



Production areas

According to the Kenya Flower Council (2018), there are **110 varieties of flowers farmed in Kenya**.

Out of the 110 varieties the most popular are **roses, carnations and alstroemeria** accounting for 85.6 %, 2.5 % and 0.73 % respectively.

There are about 220 flower farms in Kenya. Their scale of production varies from medium to large scale and they export throughout the year.

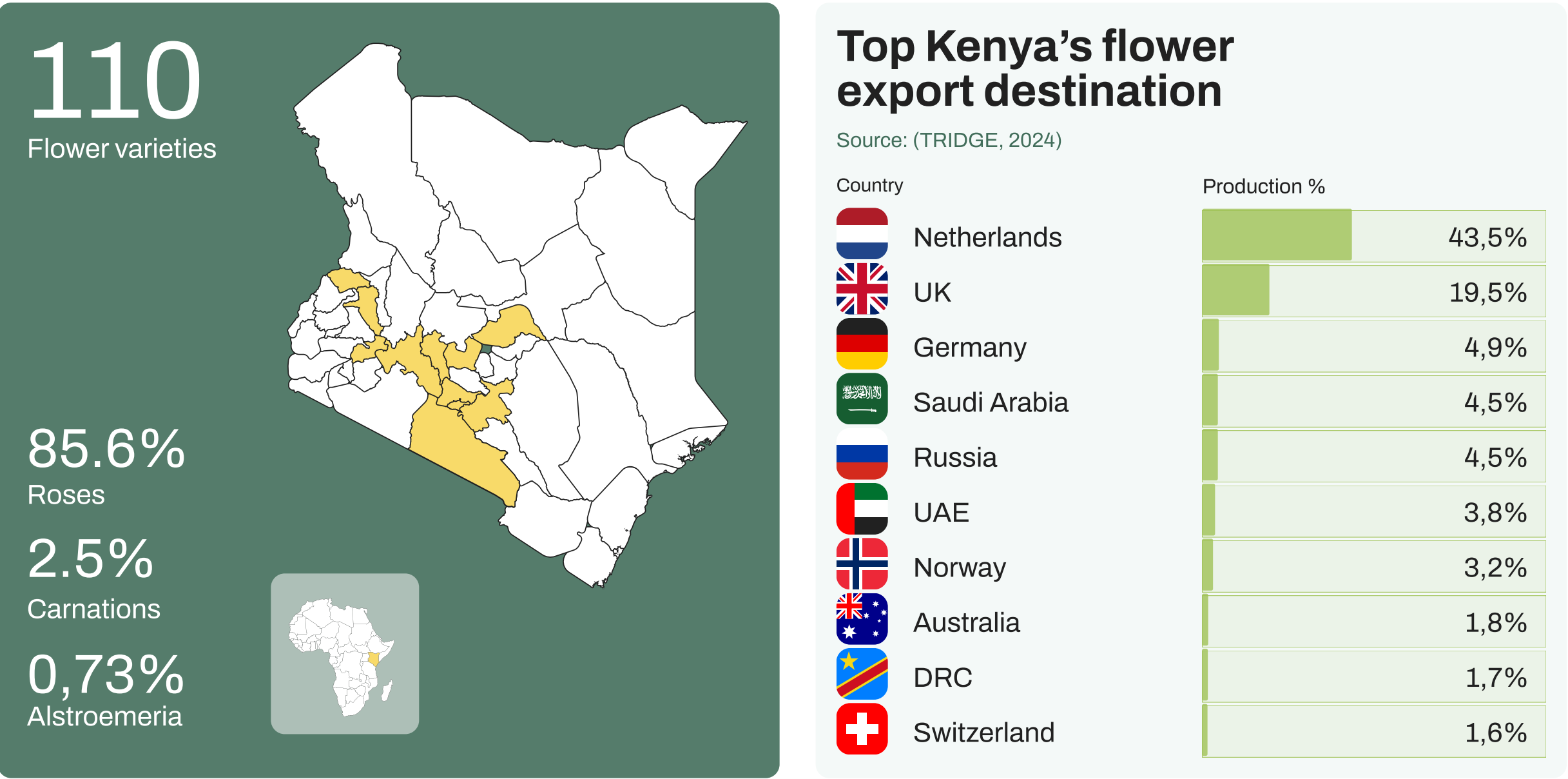
The most of major flower farms are in **Nakuru, Nyandarua, Nyeri, Machakos, Nairobi, Kajiado, Meru, TransNzoia, Kiambu, Kericho and Uasin Gishu counties**.

Overview



The flower sector is a major pillar for the Kenyan economy through its contribution to GDP. The floriculture sector is the third highest export earner in Kenya, after tea and tourism. Over 500 ,000 people are employed directly by the industry, which affects over 2 million livelihoods.

