

# NEWSLETTER

ISSUE 028

## 1ST QUARTER ACTIVITIES | JANUARY - MARCH 2025

This newsletter presents activities and events that FPEAK was involved in for the months of January, February & March 2025..



## IN THIS ISSUE

HoCEA Meeting

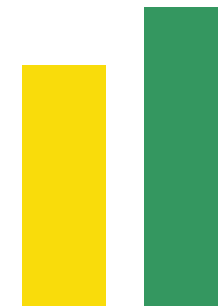
FPEAK Breakfast Industry Meeting

Preparation for New EU Regulations:

NEXT Kenya Programme Closure

Logistics Focused Group Discussion

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# EMPOWERING FARMERS FOR GLOBAL MARKETS: FPEAK & PARTNERS DELIVER KEY TRAINING IN MAKUENI

FPEAK, in collaboration with ROOTOBA and with the support of TradeMark Africa, recently conducted an impactful training session on GLOBALG.A.P. standards for farmers from IUWA in Mbooni East, Makueni County. This initiative is part of an on-going effort to prepare smallholder farmers for success in international markets by enhancing their knowledge of good agricultural practices (G.A.P.).

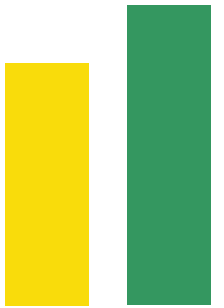
The training focused on several critical areas necessary for food safety and sustainable farming. Farmers received in-depth guidance on Quality Assurance and Quality Management Systems (QMS), equipping them with the tools to maintain consistency and traceability in their produce. In addition, sessions on Soil Management and Integrated Pest Management (IPM) emphasized the importance of preserving soil health while using environmentally responsible pest control methods.

Another key component of the training covered the safe and effective use of pesticides—a crucial topic for both farmer safety and market compliance. Participants also learned about hygiene protocols and environmental management strategies, both essential for maintaining high standards in production and post-harvest handling.

The training targeted small-scale farmers cultivating export crops such as mangoes, avocados, and French beans. These commodities are in high demand globally, but access to premium markets depends heavily on meeting strict safety and quality standards. By building capacity at the grassroots level, FPEAK is helping farmers unlock new economic opportunities and increase the competitiveness of Kenya's horticulture sector.

FPEAK remains committed to supporting its members and stakeholders through continuous training and development initiatives. As global market requirements evolve, such capacity-building programs are vital in ensuring that Kenyan produce remains trusted, compliant, and competitive on the world stage.





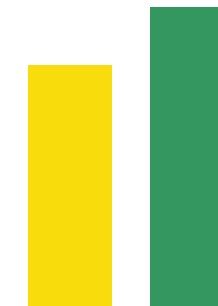
# EMPOWERING FARMERS FOR GLOBAL MARKETS: FPEAK & PARTNERS DELIVER KEY TRAINING IN MAKUENI



*Participants pose for a group photo during the training on 14th to 17th January 2025 at IUWA aggregation center, Makueni County*



*Participants follow proceedings during a practical session on safe and effective use of pest control products. The training took place on 14th to 17th January 2025.*



# **STRENGTHENING FARM-TO-MARKET CONNECTIONS: FPEAK LEADS MARKET LINKAGE SENSITIZATION**

In a continued effort to support Kenya's horticultural sector, the Fresh Produce Exporters Association of Kenya (FPEAK), in collaboration with Rootoba and with backing from TradeMark Africa and the European Union, recently held a series of market linkage sensitization workshops across Makueni County.

The forums were conducted in six sub-counties: Kibwezi East, Kibwezi West, Kilome, Kaiti, Mbooni, and Makueni. These sessions brought together fruit and vegetable growers, offering them crucial insights into how they can align their farming practices with market demands—especially in preparation for the upcoming Export Supply Hub that will be established in Makueni.

The primary goal of these sensitization workshops was to equip farmers with the knowledge and confidence to consistently supply high-quality produce suitable for export. Emphasis was placed on post-harvest handling, adherence to quality standards, and the importance of traceability and packaging—all key elements in accessing and retaining lucrative international markets.

Participants also gained a deeper understanding of how the new Export Supply Hub will operate and the role it will play in aggregating, processing, and linking farmer produce with exporters and global buyers. The hub is expected to serve as a game-changer in streamlining logistics and strengthening the value chain for smallholder farmers in the region.

