

NEWSLETTER

ISSUE 030

3RD QUARTER ACTIVITIES | JULY - SEPTEMBER 2025

This newsletter presents activities and events that FPEAK was involved in for the months of July, August & September 2025.



IN THIS ISSUE

Pest Control Solutions for Minor Crops

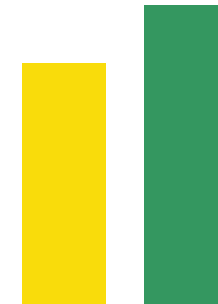
Persea Mites Management for Avocados

Sustainable Logistics Solutions

5th Presidential Roundtable

Expanded Air Cargo Capacity

READ MORE INSIDE



BUSINESS ENVIRONMENT AND EXPORT ENHANCEMENT PROGRAMME (BEEEP)

INDUSTRY STAKEHOLDERS PUSH FOR IMPROVED PEST CONTROL SOLUTIONS FOR MINOR CROPS

With support from TradeMark Africa through the European Union-funded Business Environment and Export Enhancement Programme (BEEEP), Fresh Produce Exporters Association of Kenya participated in a stakeholder engagement meeting on 5th August 2025 focused on addressing challenges affecting minor crops within Kenya's horticulture sector.

The meeting brought together growers, exporters, manufacturers and importers of pest control products, alongside the Pest Control Products Board (PCPB), to discuss the limited availability of registered pest control products for minor crops such as berries, herbs, cuttings, and avocados.

A key focus of the engagement was the growing need for effective and compliant pest management solutions, which remain critical to maintaining export quality, meeting international market standards, and sustaining competitiveness within the horticulture industry.

The discussions provided a platform for stakeholders to:

- Share experiences on pest and disease challenges affecting minor crops
- Engage manufacturers on potential product solutions and registration opportunities
- Identify practical approaches to improving regulatory processes
- Strengthen collaboration towards increasing access to suitable pest management options

The engagement reaffirmed the importance of industry-wide collaboration in addressing compliance and market access challenges while supporting the continued growth and sustainability of Kenya's horticulture sector.

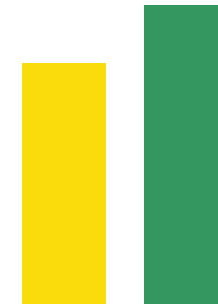


FPEAK CEO, Mr. Hosea Machuki, making his remarks during the meeting at Argyle Grand Hotel, Nairobi on 5th August 2025



Participants follow proceedings during the meeting at Argyle Grand Hotel, Nairobi on 5th August 2025

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BUSINESS ENVIRONMENT AND EXPORT ENHANCEMENT PROGRAMME (BEEEP)

FPEAK STRENGTHENS CAPACITY ON PERSEA MITE MANAGEMENT ACROSS KENYA'S AVOCADO VALUE CHAIN

With support from TradeMark Africa through the European Union-funded Business Environment and Export Enhancement Programme (BEEEP), Fresh Produce Exporters Association of Kenya, in collaboration with horticulture sector stakeholders, conducted awareness and training sessions on the identification and management of Persea mites — a pest of significant economic concern within Kenya's avocado industry.

The trainings targeted Sub-County Agricultural Officers from Nakuru, Baringo, Narok, Kisii, Nyamira, Bomet, Migori, Uasin Gishu, Nandi, Elgeyo Marakwet, Trans Nzoia, and Bungoma counties. The sessions were held between 19th and 22nd August 2025 and focused on strengthening technical capacity to support effective pest surveillance and farmer advisory services at the grassroots level.

Participants gained practical knowledge on:

- Early detection and identification of Persea mite infestations
- Integrated pest management approaches
- Strengthening farmer support systems to safeguard avocado production and quality

The programme marked an important step in protecting Kenya's avocado value chain while enhancing extension and advisory capacity across key production regions.



Subcounty Agricultural Officers from Uuasin Gishu, Nandi, Trans Nzoia, Bungoma and Elgeyo Marakwet Counties pose for a group photo during the training at Poa place Hotel, Eldoret, on 22nd August 2025.

