

19th Session of the Commission on Phytosanitary Measures

#Planthealth for food security, environmental protection
and safe trade

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Principles and Practical tools on system
approaches

Kenya's rose export program to EU

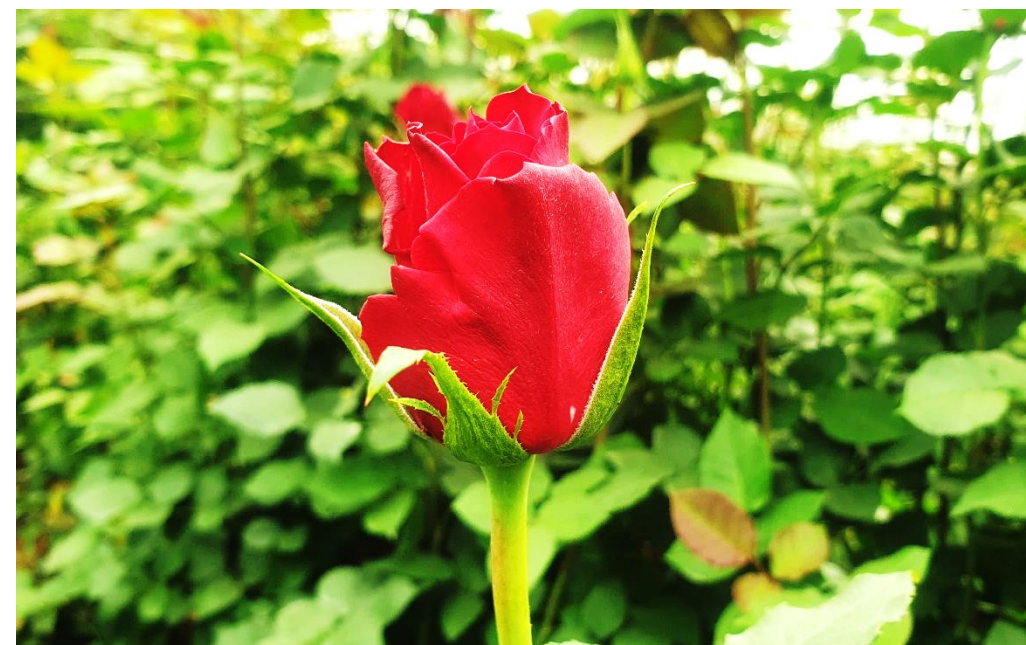
PROF. THEOPHILUS MUTUI

MANAGING DIRECTOR

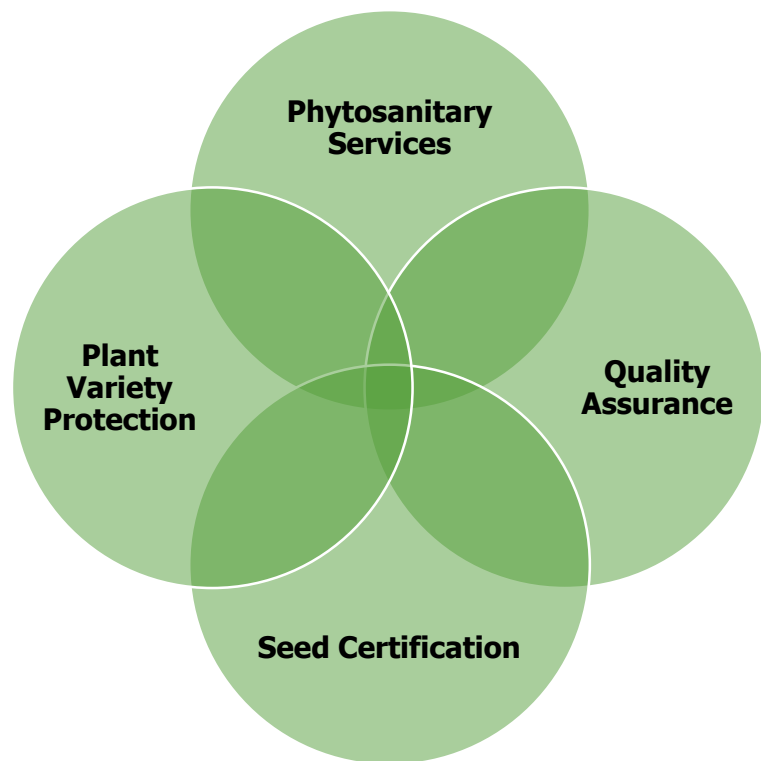
KEPHIS

Presentation outline

- Introduction to KEPHIS – NPPO Kenya
- Strategies taken for sustainable agriculture and growth within the horticultural industry of roses in Kenya
- Steps taken to comply with European Union regulations of Rose Exports
- Kenya's Response to *Thaumatotibia leucotreta*, the False Codling Moth challenge



