

NEWSLETTER

ISSUE 032

1ST QUARTER ACTIVITIES | JANUARY - MARCH 2026

This newsletter presents activities and events that FPEAK was involved in for the months of January, February & March 2026.



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FPEAK SUPPORTS SMALLHOLDER FARMERS TO ACCESS GLOBAL MARKETS THROUGH GLOBALG.A.P TRAININGS

With support from TradeMark Africa and funding from the European Union under the Business Environment and Export Enhance Programme (BEEEP), Fresh Produce Exporters Association of Kenya (FPEAK) successfully conducted a series of GLOBALG.A.P trainings across key production regions between 31 March and 24 April 2026.

The trainings were carried out in Kajiado County (Isinya, Kiserian, and Oloitokitok), Nakuru County (Elburgon), and Bomet County (Longisa and Kemu), targeting farmers in the mango, avocado, and fresh vegetable (beans and peas) value chains.

The initiative aimed to strengthen farmers' capacity to meet international market standards by providing practical compliance knowledge and hands-on skills. As a result, participating farmers have recorded improvements in farm management practices, documentation processes, and overall preparedness for market audits, enhancing their competitiveness in export markets.



Participants pose for a group photo in one the training on 6th April 2026 in Kiserian.



Patrick Musyoki from FPEAK leading a training session in Elburgon, Nakuru County .

BEEEP PROJECT

RAISING THE BAR: FPEAK ADVANCES FOOD SAFETY STANDARDS THROUGH FSSC 22000 TRAINING



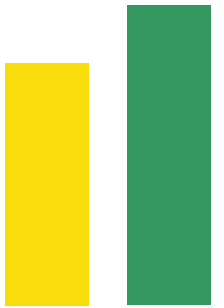
Participants pose for group photo during the training at Emara, Ole sereni.

Food safety remains a critical pillar in building trust between producers, consumers, and global markets. This commitment was reinforced through Fresh Produce Exporters Association of Kenya's participation in an intensive FSSC 22000 Food Safety Training held at Emara Ole-Sereni.

The two-day training, delivered by AESA with support from TradeMark Africa under the Business and Export Enhancement Programme (BEEEP), brought together key industry stakeholders to strengthen food safety compliance and promote best practices across Kenyan packhouses.

The programme focused on enhancing food safety management systems to ensure Kenya's fresh produce continues to meet the expectations of both domestic consumers and international markets.

FPEAK's participation underscores its commitment to advancing globally competitive standards across the horticulture value chain. By strengthening food safety practices at packhouse level, the industry is better positioned to enhance market confidence, safeguard consumers, and reinforce Kenya's reputation as a trusted fresh produce exporter.



PAVING THE WAY FOR KENYA'S MANGO EXPORTS TO THE UK: FPEAK PARTICIPATES IN MANGO TWG WRITESHOP



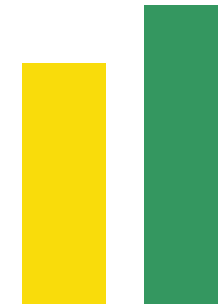
Participants pose for a group photo during the workshop at Seo Hotel, Machakos.

Following the successful pilot export of Kenyan mangoes to the UK in December 2025, Fresh Produce Exporters Association of Kenya participated in the Mango Technical Working Group (TWG) Writeshop held at Seo Hotel from 20th to 23rd January 2026.

The writeshop was led by CABI and supported by TradeMark Africa through the REDIT Programme, funded by the European Union and the Foreign, Commonwealth & Development Office.

The engagement brought together key sector institutions and stakeholders, including Kenya Agricultural and Livestock Research Organization (KALRO), Kenya Plant Health Inspectorate Service (KEPHIS), the Ministries of Trade and Agriculture, Pest Control Products Board (PCPB), Horticultural Crops Directorate (HCD), COLEAD, and other industry players.