In a further series of capacity-building initiatives, FPEAK also facilitated specialised training sessions for agronomists and technical staff from exporting companies. The sessions were conducted through farm-based practical trainings in Murang'a, Embu, Nakuru, and Uasin Gishu, alongside a virtual workshop.

Participants acquired hands-on experience in pest identification, integrated management practices, and strategies aimed at strengthening farmer preparedness and compliance with international market standards.

Through continued collaboration and technical support, FPEAK remains committed to strengthening plant health management systems and enhancing the competitiveness of Kenya's avocado exports in global markets.

BUSINESS ENVIRONMENT AND EXPORT ENHANCEMENT PROGRAMME (BEEEP)

FPEAK STRENGTHENS CAPACITY ON PERSEA MITE MANAGEMENT ACROSS KENYA'S AVOCADO VALUE CHAIN



Ms. Asenath Koech, KEPHIS, takes participants through a practical session on identification of Persea Mites at Parachichi Center, Eldoret, Uasin Gishu County on 29th August 2025



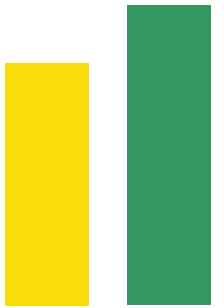
Subcounty Agriculture Officers drawn from Machaaks, Taita Taveta and Kiambu counties pose for a group photo during the training held at Argyle Grand Hotel, Nairobi on 26th August 2025.



Subcounty agriculture officers from Narok, Bomet, Nyamira and Kisii counties follow proceedings during the training at Dallas Premier Hotel, Kisii on 19th August 2025



Ms. Grace Mumbi Njeru, Technical Manager Kakuzi, participates in a practical session on identification of Persea Mites in avocado at Kakuzi PLC Farm



BUSINESS ENVIRONMENT AND EXPORT ENHANCEMENT PROGRAMME (BEEEP)

HORTICULTURE SECTOR ADVANCES SUSTAINABLE LOGISTICS SOLUTIONS THROUGH INDUSTRY WORKSHOP

Fresh Produce Exporters Association of Kenya joined growers, exporters, logistics providers, government agencies, and development partners at the Horticulture Logistics Workshop held in Naivasha from 27th to 28th August 2025.

Convened by the Logistics Working Group, the workshop focused on accelerating the transition from road to rail transport and from air freight to sea freight for Kenya's horticultural exports. The discussions centred on reducing logistics costs, improving export efficiency, increasing cargo capacity, lowering carbon emissions, and strengthening the reliability of Kenya's horticulture supply chains in international markets.

Key areas of focus included:

- Strengthening private sector participation in logistics transformation initiatives
- Enhancing coordination through integrated customs and clearance systems
- Promoting adoption of rail-to-sea freight solutions as a cost-efficient export model
- Addressing operational challenges including high freight costs, multiple checkpoints, and logistics inefficiencies
- Expanding the use of technology, automation, and standard operating procedures to improve cargo handling efficiency

Stakeholders also emphasized the need for:

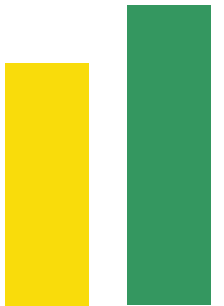
- 24/7 services at the Naivasha Inland Container Depot (ICD) by agencies including Kenya Plant Health Inspectorate Service (KEPHIS), Kenya Revenue Authority (KRA), and Kenya Ports Authority (KPA)
- Streamlined compliance procedures for perishables
- Dedicated scanning facilities for horticultural cargo
- Increased sensitisation on adoption of rail and sea freight solutions

Participants also visited Nini Flower Farm and the Naivasha Inland Container Depot, where stakeholders reaffirmed their collective commitment to supporting a more sustainable, efficient, and globally competitive horticulture logistics ecosystem.

