



2019 PROFILE

About FPEAK

Fresh Produce Exporters Association of Kenya (FPEAK) is the premier trade Association representing growers, exporters and service providers in the horticulture industry. FPEAK is a legal entity registered as a company limited by guarantee. The core objectives of the association include Lobbying and advocacy on behalf of industry stakeholders, marketing support and information to growers and exporters, capacity building and technical support, standardization of practice and quality compliance geared towards maintaining market share.

The organization members are well represented so that it focuses on the key issues at hand to address the challenges facing the horticultural industry. In this regard, it has maintained in constant consultation with the Government in order to drum up enough support for the horticultural industry especially in setting up conducive interventions and policies.

FPEAK receives income through subscriptions paid by its members, which vary depending on the individual member's export capacity. FPEAK also receives support from various donors both public and private entities. It has the FPEAK Code of Practice, which guides its members. To date, FPEAK has over 160 members across Kenya.



Our Structure

FPEAK is a legal entity registered as a company limited by guarantee. The activities of FPEAK are governed by an elected Board of Directors consisting of members actively engaged in exporting business. The administrative body of the association is formed by the secretariat, which is responsible for providing services to the members. The Association operates independently and receives support from various partners.

Vision

To make Kenyan horticulture the global choice.

Mission

To develop, unite and promote the Kenyan horticultural industry in the global market with due regard to safety, good agricultural practices, social, ethical and environmental responsibilities.

Goal

- Update and implement Kenyan and other international standards
- Influence enactment of a facilitative environment for the horticulture industry
- Create awareness in the horticulture industry on market requirements, changes and regulations
- Undertake continuous identification of market opportunities
- Capacity building



What We Do

Advocacy & Lobbying

FPEAK continuously monitors the domestic and international policy environment, tariffs and trade agreements on behalf of its members. This is done through public and private partnerships both local and international with:

National Horticultural Task Force (NHTF)

Competent Authority on Horticulture

Directorship in Pest and Products Board

Member of COLEACP

GLOBALG.A.P

FPEAK is the secretariat of the Horticultural Council for Africa (HCA) whose aim is to increase the regions competitiveness.



What We Do

Capacity Building

FPEAK partners with development agencies to enhance growers capacity along the value chain.

They include:

The Netherlands Government

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Trade Mark East Africa

The Centre for Promotion of imports from Developing Countries of the Netherlands (CBI) and the International Trade Centre (ITC)

Horticulture Collaborative Research Support Program (HortCRSP)

Kenya Horticulture Competitiveness Project



What We Do

Standards & Compliance

Evidence of good compliance with Good Agriculture Practice is an important requirement for exporting to the EU. FPEAK members can achieve this by subscribing to KenyaG.A.P standard, the Associations code of practice for growers. KenyaG.A.P is benchmarked to GlobalG.A.P and approved by the Kenya Bureau of Standards (KEBS). FPEAK assists members through capacity building and internal auditing while a third-party accreditation bodies certifies the farm.

KenyaG.A.P International is a certification scheme which adheres to international standards on food safety social and environmental responsibility. KenyaG.A.P Domestic targets producers for the local market and those new to G.A.P compliance. It is a stepping stone to full certification. EAG.A.P is a collaborative effort with sister associations in the region to harmonize standards based on simplification and training of GlobalG.A.P.

Market Linkages

Kenya exports its horticultural produce all over the world with Europe taking 92% of all the exports. We are actively seeking to increase the market to other countries like Korea, Japan, China and Angola through participating in trade fairs, exhibitions and trade agreements. Kenya green beans are known globally for their superior quality while Kenya is the third largest exporter of roses to Europe after Colombia and Ecuador. FPEAK together with its members is actively pursuing a plan of branding its products and widening its market.





New Rehema House, 4th Floor
Raphta Road, Westlands
P.O.Box 40312 - 00100
NAIROBI, KENYA

020 51 60 333
info@fpeak.org
www.fpeak.org