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NEWSLETTER **ISSUE 027**



4TH QUARTER ACTIVITIES | OCTOBER - DECEMBER 2024

This newsletter presents activities and events that FPEAK was involved in for the months of October, November & December 2024..

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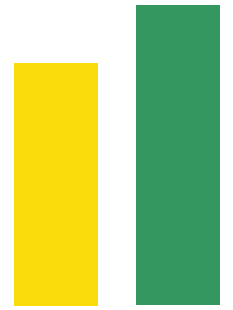
Kenya-EU Economic Partnership Agreement (EPA) Sensitization Forums

FPEAK Industry Meeting

Establishment of Export Supply Hub in Makueni County

Consultative Meeting with Presidential Advisory Team

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KENYA-EU ECONOMIC PARTNERSHIP AGREEMENT (EPA) SENSITIZATION FORUMS

FPEAK recently participated in a series of Kenya-EU Economic Partnership Agreement (EPA) Sensitization Forums across the South Rift, Mt. Kenya, North Rift, and Coast regions. These forums aimed to educate stakeholders on the immense opportunities presented by the EPA, which grants Kenyan enterprises duty-free and quota-free access to the expansive EU market. By leveraging this agreement, Kenyan businesses can enhance their exports, tap into new trade prospects, and strengthen their foothold in international markets.

Discussions during the forums focused on key trade policies, investment opportunities, and the significance of sustainability in global trade. Experts highlighted how adherence to Environmental, Social, and Governance (ESG) standards can enhance competitiveness and market access within the EU. Additionally, insights were shared on regulatory compliance, value addition, and emerging trends that exporters must consider to maximize their benefits under the EPA.

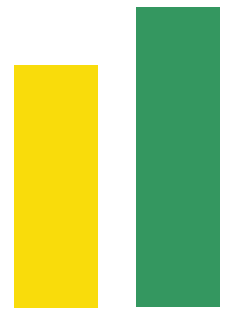
FPEAK remains committed to supporting members in navigating these trade opportunities. We encourage exporters to stay informed on evolving market dynamics and leverage available resources to enhance their global competitiveness. For further details on the Kenya-EU EPA and other export opportunities, reach out to FPEAK for guidance and support.



Participants pose for a group photo during the Mt. Kenya sensitization forum which was held at Nice Digital Hotel, Mwea, on 15th October 2024



Participants follow proceedings during the North Rift region Kenya-EU sensitization meeting held at Boma Inn Hotel, Eldoret, on 7th November 2024

