14000);
- 5.1.4 Business Growth and Group Dynamics for Flower Vendors;
- 5.1.5 KEPHIS Capacity Building for Horticulture Early Warning Systems (CABHORT EWS);
- 5.1.6 Farm Data Reporting on Agrochemical use;
- 5.1.7 Alternatives to Methyl Bromide;
- 5.1.8 Capacity Building in Environmental Self Regulation and
- 5.1.9 Trade Missions to Italy for Small Scale Growers

5.2 Regional Cooperation:

With funding from European Development Funds, KFC spear headed tow regional workshops on the ESA EU EPA and attended the final negotiations in Brussels at the close of 2007.

5.3 Networking:

The Council has built and strengthened its networks with bodies such as UNION FLEURS, COLEACP, National Task Force on Horticulture, FPEAK, KAM, FKE, KEPSA, Universities, key Government Ministries & Parastatals, Foreign Embassies, Research Institutions, Kenya Tourism Board, Agriculture Chemical Association of Kenya, AEA, HEBI, service and good providers

6.0 Secretariat

The Kenya Flower Council has sustained a Secretariat, to effectively carry out the non commercial functions of the flower business on their behalf and to also provide an interface between growers and stakeholders, where concerns of members and interested parties are addressed. And also facilitates inter-grower interaction on pertinent flower industry issues. Hence, KFC secretariat is the natural inquiry point for the flower industry issues.