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# NEWSLETTER **ISSUE 023**



## 4TH QUARTER ACTIVITIES | OCTOBER - DECEMBER 2023

This newsletter presents activities and events that FPEAK was involved in for the months of October, November & December 2023..

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# CURRICULUM DEVELOPMENT FOR MANAGEMENT OF SCALE INSECTS

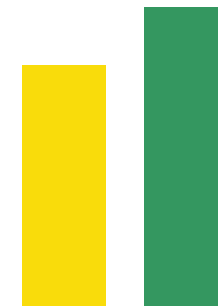
FPEAK, who is a partner in the Management of scale insects in East Africa in fresh fruits to enhance market access Project, participated in a workshop to develop curriculums for farmers and technical advisors. The five-day workshop took place on 9th to 13th October 2023 at Astorian Grand Hotel, Naivasha.

The curriculum aims to assist agronomists and technical staff of exporters (FPEAK members) and farmers to identify and manage scale insects in Avocado, Mango, Pineapple and Papaya in Murang'a, Kiambu, Makueni, Embu, Tharaka Nithi, Kilifi and Trans Nzoia Counties. The project targets to support farmers in Kenya to identify and manage spread of scale insects in Kenya and the East Africa Region.

The project is being implemented in partnership with CABI, Kenya Plant Health Inspectorate Service (KEPHIS), National Museums of Kenya (NMK), Kenya Agriculture and Livestock Research Organization (KALRO) and Kenya Forestry Research Institute (KEFRI).



*Members of the Project Implementation Team pose for a group photo during the workshop*



## TRADE DELEGATION TO UNITED ARAB EMIRATES

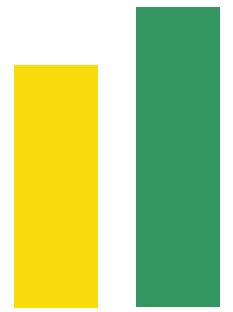


*The delegation poses for a group photo when they paid a courtesy call to Consul General H.E. Amb. Peter M. Mwendwa*

A Kenyan trade delegation to the United Arab Emirates selected by the Kenyan National Horticulture Taskforce together with the Horticultural Crops Directorate (HCD), a Directorate established under the Agriculture and Food Authority Act 2013 visited the United Arab Emirates in the second week of October 2023.

The delegation was accompanied by an expert and participated in a series of meetings with different stakeholders in UAE conducted a market survey by visiting various fruits and vegetables outlets in the Middle East that were selected depending on the range of horticultural products they handle, the quantities transacted, the time of the year they do business as well as the logistics involved in doing business with them.

The survey entailed checking on the products being sold, the packaging, pricing, display, promotion strategy, the certification displayed on the products as well as competing places of origin.



# BUSINESS ENVIRONMENT & EXPORT ENHANCEMENT PROGRAMME (BEEEP)



The European Union, is supporting the horticulture industry through the Business Environment and Export Enhancement Programme (BEEEP) through TradeMark Africa (TMA). The programme looks to influence high level policies which will help create a favorable business environment for FPEAK members and the horticulture subsector at large. Through BEEEP, a number of activities have been held.

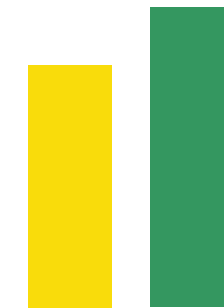


## **Jumuiya ya Kaunti Za Pwani (JKP) Consultative Meeting**

The National Horticulture Taskforce held a consultative meeting with Jumuiya ya Kaunti za Pwani economic Bloc at Bahari Beach Hotel, Mombasa on 12th October 2023.

FPEAK joined Stakeholders from Jumuiya ya Kaunti za Pwani (JKP), Kenya Ports Authority (KPA), Agriculture and Food Authority-Horticulture Crops Directorate (AFA-HCD), Kenya Plant Health Inspectorate Service (KEPHIS), Kenya Airports Authority (KAA), MEARSK and other industry stakeholders to discuss the transition of 50% of fresh produce from air to sea freight by 2030. The program is being supported European Union through TradeMark Africa.

*FPEAK CEO, Mr. Hosea Machuki, gives remarks during the meeting*



# PUBLIC-PRIVATE SECTOR CONSULTATIVE MEETING - NAIROBI

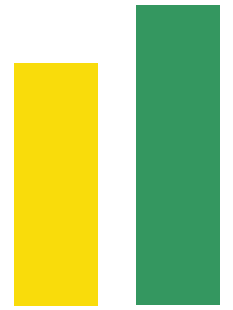


*Participants follow proceedings during the meeting*

The National Horticulture Taskforce also held a consultative meeting with the public-private sector on October 25, 2023, at Crowne Plaza JKIA. The meeting was part of the ongoing regional consultation on unlocking the potential of horticultural exports and will contribute to the development of the national advocacy strategy under the Business Environment and Export Enhancement Programme (BEEEP).