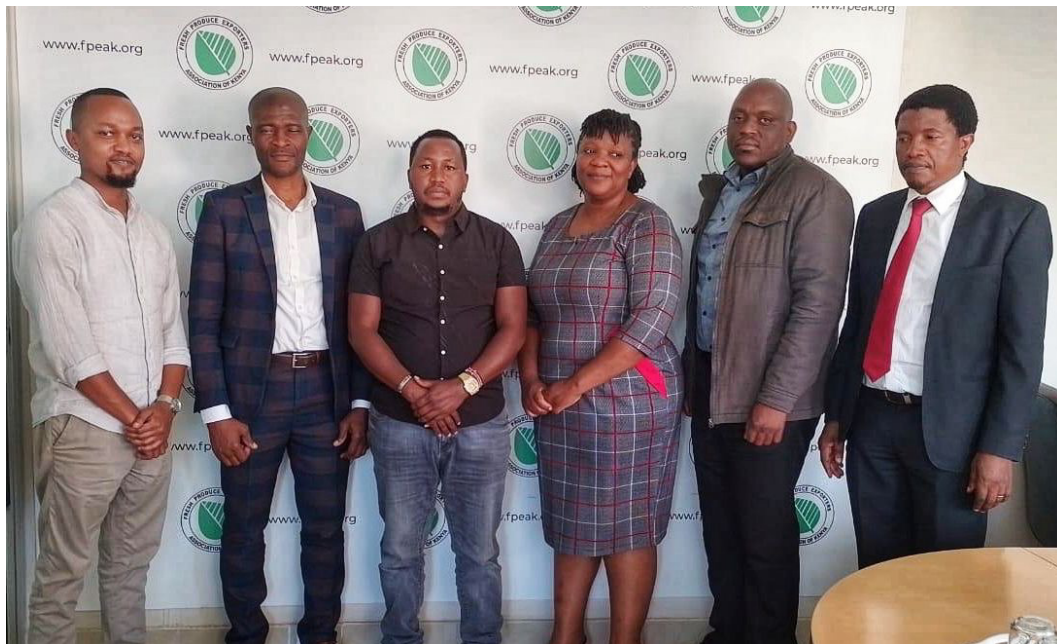


STRENGTHENING AGRICULTURAL COLLABORATION: MEETING WITH REPRESENTATIVES FROM ESWATINI

FPEAK had the honor of hosting a delegation from Eswatini's National Agricultural Marketing Board (NAMBOARD) under the Ministry of Agriculture on November 19, 2024. The visit, which took place at FPEAK offices, was part of a benchmarking mission aimed at gaining insights into Kenya's thriving horticulture sector. The delegation engaged in discussions on best practices, market dynamics, and strategies that have contributed to the sector's success, with a focus on enhancing agricultural trade and sustainability.

During the meeting, FPEAK shared valuable expertise on Kenya's horticultural value chains, export processes, and regulatory frameworks that support seamless trade within international markets. The delegation explored opportunities for collaboration in research, capacity building, and market access to strengthen agricultural ties between Kenya and Eswatini. These exchanges are crucial in promoting knowledge transfer and fostering regional partnerships that drive agricultural excellence.

FPEAK remains committed to supporting cross-border collaboration and strengthening Africa's horticulture industry. By working with stakeholders across the continent, we can enhance productivity, ensure compliance with global standards, and unlock new market opportunities. We look forward to continued engagement with Eswatini and other regional partners to drive sustainable agricultural growth.



FPEAK members of secretariat pose with the representatives of National Agricultural Marketing Board (NAMBOARD) and AFA-HCD during the engagement meeting.



ONGOING PROJECTS

Loss To Value (L2V) Creation Project

Under the L2V project, FPEAK held a 5-day intensive GlobalG.A.P. Training of Trainers (ToT) session for smallholder beans and peas in pods farmers at Njabini ATC in Nyandarua county on 4th to 8th November 2024 and at ATC Nakuru, Nakuru County on 11th to 15th November 2024. This training provided farmers with the knowledge and skills needed to deliver impactful training and adopt good agricultural practices, essential for ensuring safe food production and accessing international markets.

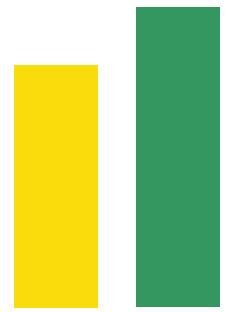
FPEAK continues to prioritize supporting its members in meeting both national and international market standards. FPEAK remains committed to providing training and building the capacity of farmers in various areas of production and value chain management.



Participants pose for a group photo during the training at Nakuru ATC on 15th November 2024



Participants engaging in group discussion session during the training at Njabini ATC between 4th and 8th November 2024



ONGOING PROJECTS

Business Environment and Export Enhancement Programme (BEEEP) Horticulture Council of Eastern Africa (HoCEA) Meeting

A regional horticulture stakeholders meeting was held on 25th and 26th November 2024 in Arusha, Tanzania. The meeting brought together horticulture associations from Kenya, Tanzania, Uganda and Rwanda with the aim of establishing the Horticulture Council of Eastern Africa (HoCEA). HoCEA aims to address pressing challenges within the horticulture sector, including market access, pests and diseases, logistics, financing, climate change, and compliance in the East African region. At the meeting, Dr. Jacqueline Mkindi, CEO of the Tanzania Horticulture Association (TAHA) was elected as the first Chair of HoCEA.



Members present during the meeting pose for a group photo during the event held on 25th and 26th November 2024 in Arusha, Tanzania.



Members follow proceedings during the meeting held on 25th and 26th November 2024 at Arusha, Tanzania.



FPEAK INDUSTRY MEETING: DRIVING GROWTH & INNOVATION IN HORTICULTURE

FPEAK, in collaboration with Prime Bank, successfully hosted an engaging industry breakfast meeting on November 19, 2024, at Crowne Plaza, JKIA Nairobi. The event brought together FPEAK members and key stakeholders in the horticulture sector to discuss innovative solutions, emerging opportunities, and strategic industry developments. The interactive session provided a platform for knowledge sharing, fostering partnerships, and addressing critical challenges affecting the industry.