A key outcome of the writeshop was the development of a comprehensive Mango Export Guide to the UK, including Standard Operating Procedures (SOPs) for producers, regulators, and exporters. The guide builds on the momentum created by the historic first mango consignment to the UK, helping strengthen compliance, streamline export processes, and unlock new market opportunities for Kenya's mango sector.



KENYA'S MANGO EXPORTERS STRENGTHEN COMPLIANCE PATHWAYS FOR GLOBAL MARKETS

Building on the momentum from the Mango Technical Working Group (TWG) Writeshop, Fresh Produce Exporters Association of Kenya participated in the Mango Exporters Meeting held on 2nd February 2026 at Ole Sereni Hotel, convened by the Agriculture and Food Authority - Horticultural Crops Directorate (AFA-HCD).

The meeting focused on strengthening Kenya's compliance framework, enhancing market competitiveness, and advancing the sector's preparedness for international trade opportunities.

In collaboration with TradeMark Africa and CABI, FPEAK shared key progress updates from the TWG process, including ongoing developments of the UK Mango Export Guide designed to support producers, exporters, and regulators in meeting international market requirements.

The engagement reaffirmed the sector's commitment to building robust compliance systems that will strengthen Kenya's position as a trusted supplier of high-quality mangoes in global markets.



Participants pose for a group photo during the workshop at Ole Sereni, Nairobi..

ADDRESSING EMERGING THREATS: FPEAK PARTICIPATES IN MANGO MEALYBUG AWARENESS WORKSHOP

On 26th February 2026, Fresh Produce Exporters Association of Kenya joined industry stakeholders at Pridelnn Azure Hotel Nairobi for the Mango Mealybug Awareness Workshop organised by CABI, with support from TradeMark Africa through the REDIT Programme and the Foreign, Commonwealth & Development Office (UK-FCDO).

The workshop focused on the growing threat posed by the mango mealybug, a pest already confirmed in Uganda and Burundi that presents a significant risk to Kenya's mango industry. Severe infestations can lead to substantial crop losses, weaken trees, promote sooty mould development, and rapidly spread across production areas, posing serious implications for productivity and market access.

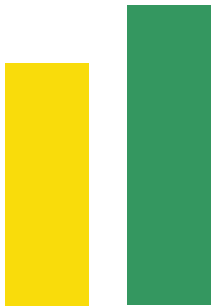
The engagement brought together inspectors, exporters, farmers, and extension officers to strengthen sector preparedness through:

- Enhancing capacity for early pest identification and reporting
- Strengthening pest surveillance and management systems
- Harmonising quarantine and rapid response protocols
- Safeguarding farmer livelihoods, productivity, and export market access

FPEAK's participation underscores its commitment to supporting a resilient and globally competitive horticulture sector through proactive collaboration, knowledge sharing, and coordinated industry response mechanisms.



Mr Patrick Musyoki, FPEAK secretariat, makes his remarks during the workshop.



USD 14 MILLION INVESTMENT AND 2,000 JOBS: FLAMINGO HORTICULTURE EXPANSION HIGHLIGHTS CONFIDENCE IN KENYA'S HORTICULTURE SECTOR



Mr Hosea Machuki FPEAK C.E.O , 2nd left pose for a group photo with other leaders at the event

On 21st January 2026, Fresh Produce Exporters Association of Kenya joined government leaders, investors, and UK trade representatives during the launch of Flamingo Horticulture's USD 14 million expansion project, an investment expected to create approximately 2,000 new jobs within the horticulture sector.

The event was officiated by Cabinet Secretary for Agriculture and Livestock Development, Mr. Mutahi Kagwe and Principal Secretary for Investment Promotion Mr. Abubakar Hassan, who reaffirmed the government's commitment to strengthening the export sector through timely VAT refunds, investor support, and improved market access initiatives.

The presence of the Acting British High Commissioner and the UK Trade Commissioner for Africa further highlighted the strong and growing trade partnership between Kenya and the United Kingdom, particularly within the horticulture industry.