Participants of this meeting were drawn from the public and private sectors, including AFA-HCD, KEPHIS, PCPB, Ministry of Agriculture, Council of Governors, Ministry of Trade and Industry (MITI), KAA, Kenya Railways, exporting and logistic companies, Kenya National Federation of Farmers (KENAFF), FPEAK, KFC, FPC-Kenya, COLEAD, Discovery Consultancy, and Keleidofin.

During the meeting, Kenya Railways reported that they are expecting 30 wagons with plugs by the end of the year, which will boost the transport of fresh produce through the SGR.



## LAKE REGION ECONOMIC BLOC (LREB) CONSULTATIVE MEETING

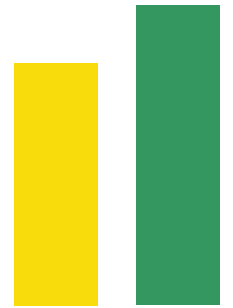
The National Horticulture Taskforce also conducted a collaborative session with the Lake Region Economic Bloc and various industry stakeholders on November 16, 2023, at Acacia Premier in Kisumu. This meeting was part of the ongoing efforts to explore the horticultural export potential in the lake region, contributing to the formulation of a national advocacy strategy for the horticulture sector. The initiative aligns with BEEEP objective, focusing on increasing and diversifying trade. Participants of the meeting were drawn from both public and private sectors; FPEAK, KFC, KEPHIS, AFA-HCD, CECs from LREB counties, LREB secretariat, Kenya Railways and Farmer representatives.



*A delegate makes remarks during the meeting*



*FPEAK CEO, Mr. Hosea Machuki makes remarks during the meeting*



## CAPACITY BUILDING ON NON-TARIFF BARRIERS (NTBS)

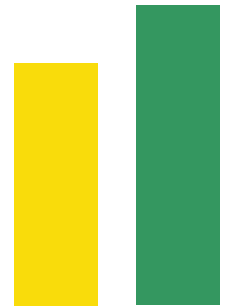
The NHT, also underwent a capacity building workshop on Non-Tariff Barriers (NTBs) impacting trade of Kenya horticulture subsector. The workshop took place on 6th to 8th December 2023 at Midlands Hotel, Nakuru. The workshop is expected to contribute to the development and implementation of a national framework that supports both government and private sector stakeholders to understand better the trade requirements and the progress towards its implementation. This will ensure that all trade agreements between Kenya and her partners result into increased market access and exports of our horticultural produce.



*Members of the NHT pose for a group photo during the workshop*



*Participants follow proceedings during the workshop*



# COLLABORATIVE LEARNING AND ADAPTATION

The NHT and TMA organized a Collaborative Learning and Adaptation (CLA) event on 14th December 2023 at Radisson Blu, Upper Hill, Nairobi. Stakeholders from the horticulture subsector gathered to address challenges in agro-logistics, focusing on transportation, quality control, market access, and sustainability. The CLA aims to develop a master plan for shifting fresh produce exports from air to sea freight, fostering competitiveness, expanding market access, and supporting Kenya's economic development.

At the event, TradeMark Africa and the National Horticulture Taskforce signed a support agreement, committing to enhance investments in Kenya's fresh produce exports, aligned with the European Union in Kenya-funded #BEEEP's goal of transitioning 50% of exports from air to sea freight by 2030.

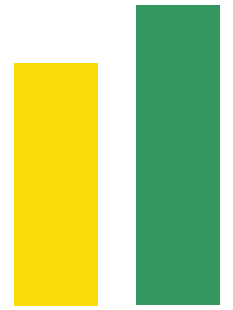


*FPEAK CEO, Mr. Hosea Machuki, left, standing, looks on as the Chair NHT and TMA Kenya Country Director, Mr. Ahmed Farah HSC sign the support agreement, committing to enhance investments in Kenya's fresh produce exports*



*FPEAK CEO, Mr. Hosea Machuki, far left, moderates a panel session during the event*





## TAILOR MADE TRAINING PLUS (TMT+)

FPEAK is partnering with Q-Point BV and Kenya School of Agriculture (KSA) to implement the NUFFIC funded Tailor Made Training Plus (TMT+) project. TMT+ aims to conduct tailor made training sessions targeting small holder farmers, technical staff of FPEAK members and other industry stakeholders on Market standards and regulations; GLOBALG.A.P. and KS 1758 – Horticulture Code of Practice, Value Addition and Hygiene Practices, Post Harvest Handling and Cold Chain and Value Chain Management.