By building these essential market connections and increasing awareness of global requirements, FPEAK and its partners aim to create sustainable income opportunities for local growers while boosting Kenya's competitiveness in the international fresh produce arena.

This initiative is part of FPEAK's broader mission to enhance farmer readiness, promote compliance with export standards, and strengthen the entire horticulture value chain—from farm to global market.





# STRENGTHENING FARM-TO-MARKET CONNECTIONS: FPEAK LEADS MARKET LINKAGE SENSITIZATION



*Representative from KEPHIS engaging the growers at Machinery in Kibwezi East subcounty*



*Participants pose for a group photo during the workshop at Nguu Masumba Kibwezi west*



# ONGOING PROJECTS

## **Business Environment and Export Enhancement Programme (BEEEP)**

### **Horticulture Council of Eastern Africa (HoCEA) Meeting**

Horticultural Associations in the East African region have come together to establish the Horticultural Council of East Africa (HoCEA). HoCEA will be the body which will be used to address the fragmented efforts by national horticulture associations have limited the region's ability to fully capitalize on export opportunities. This lack of cohesion has led to inefficiencies, missed market expansion opportunities, and reduced competitiveness in global markets. FPEAK, as a member of the newly established Horticulture Council of Eastern Africa (HoCEA), participated in a pivotal three-day forum from 19th to 21st February 2025 at the Protea Hotel in Entebbe, Uganda. Supported by TradeMark Africa through the European Union's Business Environment and Export Enhancement Programme (BEEEP), the forum brought together national horticulture associations from Kenya, Burundi, Ethiopia, Rwanda, South Sudan, Tanzania, and Uganda.

A key outcome of the forum was the development of HoCEA's Strategic Action Plan for 2025–2027 and the operationalization of the council. HoCEA is set to play a transformative role in enhancing the region's competitiveness, addressing bottlenecks in the horticulture subsector, and unlocking new trade opportunities. By fostering collaboration and a unified approach, HoCEA aims to position Eastern Africa as a leading global supplier of high-quality fresh produce.



*Participants pose for a group photo at the Protea Hotel in Entebbe, Uganda during the meeting on 20th February 2025.*



# ONGOING PROJECTS

## **Business Environment and Export Enhancement Programme (BEEEP)**

### *Preparing for New EU Regulations: FPEAK Validates Protocol to Safeguard Rose Exports*

The countdown is on. A new European Union regulation—Regulation 2024/2004—targeting the management of False Coddling Moth (FCM) in cut roses is set to come into effect on 26th April 2025. In response, the Fresh Produce Exporters Association of Kenya (FPEAK), in collaboration with key stakeholders, convened a high-level validation meeting on Thursday, 16th January 2025 at the Argyle Grand Hotel to address the new compliance landscape for rose exports to Europe.

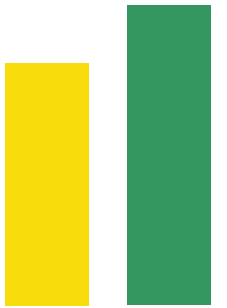
During this critical session, the National Plant Protection Organization (NPPO), represented by KEPHIS, presented the newly developed False Coddling Moth Systems Approach (FCMSA) protocol. After thorough discussion and review, the protocol was officially validated. This protocol outlines a step-by-step pest management system designed to help Kenyan growers and exporters meet the rigorous EU requirements and protect the country's position in the valuable European floral market.

The urgency of implementation cannot be overstated. The EU has scheduled an audit for September/October 2025 to assess Kenya's adherence to the FCMSA. Failure to comply could result in severe trade disruptions for one of Kenya's key horticultural exports—cut roses.

FPEAK is now strongly urging all members involved in growing and exporting roses to Europe to immediately begin adopting the FCMSA protocol in their operations. The association has opened its doors to provide technical support and guidance through the FPEAK Secretariat to ensure a smooth transition.

This proactive initiative underscores FPEAK's unwavering commitment to safeguarding market access for Kenyan horticultural products. By collaborating closely with government bodies like KEPHIS and supporting its members through capacity building and technical assistance, FPEAK continues to play a central role in keeping Kenya's horticulture sector globally competitive.