The agenda featured insightful presentations, including customized financial solutions from Prime Bank Africa, updates on the gazettement of production areas as Special Economic Zones (SEZs) by the SEZA CEO, and a session on VAT refunds led by the Kenya Revenue Authority (KRA). Additionally, experts from Sanlam and CIC provided valuable insights into marine and agriculture insurance, highlighting risk mitigation strategies crucial for horticulture exporters. These discussions underscored the importance of financial planning, regulatory compliance, and sustainability in driving sectoral growth.

Beyond the presentations, the meeting facilitated meaningful networking opportunities, connecting members with financial institutions, regulatory bodies, and industry partners. FPEAK encourages its members to actively participate in such forums to gain critical industry insights, explore new opportunities, and enhance the competitiveness of their businesses. We remain committed to organizing more engagements that empower stakeholders and contribute to the growth of Kenya's horticulture sector.



ADVANCING KENYA'S FRESH PRODUCE EXPORT: MAKUENI EXPORT SUPPLY HUB STAKEHOLDER MEETING

FPEAK, in collaboration with Trademark Africa, Rotooba, and the Makueni County Government, held a strategic stakeholder workshop on November 28, 2024, at Mami Hotel, Wote, Makueni County. The meeting focused on advancing plans for a state-of-the-art export supply hub for fruits and vegetables in Makueni County. Designed to serve as a central hub for processing, packaging, and exporting fresh produce, the facility will benefit not only Makueni but also neighboring counties, including Kitui, Machakos, Taita Taveta, and Kajiado.

The workshop brought together key stakeholders, including representatives from KEPHIS, AFA-HCD, PCPB, farmers, producer companies, JKUAT, and exporters, to address critical industry challenges. Discussions focused on improving agricultural practices, enhancing compliance with market standards, and fostering collaboration among industry players. Experts provided insights on best practices, regulatory frameworks, and innovative solutions to streamline the export process and boost Kenya's competitiveness in global markets.

The Export Supply Hub is a significant step towards strengthening Kenya's fresh produce export sector by improving value addition, reducing post-harvest losses, and increasing market access for farmers. FPEAK remains committed to working with stakeholders to ensure the success of this initiative and to unlock new opportunities for Kenya's horticulture industry. We encourage industry players to stay engaged and leverage this development for sustainable growth and enhanced export potential.

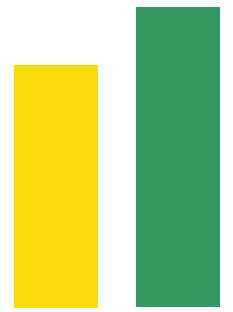


ENHANCING COMPLIANCE: MRLS TRAINING FOR BEAN AND PEA EXPORTERS

Exporters of beans and peas from Meru, Kirinyaga, Nyandarua, Nakuru, Kajiado, and Uasin Gishu counties recently participated in a specialized training on the impact of Maximum Residue Limits (MRLs) in trade. The training aimed to equip exporters with critical knowledge on mitigating challenges related to MRL compliance, ensuring their produce meets international market standards. By addressing key regulatory concerns, the sessions sought to enhance the competitiveness of Kenyan exports while minimizing the risk of trade disruptions.

The sessions provided in-depth insights into the causes and trends of product interceptions, with a focus on pesticide use management and its direct impact on MRL compliance. Experts emphasized the importance of adopting Good Agricultural Practices (GAP) to prevent interceptions and maintain high-quality standards for export markets. Participants were also guided on integrated pest management strategies and regulatory frameworks that govern the use of agrochemicals in horticulture.

To further support exporters, action plans were developed to streamline compliance processes and promote sustainable farming practices. FPEAK remains dedicated to empowering industry players through capacity-building initiatives that enhance Kenya's reputation as a reliable supplier of safe and high-quality fresh produce. We encourage exporters to implement the lessons learned and take advantage of ongoing training opportunities to strengthen their market position.

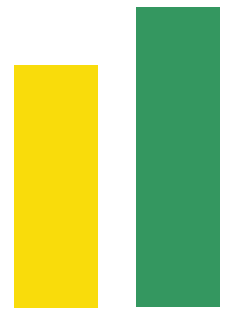


TRAINING ON MANAGEMENT OF FALSE CODLING MOTH (FCM) FOR FLOWERS EXPORTERS

Under the BEEEP project, funded by the European Union (EU) through Trademark Africa, FPEAK successfully conducted regional training sessions on False Codling Moth (FCM) and quarantine pest management. These sessions were designed to equip growers with essential knowledge and skills to manage FCM in roses and other quarantine pests effectively. By enhancing agronomic expertise, the training aimed to improve compliance with international phytosanitary standards, ensuring Kenya's fresh produce remains competitive in global markets.

