

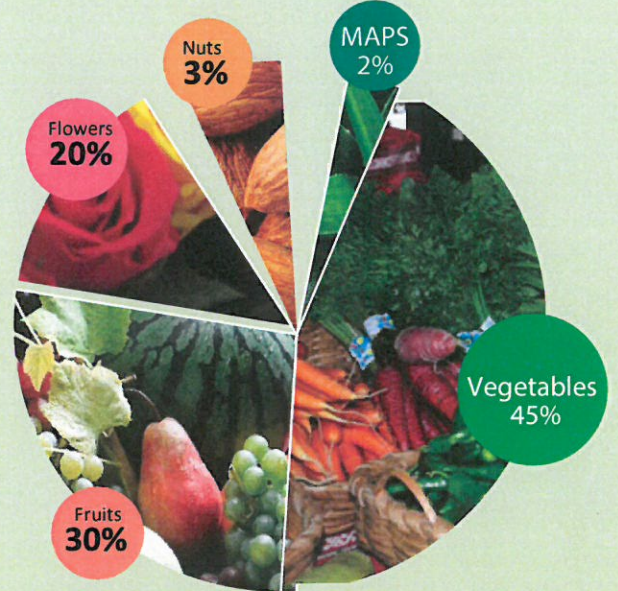
# Revitalising Kenya's Horticulture sub-sector for Wage Employment



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

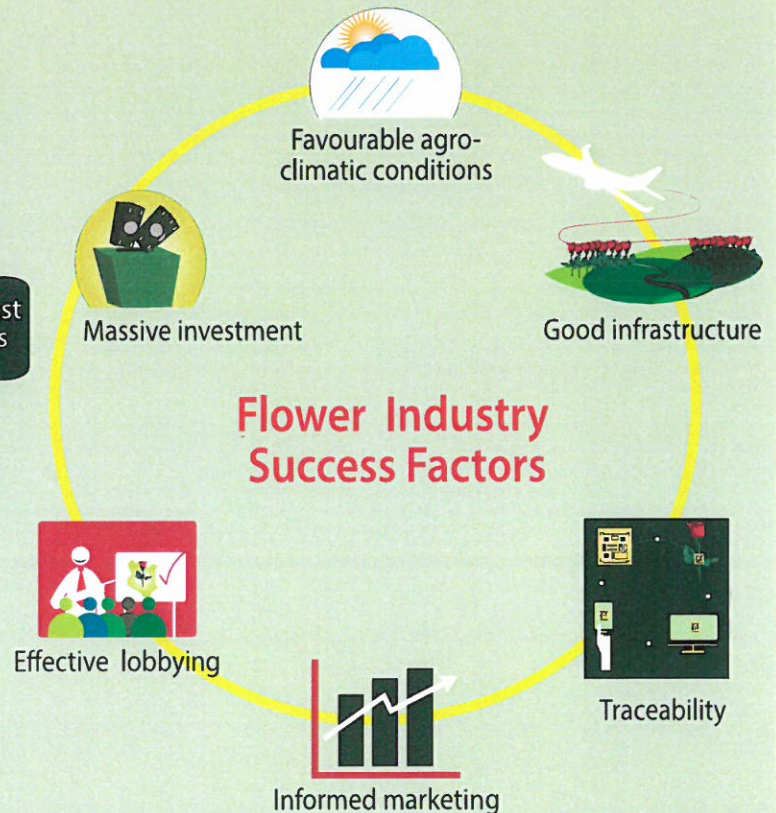
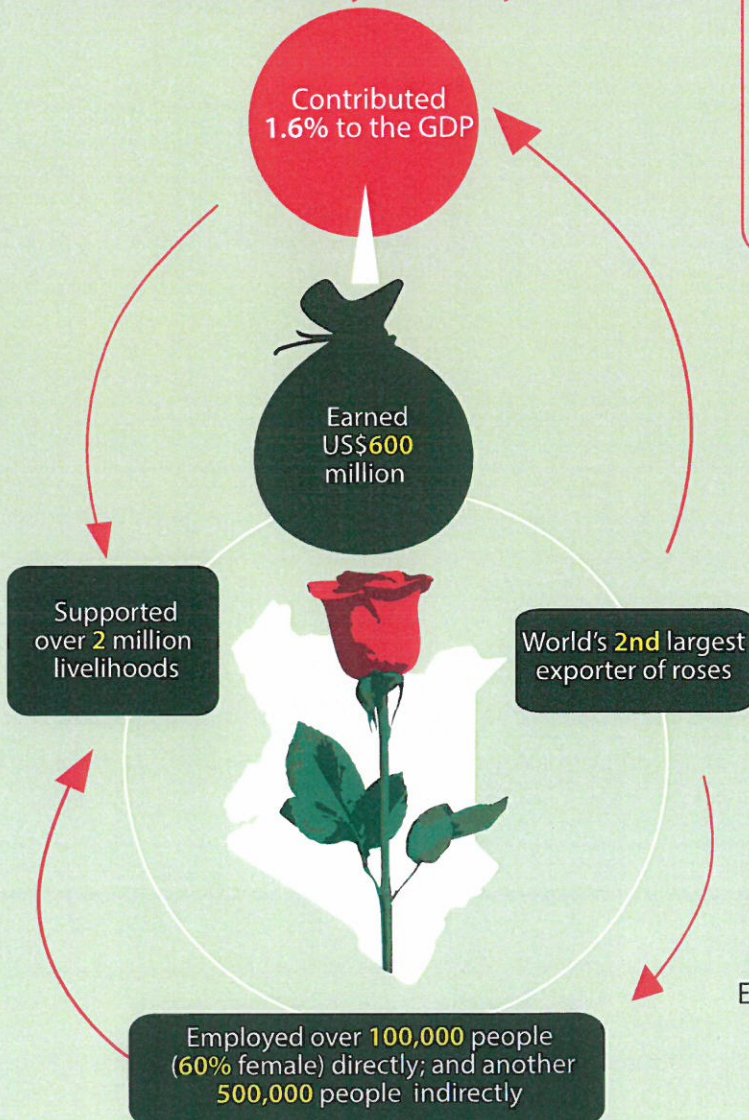
## Kenya's Horticultural Commodities

