



## **BLOSSOMING THE WOMEN GROWERS IN THE FLORICULTURE SECTOR**



**Researchers and Editors: WORKERS RIGHTS WATCH**

**FIDA- KENYA**

**Donor: WOMEN WIN**

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ABBREVIATIONS	
<b>BBWEE</b>	<b>Building Bridges for Women Economic Empowerment</b>
<b>COVID-19</b>	<b>CoronaVirus Disease</b>
<b>FAO</b>	<b>Food Agricultural Association</b>
<b>FCAM</b>	<b>FondoCentroamericano De Mujeres</b>
<b>FEMNET</b>	<b>The African Women's Development and Communications Network</b>
<b>FIDA-KENYA</b>	<b>Federation of Women Lawyers in Kenya</b>
<b>FPEAK</b>	<b>Fresh Produce Exporters Associations of Kenya</b>
<b>GBV</b>	<b>Gender Based Violence</b>
<b>HCD</b>	<b>Horticultural Crops Directorate</b>
<b>KIPPRA</b>	<b>Kenya Institute for Public Policy Research and Analysis</b>
<b>KEPHIS</b>	<b>Kenya Plant Health Inspectorate Service</b>
<b>SH</b>	<b>Sexual Harassment</b>
<b>UAE</b>	<b>United Arabs Emirates</b>
<b>USA</b>	<b>United States of America</b>
<b>WW</b>	<b>Women Win</b>
<b>WRW</b>	<b>Workers' Rights Watch</b>
<b>WWS</b>	<b>Women Win Strategies</b>

# TABLE OF CONTENTS

<b>EXECUTIVE SUMMARY</b>	<b>i</b>
<b>CHAPTER 1: INTRODUCTION</b>	<b>1</b>
1.1 Research Background	1
1.1.1 Building Bridges for Women's Economic Empowerment and Resilience	1
1.2 The Horticulture Industry in Kenya	3
1.3 Overview of Women Owned Flower Farms in Kenya	4
1.4 Objectives of the research	4
<b>CHAPTER 2: RESEARCH METHODOLOGY</b>	<b>5</b>
2.1 Scope of Study	5
2.2 Study Design	5
2.3 Data Collection	6
2.4 Results and Drawing conclusions	7
2.5 Limitations of the Research	7
<b>CHAPTER 3: RESEARCH ANALYSIS</b>	<b>9</b>
3.1 Evaluation of Respondents	10
3.1.1 Sample Size	10
3.1.2. Analysis of the sample size	11
3.2 Analysis of Findings	12
3.2.1. Plight of Women Growers in the Floriculture Industry in Kenya.	12
3.2.2. Other Challenges Facing Women Growers in the Floriculture Sector	15
3.2.3. Closing the gap for small scale women growers	23
3.3 Women Owned/Led Flower Farms Needs Assessment Analysis	25
<b>Chapter 4: RECOMMENDATIONS</b>	<b>30</b>
<b>ANNEXURES</b>	<b>a</b>
Annex 1. Research work plan	a
Annex 2: research questionnaire	b

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## **LIST OF TABLES**

<b>Table 1: Kenyan Export Statistics (2018-2020)</b>	<b>3</b>
<b>Table 2: Scope of Study</b>	<b>5</b>
<b>Table 3: The table outlines the target sample.</b>	<b>6</b>
<b>Table 4: The table below shows the category of farms interviewed.</b>	<b>9</b>
<b>Table 5: The table shows the different certifications for the farms that were interviewed.</b>	<b>14</b>
<b>Table 6: Different export regions for the interviewed farms</b>	<b>16</b>

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## EXECUTIVE SUMMARY

In 2020, Women Win convened enriching conversations through Knowledge Partnership Sessions that sought to interrogate the status, challenges, and existing opportunities of WOBs in Kenya. Reflections by women entrepreneurs and WROs documented numerous challenges faced by small shareholder flower farms, and women-owned/led businesses: access to market, the inability to partake in certification schemes due to the high registration costs, access to finances, and more generally, a barrier in access to information. WWS, informed by these conversations and challenges, identified plans to undertake research whose purpose is to map WOB's in Kenya, identify, design, and execute strategies to support their overall business model.

The research will deepen understanding of the landscape of women-owned flower farms in Kenya, determine what it takes to innovate, prioritize relevant capacity strengthening needs of women entrepreneurs, and scope for key entry points to access market opportunities through appropriate business tools. Further, the research outputs will inform a gender-responsive procurement webinars led by Women Win and extended to Dutch buyers later in the year, where smallholder WOB entrepreneurs are invited to participate and contribute to the business case on benefits of cross-sector partnerships.

This research complements other ongoing BBWEE's activities being implemented in partnership with five flower farms in Kenya. These include 1) 'Drawing the Line' (DTL) Assessment, a women-centered approach for identifying key priority issues amongst women workers for practical and sustainable solutions, and 2) Collaborate for Impact (CFI) Initiatives to be designed and implemented as practical solutions in response to the issues raised by workers during the DTL assessments Women Win is partnering with Eselle Group, FIDA-Kenya and Workers Rights Watch to conduct this research.

This research was commissioned at a time when the world is battling an unprecedented pandemic. COVID-19 compounded with pre-existing gender imbalance, retrogressive cultural norms and practices has adversely affected the well-being of women and threatens to backtrack gains made in the fight for advancing gender equality in the flower sector. The objectives of the research were three fold; to assess the challenges faced by Women Owned/Led flower farms, identify relevant areas of capacity strengthening and Identify and outline the best advocacy platforms/strategies that can be used to support the WOBs.

The key findings in the research were that the costing of certification audit processes have great implications thus presenting the need for harmonization either in costing or in the market demands for the women owned/led growers to continue being relevant and remain in the market.

Regarding accessibility of markets, 80% of the farms sampled sell their produce directly to the international market while 20% of the farms sampled outsource to other growers within the country who have high market demands.

It is noteworthy that none of the growers sampled sell their produce locally. 80% of the farms interviewed finance their businesses through the sales generated. Farms noted that the financial sector is yet to fully embrace the floral culture as a bankable sector and few banks are willing to lend them and if they do it is at very high interest rates.

90% of growers noted that taxes are paid to both the National & County Governments level hence increasing the cost of production. There are no existing training forums for women growers. Since the majority of the farms rely on certification bodies to train their workers, small sized exporters and small growers with no certification have to incur extra costs to train their employees. Lastly, drought is a real threat to flower production with the preexisting climate change situation.

The outstanding recommendations to the Markets were that ;The auction markets need to price flowers from certified farms competitively in comparison to non-certified flowers so as to allow the farmers to recoup the cost of production; Dutch auction system is very competitive-as competition becomes increasingly stringent, more support is required to identify and form linkages that will facilitate effective access into the direct sales market; the markets need to create a forum where growers participate in evaluation and negotiation of prices; the need have women in the value chain to be on the negotiating table in the value chain. Certification Bodies need to be involved in lobbying for fair market prices on behalf of the flower farms thus having a uniform certification that allows growers accessibility to all markets.

There ought to be reduction of certification membership fees which are extremely high and locking out small holder farmers willing to be part of the industry. The monitoring process may be effective in identifying challenges that may hinder effectiveness of adopted policies if the farms were audited frequently. The Horticultural Sector needs to speak in one voice when approaching government and certification bodies. This will ensure effective representation of different needs the sector needs addressed. A forum for all women growers to build synergies and learn from one another. The recommendation to the Kenyan Government in line with the Big Four Agenda was that it is in the interest of the horticultural Industry to safeguard the interests of its workers and beneficiaries.

Dialogues and consultative meetings with Government parliamentary legislatures within the flower farms are important especially in county levels. The Government needs to support the sector by having a one stop tax system for both the National and County Governments, have incentive packages to motivate the farm owners who do well, subsidize farm inputs, pesticides and fertilizers to ease the cost of doing business and the Ministry of Agriculture and Parliament to fast track the legislation and enactment of the

Horticulture Crops Authority Bill to enable better management and support to the industry. Embassies can partner with the Kenyan Government to secure favorable trade bilateral agreements

Women Rights Organizations should prioritize capacity building trainings for women growers on issues that affect workers' productivity; leadership, financial literacy, sexual harassment and gender-based violence and work life balance as well as organize forum for all women growers to share their experience, learn from one another and build synergies. WROs should spearhead implementation of the legal and policy documents that exist within the sector and to ensure that women fully benefit from these commitments so that their contribution is fully counted on the development of the worker's welfare. We advance women's rights, ending sexual and gender-based violence and providing social support to women, and improving their participation in voicing any kind of violation in the flower sector.