The recently concluded capacity-building sessions were held in key horticultural regions, including Naivasha, Nakuru, and Thika, targeting growers operating within these areas. Experts provided insights into pest identification, monitoring, and integrated pest management techniques to mitigate the risks associated with FCM infestations. Additionally, participants were guided on best practices to maintain high phytosanitary standards, reduce interceptions, and enhance the overall quality of their produce.

FPEAK remains committed to supporting exporters and growers through continuous training and technical assistance to uphold global compliance standards. These initiatives are vital in safeguarding market access and ensuring the sustainability of Kenya's horticulture industry. We encourage all stakeholders to adopt the recommended pest management strategies and participate in future capacity-building programs to strengthen the sector's resilience.



TRAINING ON MANAGEMENT OF FCM



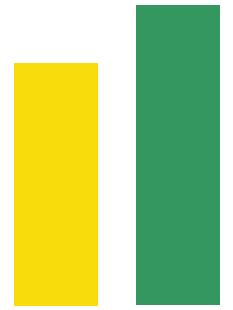
Participants pose for a group photo during the training at Nini Farm, Naivasha on 16th December 2024



Participants pose for a group photo during the training held at Tambuzi Roses, Nanyuki, on 18th December 2024



Participants pose for a group photo during the training at Redland Roses in Ruiru on 17th December 2024



HIGH-LEVEL ENGAGEMENT: FPEAK MEETS WITH PRESIDENTIAL ADVISORY TEAM

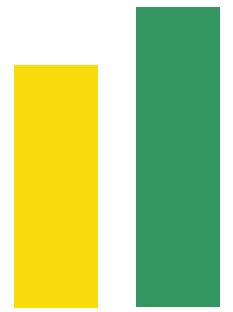
On December 5, 2024, the FPEAK Board of Directors and CEO, led by Chairman Mr. Robert Kotut, held a consultative meeting with Dr. David Ndii, Chairman of the Presidential Advisory Council, and his team. The discussions centered on key challenges affecting Kenya's horticulture industry, including taxation, levies, logistical bottlenecks, and market access. This strategic engagement provided an opportunity to highlight the urgent need for policy reforms to support the sector's growth and sustainability.

FPEAK emphasized the importance of a conducive business environment to enhance the competitiveness of Kenyan horticultural exports. The delegation urged the advisory council to champion initiatives that would ease regulatory constraints, streamline logistics, and open up more market opportunities for fresh produce exporters. The discussions also explored potential government interventions to mitigate financial and operational burdens faced by industry players.

As part of the ongoing dialogue, both parties agreed to reconvene for a follow-up meeting to assess progress and define actionable next steps. FPEAK remains committed to advocating for policies that empower horticulture stakeholders and ensure sustainable industry growth.



Members present during the meeting pose for a group photo during the meeting held on 5th December 2024



EXPLORING AGRICULTURE SECTOR OPPORTUNITIES UNDER THE KENYA-EU EPA

FPEAK was honored to participate in the Mashariki Research and Policy Centre 2024 Roundtable Meeting, held on December 10, 2024, at Safari Park Hotel & Casino. The forum provided a platform to explore the vast opportunities unlocked for Kenya's agricultural sector through the Kenya-EU Economic Partnership Agreement (EPA). This agreement offers duty-free and quota-free access to the EU market, presenting immense growth potential for Kenyan exporters.