FPEAK continues to champion logistics transformation initiatives that strengthen market access, improve supply chain resilience, and support sustainable growth within Kenya's horticulture sector.



Stakeholders from the horticulture and logistics sector during the visit to the Naivasha Inland Container Depot on 28th August 2025.



FPEAK STRENGTHENS EXPORT COMPLIANCE THROUGH INTERNAL AUDITORS TRAINING

Fresh Produce Exporters Association of Kenya, in partnership with Agriconsulting Europe SA (A.E.S.A) and other industry stakeholders, conducted an Internal Auditors Training in Machakos from 21st to 26th September 2025.

The training targeted compliance officers from export companies alongside representatives from contracted farmer groups, with the objective of strengthening technical capacity on export compliance and international market standards.

The sessions focused on enhancing participants' understanding and implementation of:

- GLOBALG.A.P. requirements
- Sanitary and Phytosanitary (SPS) compliance measures
- Internal audit processes and compliance management systems
- Best practices for export readiness and market access

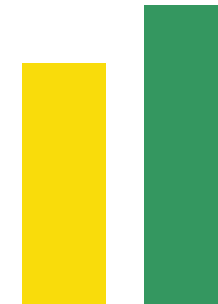
The programme played a key role in supporting exporters and farmer groups to strengthen compliance systems, improve traceability and quality assurance practices, and enhance readiness for certification and international trade requirements.

Following the training, participating farmer groups successfully achieved certification and expanded access to European Union and other global horticulture markets.

Through continued capacity-building initiatives, FPEAK remains committed to strengthening compliance, improving market access, and enhancing the competitiveness of Kenya's horticulture sector in international markets.



Participants pose for a group photo during a mock audit at a farm in Machakos county.



FPEAK ADVOCATES FOR HORTICULTURE PRIORITIES AT THE 5TH PRESIDENTIAL ROUNDTABLE ON TRADE AND INDUSTRY

Fresh Produce Exporters Association of Kenya joined private sector stakeholders at the 5th Presidential Roundtable on Trade and Industry held on 6th August 2025 at Ole Sereni Hotel. The forum was convened by Kenya Private Sector Alliance (KEPSA) to review progress on key issues affecting investment, trade, and industrial growth in Kenya.

The engagement brought together government and private sector leaders to assess progress made since the previous roundtable while identifying priority areas requiring further intervention to improve the business environment.

During the discussions, FPEAK highlighted several critical issues affecting the horticulture sector, including:

- The need for additional cargo space during peak export seasons
- Expansion of direct export flight connections to key international markets
- The impact of unpredictable tax measures, including duty on Kraft paper and UCR charges
- Broader challenges affecting export competitiveness and operational efficiency

In response, the President directed the Cabinet Secretary for Trade to work jointly with the National Treasury to fast-track solutions to the issues raised.

Market access discussions also featured prominently, with stakeholders advocating for strengthened reciprocal trade arrangements with countries including China, India, Canada, and Turkey. Ongoing bilateral trade engagements with China and India were noted as part of broader efforts to expand export opportunities for Kenyan products.

Concerns surrounding county-level levies and cess charges on export crops were also discussed, with the President committing to escalate the matter during the upcoming Intergovernmental Forum discussions.

Additional cross-cutting issues addressed during the roundtable included the high cost of energy and the need to improve the overall ease of doing business for Kenyan enterprises.

Kenya Private Sector Alliance reported that approximately 70% of recommendations from previous roundtables had either been implemented or were already in progress, with pending matters set for further review during the next engagement.

FPEAK remains committed to working collaboratively with KEPSA, government institutions, and other business membership organisations to strengthen Kenya's horticulture sector and promote a more competitive, predictable, and enabling export environment.

FPEAK ADVOCATES FOR HORTICULTURE PRIORITIES AT THE 5TH PRESIDENTIAL ROUNDTABLE ON TRADE AND INDUSTRY



Delegates follow proceedings during the Private Sector Presidential Roundtable held at Ole Sereni Hotel, Nairobi, on 6th August 2025.