All actors should join hands in solidarity to ensure policy-level interventions and implementation of laws that safeguard the women owned/led businesses so that gains made in achieving gender equality are not lost. In conclusion, the recommendations cited here in can go a long way to ensuring that more women growers are empowered. Moving forward, there is need to conduct similar research on women growers who engage in farming of herbs, fresh produce and fruit farming with the intention of supporting them to commercialize their farming activities. Empowering these growers whether in flower, herbs, fresh produce or fruit farming and increasing their access to finances, land rights, resources and training provides a golden opportunity in reducing food shortages and poverty in Kenya.



## CHAPTER 1: INTRODUCTION

### 1.1 Research Background

In 2020 (Year 1), Women Win convened a series of virtual knowledge partnerships with different stakeholders in Kenya to discuss the status of the flower sector in Kenya. Among the key recommendations highlighted were; the need to support women-owned/led flower farms in getting access to markets, gender mainstreaming, creating opportunities for flower farm workers to diversify their incomes, and continuing Gender Based Violence sensitization and policy implementation. In order to achieve this, close collaborations with flower farm management, women's rights organizations, and other key actors were necessary. Subsequently, in Year 2 a number of activities were conceptualized i.e. drawing the Line Tool, Gender Mainstreaming and Women Owned/Led Business research in the floricultural sector. To conduct research on Women Owned/Led businesses in the floral sector WW has partnered with FIDA-Kenya and Workers' Rights Watch (Women Rights Organization in Kenya).

#### 1.1.1 Building Bridges for Women's Economic Empowerment and Resilience

The Building Bridges for Women's Economic Empowerment and Resilience (BBWEE) programme is a 5-year programme implemented by Win-Win Strategies and funded by the Netherlands Ministry of Foreign Affairs. Win-Win Strategies aims to foster cross-sector partnerships between businesses and women's funds/rights organizations (WROs) in Kenya to advance WEE/R in the region. This programme was developed in response to Minister Sigrid Kaag's request to close the gap between the Dutch Aid and Trade agendas and to introduce a stronger gender lens on the Dutch Agreements on International Business Responsibility. A specific focus is placed on global value chains that connect Kenya and The Netherlands. The programme aims to economically empower women working in global value chains and increase women's economic resilience. This will be done through three key strategies i.e Advance the business case; Consolidate evidence, generate new findings, promote the benefits of cross-sector partnerships, support private sector engagement; support companies' adoption of a gendered approach through the development of practical tools for social and business return on investment and support actors and partnerships; Offer capacity development activities to help foster and strengthen cross-sector partnerships.

## **Women Win**

Women Win is a Netherlands based Organization. Win-Win Strategies (WWS), a 'brand' within Women Win, connects the power of business with the deep assets of women's funds and organizations to empower women globally.

Women Win leverages the expertise and resources of local women's organizations and encourages strategic corporate approaches to co-create holistic women's economic empowerment and resilience (WEE/R) programmes that can achieve deep impact, broad scale and a high return. Women Win has experience leading both corporate programmes and initiatives while deeply remaining committed to the grassroots. Their partnerships are global. Their network spans Africa, Asia and Latin America and includes partners like the African Women's Development Fund, FCAM, and Semillas, South Asian Women's Fund, Filia and others.

## **Workers' Rights Watch**

Workers' Rights Watch (WRW) is an independent, non-profit, civil society organization founded in 2009 under the society Act (Laws of Kenya). WRW exists primarily to promote a healthy work environment in Kenya's horticulture and other businesses. WRW's work is based around four thematic areas namely; Responsible governments, responsible businesses, responsible organizations and responsible citizenry. Since its inception, it has undertaken a number of initiatives on creating an enabling environment for enhanced participatory governance and democracy within the cut flower sector to ensure that workers leaders' capacity and policies are put in place and adhered to in Kenya and that women workers are free from all sort of violations such as Sexual Harassment and Gender Based Violence.

## **FIDA-Kenya**

FIDA-Kenya is a non-profit, non-partisan and non-governmental membership organization committed to the creation of a society that is free of all forms of discrimination against women through provision of legal aid, women's rights monitoring, advocacy, education research and policy formulation and referral Over the years FIDA-Kenya has undertaken projects in empowering women workers in the flower farms with relevant information to enable them demand and realize their labour rights; enhancing Human Rights Compliance in the Horticulture Sector in Kenya as well as lobbying duty bearers and stakeholders (both at the county and national level) for better implementation of the existing laws in Kenya and building their capacities on how to monitor the same.

## 1.2 The Horticulture Industry in Kenya

The Horticulture Industry in Kenya is one of the largest foreign exchange earners in the nation. The Industry ranks third in contributing to Kenya's economy. (HCD 2020). According to the Horticultural Crops Directorate the industry garnered approximately 306M in 2020 despite lockdown and effects of Covid- 19. In a recent report by FPEAK fruits and vegetables are mainly consumed locally while flowers are majorly exported. "Only 4% of all the horticultural produce (Fruits and Vegetables) is being exported while 96% is being consumed locally. Over 90% of all this produce consumed locally is being produced by small scale farmers while 95% of flowers grown locally are exported to various international markets. Recently, more opportunities have been created for farmers to access international markets like the UAE, USA and more.<sup>i</sup>(Fairtrade Africa 2019)

**Table 1: Kenyan Export Statistics (2018-2020)**

	2018	2019	2020
<b>Export Volume in (Kgs)</b>			
Fruits	12,831,093,042.00	13,189,041,608.00	18,307,586,632
Vegetables	27,685,191,354.00	27,247,785,979.00	24,150,557,114
Flowers	113,165,186,323.00	104,141,752,588.00	108,701,099,16
<b>Total</b>	<b>153,681,470,719.00</b>	<b>144,578,580,175.00</b>	<b>151,159,242,912</b>
<b>Export Value in (Kshs)</b>			
Fruits	75,552,995.77	81,882,808.09	103,786,965.39
Vegetables	66,734,276.68	72,733,460.66	60,342,547.65
Flowers	161,227,149.66	173,719,296.88	142,477,773.36
<b>Total</b>	<b>303,514,422.11</b>	<b>328,335,565.63</b>	<b>306,607,286.40</b>

**Source: Horticulture Crops Directorate, Kenya**

The industry provides employment opportunities to about 350,000 directly with women as the majority of the employees and is documented to support over six million livelihoods. <sup>ii</sup> (directly and indirectly) During the International Day of Rural Women 2020, FAO urged the recognition of women's significant role in enhancing agricultural and rural development, improving food security, and eradicating rural poverty. It

was noted that women play a huge role in the agricultural sector despite facing gender inequalities in respect to access, control over and utilization of resources such as land, education, financial services and technology. <sup>iii</sup> Women are expected to brave themselves through domestic chores, caring for families and society and still provide labour in the workplace. African cultural norms and traditions have continued to restrict women's ability to inherit land hence limiting the capabilities of women in fully owning and engaging in agriculture. Understanding the role of women's empowerment in agriculture is important for policymakers and development partners interested in devising more effective interventions to increase agricultural productivity, enhance household and national economic growth, achieve food security, improve nutrition, and reduce poverty. <sup>iv</sup> Bridging the gender gap in agricultural productivity has a potential to lift a significant number of beneficiaries out of poverty (UN Women, UNDP, UNEP, World Bank, 2015).

### **1.3 Overview of Women Owned Flower Farms in Kenya**

The role and status of women in different work environments has continued to evolve from time to time with more women getting to decision making positions as well as owning various businesses. Governments, donors, policy makers and development practitioners continue to express interest to understand the diversities of what contributions women make and what challenges they face in order to make more gender sensitive decisions in different sectors. There is evidence that increasing women's agricultural productivity and access to markets can result in economic benefits at local and national levels, and immediate benefits in the household and the community (World Bank, 2007).

It is therefore important to have a closer look at women entrepreneurs in the agricultural sector. The research narrows down to the floricultural sector in Kenya. Women-owned flower farms have huge potential to drastically improve the position of women in the flower sector in Kenya through role modelling and thereby promoting more female entrepreneurship in the flower sector, but also creating working conditions for women workers that contribute to their empowerment. However, very little information is available on women owned/women led businesses in Kenya's flower sector. In order to develop an approach to boost their position in the floriculture sector, it is key to have a better understanding of who they are, what challenges they face, and where opportunities lie for furthering the position of women-owned/led businesses in the flower sector.

