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Fresh Opinions



What do British consumers feel about seasonality?

September 2008

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Story published: **Wed 8 Oct 08 12:01**

Kenyan horticultural sendings boosted

Earnings from Kenyan horticulture exports almost doubled in the first half of 2008, according to African press reports, with volumes up by a quarter.

The data from the Kenya Horticultural Development Programme (KHDP) comes despite fears that disruptions due to the elections earlier in the year would lead to reduced exports.

The value of horticultural exports rose from Sh28 billion (£221 million) in the first half of 2007 to Sh50bn in the first half of 2008. Volumes rose from 200,000 tonnes to about 250,000t in the same period. The highest growth categories in 2008 were nuts and processed fruit.

Jane Ngige, chief executive of the Kenya Flower Council, said decent levels of rainfall and strong support from communities around the flower farms during the political violence helped generate the increases.

The increases come amid the country's plans to boost exports to eastern Europe, due to the saturation of its traditional export markets in western Europe. The Fresh Produce Exporters Association of Kenya said recently that producers hope to earn Sh17.5bn annually in the next five years through exports to new destinations such as Russia, Hungary, Turkey, Poland and the Czech Republic.

Kenya is also hoping for direct exports to the US, with flights from Nairobi to Washington via Senegal scheduled for next year.

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Story published: **Wed 8 Oct 08 12:01**



Freshinfo poll

Started: Thu 2 Oct

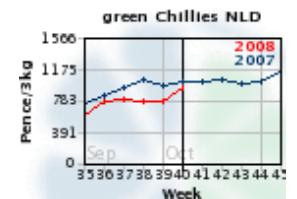
Phil Jackson from Grant Thornton believes that ventures with overseas companies may prove beneficial to the produce industry in the future. Do you agree?

- Yes
- No
- Don't know

Vote

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FPJ Wholesale Prices



Biggest increase on New Covent Garden market

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