FPEAK CEO, Mr. Hosea Machuki represented FPEAK at the event, reflecting the association's continued engagement in initiatives that drive investment, job creation, and sustainable growth across Kenya's fresh produce sector.

FPEAK ENGAGES NAKURU COUNTY LEADERSHIP ON KEY HORTICULTURE SECTOR CHALLENGES

A competitive horticulture sector depends not only on quality produce, but also on efficient infrastructure, supportive policies, and a secure business environment. In line with this commitment, Fresh Produce Exporters Association of Kenya engaged Nakuru County leadership during a stakeholder meeting convened by Susan Kihika at Civic House, Naivasha.

FPEAK CEO Mr. Hosea Machuki and Board Director Mr. Peter Njonjo joined other horticulture stakeholders in presenting key issues affecting the sector's productivity and competitiveness.

Among the critical concerns highlighted were:

- The urgent need for repairs along Moi South Lake Road, a key transport corridor for fresh produce
- The impact of multiple taxes and levies on growers and exporters
- Encroachment on riparian areas affecting farm sustainability
- Security challenges impacting farm operations
- National policy concerns affecting export competitiveness

The engagement concluded with a shared commitment towards sustained collaboration and a follow-up meeting scheduled within two months. FPEAK continues to advocate for practical solutions that strengthen the competitiveness, sustainability, and long-term growth of Kenya's horticulture sector.



Nakuru Governor Susan Kihika leading a high level stakeholders discussions in Naivasha.

FPEAK CONVENES STRATEGIC DIALOGUE BETWEEN EXPORTERS, KRA, AND HCD ON TAX COMPLIANCE



Participants pose for a group photo during the breakfast meeting at Crowne Plaza, Nairobi.

On 4th March 2026, Fresh Produce Exporters Association of Kenya convened a members' breakfast meeting at Crowne Plaza Nairobi Airport, Nairobi, Kenya, bringing together the Kenya Revenue Authority (KRA) and the Horticultural Crops Directorate (HCD) in direct engagement with fresh produce exporters.

The forum focused on customs and domestic tax procedures impacting export operations — a key compliance area for industry players navigating complex regulatory requirements. The session provided members with a direct platform to engage KRA officials on procedural clarity, compliance expectations, and potential areas for process improvement.

The engagement strengthened public-private dialogue aimed at improving efficiency in tax administration and supporting smoother export operations for Kenya's horticulture sector.

During the meeting, EBARA East Africa, an FPEAK member, showcased its products and services, highlighting innovations supporting agricultural and post-harvest value chain efficiency.

KENYA'S AVOCADO SECTOR SHOWCASED ON THE GLOBAL STAGE AT AVOCADO DAY

Kenya's avocado industry continues to strengthen its position in global markets, with Fresh Produce Exporters Association of Kenya playing a central role in elevating the sector's international profile.

At MacFrut, FPEAK Vice Chairperson and Managing Director of Spisa Kenya Limited, Leah Sonkoi Meja, delivered a presentation on Kenya's avocado production and marketing landscape, highlighting the sector's growing global competitiveness.

She was joined by Dennis Mwirigi, who also serves as a FPEAK Board Director, reinforcing leadership alignment in advancing Kenya's avocado export agenda.