KEPHIS - The National Plant Protection Organization for Kenya Mandate



The Floriculture Industry in Kenya

- Commercial cultivation began in late 1960 and early 1970
- Kenya entered into floriculture market in the 1980s where approximately 10,946 tons were exported
- By 2021, Kenya floriculture was valued at \$ 766M making it third global supplier of flowers
- The EU the leading destination for Kenya flowers – 75% share

Major Destinations

- EU – Netherlands, Germany, France, Italy
- United Kingdom
- Australia
- USA
- Saudi Arabia
- Japan



Strategies taken for sustainable agriculture and growth within the horticultural industry of roses in Kenya

Collaboration with the industry to ensure Compliance with International Standards

- KEPHIS holds regular consultative meetings with industry to promote proactive self regulation by growers and exporters.

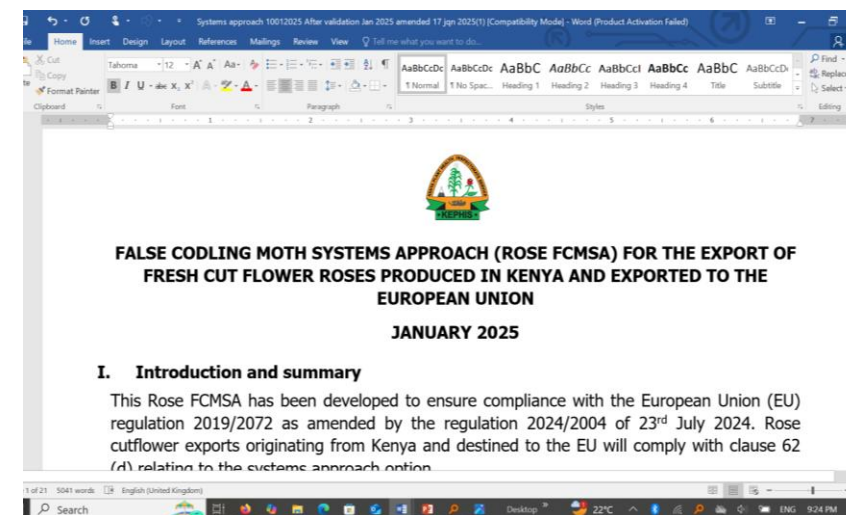
Training and awareness

- Training is curated to enhance the entire flower growing community's understanding and awareness of FCM and its impact in their livelihood



Strategies taken for sustainable agriculture and growth within the horticultural industry of roses in Kenya

- **Development and enforcing Phytosanitary Protocols**
 - The protocols aligns Kenya's rose exports with European Union (EU) phytosanitary standards, thereby safeguarding market access and supporting the livelihoods dependent on the floriculture industry.
- **Strengthening Phytosanitary Systems** – Kenya phytosanitary system is a combination of official controls which are regularly audited to ensure continued efficacy in detection and management of phytosanitary noncompliance



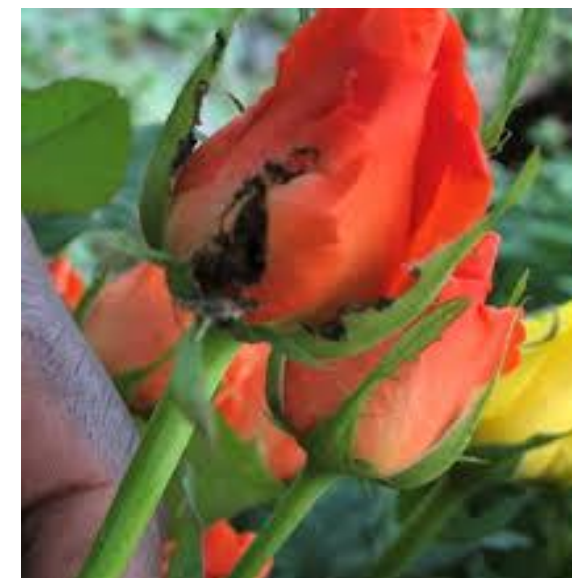
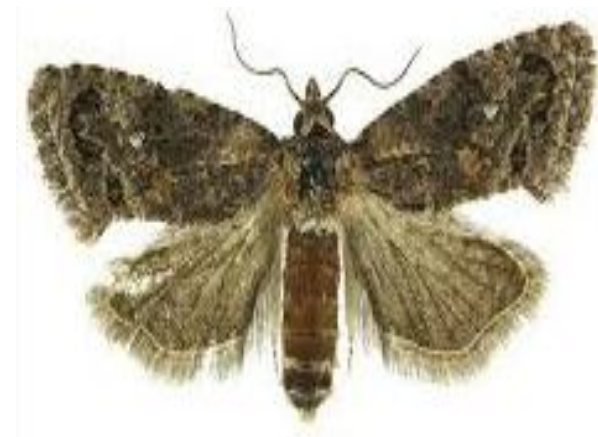
Steps taken to comply with European Union regulations of Rose Exports

