



Aid in Action

East African Producers Achieve Success at 3rd World Floral Expo

Kenyan Flowers Find Entry in U.S. Market

Tuesday, May 22, 2007

As a result of Kenya's participation in the 3rd World Floral Expo, which was held in Miami, Florida in March 2007, the country has begun selling large quantities of flowers to the United States, the world's second largest market after the European Union. The event was partly funded by USAID's East and Central Africa Global Competitiveness Hub project, which is seeking increased exports from this part of Africa to the United States under the Africa Growth and Opportunity Act.

According to a marketing consultant with the Kenya Horticulture Development Program, Kenyan flowers were the finest on show, as they offered a unique mix rarely found anywhere else in the world and have a reputation for a longer shelf-life, giving them an additional advantage. There is an increasing demand in the United States for specifically African-sourced bouquets. A big trade opportunity for Kenya could lie in the floral off season in Latin America, which supplies long stem large headed roses. Although the Kenyan roses have smaller heads and shorter stems, Kenya will be satisfying the need for variety in the mass market. Kenya, whose production is year-round, could also take advantage of Latin America's occasional weather problems, which result in shortages, to entrench itself in the market. Another opportunity is the current shortage of the popular mini carnations, traditionally obtained from Colombia.



Janet Bland

Kenya's flower production boosts exports to the U.S.

The direct entry of Kenya's flowers into the U.S. market comes a few months after three of its vegetable varieties were certified for sale by the Animal and Plant Health Inspection Service (APHIS) of the U.S. Department of Agriculture. In February 2007, baby corn, baby carrots and shelled peas were given the green light, paving the way for more products. According to APHIS, Kenya's production and processing facilities are among the best in the world due to the country's efforts to meet the stringent European Union standards. Ten products from Kenya are expected to hit the U.S. market by the end of the year. In addition companies from Burundi, Ethiopia and Tanzania, with sponsorship from the East and Central Africa Trade Hub, were able to make new contacts and negotiate deals with American flower importers.

Related stories



A Small Business Makes Gains

International exposure brings benefits to a small firm and its employees



Rwandan Peace Baskets Give Hope for a Better Future

Genocide Survivors Earn Lucrative Deal with Macy's

USAID | East Africa

PO Box 629 | Village Market 00621 | Nairobi, Kenya

Tel 254-20-862 2000 | Fax 254-20-862 2680

eastafrika-info@usaid.gov