### **1.4 Objectives of the research**

- 1) Assess the challenges faced by Women Owned/Led Flower Farms
- 2) Identify relevant areas of capacity strengthening;
- 3) Identify and outline the best advocacy platforms/strategies that can be used to support the WOBS

## CHAPTER 2: RESEARCH METHODOLOGY

This section outlines an overview of the process adopted in addressing the objectives of the survey. It begins with scope of the study, the design approach and coverage, data collection techniques employed, and the survey methodology.

### 2.1 Scope of Study

The research focuses on 7 sampled counties in Kenya namely Machakos, Murang'a, Nyeri, Kirinyaga, Kiambu, Laikipia and Nakuru as shown in table 2. The substantive scope relates to challenges faced by these farms, notable gaps and advocacy strategies in addressing these gaps. The main beneficiaries under this discussion are Women Owned/Led Farms in the floriculture sector in Kenya. Ultimately, the findings will be applicable to improving the status of Women who own or are in leadership positions within the value chain of the Floriculture Sector.

**Table 2: Scope of Study**

County Representation	No. of Farms
Kiambu	3
Nakuru	1
Laikipia	1
Machakos	1
Murang'a	1
Nyeri	2
Kirinyaga	1

### 2.2 Study Design

The research was both qualitative and quantitative in nature. The respondents were identified through purposive and snow-balling techniques.

Open-ended questions were used mainly for the purpose of drawing out unique experiences from the respondents. The data is presented in both qualitative and quantitative forms under Chapter 3 of this report.

### **2.2.1 Target population, sample size and sampling procedure**

The research targeted women owners of large, medium or small scale farms within Kenya. The overall research set out to initially reach out to as many women owned/led flower farms as possible and managed to have 6 farms on board. The respondents were identified through purposive and snow-balling techniques.

The research study mapped 20 women owned flower farms in Kenya and 7 small scale women growers who outsource to Wilmar flowers. A sample size of 10 farms was drawn out with 6 farms and 4 small scale growers participating in the research as show in the table below.

**Table 3: The table outlines the target sample.**

	Target	No. of farms	Research Instrument
1.	In-depth analysis	5	Field Visits; Open ended Questionnaire
2.	Key Informant	1	Face to face Interview, Phone Conversations
3.	Comparative	4	Conference calls Interviews

### **2.3 Data Collection**

The study employed a mix of qualitative and quantitative approaches to data collection and analysis. A semi-structured interview questionnaire was developed for the various categories of respondents. Data was collected through face-to-face interviews with the owners of various farms. The respondents were also requested to fill in a questionnaire as well to capture any additional information that may have been missed during the face-to-face interview. This qualitative approach was used to establish an understanding of the overall outlook of women owned businesses within the horticultural sector. It also served to complement and rationalize quantitative data and information. Participatory methodologies were deployed for this purpose, including conference calls, interviews and Key Informant Interviews (KIIs).

Quantitative approaches will be applied to establish statistics, positions, mainly through the use of questionnaires and literature review.

### **1. Questionnaires**

The objectives of the research guided formulation of the research questionnaires. The questionnaires were administered to 5 different growers of selected farms. All respondents were taken through the questionnaires in a language they could understand in this case, Swahili and English. The researchers worked closely to supervise data collection and review the filled questionnaires to ensure accuracy before data entry exercise. A sample Questionnaire has been attached to this report as Annex 2.

### **2. Participant observation/ Ethnographic Research**

During field visits site observations were carried out to provide more contexts for both the quantitative and qualitative data; to help establish whether growers had different policies in place, and to undertake a “spot check” of reported information. The researchers observed the organizations’ structures, notice boards, reporting and feedback mechanisms among other things.

### **3. Conference calls interviews**

Four small scale farmers were interviewed via conference calls in order to enrich the data collected.

## **2.4 Results and Drawing conclusions**

Questions that were considered to interpret findings:

- i. Did the research methodology and data collected answer the research question?
- ii. Do the findings support baseline survey hypotheses (quantitative)?
- iii. How do the different findings interact? Do they explain each other or are there contradictions?
- iv. Can we triangulate the data from a number of different sources (different stakeholders, different methodologies, external sources of information)?
- v. What were the limitations of the study and how do they affect the results?

## **2.5 Limitations of the Research**

1. Lack of previous studies in the research hence we had no information on WOBs to reference to.

2. Time constraints in execution of the baseline survey. It has not been easy to access women owned farms hence get more farms on board. The research took a lot of time in mapping out women owned/led farms due to unavailability of a database on women owned/led flower farms.
3. The research team was only able to interview a limited number of growers hence the data size collected cannot be generalized to the wider sector.
4. The research team had no control over the selection process. The research sampled growers that were willing to be interviewed.
5. Some of the respondents left blank spaces in the questionnaires administered and the lead researcher could not determine their views. Data relied upon was evaluated and analyzed from answered questionnaires, information gathered during focus group discussions and key informant interviews.



## CHAPTER 3: RESEARCH ANALYSIS

This chapter discusses the interpretation and presentation of the findings obtained from the research. The chapter outlines the background information of the respondents, findings and the analysis based on the objectives of the study. The respondents were identified through purposive and snow-balling techniques. Both the quantitative and qualitative data were generated through structured questionnaires, conference calls, key informant interviews and desktop review of existing reports. An analysis of the data collected involved counterchecking responses with the view of drawing evidence-based conclusions. Frequencies and cross tabulations were generated and presented in the form of graphics (tables, charts, diagrams). The data was triangulated to give a broader understanding. The Farms were coded as A, B, C, D, E, and

F. to maintain confidentiality and anonymity. The compiled draft report was shared with the farms that participated in the research for validation purposes. Participants validated the report by sending their comments on email which were factored in, in the final the report. The purpose of validation was to examine and discuss draft report findings, conclusions, and recommendations, and to provide the research with any direction and information needed to address factual errors and to refine findings prior to preparation of the final report. The comments and input provided were synthesized and documented in the final Report.

**Quantitative analysis**-The Research team recorded data / information in the data collection sheets (questionnaire and handwritten data / information sheets) for double checking and/or clarification. The collected data / information was then entered into a database and organized by category and informant groups under each output. Descriptive statistical values including frequency counts, percentages, and average were calculated in order to explain different categories of information received; the number of times a certain challenge was highlighted. Frequency tables were used to present findings in the report and some were converted into graphs for a more visual presentation.

### **Qualitative Analysis**

Qualitative information was categorized according to thematic objectives of the research. All responses were examined to draw out patterns and relationships to the research objectives. For instance, in changes noted within the organizations, different respondents would note a similar change observed. This was coded as one change to ensure accuracy. The information is used in the next chapter on findings. Use of verbatim quotes has also been used to create further emphasis on data collected.

## **3.1 Evaluation of Respondents**

### **3.1.1 Sample Size**

The Research sampled 10 out of the 24 women owned/led flower farms.

**Table 4: Category of farms interviewed.**

Category	Approximate Production Area and Cost	Typical Features	No. of Farms
Large Producer	Approx.30 ha	Manages own export operations	3

Exporter		May buy in from out growers Diversified markets including direct sales to supermarkets Large employers (250 – 6000 staff)	
Small-Medium Sized Exporter	Approx.15ha	Own export and/or act as out growers May in turn buy in from out growers Sell through auction system, limited direct sales Employment ~100 staff	1
Small Sized Exporter	Approx.5 ha	Act as out growers Product sold purely through auctions Low input system with very little investment	1
Outsourcing	Do not own land	Outsources from smallholder producers Product sold through auctions	1
Smallholder growers/producers	Less than 5 ha	Mostly family labour Less than 10 employees Outsources to other exporters	4

**NB: The size of the land does not necessarily determine the workforce. Some of the farms have a large workforce although they may be smaller in size.**

### 3.1.2. Analysis of the sample size

Three of the sampled flower farms have an average of 39 hectares of flowers in production while four produce vegetables. Rose production is dominant: three of the farms produce only roses, two produce roses and other flowers such as lisianthus and carnations while five farms export non-rose flowers including hypericum and zantedeschia. The principal market region for all flower farms sampled is Europe. Within Europe, Great Britain and Netherlands are the main market destinations, with one of the flower farms selling almost 100 percent of their product into Holland auction markets. Other export regions include Dubai, Middle East, Australia and USA.

## **3.2 Analysis of Findings**

One of the research objectives was to find out the main challenges facing women owned/led farms in the Floriculture Sector. One of the farm directors admitted that getting a bunch of flowers from one continent or region to another is a process that requires patience and a lot of resilience. The section below outlines the major challenges faced by women growers, seven of which are cross cutting and specific challenges faced by the small scale farmers. It is important to note that some needs/gaps by large exporters and medium sized exporters are different from gaps/needs by the small sized exporter and outsourcing farms. An example of this is certification. While certification is termed expensive for all growers and a huge gap within the Industry, the large and small medium exporters already have certification while the small growers do not yet have certification, due to lack of funding to access certification.