The amendment of Regulation 2019/2072 by council regulation 2024/2004 introduces several options and conditions

Kenya chose option 62 (d) “Use of Systems Approach for production of fresh cut flowers to EU” as most viable

Steps taken

1. Creating awareness to the industry on options and conditions provided by EU regulation
2. Industry adoption of the most viable option and condition
3. Communication to EU on the option Kenya will implement to assure desired level of protection



Steps taken to comply with European Union regulations of Rose Exports

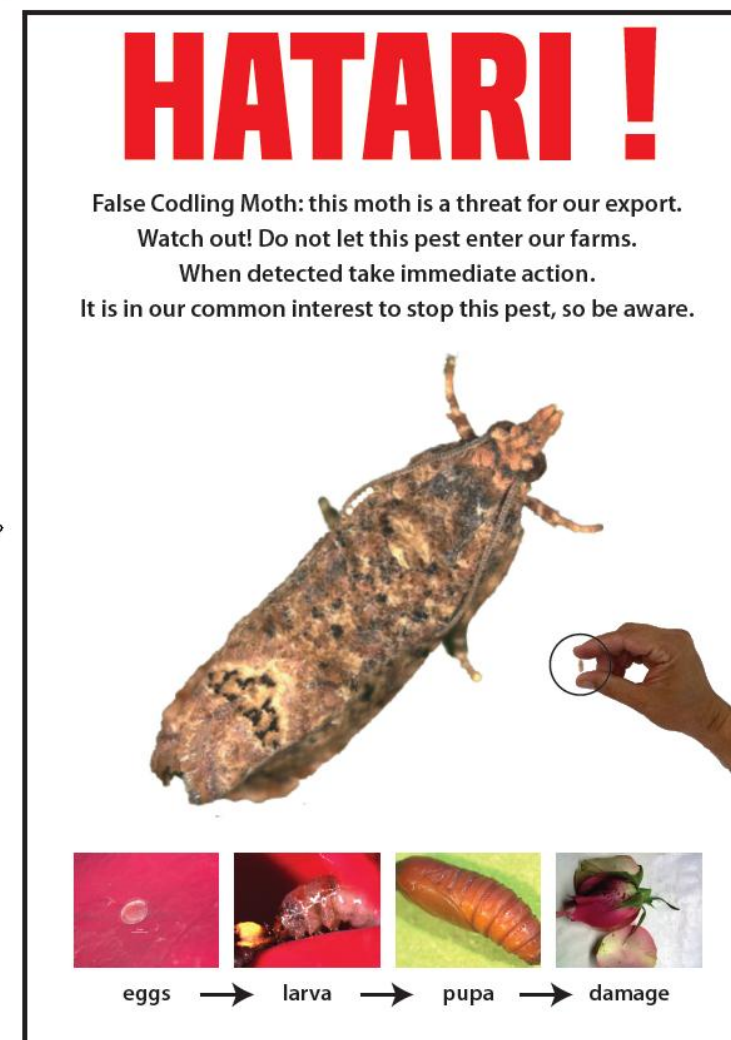
Steps taken

4. Joint development of a Systems Approach Protocol – ISPM 14
5. Validation and submission of FCMSA protocol to EU
6. Audits of rose production sites and submission of the list to EU
7. FCMSA performance assessment to determine its efficacy to provide compliance to EU
8. Submission of evidence of efficacy to EU
9. Scheduled audits to ensure continued compliance



Kenya's Response to *Thaumatotibia leucotreta*, the False Codling Moth challenge

- Development and operationalization of FCM Intervention policy
- Public Awareness on the impact of FCM to livelihoods
- Continuous and targeted Training and capacity building for inspectors, exporters and their staff
- Mapping and conducting phytosanitary audits of rose production sites
- Coordinated intervention on FCM undertaken by government and the industry
- Continued engagement with DG SANTE to upraise the interventions Kenya has put in place to assure compliance
- Expert engagement and initiation of directed study of the pest in roses





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Thank you