# ONGOING PROJECTS

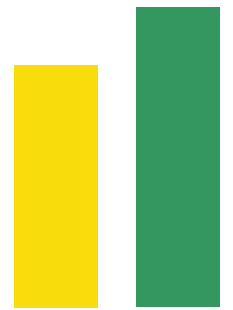


*A Representative from KEPHIS makes a presentation during the stakeholders validation meeting at Argyle Grand Hotel on 16th January 2025*



*Stakeholders follow proceedings during the FCMSA protocol validation meeting at Argyle Grand Hotel on 16th January 2025*





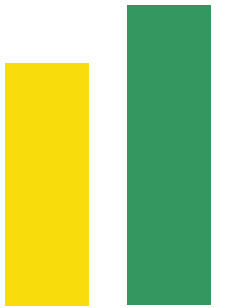
# **FPEAK INDUSTRY MEETING: DRIVING GROWTH & INNOVATION IN HORTICULTURE**

On 26th March 2025, the Fresh Produce Exporters Association of Kenya (FPEAK) convened members for a breakfast meeting at Crowne Plaza Hotel, JKIA. The forum provided a valuable platform for knowledge sharing and networking within the horticulture sector.

Key presentations were delivered by EBARA Pumps East Africa and CargoLedger East Africa. EBARA highlighted their advanced water pumps and irrigation technologies, tailored to support both commercial growers and small-holder farmers. CargoLedger showcased its innovative digital solutions for logistics and trade facilitation, offering exporters tools to streamline and optimize export processes.

In addition, members were briefed on the upcoming EU Regulation 2004/2024 on False Coddling Moth (FCM), which will take effect on 26th April 2025. The update underscored the need for exporters to prepare adequately for compliance with evolving market requirements.

FPEAK continues to champion such engagements to equip members with practical solutions and timely regulatory updates. Look out for FPEAK's 2025 calendar of events to participate in similar forums throughout the year.



# FPEAK INDUSTRY MEETING: DRIVING GROWTH & INNOVATION IN HORTICULTURE



*FPEAK members follow proceedings during the breakfast meeting on 26th March 2025 at Crowne Plaza Hotel, JKIA*



*FPEAK Director, Mr. Peter Njonjo, makes remarks during the breakfast meeting on 26th March 2025 at Crowne Plaza, Nairobi*



## CELEBRATING THE SUCCESSFUL CLOSURE OF THE NEXT KENYA PROGRAMME



*FPEAK CEO, Mr. Hosea Machuki, makes remarks during the event on 28th March 2025 at Radisson Blu Hotel, Nairobi.*

FPEAK is proud to announce the successful completion of the EU-funded New Export Trade (NExT) Kenya project, implemented by COLEAD. The official closing event was held on 28th March 2025 at the Radisson Blu Hotel, Upper Hill, Nairobi.

Over its course, the programme delivered significant milestones that have strengthened Kenya's fresh produce export sector, including:

- Enhancing FPEAK's training unit
- Governance training for FPEAK Board members
- Development of the Beans & Peas in Pods Good Practice Guide
- Development of the Avocado Good Practice Guide
- Supporting the registration of 100+ pest control products for minor crops through the Minor Crops Technical Working Group
- Capacity building and certification support for FPEAK members

FPEAK extends its sincere appreciation to the European Union in Kenya and COLEAD for their partnership and commitment. This collaboration has empowered members with tools, knowledge, and compliance support to thrive in global markets.

# FPEAK ENGAGES IN LOGISTICS FOCUS GROUP DISCUSSION

On 3rd March 2025, FPEAK participated in a Focused Group Discussion (FGD) on the state of agrologistics in Kenya, held at Park Inn by Radisson, Nairobi. The session brought together key stakeholders to deliberate on logistics challenges affecting the horticulture sector and to chart possible solutions that safeguard smooth trade within Kenya and to export markets.

Discussions highlighted persistent hurdles, particularly for small-holder farmers, including limited cold storage, inefficient distribution systems, and high transport costs. While initiatives such as Kenya Railways' refrigerated transport for sea freight are commendable, the sector continues to face heavy reliance on costly airfreight.