### **3.2.1. Plight of Women Growers in the Floriculture Industry in Kenya.**

#### **1. Land Ownership**

Land is one of the most important assets any farmer needs for productive farming. 4 of the women interviewed acknowledged that the land they used for flower farming is registered in their husband's name, 4 of them own the land jointly with either their husbands or siblings while only 2 of the women interviewed legally own land used for farming. Women growers cited that realization of women's land and property rights continue to be a major challenge and a roadblock to sustainable farming. One of the women growers noted that it is difficult to enter into farming contracts that could provide alternative sources of capital or result in higher income since she has to first seek her husband's consent despite her running the farm and bearing all the responsibilities of the farm on her own.

Some of the respondents gave instances of their friends who have experienced cases of gender based violence in their homes upon using matrimonial land as collateral for a loan to run the business without their husband's approval. Respondents noted that they knew of other women who would love to engage in flower farming but land ownership remains a great obstacle and many women are still unable to access their share of land especially in cases of inheritance from either their late's husband estates or family and as part of division of matrimonial property upon divorce.

#### **2. Work-life Balance**

90% of the respondents noted that as women there is a great demand to manage the home and manage the business without either of them failing. According to research recently done by FAO on the role of women in Agriculture, on average, women-run farms produce 20 to 30 percent less than farms run by

men. The reasons for this “crop gap,” according to the FAO, have nothing to do with an aptitude for farming and everything to do with the gender-specific obstacles. None of the female respondents admitted that their male counterparts in the industry perform better however they did cite that there is indeed pressure as women to manage house chores, children, societal expectations and business. Child bearing and maternity leave taken means that women have to spend more time away from work, to attend to their young ones thus reducing the number of hours they have to dedicate to income generating activities.

30% of the women growers acknowledged that they have overwhelming support from their husbands especially in taking care of their children and cannot fail to attribute part of their success to this. Work-life balance training was recommended by different growers as part of an outcome of this research.

### **Case Study: Farm A**

**“Working in this Industry is hard work and means being 100% involved. As a woman I’m expected to balance my chores at home and still run a business. I have been able to survive this far just because my husband is understanding and supportive. But how many women have that privilege?”**

### **3. Patriarchal Mindsets**

Despite running a 34ha farm with 500 employees Farm C felt that women are more vulnerable in a male dominated floriculture sector.

### **Case Study: Farm C**

**“When I took over from my Father there was a particular male supplier who would still call my father to negotiate prices, rates and discuss issues despite me taking over in leadership of the farm. I felt disrespected and continuously asked that he should call me to discuss any affairs of the farm. But because I am a woman, he would not do so until I had to discontinue the particular supplier. I have since built stamina and have a great team surrounding me.”**

90% of the women growers noted that they have felt vulnerable in one way or another along the value chain because of their gender. Areas of vulnerability as highlighted were, dealing with male suppliers, dealing with male employees, while negotiating for different prices either with government agencies or the markets, negotiation of different foreign exchange rates with the banks and the demand for work life balance.

### **Case Study: Farm F**

**“I have had to build stamina. Male employees in the industry tend to look down on women as leaders. This is stemming from a culture where women have not been entirely accepted as leaders and where women are still believed to stay at home, do house chores and take care of children. My husband used to assist me in running the business. The employees would listen to his instructions and ignore mine. I had discussions with my husband regarding the issue and we agreed that he should not set foot at the farm. I now run the business on my own. “**

Growers applauded this research as timely and relevant, outlining that past research projects in the floriculture sector have focused on the needs of employees. The growers recommended that the research should raise awareness/educate markets to understand that women growers are vulnerable as well to patriarchal mindsets, cultures and norms that continue to see their businesses hindered in growth and sustainability.

99% of the farms interviewed have at least 50% of the management team as women. Based on previous reports, the floriculture sector is known to be a male dominated sector with few women taking up leadership positions. The report by Kenya Human Rights Commission “*The Wilting in Bloom*” highlights the plight of women workers in the sector and ways in which women are less likely to be selected for leadership roles. It further emphasizes that with fewer women in leadership, there is a missing perspective and that “the male perspective dominates decision making.” Farm E has been very deliberate to have at least 50% of women in management positions. According to the Human Resource manager she believes that this positive step can be attributed to the fact that the director of the farm is a woman and is very passionate about women empowerment.

#### 4. Challenges in access to Credit Facilities and Farm Input

Accessing and negotiating prices for key agricultural inputs such as improved seedlings, fertilizers, pesticides, machinery continue to be a major challenge for many women growers. The women growers acknowledged that their husbands and their male directors play a critical role when they need to access and/or negotiate for prices in government offices and financial institutions.

##### **Case Study: Farm B**

**“My husband and I work in collaboration but there are definitely areas where his maleness means that negotiation is easier particularly with male suppliers, male employees and government agencies.”**

Flowers production activities are seasonal in nature. Between production and sale 80% of the women growers experience financial challenges and are unable to access credit from financial institutions that can then cushion them from economic downturn.

Lack of collateral was highlighted as a major reason that prevented the majority of the women growers from borrowing money. Without adequate funds for capital investments, women growers continue to struggle to buy fertilizers, seeds, engage in sustainable agricultural practices, and other advanced farming tools and techniques that increase crop yields.

#### 3.2.2. Other Challenges Facing Women Growers in the Floriculture Sector

##### 1. Certification/Compliance Requirements

Certification bodies play a significant role in compelling farms to comply with set standards and policies within the sector. Women growers noted that there is great emphasis laid by consumers and importers for ethically, socially and environmentally sound production of flowers. “Being a member of a certification body has its pros and cons” Farm B. 50% of the farms sampled are members of at least one certification body thereby facilitating ease of access to markets. The research ascertained that certified flowers are mainly sold through three main channels, retail, flower/ florist shops and supermarkets thus fetching better prices.

According to Farm C, the farm undergoes regular audits to ensure monitoring and evaluation of progress made by the farms thus assisting the farms in self-audit and implementation of good practices. However, 100% of the growers noted that multiplicity in certification demands by some certification bodies has

made it too costly for them to sustain. High costs of certification continue to see the small scale growers barred from accessing certification.

**“Lack of certification means lack of access to various markets. Certification costs are so high. Furthermore, Fairtrade Africa does not have a model for small growers hence we are locked out from exporting to markets that require Fairtrade certification” Farm F**

The small growers in most cases are forced to sell their produce to the bigger farms without much negotiation power. This in turn means that the prices and contracts are decided/ dictated to them by the larger farms which poses a great danger in sustainability and progress of the women smallholder farms.

Women growers identified the following certification bodies as relevant in the Floriculture Sector in Kenya;

- ❖ Milieu Project Sierteelt (MPS)/MPS Socially Qualified (SQ) Certification Scheme
- ❖ Flower Label Programme (FLP)
- ❖ Fairtrade Standards/Fair Trade International Hired Labour Standard.
- ❖ The Ethical Trading Initiatives (ETI) Base Code/SMETA
- ❖ Kenya Flower Council Code of Practice/Kenya Flower Council Silver Standard
- ❖ Fair Flowers Fair Plants (FFFP)
- ❖ The Business Social Compliance Initiative (BSCI) Code of Conduct
- ❖ Global GAP
- ❖ Social Accountability International SA8000 Standard.