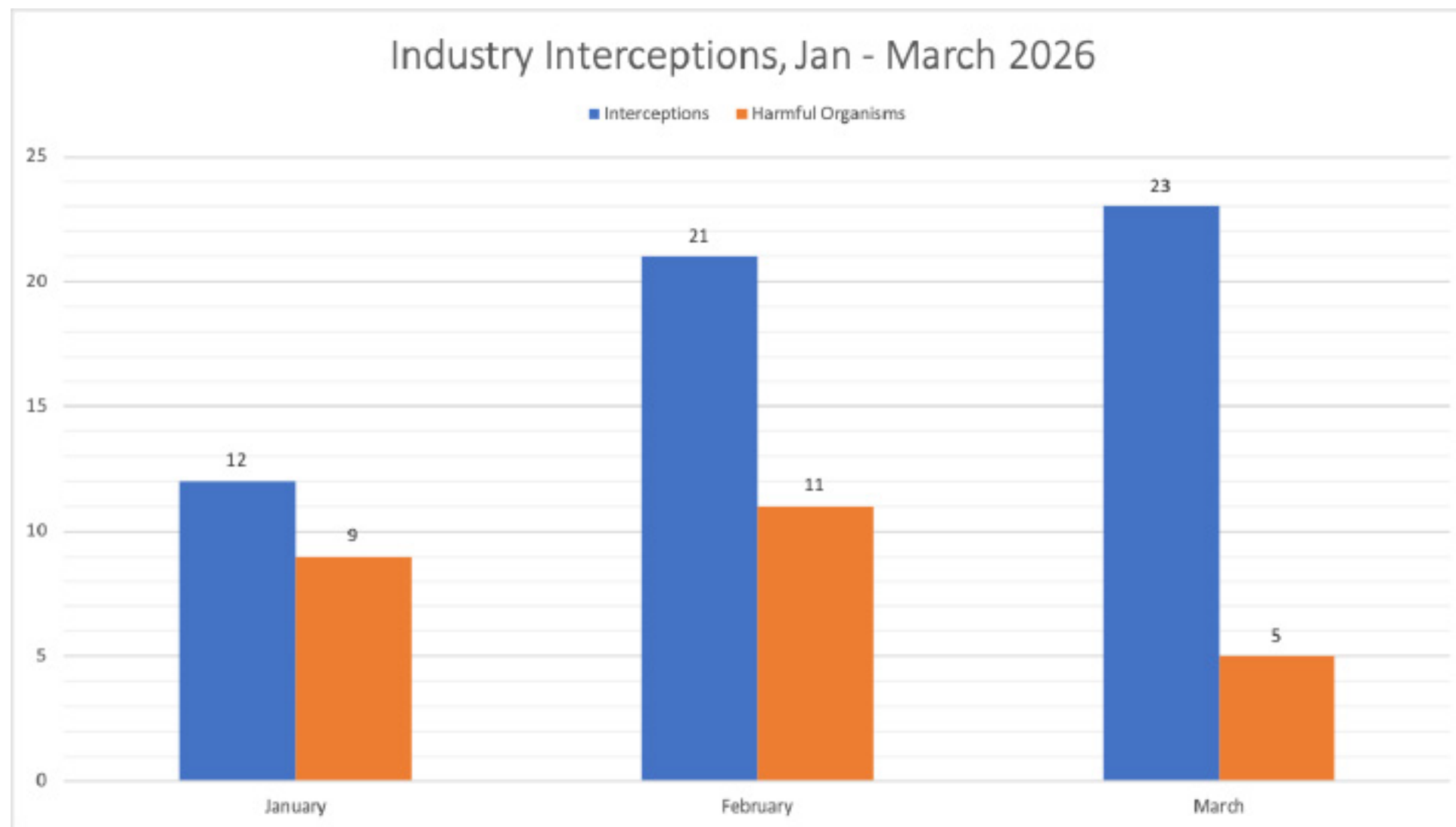
The session underscored Kenya's rising prominence in international avocado markets, driven by strong industry coordination, improved value chain practices, and strategic positioning that aligns with global standards.

Kenya's "green gold" continues to represent more than an export commodity — it reflects smallholder inclusion, increasing export sophistication, and national economic value. FPEAK remains committed to amplifying this narrative and strengthening Kenya's visibility in key global horticulture markets.



Mr. Dennis Mwirigi (FPEAK Board Director) and Leah Sonkoi Meja (FPEAK Vice Chairperson) during the Avocado Day

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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