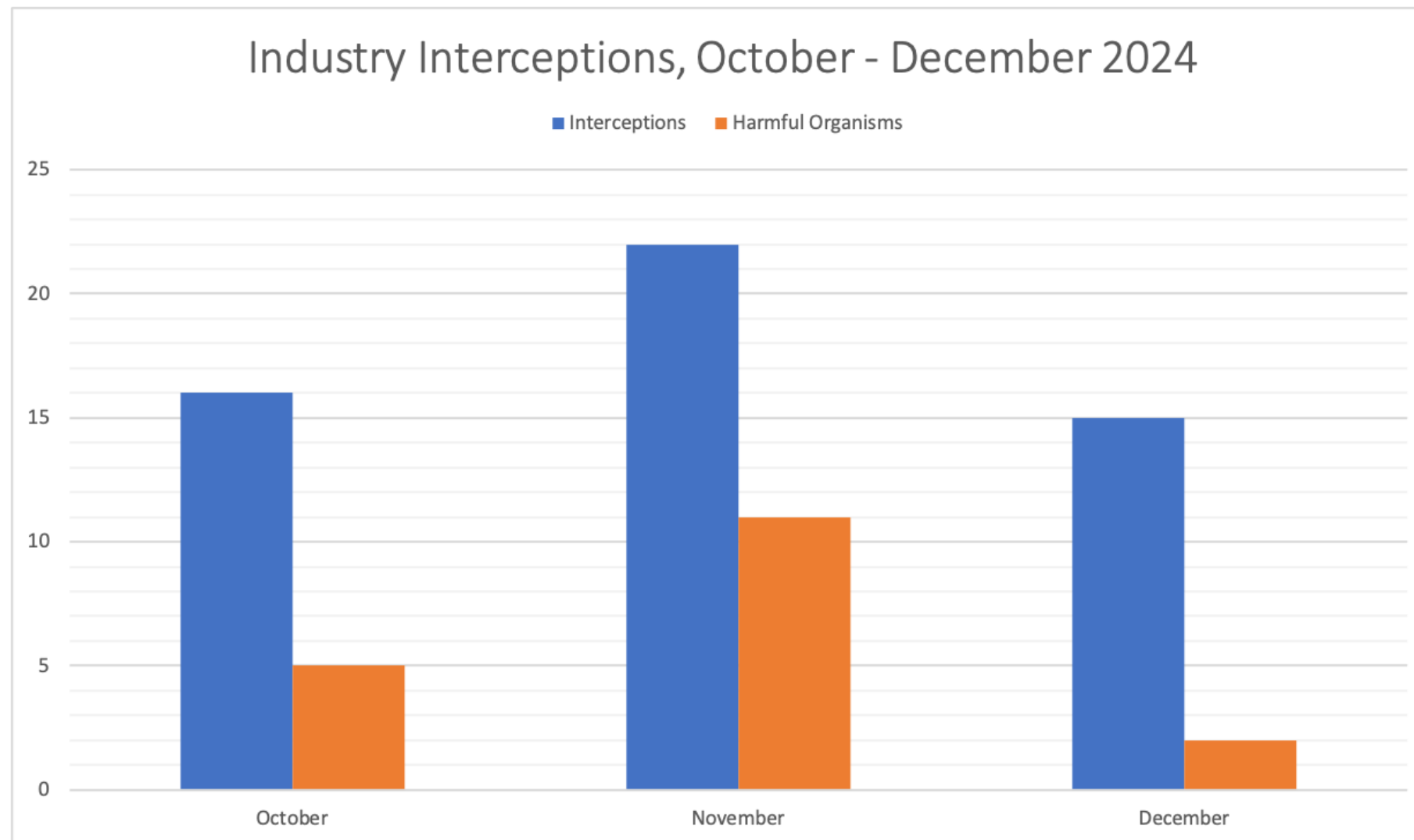
During the meeting, FPEAK had the privilege of presenting key insights on how the EPA can bolster fresh produce exports, drive economic growth, and strengthen Kenya-EU trade relations. Discussions centered on improving market access for Kenyan agricultural products, optimizing value chains, and enhancing compliance with EU standards to maximize the benefits of the agreement. Participants also examined strategies to overcome regulatory and logistical challenges hindering seamless trade.

As Kenya continues to expand its footprint in the EU market, FPEAK remains committed to supporting horticulture exporters in leveraging the opportunities presented by the EPA. Through advocacy, capacity-building, and market intelligence, we aim to enhance the sector's global competitiveness. We encourage industry players to engage in these policy discussions and take full advantage of the benefits provided by the Kenya-EU trade framework.



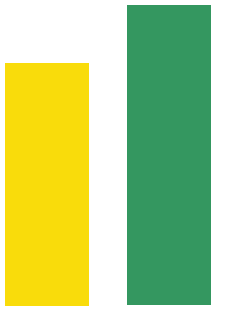
Participants pose for a group photo during the meeting held at Safari Park Hotel & Casino on 10th December 2024

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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