**Table 5: The different certifications for the farms that were interviewed.**

	Fairtrade	Kenya Flower Council	MPS	Global Gap	No Certification
Farm A					
Farm B					
Farm C					
Farm D					
Farm E					
FARM F					
Small Holder Farmers					

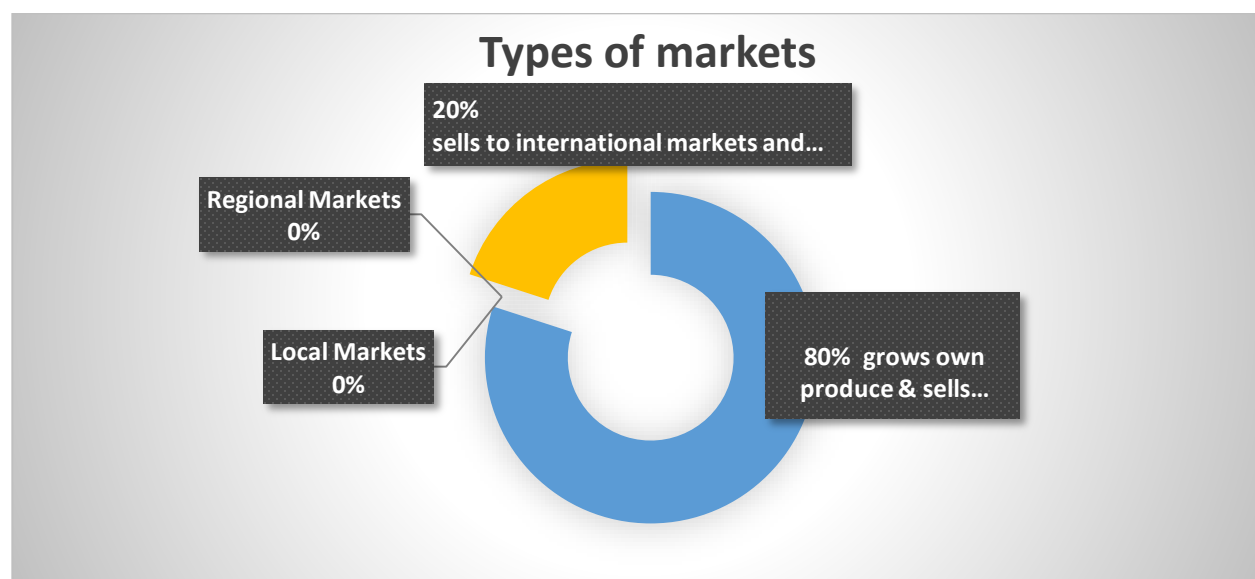


Farm D and E noted that they could not afford to maintain Fairtrade certification limiting the kinds of markets they have access to. All farms sampled, expressed that certification costs and expectations are too high and unrealistic for any grower.

Farm D prefers to sell to the Middle East Market since the certification costs required are lower and more flexible. They are members of MPS. 90% of the growers expressed that the certification bodies have overtime promised to lobby for their bargaining of prices along the value chain yet implementation of that has been a challenge. The costing of certification audit processes have great implications for they differ from one standard to another. This presents the need for harmonization either in costing or in the market demands for the women owned/led growers to continue being relevant and remain in the market.

## 2. Accessibility to Markets

80% of the farms sampled sell their produce directly to international markets. None of the growers sampled sell their produce locally. 20% of the farms sampled outsource to other growers within the country who have high demands from the market.



Limitations to fully exploring local markets were identified as highlighted;

- Due to lack of awareness, Kenyans do not appreciate the different types of flowers and their use.

- Kenyan market is negligible in terms of consumption of flowers.
- Lack of open markets for locals to easily access the flowers.
- Flowers are perceived as expensive and an elitist commodity

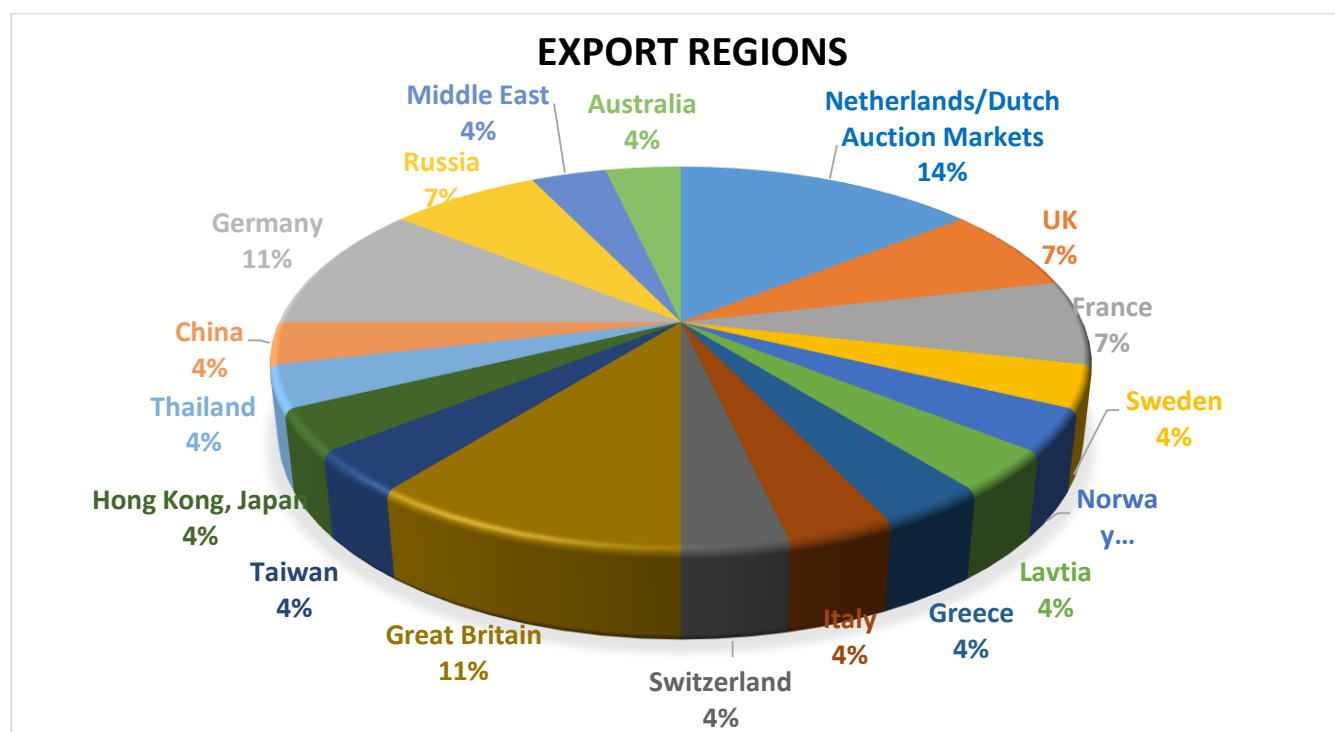
#### **Main challenges faced when accessing different markets;**

- 1) The negotiating tables at the market level are male dominated. However, this does not mean that there are NO opportunities for women growers. Women have to be confident, understand their products and business in more detail to boost their negotiating power.
- 2) Markets do not distinguish flowers from certified farms from those from non-certified farms. They end up purchasing flowers from both farms at the same price thereby exposing women growers from certified farms to more loss. Markets need to understand that a certified farm incurs extra costs during production and certification processes.
- 3) Rejection of flowers at the market level hence farms are forced to incur losses.
- 4) Instability in freight charges makes it difficult to plan and determine prices.

**Table 6: Different export regions for the interviewed farms**

Region	Farm A	Farm B	Farm C	Farm D	Farm E	Farm F
<b>Netherlands/Dutch Auction Markets</b>	√	√			√	√
<b>UK</b>	√		√			
<b>France</b>	√	√				
<b>Sweden</b>	√					
<b>Norway</b>	√					
<b>Latvia</b>	√					

<b>Greece</b>	√					
<b>Italy</b>	√					
<b>Switzerland</b>			√			
<b>Great Britain</b>	√	√		√		
<b>Taiwan</b>	√					
<b>Thailand</b>	√					
<b>Hong Kong, China</b>	√					
<b>Germany</b>		√	√	√		
<b>Russia</b>	√			√		
<b>Middle East</b>				√		
<b>Australia</b>			√			



### 3. Financial Support and Access to Capital

Different Farms noted different ways of accessing finances to support their business. 80% of the farms interviewed finance their businesses through sales generated. The growth rate is however very slow. Farms noted that the financial sector is yet to fully embrace the floral culture as a bankable sector and few banks are willing to lend them but at high interest rates. *“There is a need to have banking products that are specifically tailored for the flower sector,”* Farm C Owner.

80% of the growers also noted that they have resulted in relying solely on profits as banks remain unwilling to invest in the sector. They also noted that the floriculture sector is a very sensitive sector thus making sales unpredictable due to changes in freight costs, perishability of the flowers/rejected flowers and change in prices at the market level. *“Insurance companies alike need to have products that target this sector to guarantee it against various losses such as crop failure.”* Farm B Owner.

**Table 7: Different sources of capital/finances explored by the sampled farms.**

	Loans from families/Friend	Loans from Accredited Institutions such as Banks	Mobilisation from Stock markets	Debts from Suppliers	Savings	Others
Farm A					✕Savings from profits generated	
Farm B		✕Bank Loans				✕Income from sales generated
Farm C					✕Savings from profits generated	
Farm D		✕Bank Loans				
Farm E						✕Income from sales generated
Farm F						✕Income from sales generated

#### 4. Government Support

90% of growers noted that taxes are paid both to the National & County Governments hence the need to streamline this and have a unified tax system either at the county level or at the national government. The cost of production is so high especially because of increase in taxes on farm inputs such as fertilizers, seeds and different chemicals. Farm B noted that they were willing as a farm to build the murram road that connects from the tarmac road to the farm but the county government would not give them a go ahead. 5 years down the line the road remains a major challenge to transport the farm produce and for the workers accessing their homes especially during bad weather e.g. floods.