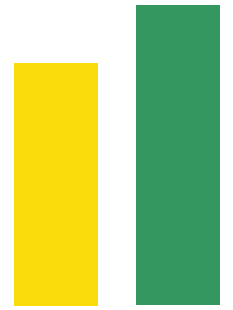
The project will also facilitate setting up of demo sites showcasing Good Agricultural Practices and compliance across the country in collaboration with the project partners. Through TMT+, organized a 4-day training on Value Chain Management in Nakuru from 28th November to 1st December 2023. The training covered eco-friendly production practices, market understanding, strategic positioning, stakeholder analysis, and strategy development. Attendees included FPEAK members KSA staff and farmers.

The goal of the training was to enhance participants' roles in the horticulture value chain, providing both knowledge and practical skills.

Subsequent trainings will be organized and communicated accordingly.



*Participants pose for a group photo during the training*

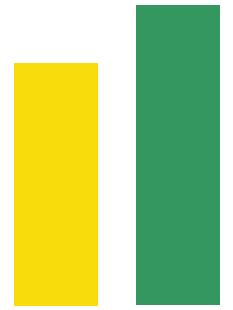


# **KENYA-UNITED STATES (US) STRATEGIC TRADE AND INVESTMENT PARTNERSHIP (STIP) VIRTUAL STAKEHOLDER WORKSHOP ON SERVICES DOMESTIC REGULATIONS.**

The State department of Trade organized a virtual meeting on 10th November 2023 to discuss the services domestic regulations which are part of the Kenya-US STIP. The meeting brought together participants from the public and private sector including, FPEAK, Anti-counterfeit Authority, Association of Kenya Suppliers (AKS), Capital Markets Authority (CMA), Central Bank of Kenya (CBK), Export Processing Zones Authority (EPZA), Kenya Investment Authority, Kenya National Farmers' Federation (KENAFF), Kenya National Library Service, Ministry of Information, Communications and Telecommunication, National Commission for Science, Technology and Innovation and Water Services Regulation Board.

The main objective was to review section 4 of the US-Taiwan STIP which would be a benchmark of what is to be developed by Kenya. Some of the concerns raised during the meeting include; technical barriers to trade, the need for mutual recognition of professionals, the introduction of a burden of compliance and the capacity of the state to facilitate compliance and the need to protect Kenyan interests.

FPEAK continues to execute its crucial advocacy role by representing members' interests in meetings that significantly impact their business environment.



# MANGO MEALYBUG AWARENESS WORKSHOP

The mango mealybug, also known as fruit tree mealybug, is a significant threat to mango cultivation, impacting tree strength, fruit yield, and quality. Recently, it was identified in Eastern African countries (Burundi, Rwanda, and Uganda) in 2022, posing a high risk of invasion into Kenya. This could result in severe consequences, including the loss of livelihoods, income for mango farmers, and non-compliance with international mango trade standards.

To address this CABI organized a workshop held on awareness and identification of potential solutions of management of the mango mealy bug on 14th November 2023, collaborating with stakeholders to discuss and implement effective management strategies for the Mango Mealybug.

FPEAK remains committed to working with government agencies, development partners, members, and private sector stakeholders to ensure continued access to international markets for Kenyan fresh produce.



*Participants follow proceedings during the workshop*



# WORKSHOP ON NON-COMPLIANCES ACROSS VALUE CHAINS IN THE HORTICULTURE SECTOR

FPEAK is collaborating with CABI, through the Plantwise Plus Program, and other industry stakeholders to gain insights on practices that lead into non-compliances across value chains in the horticulture subsector.

Due to the importance and the risks involved in the tomato value chain, a Hazard Analysis and Critical Control Points (HACCP) approach was utilized to identify potential hazards and come up with possible mitigation measures in production and handling of fresh tomatoes.

On 5th to 7th December 2023, a technical working group involving FPEAK, KALRO, AAK Grow/CropLife Kenya, PCPB, KEPHIS, and COLEAD to undertake this assignment at SOPA Loge in Naivasha.

The output of the workshop will be used to train and undertake the various measures across the value chain.



