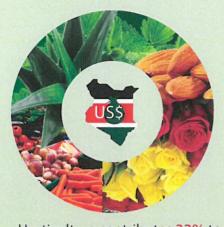
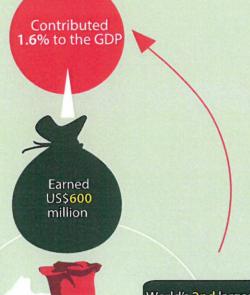
# Revitalising Kenya's Horticulture sub-sector for Wage Employment



Horticulture contributes 33% to Kenya's agriculture GDP; and employs over 10 million people directly and indirectly mostly women and youth

#### Flower Industry in Kenya in 2016



World's **2nd** largest exporter of roses

## **Kenya's Horticultural Commodities**

Value of produce (%) vegetables, flowers, fruits, nuts, and medicinal and aromatic plants (MAPS)



In 2015 about 95% of total value of horticultural produce went to domestic market and 5% to export market



Favourable agroclimatic conditions



Massive investment



Good infrastructure

#### Flower Industry Success Factors



Effective lobbying



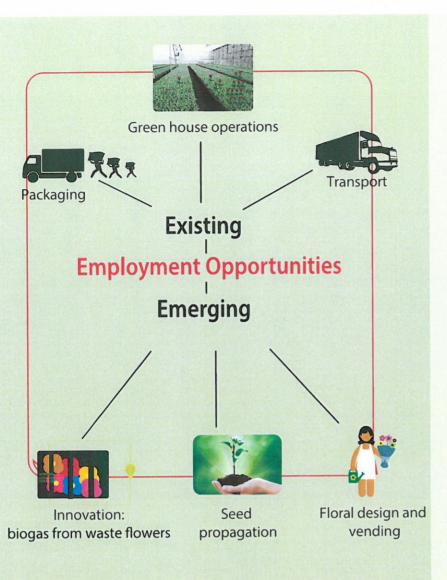
Traceability

Employed over 100,000 people (60% female) directly; and another 500,000 people indirectly

Supported over 2 million

livelihoods







### **Policy Recommendations**



Strengthen regulatory compliance and marketing to raise market share



Strengthen contract governance of smallholder farmers to increase wage employment



Adopt pre- and post-harvest technologies to improve marketable volumes, incomes and food security



Provide incentives (on e.g. land, taxation, credit) to attract new investments in the sub-sector



Limited access to land and adoption of modern technologies



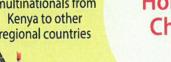
Inadequate planting material



High cost of fertilizer and agro-chemicals



Migration of flower multinationals from Kenya to other regional countries



Influx of cheaper produce from neighbouring counrties







Weak governance of outgrower contracts

This is a product of Utafiti Sera For further information contact: Centre for African Bio-Entrepreneurship P.O BOX 25535-00603 Lavington, Nairobi. Website: www.cabe-africa.org



of standards