The government has also failed to regulate freight costs which translates to high production costs. 100% of the growers interviewed noted that due to COVID-19 pandemic there arose restrictions of the passenger flights, which they were previously using to transport flowers to their export markets at a more

affordable price. Getting cargo space is a great challenge. In addition, the cargo flights are few and usually involve connections through other countries. This in turn accrues taxation at every connection point thus more expenses on the growers. Farm A, recommended that the government should negotiate duty free access to China, South Korea, Russia, Ukraine to ease the heavy burden of taxation. Farm C outlined the heavy taxation has translated to very high production costs making the business expensive to run and sustain. *“In this era everything is taxed. We pay taxes at international level, national level and county level”*Farm B.

Growers outlined that the demand for flowers is high and freight costs end up eating into the profits of the growers. Currently the freight costs have increased by approximately 20% especially with the Covid-19 cases continuing to rise. “One of the things we are looking at shipping flowers to Europe is by sea. (Kenya Flower Council 2020). Recently the Kenya Flower Council witnessed some successful trials on some varieties by the Royal Flora Holland, which took 28 days to ship the products from Mombasa to Amsterdam. Growers interviewed are aware of the efforts by Kenya Flower Council however they cited concern on the government’s willingness to adjust on taxes and clearance fees at the port. This is because the government has played very little to support the Industry despite the Industry being a leading foreign exchange earner.

## **5. Access to information and training**

Currently there are no training forums for women growers. The certification bodies train workers on various components especially those areas around audit queries. Women growers registered a concern that there is a need to train and upscale the growers’ knowledge to ensure they remain relevant and responsive to the market needs. At the consumer level, there is a need to inform and educate customers/markets/retailers on the various varieties available and the impact certification has on pricing.

## **6. Labour Workforce and Policies**

The market is determined by the quality of flowers that growers present to the market. “To reliably produce high quality cut flowers in consistent quantities requires optimum production management.” Farm E owner. The large farms have policies in place while the small growers have no policies in place. Unlike

the bigger farms the smallholder growers have challenges in training of workers. Since the majority of the farms rely on certification bodies to train their workers, small sized exporters and small growers with no certification have to incur extra costs to train their employees. Farm E noted due to the large number of growers, that training of workers on different issues such as sexual harassment and gender based violence is done by the Human resource. They therefore requested whether the markets could support training women on SH, GBV, leadership, best farming practices, financial literacy and workplace policies.

## **7. Climate change**

With drought as an increasing threat to production, climate change could impact Kenya's flower sector in the years to come as the industry's need for guaranteed water supplies will become more pressing, while expanded cold chain logistics capacity will be increasingly necessary to ensure products reach shipping hubs fresh ahead of export. Women growers acknowledged that unforeseen weathers patterns such as excessive rain and extreme cold weather are a great challenge in planning different farming seasons.

### **3.2.3. Closing the gap for small scale women growers**

This research defined Small scale growers as those farming flowers on less than 5ha land. They depend majorly on family labour and have at least two hired employee's majority of whom are men. This is because in their opinion, men have proven to be more available and flexible to work. All the small scale women growers interviewed outsource to a larger company in Kenya. The Company's business model is that of one-year outsourcing agreements with small holder farmers. They rely on Agronomist support per region, with one agronomist supporting about 100 farmers, the groups are registered at the offices of social services. Farmers are not restricted by the size of the land they have. However, each group should have a minimum of 15 farms and a maximum of 40 farms. New entrants are required to raise capital after which the outsourcing company retains ksh1 per every stem bought after the first harvest to assist the farmers in buying further inputs such as farm fertilizers, pesticides and more seeds and directs farmers on where to buy quality seeds.

The outsourcing company exports solely to the Dutch auction markets in the Netherlands since they provide internal logistics to enable the trading process thus reduces general logistical expenses. *"It is hard to access various markets as we cannot afford Fairtrade Certification thus continuing to limit the kind*

*of flowers we allow our farmers to grow. Furthermore, Fairtrade certification has no provisions for the smallholder farm model and thus is not applicable". Farm E.*

Although outsourcing companies have done an excellent job in bridging the gap between small scale women growers and international markets the small scale women growers continue to face different challenges that not only limits other women from engaging in the business but also limits their growth and sustainability.

## **1. Limited Financing**

A new entrant needs approximately 1 ha of land and approximately Ksh.10, 000- Ksh. 15,000 to buy seeds. In case the small scale farmer has no land to use for farming further costs are incurred to lease land. They are not facilitated with financial support by the outsourcing companies and they have to bear upfront the cost of production. Currently none of the small scale growers have access to financing.

They outlined that lack of financing impacts on their ability as women growers to purchase critical farm inputs, hire additional labour, to enhance productivity, leverage appropriate technology, maintain operating capital, and access storage. The limited access to finance was attributed to lack of information/knowledge on relevant financing institutions and lack of collateral (land or other assets) needed to borrow money from financial institutions. 90% of the women cannot use land as collateral for loans as the land is in the husband's name and they have to seek approval from their husbands first even to begin farming. They outlined a need to be trained on financial literacy and how to save money.

***"God forbid, namzeeakikufa (translated as God forbid, what if my husband dies) . The title deed is in my husband's name and I could lose the farm to his family despite having children and farming on this land for 3 years now. I wish I knew how to write a will."***

They also recommended whether they could have training on basic Kenyan laws and procedures such as how to write a will, inheritance and marriage law.

## **2. Fixed Contract Terms**

Small scale women growers interviewed noted that they do not have direct access to markets and therefore outsource to organizations that have access to markets. This process is sealed by a contractual agreement with farmer's groups regionally. They noted that they have no assured minimum prices for



their produce and market. Outsourcing organizations dictate the prices depending on the prices offered by the markets. This means that the small scale farmers have no control on prices. They continuously incur losses when flowers are rejected and thus recommended whether the markets could advise on which flowers they prefer most. The small scale growers recommended capacity building on the contract making process.

### **3. Price fluctuations at Market Level**

The small scale farmers outlined that price fluctuation is a major challenge since they are unable to plan accordingly and hence end up bearing huge costs of farming and thus incurring losses. They recommended that markets should standardize prices for ease of their projection.

### **4. Training**

Small scale women growers lack basic skills in floricultural farming and management. Providing training on farm management and an understanding of farming as a family business will equip the small scale growers with requisite skills and in turn improve their production. Other training needs highlighted were on Gender Based Violence, Leadership skills, good agricultural practices such as crop rotation, pest management and financial management amongst others. Farm F recommended that small scale growers should receive training on computer literacy to enhance communication with different stakeholders. *“I believe this will enhance the very important skill of communication and especially email writing with clients and suppliers.” Farm F.*

