

STANDARDS | Recognising quality

International label given to flower firms

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Kenyan flower growers have been granted an international label that recognises good environmental and social practices.

Growers, who have a Kenya Flower Council (KFC) silver certification or higher, can now register with Fair Flowers Fair Planters (FFP) that partners with more than 4,000 European flower vendors.

Those who register stand to benefit financially, since the FFP relationship opens the market to consumers interested in sustainable products. Growers may also gain a marketing boost, since they can now claim their operations adhere to strict labour and environmental standards.

"We are putting in a lot of effort on the social and environmental standards and should capitalise on these efforts in the marketplace," said Ms Jane Ngige, chief executive of KFC.

The flower council and FFP formally signed their partnership yesterday at a meeting at the Norfolk Hotel. FFP will rely on the flower council's certification programme, although it has also requested that representatives from NGOs and trade unions accompany KFC auditors who inspect and certify flower farms.

Growers at the meeting said

the FFP label seems to be a good public relations tool, at least one that will be worth more than the 50 to 200 Euro registration fee. Membership applies for one year, and during the year, Kenyan flowers can be sold through FFP-supported auction houses and retailers.

FFP has relationships with retailers in 10 European countries, who sell both flowers with and without the FFP label. However, FFP claims that their sustainability label attracts many European consumers.

WHAT IT MEANS

How farmers will benefit



Ms Jane Ngige

Kenyan flower farmers stand to benefit financially since the label will open them up to consumers interested in sustainable products. Farmers will also get a marketing boost.