His Excellency Dr. William Samoei Ruto, C.G.H., President of the Republic of Kenya addresses delegates during the Private Sector roundtable with the President on 6th August 2025 at Ole Sereni, Nairobi.

FPEAK ADVOCATES FOR EXPANDED AIR CARGO CAPACITY AT KCAA HIGH-LEVEL FORUM



Participants pose for a group photo during the high level forum which took place on 11th August 2025 at Argyle, Grand Hotel, Nairobi.

On 11th August 2025, Fresh Produce Exporters Association of Kenya joined stakeholders from the aviation, logistics, trade, and export sectors at a high-level forum convened by the Kenya Civil Aviation Authority (KCAA) at Argyle Grand Hotel to discuss strategies for strengthening Kenya's air cargo capacity.

The forum provided a platform for industry stakeholders to deliberate on solutions aimed at improving the efficiency, reliability, and competitiveness of Kenya's air freight ecosystem, particularly for perishable exports.

During the discussions, FPEAK advocated for:

- Adoption of an open skies policy to enhance market access and airline connectivity
- Expansion of direct cargo flight routes for fresh produce exports
- Reduced transit times and freight costs for exporters
- Improved efficiency within Kenya's horticulture export logistics chain

The engagement highlighted the critical role of air cargo infrastructure in sustaining Kenya's position as a leading global supplier of fresh horticultural produce.

FPEAK reaffirmed its commitment to ensuring that the priorities of horticultural exporters continue to inform national transport, logistics, and trade policy discussions aimed at strengthening export competitiveness and supporting sustainable sector growth.

FPEAK SHOWCASES INDUSTRY LEADERSHIP AT NAIVASHA HORTI FAIR 2025

Fresh Produce Exporters Association of Kenya participated in the Naivasha Horti Fair 2025 held at Naivasha Sports Club on 21st and 22nd September 2025.

The event brought together industry leaders, growers, exporters, technology providers, and stakeholders from across the horticulture value chain to share knowledge, showcase innovations, and explore emerging opportunities for sector growth and competitiveness.

At the FPEAK exhibition booth, engagements were held with members and partners on the Association's role in:

- Policy advocacy and industry representation
- Capacity building and technical support
- Market linkages and export development
- Strengthening compliance with international standards and market requirements

The fair also provided an important platform for strengthening partnerships, promoting collaboration, and advancing dialogue around sustainable growth within Kenya's horticulture sector.

Through continued participation in industry platforms, FPEAK reaffirmed its commitment to supporting a resilient, globally competitive, and sustainable horticulture industry in Kenya.



Part of FPEAK's secretariat pose for a photo at the exhibition booth at the Naivasha Hortifair on 21st September 2025 at Naivasha Sports Club.

FPEAK PARTICIPATES IN GLOBALG.A.P. TOUR STOP NAIROBI 2025

Fresh Produce Exporters Association of Kenya participated in the GLOBALG.A.P. TOUR Stop Nairobi 2025 held from 23rd to 25th September 2025 at Emara Ole-Sereni.

The event brought together stakeholders from across the fresh produce value chain, including exporters, growers, certification bodies, technical experts, and industry partners, to discuss emerging trends and priorities in food safety, sustainability, traceability, and global market access.

Through its participation, FPEAK reinforced its commitment to:

- Supporting exporters in meeting international compliance and certification requirements
- Strengthening industry capacity-building initiatives
- Promoting sustainable production and responsible trade practices
- Enhancing market linkages and export competitiveness for Kenyan fresh produce