### **5. Access to Farm Inputs**

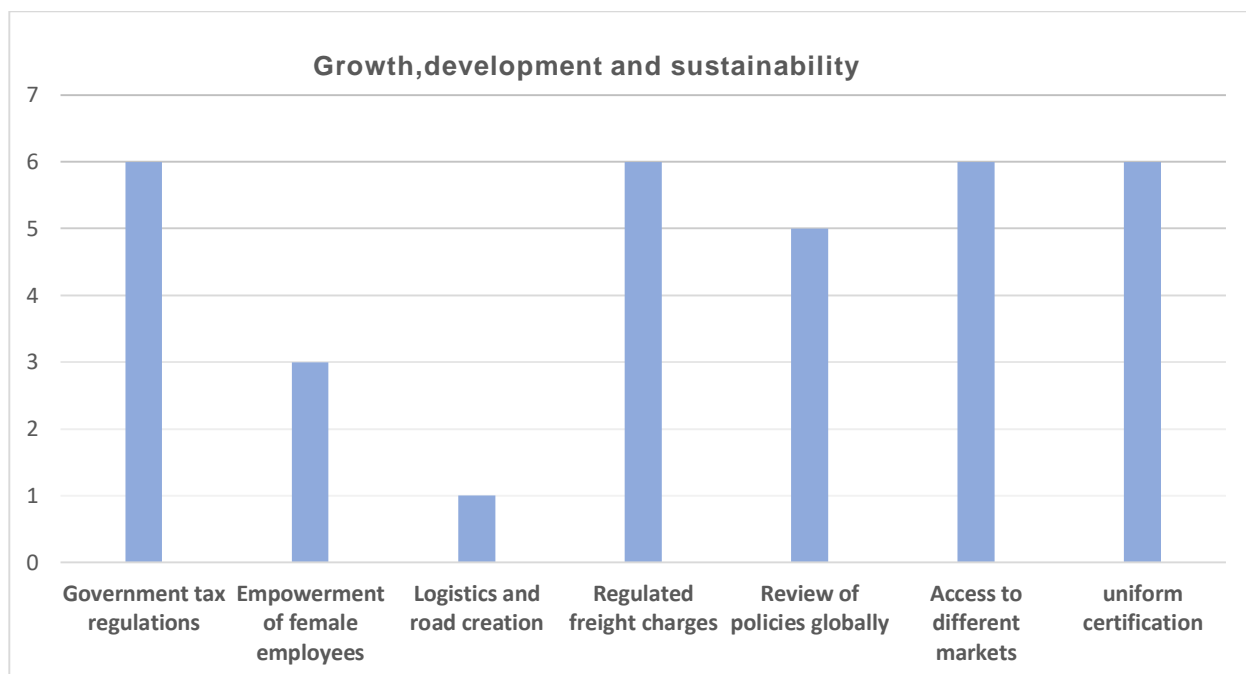
High quality seeds and modern farming machinery can drastically improve farm productivity but purchase costs are high. Credits and loans are always subject to collateral requirements such as land title deeds which are mostly registered in the men's name. Enabling women's increased access to farm inputs such as fertilizers and tools will go a long way in increasing their productivity.

## **3.3 Women Owned/Led Flower Farms Needs Assessment Analysis**

### **1. Growth, Development and Sustainability**

	<b>Needs Analysis in order of Priority</b>
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<b>Farm A</b>	<ul style="list-style-type: none"> <li>• Availability of water and solar systems due to climate change</li> <li>• Government to reduce the amount of taxes</li> <li>• More female employees to embrace leadership positions</li> <li>• Review of policies e.g. on certification on global level</li> </ul>
<b>Farm B</b>	<ul style="list-style-type: none"> <li>• Environment and Ecosystem e.g. water availability</li> <li>• Government taxes Regulations</li> <li>• The murram road that connects the farm with the main Tarmac road (Nanyuki-Nairobi road to be tarmacked.)</li> <li>• Regulated freight charges</li> <li>• Employees empowerment to help business become more sustainable</li> </ul>
<b>Farm C</b>	<ul style="list-style-type: none"> <li>• Government tax regulations</li> <li>• Regulated freight charges as they fluctuate too much hence unpredictable</li> <li>• Review of policies at global level advocating for uniform certification</li> <li>• Access to different markets</li> </ul>
<b>Farm D</b>	<ul style="list-style-type: none"> <li>• Uniform Certification for all flower farms since as members of MPS there are still markets that remain inaccessible.</li> <li>• Government Tax regulations</li> <li>• Regulated freight charges</li> </ul>
<b>Farm E</b>	<ul style="list-style-type: none"> <li>• Availability of water as climate change persists</li> <li>• One certification that allows entry to all markets</li> <li>• Training of different small holder farmers pertaining labour issues</li> <li>• Regulated market prices</li> <li>• Access to different markets</li> </ul>
<b>Farm F</b>	<ul style="list-style-type: none"> <li>• Access to different markets because as a small scale grower this is hard</li> <li>• Regulated certification prices</li> <li>• Government tax regulations</li> <li>• Uniform certification for all flower farms</li> </ul>



## 2. Market and Business Network Development

- Branding the floriculture industry as a critical part of the economy.
- More government support to Kenya Flower council in assisting the farms in accessibility of markets.
- Market and Business network development forums for women growers to share ideas and build synergies.

## 3. Financial Needs

- Government tax regulations
- Freight charges

## 4. Information and training

Women growers highlighted different needs for their employees that would enable their businesses to thrive as shown in the table below.

	<b>Training Needs Analysis female employees</b>
<b>Farm A</b>	<ul style="list-style-type: none"> <li>❖ Capacity building trainings for women growers on issues that affect workers' productivity; leadership, financial literacy, sexual harassment and gender based violence and work life balance.</li> <li>❖ Review of recruitment and promotion policies to have more women in positions of leadership.</li> <li>❖ Environment sustainability training especially on how to take care of environment and use of resources to ensure sustainability</li> </ul>
<b>Farm B</b>	<ul style="list-style-type: none"> <li>❖ Need for employees to learn how to be more conservative with the environment and the ecosystem.</li> <li>❖ A tailor made training that informs workers on the importance of the industry to the national economy.</li> <li>❖ Capacity building training for women growers on issues that affect workers' productivity; leadership, financial literacy and work life balance.</li> </ul>
<b>Farm C</b>	<ul style="list-style-type: none"> <li>● Employees awareness on labour laws as applicable to workplace policies</li> <li>● Training on Leadership and management skills as few women employees in the organization are willing to take up leadership positions.</li> <li>● Other training recommended; financial literacy/ improvement on financial skills.</li> </ul>
<b>Farm D</b>	<ul style="list-style-type: none"> <li>● Capacity building of current gender Committee on how to handle issues of Sexual Harassment and Gender Based violence</li> <li>● Training of women workers on leadership skills as only 2 women are in management positions.</li> <li>● Knowledge dissemination on best farming practices.</li> </ul>
<b>Farm E</b>	<ul style="list-style-type: none"> <li>● Training of women employees on Sexual Harassment and Gender Based Violence.</li> <li>● Formation of Gender Committees to handle such cases.</li> </ul>

<b>Farm F</b>	<ul style="list-style-type: none"> <li>• Assistance in reviewing workplace policies and integrating gender policies into the workplace systems and structures.</li> <li>• Training female workers on gender based violence.</li> <li>• Capacity building of gender committees in place.</li> </ul>
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## Chapter 4: RECOMMENDATIONS

This chapter outlines the different recommendations highlighted by women growers. They are divided into five main levels i.e. Markets/retailers/supermarkets, Certification bodies, Government and Embassies, Women Rights Organization and Horticulture level. The chapter also outlines the key lessons learnt from the research and the conclusion.

### 1) Markets/ Retailers/ Supermarket

- The auction markets need to price flowers from certified farms competitively in comparison to non-certified flowers so as to allow the farmers to recoup the cost of production.
- Supermarkets and retail chains need to package and label certified and non-certified flowers distinctively to enable the end consumer to make an informed decision.
- Dutch auction system is very competitive. As competition becomes increasingly stringent, more support is required to identify and form linkages that will facilitate effective access into the direct sales market.
- The markets need to create a forum where growers participate in evaluation and negotiation of prices.
- The markets need to physically visit the growers at different levels to understand what challenges the growers face as they produce and export flowers.
- The markets need to offer opportunities to small scale growers to participate in the IFTEX open day forum
- There is a need to have women to be on the negotiating table in the value chain.
- The market needs to map out how many women are in the value chain and see how retailers can give support to them for growth and capacity to build them.
- Need to have a forum /women owned conference with the floriculture sustainable initiative(FSI) to get to understand the mandate
- Markets to have a regulatory framework that addresses the submission of orders to the farms and cancellation of the same.
- Markets have a code of practice that addresses the up to bottom decision making model to down to up decision making models that promotes social participation of both the workers and women owners **in the value chain.**
- The retailers/markets should acquire a standard code of practice formulated in consultation with all players within the value chain which promotes the social welfare of workers in the supply

countries. For instance, retailers may need to ensure that their demands and placements of orders are flexible and timely as to ensure that workers' rights are not infringed in an effort to meet targets. Pressure arising from high demands on short notices may create an avenue for various forms of harassment and GBV.

## **2) Certification Bodies Level**

- Certification bodies need to be involved in lobbying for fair market prices on behalf of the flower farms.
- There is a need to harmonize the categories of certification per provider per farm to ease the cost of doing business. This means a uniform certification that allows growers accessibility to all markets.
- Reduction of certification membership fees which are extremely high, locking out small holder farmers willing to be part of the Industry.
- The monitoring process may be effective in identifying challenges that may hinder effectiveness of the policy if the farms were audited frequently and when SH specific clauses are included in the audit checklists to monitor the nature of reported complaints, steps taken during the investigation process, action taken against proven offenders and support offered to complainants and victims of SH.

## **3) Horticultural Sector Level**

The horticultural sector needs to speak in one voice when approaching government and certification bodies. This will ensure effective representation of different needs the sector needs addressed.