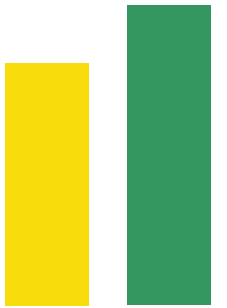
A central takeaway was clear: collaboration is key. Government agencies, private sector players, and farmer organizations must work collectively to overcome these bottlenecks.

- Unlocking the full potential of Kenya's horticulture export sector will require:
- Strategic investments in infrastructure and technology
- Streamlined regulations and trade processes
- Greater access to finance and training
- Strengthened market linkages and removal of trade barriers



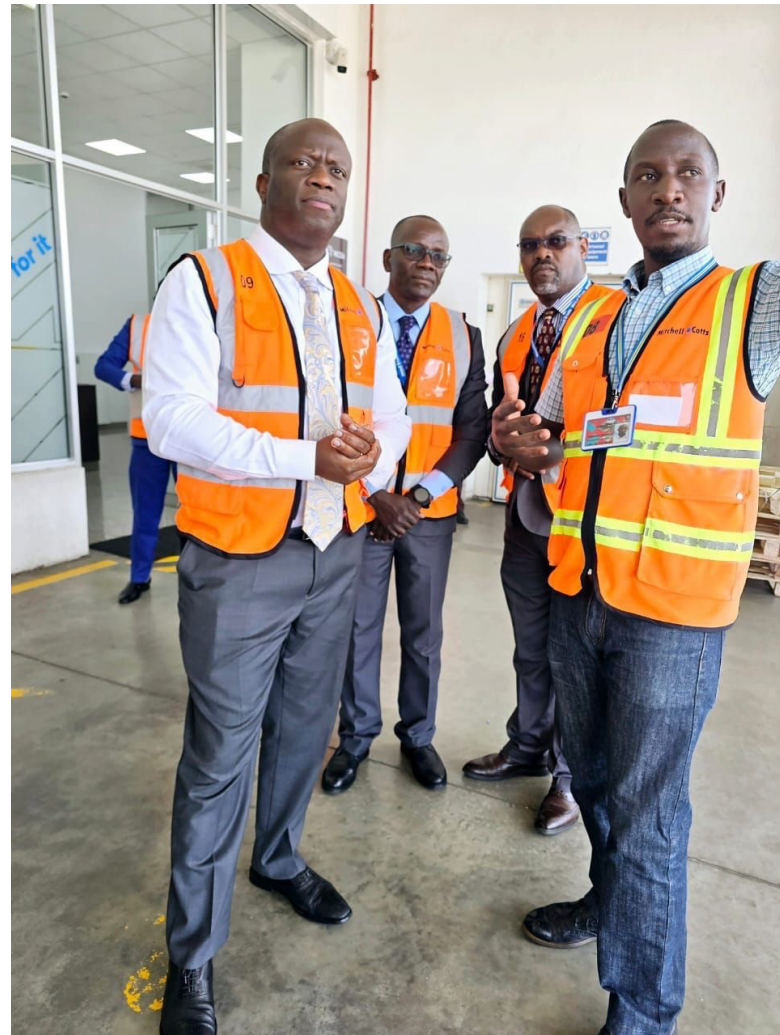
*Participants pose for a group photo during the meeting on 3rd March at Park Inn by Radisson, Nairobi.*





## JKIA VISIT

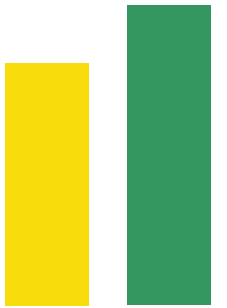
On 6th March 2024, FPEAK CEO Mr. Hosea Machuki joined the immediate former Principal Secretary, State Department for Trade, Mr. Alfred K'ombudo, for a visit to FPEAK member Mitchell Cotts' fresh produce handling facility at JKIA, accompanied by a representative of the Kenya Airports Authority. The tour offered valuable insights into the logistics systems that support Kenya's air exports, underscoring the importance of efficient infrastructure in maintaining the competitiveness of the country's fresh produce sector.