The flower export value has continued to increase from 71 billion Kenya shillings in 2016 to 109 billion Kenya shillings in 2020 which accounted for 72 % of total horticultural export value.

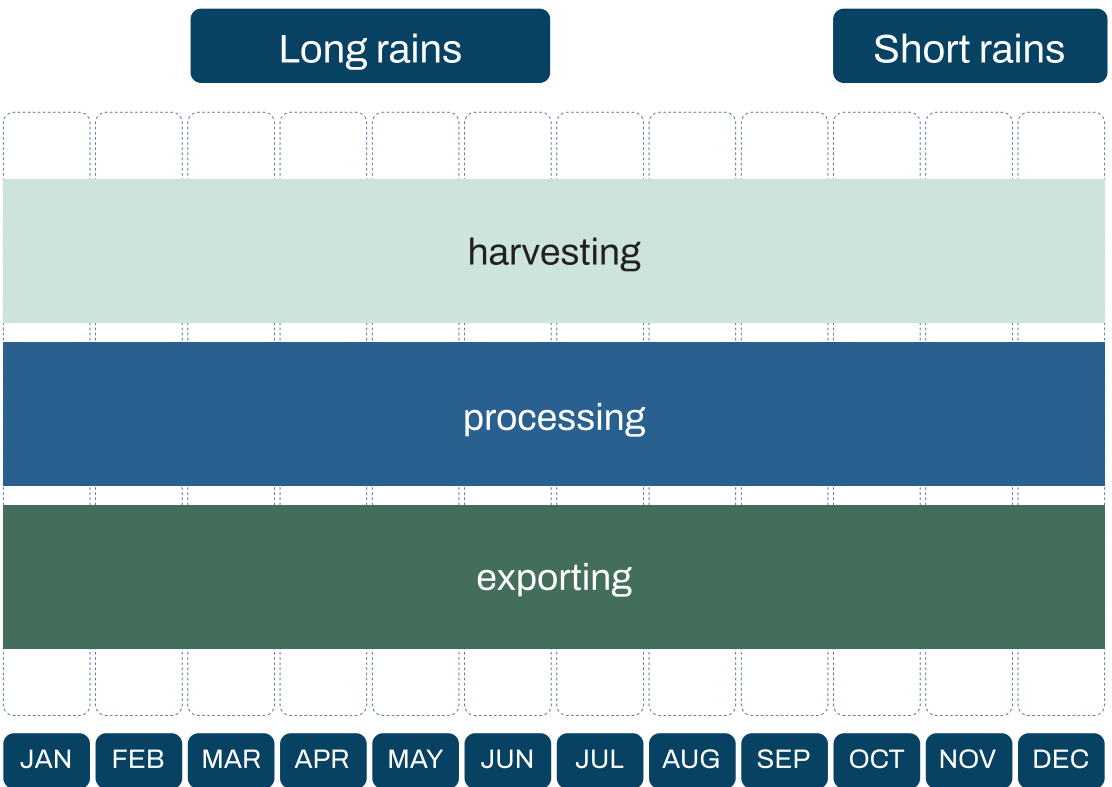


Global production of flowers - 2023

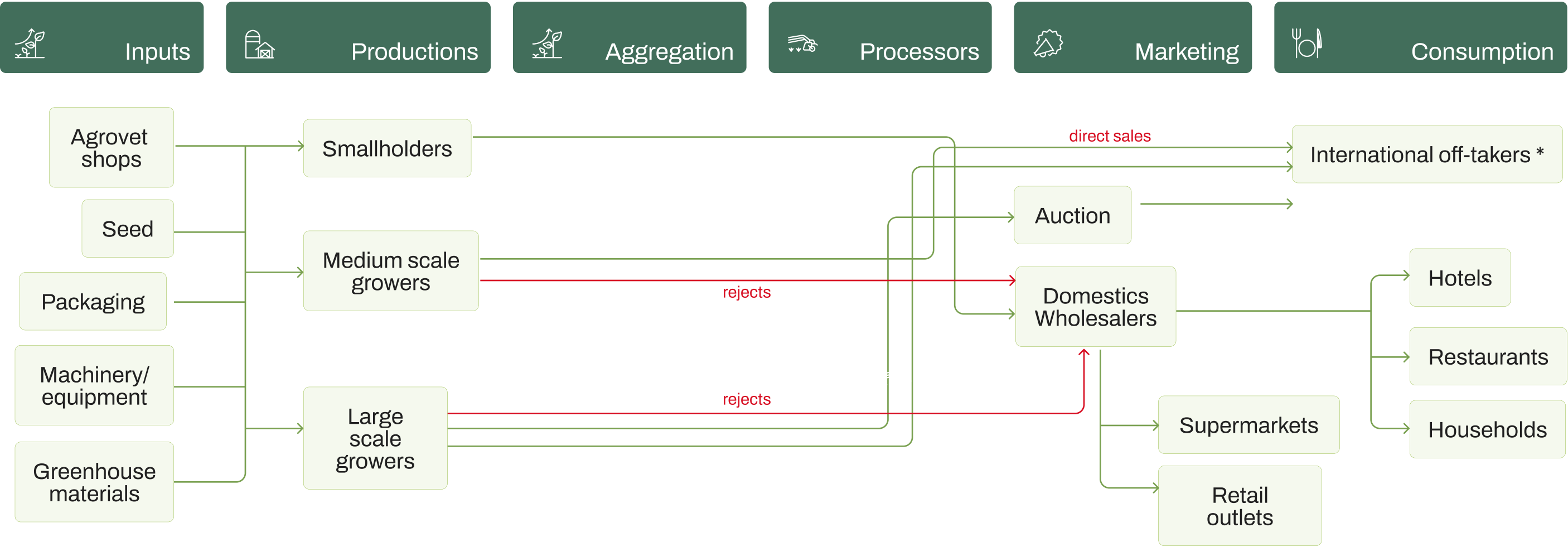
Source: (Flower Boquets Export Per Country plus Average Prices, 2023)

Export Destination	Share in Export	Export Value in \$
Netherlands	46.80%	4.9B
Colombia	19.80%	2.1B
Ecuador	9.40%	987.1M
Kenya	6.40%	667.5M
Ethiopia	2.20%	231.1M
Mainland China	1.50%	152.9M
Nigeria	1.40%	146.1M
Italy	1.40%	145.9M
Canada	1.00%	109.3M
Malaysia	0.70%	75.7M
Thailand	0.70%	69M
Vietnam	0.60%	68.1M
Belgium	0.60%	67.8M
Spain	0.60%	64M
South Africa	0.60%	61.9M

Crop calendar



Value chain



Sustainability financing

VC Segment	Green Finance Requirements
Marketing	- Climate smart tracking - Data integration and reporting software (traceability systems)
Logistics	- Cold trucks and cold rooms - Vacuum coolers
Packaging	- Cold rooms - Installing cooling equipment in the packhouses - Improved packaging technology - Eco-friendly packaging
Producer	- Waste management and recycling system - Renewable energy e.g. on-site solar based cold chain facilities - Carbon footprint tracking

- Inputs
 - Transition to organic fertilizer
 - System driven irrigation systems
 - Climate resistant planting material

Harvesting of cut flowers targets special days and holidays around the world.
These are the annual important flower days:

	New Years Day January 1	Admin Professional and Secretary's Day April 27
	Valentines' day February 14	National Teachers Day May 3
	Intl. Women's Day March 8	Cinco de Mayo May 5
	St. Patrick's Day March 17	Día de Las Madres May 10
	Passover April 16-23	Nurses Week May 6-12
	Easter Sunday April 17	

eco.business fund