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

## Flower Industry in Kenya in 2016





## Policy Recommendations



Strengthen **regulatory compliance** and marketing to raise **market share**



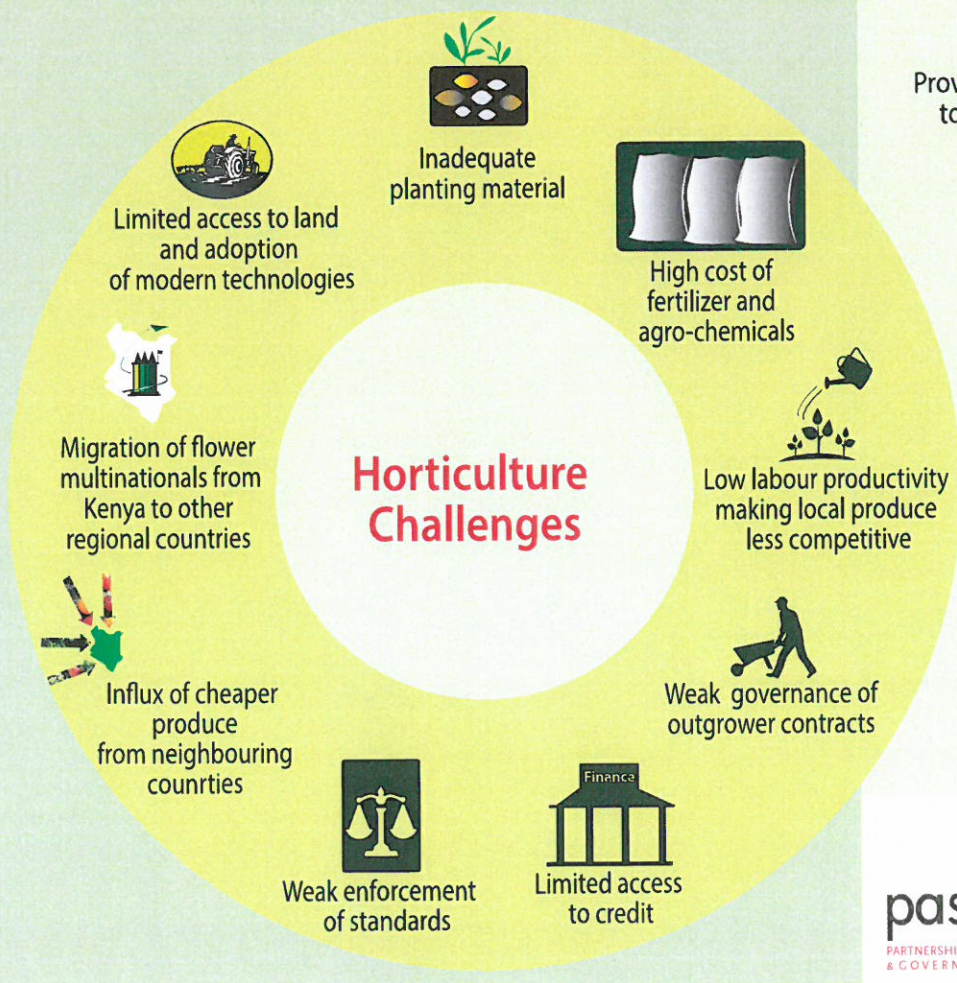
Strengthen contract **governance** of smallholder farmers to increase wage employment



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



This is a product of *Utafiti Sera*  
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