*FPEAK CEO, Mr. Hosea Machuki, far right, joins the immediate former PS State Department for Trade, Mr. Alfred K'ombudo K'ombudo, middle, during the tour of JKIA fresh produce cargo handling facilities on 6th March 2025*

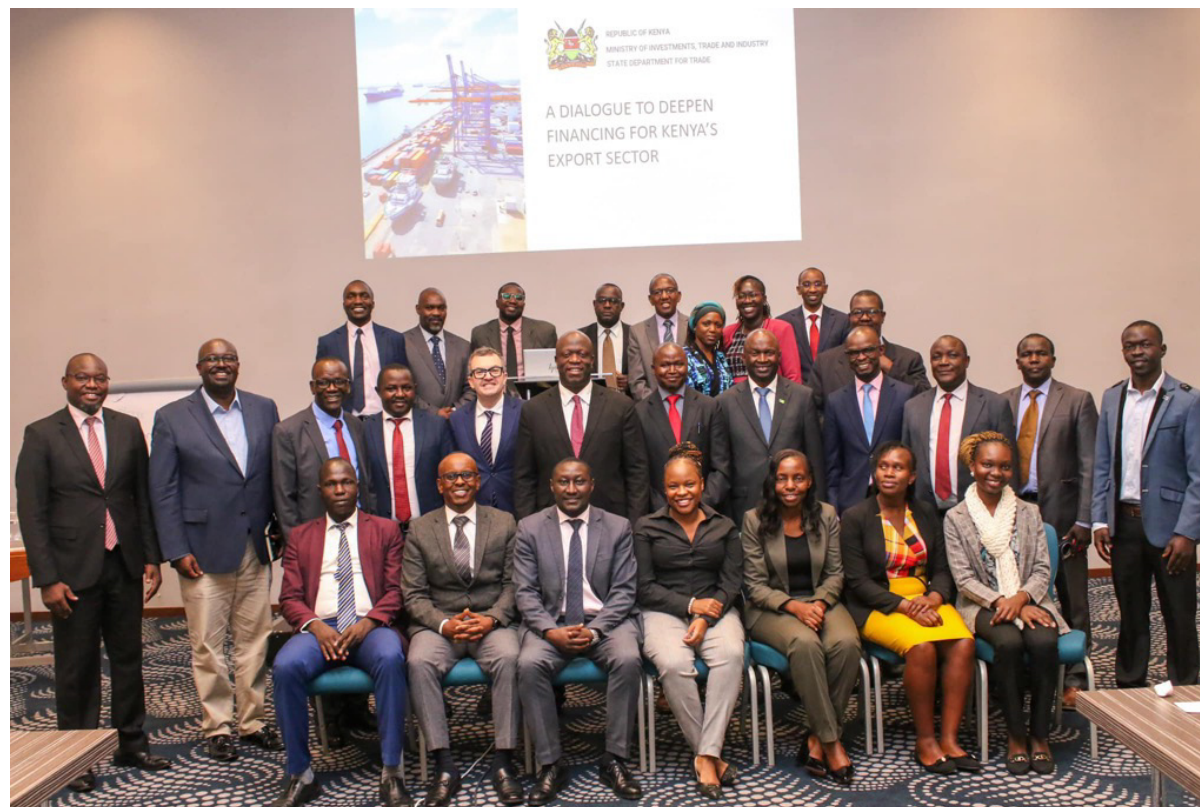
*FPEAK CEO, Mr. Hosea Machuki, second from right, joins the immediate former PS State Department for Trade, Mr. Alfred K'ombudo, left, during the tour of Mitchell Cotts fresh produce cargo handling facilities on 6th March 2025*





# FPEAK ENGAGES IN EXPORT FINANCE DIALOGUE TO BOOST COMPETITIVENESS

On 12th February 2025, FPEAK took part in the Export Finance Dialogue Meeting convened by the State Department of Trade and the World Bank Group at Radisson Blu Hotel, Nairobi. The forum brought together financial sector institutions to deliberate on making trade finance more accessible, affordable, and responsive to exporters' needs. With Kenya positioning itself as Africa's gateway to trade, discussions emphasized the importance of increasing exports by deepening knowledge of the export process, leveraging technology and innovation to ease access to trade finance, and developing tailored financing products to support exporters.