The **eco.business Fund** aims to promote business and consumption practices that contribute to the **conservation of biodiversity, the sustainable use of natural resources, and climate change mitigation and adaptation**. By financing business practices that preserve nature and promote biodiversity, the fund seeks investments that generate both **environmental and economic returns**. The fund primarily offers loans to qualified financial institutions, which in turn lend to eligible borrowers. These borrowers include holders of recognized certifications as well as those implementing changes that **support conservation and biodiversity**. The fund supports sustainable operations in the **agriculture, fisheries (including aquaculture), forestry, and tourism sectors**.

Deforestation risk

In the eleven counties where flowers are cultivated, five counties are classified as high- risk deforestation counties and the remaining counties ranging from medium to low risk.

This distribution highlights the environmental challenges associated with flower farming in these regions, **emphasizing the need for sustainable agricultural practices to mitigate deforestation risks**.



Challenges and opportunities

Challenges

- **Cost of inputs and production.**
- **Cost of air freight.**
- **Air freight** capacity.
- **High electricity cost** in packhouses.
- **Access to markets** for example there is over reliance on auction, decreases visibility of Kenyan cut flowers.

Opportunities

- **Explore new markets for flowers:** China, UAE, Australia and more penetrate more European countries.
- **Renewable energy**, e.g. installation of solar panels.
- **Improved packaging** and display of flowers.
- **Mainstream sea freight** to lower carbon footprint.
- **Integrated soil nutrient** management system.
- **Increase direct sales** of Kenyan flowers mainly to European outlets/ supermarkets.

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