*Participants pose for a group photo during the workshop*

# KENYA AND EUROPEAN UNION ECONOMIC PARTNERSHIP AGREEMENT (EPA)

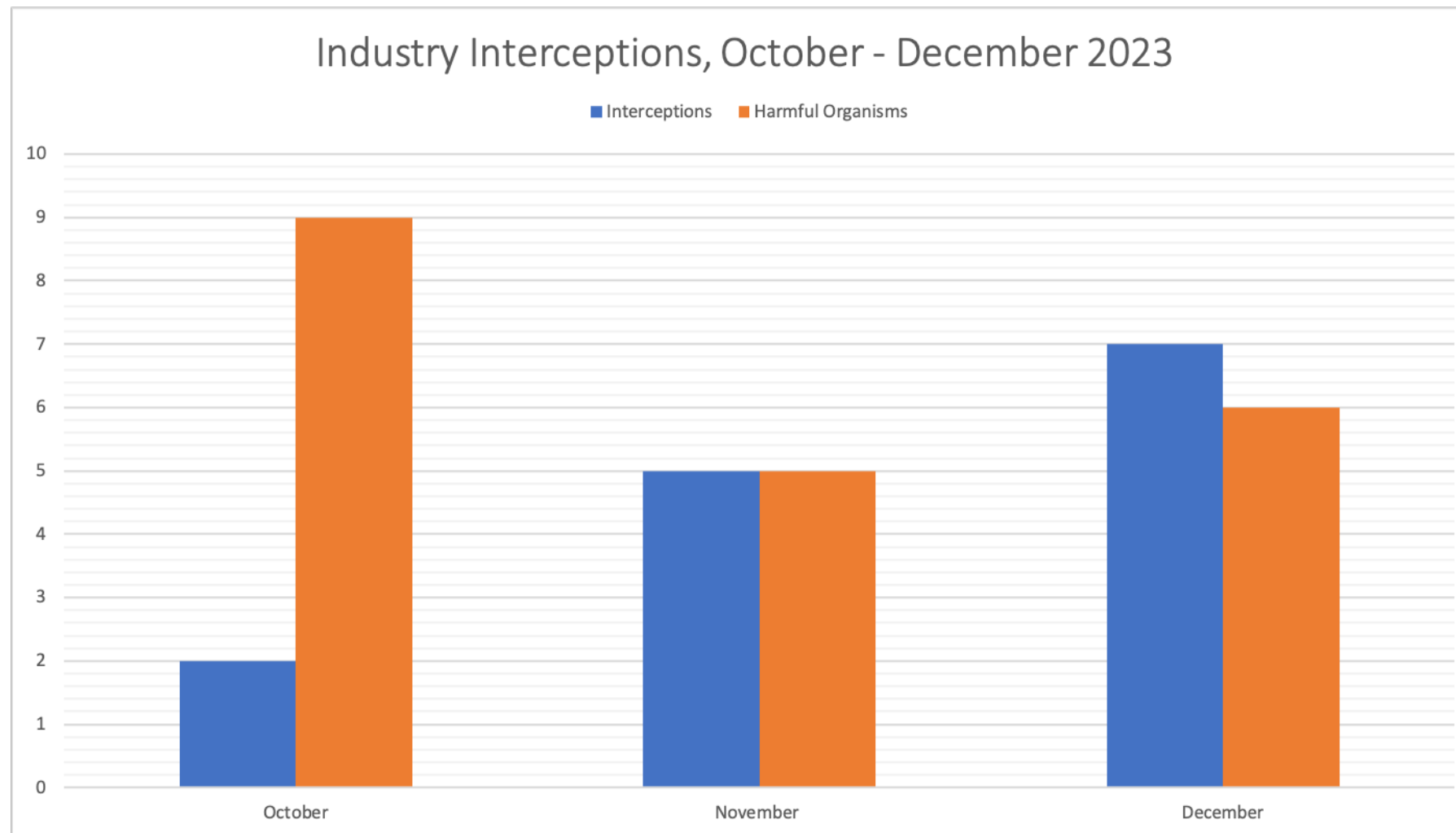
On December 18, 2023, Kenya and the European Union (EU) officially signed the Economic Partnership Agreement (EPA), aiming to boost bilateral trade and investment. This signals Kenya's commitment to exporting premium products to Europe.

President William Ruto highlighted the enduring benefits, providing Kenyan businesses with stable access to the European market. The EU, a key trade partner for Kenya, witnessed a 27% increase in total trade to €3.3 billion in 2022, emphasizing the growing economic collaboration between the two.

FPEAK was represented by FPEAK CEO Mr. Hosea Machuki and FPEAK Board Chairman Mr. Robert Kotut.



# INDUSTRY STATISTICS



**Documentation cases include: Additional Declaration Missing | Plant Passport: Incomplete | Plant Passport:copy/ Duplicata Not Endorsed | Incorrect Identity Declared On Documents | False Information**

**Harmful Organisms include: Thaumatotibia leucotreta | Scirtothrips aurantii |**



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