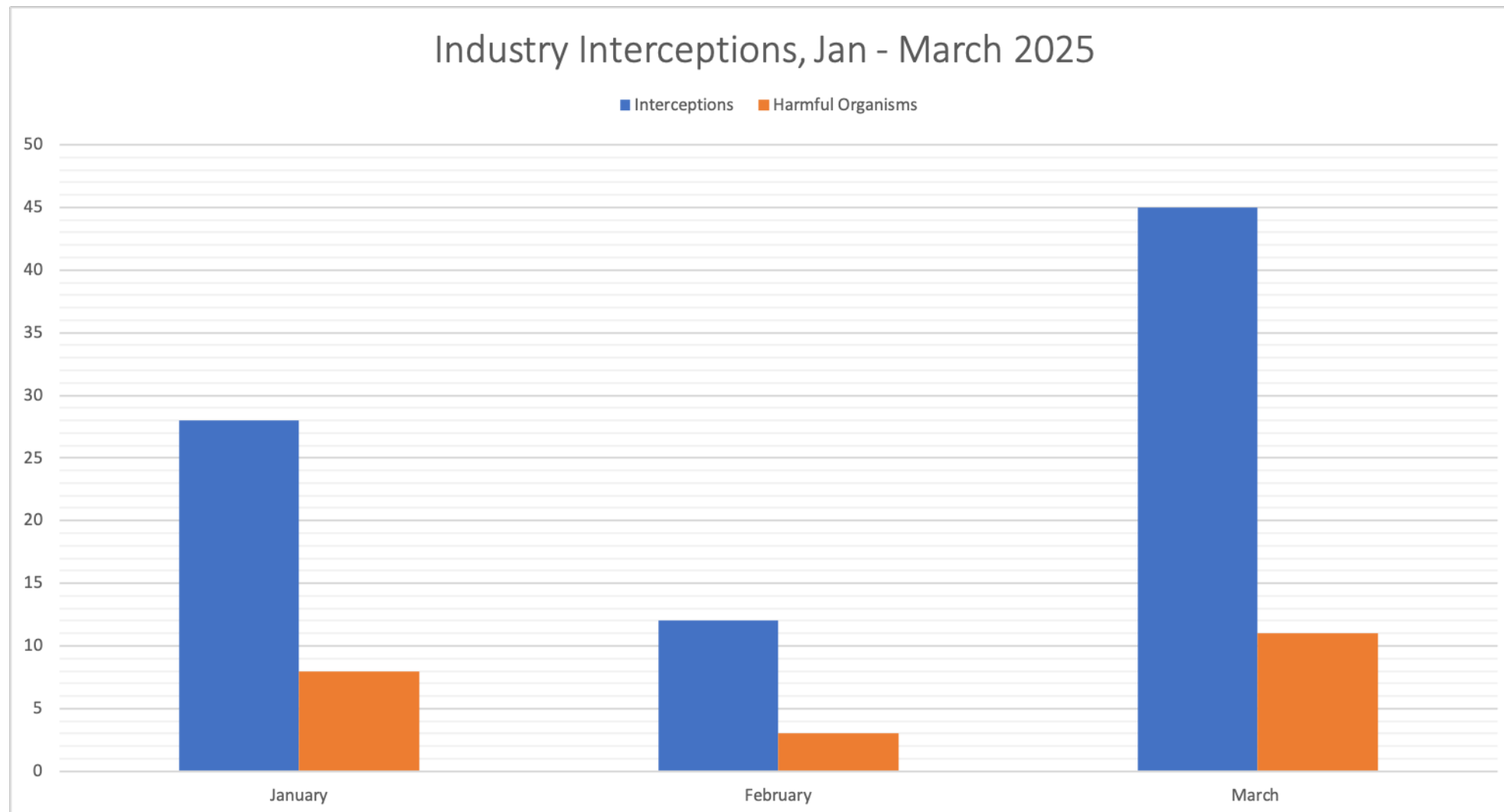
*BMOs representatives including FPEAK Finance Director, Mr. Dennis Mwirigi and FPEAK CEO, Mr Hosea Machuki and exporters pose for a group photo during the dialogue meeting on 12th February 2025 at Radisson Blu Hotel, Nairobi.*



*FPEAK Finance Director, Mr. Dennis Mwirigi of Flamingo Horticulture makes remarks during the dialogue on 12th February 2025 at Radisson Blu Hotel, Nairobi*

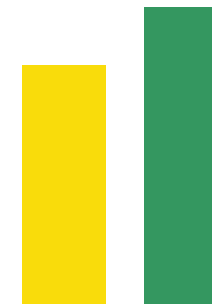


# INDUSTRY STATISTICS



**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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