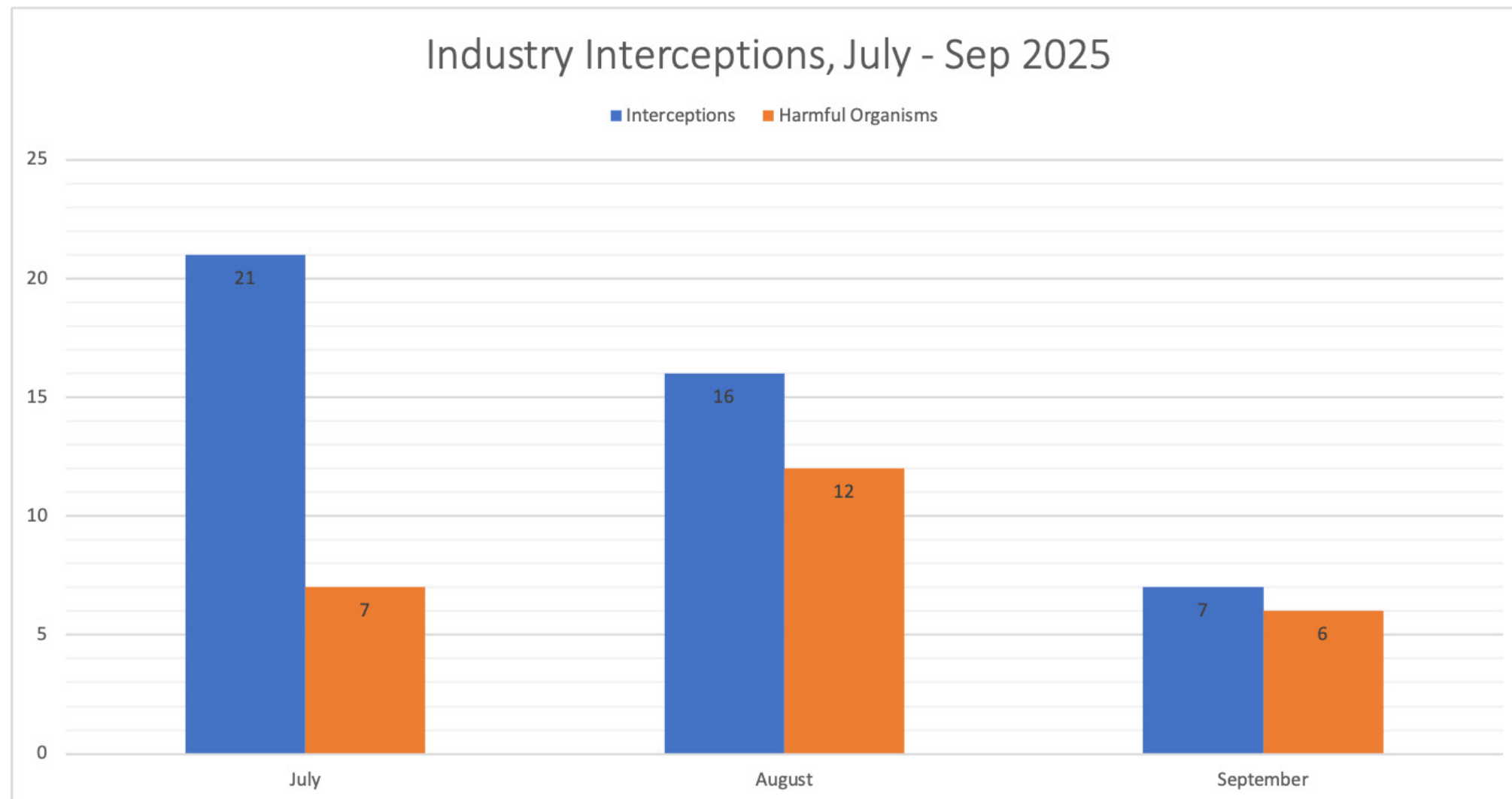
The engagement also provided a valuable platform for knowledge exchange, collaboration, and dialogue on strengthening Kenya's position within global horticulture markets.

FPEAK continues to champion initiatives that promote compliance, sustainability, and competitiveness across the horticulture export sector.



Participants admire the various products on display during the GLOBALG.A.P. Tour Stop event on 23rd September 2025 at Emara Ole Sereni 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 |

Source: https://ec.europa.eu/food/plant/plant_health_biosecurity/europhyt/interceptions_en

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