Assistance in tightening the EU plant health regulations code which regards False Codling Moth a pest which often occurs in roses. The EU is currently doing 10 percent minimum checks on all Kenya's rose shipments due to the occurrence of this pest. KEPHIS to assist growers and exporters in minimizing the occurrence of this pest.

A forum for all women growers to build synergies and learn from one another.

## **4) Government/Embassies**

- In line with the Big Four Agenda it is in the interest of the horticultural Industry to safeguard the interests of its workers and beneficiaries. Dialogues and consultative meetings with Government parliamentary legislatures within the flower farms are important especially in county levels.
- The Government should negotiate duty free access to following markets China, South Korea, Russia and Ukraine.
- The Government needs to support the sector having a one stop tax system for both the National and County Governments.
- Have incentive packages to motivate the farm owners who do well.
- Subsidize farm inputs, pesticides and fertilizers to ease the cost of doing business.
- We request the Ministry of Agriculture and Parliament to fast track the legislation and enactment of the horticulture crops authority bill to enable better management and support to the industry.
- Embassies can partner with the Kenyan Government to secure favorable trade bilateral agreements.
- To release stimulus package finance to support exporters. These funds to be used to subsidize air freight as this is where we will realize the highest impact for the support.
- Postpone for one year the implementation of the crops (Horticulture Crops Regulation 2019) that imposes an export levy of 0.25% on FOB on all horticulture exports. This will allow room for negotiations and consultation amidst COVID-19 challenges.
- Development of a fumigation facility for flowers and chilies. This will ensure compliance to market requirements especially in Australia & the European Union respectively.

## **5) Women Rights Organizations**

- Capacity building trainings for women growers on issues that affect workers' productivity; leadership, financial literacy, sexual harassment and gender based violence and work life balance.
- A forum for all women growers to share their experience, learn from one another and build synergies.
- Civil societies working on women's rights and gender equality, are committed to realize the implementation of the legal and policy documents that exist within the sector and to ensure that women fully benefit from these commitments so that their contribution is fully counted on the development of the worker's welfare. We advance women's rights, ending sexual and gender-



based violence and providing social support to women, and improving their participation in voicing any kind of violation in the flower sector.

- We call on all actors to join hands in solidarity to build back better in terms of reassessing and retaking the losses in the struggle for gender equality caused by the pandemic in this sector. We need policy-level interventions and implementation of laws that safeguard so that gains in gender equality will not be lost in future cases. We call for policy measures that recognize women and workers' rights in future.
- Empowering women is a central part of WROs and has been shown to have wider benefits as well. When women prosper, they tend to invest more in their homes and families, giving their children more nutritious food and keeping them healthy.

All actors should join hands in solidarity to ensure policy-level interventions and implementation of laws that safeguard the women owned/led businesses so that gains made in achieving gender equality are not lost.

## **Conclusion**

In conclusion, the recommendations cited here in can go a long way to ensuring that more women growers are empowered. Moving forward, there is need to conduct similar research on women growers who engage in farming of herbs, fresh produce and fruit farming with the intention of supporting them to commercialize their farming activities. Empowering these growers whether in flower, herbs, fresh produce or fruit farming and increasing their access to finances, land rights, resources and training provides a golden opportunity in reducing food shortages and poverty in Kenya.

## ANNEXURES

### Annex 1. Research work plan

ACTIVITIES	MAY	JUNE	JULY	AUG	SEPT
Activity 2.1.-Stragetgy meeting with co-implementing partners and other Women Win Partners.					
Activity 2.2-Mapping out Women owned/led flower farms in Kenya					
Activity 2.3-Identifying 5 WOFF					
Activity 2.4-Design research tools					
Activity 2.5. Introductory meetings with farm owners					
Activity 2.6. Farm Visits to administer questionnaires					
Activity 2.7 Virtual Administration of questionnaires.					
Activity 2.8 Online Conference call discussions					
Activity 2.9. Research Analysis					
Activity 2.10. Report writing					
Activity 2.11. Validation of the Report by participants					
Activity 2.12. Design and Printing of Report					
Activity 2.13. Virtual Launch of the Report					

## Annex 2: research questionnaire

### Women Owned Farm/Women Led Flower Farms in Kenya

#### SECTION 1: General Information;

1. Name of farm .....
2. Name of Farm Owner.....
  - (a) Work Position in the farm.....
  - (b) Farm Location.....
  - (c) Telephone No.....
  - (d) Year of Establishment.....
3. Type of Organization;  
One-Owner Organization ☐ Joint-Partnership ☐ Other (please specify).....
4. Type of Flowers Grown.....
5. Is the farm unionized .....if yes, which union? .....
6. How many employees does your organization have? .....  
No. of male employees..... No. of female employees.....
7. Do you have any policies in place within your organization? YES ☐ NO ☐
  - (a) If YES, which policies are in place?
    - (i) HR Manual
    - (ii) Gender Mainstreaming
    - (iii) Sexual Harassment
    - (iv) Employment and promotion
    - (v) Others (Please Specify).....

#### SECTION 2: Gaps/Challenges Faced by Women Owned Businesses; Horticultural Sector.

8. Does your organization have access to different markets? YES ☐ NO ☐
  - (a) If YES, which kind of markets does your organization have access to?  
Local Markets ☐ (b) International Markets ☐ (c) Regional ☐

- (b) Do you sell your products directly to the market or is your product outsourced by larger farms or organizations? .....
- (i) If outsourced, kindly outline who outsources your product.....
- (ii) If outsourced, is there provision to negotiate the prices? YES ☐ NO ☐
- (ii) Are you satisfied with the procedures/methods of outsourcing? YES NO
- Please explain .....
- .....

9. (a) What are the challenges faced by your organization when accessing direct market and business network development?

.....

.....

.....

- (b) Do you think a farm owned by a different gender will answer question 9a differently?

YES ☐ NO ☐

If YES, Why do you say so? .....

.....

10. Research has shown that the horticulture sector in Kenya is a male dominated sector with a vast majority, owning large farms and with access to different markets.

- (i) As a woman/owned or woman-led flower farm, what strategy do you have in place to ensure that you stay relevant in the market?

.....

.....

.....

- (ii) As a woman in business, do you feel vulnerable in a male dominated sector? YES ☐ NO ☐

- (a) Do you feel your gender affects the performance of your business? Kindly explain.

.....

.....

.....

- (b) If YES, what are the main challenges faced?

.....

.....

.....

.....

11. Is your farm certified? .....

If YES, by which certification body (ies)? .....

What are the benefits of being a member of the certification body that you have named above?

.....  
.....  
.....

If NO, kindly give reasons why your farm is not certified? .....

.....  
.....  
.....

12. Is your farm a member of any Agribusiness network or any associations in Kenya or Africa that aid your organization in sharing, gaining knowledge, marketing products and networking within the supply chain? YES ☐ NO ☐

If YES, List the networks/associations your organization is a part of .....

.....  
.....

If NO, Outline your reasons .....

.....  
.....

13. Which financial Sources does your organization use for Investment purposes?

(a) Loans from Friends/Families

(b) Loans from Official accredited institutions e.g. Banks, Sacco's e.tc.

(c) Savings

(d) Mobilization from stock markets

(e) Debts from suppliers

(f) Others, kindly specify.....

14. What difficulties does your farm face in accessing financial resources? .....

.....  
.....

.....

15. Does the farm take out a yearly Tax Compliance Certificate? YES ☐ NO ☐

(a) If YES, kindly outline the kind of taxation tasked on your organization.....

.....

(b) How has this affected your business? .....

.....

(c) What do you feel the government /other stakeholders should do differently to contribute to the success of your business? .....

### SECTION 3: Women-Owned Businesses Needs Assessment

16. What does your farm need for its growth, development and sustainability? (Please explain starting with the most pressing need).

.....

17. Regarding financial support and access to capital, *what measures, strategies and approaches would work for you?*

.....

18. Regarding access to market and business network development, *what would you recommend to the Government/other stakeholders?* .....

.....

19. Regarding information and training, *what kind of training would you desire to receive?*

i. ☐Corporate governance      ii. ☐Financial Management.      iii. ☐Access to new markets

iv.☐Legal consulting services      v. Business Planning      vi.☐Quality control

vii.☐Financial and taxation consulting services      viii.☐Marketing/sales training

ix. Searching for business partners x.☐Others, Please specify .....

20. What measures would you like the markets to take to ensure that you have fair access?

.....  
.....  
.....

21. Are you satisfied with the current status of certification bodies towards your organization? YES ☐ NO ☐

If NO, what would you recommend the certification bodies do better? .....

.....

22. What sustainable approach can you recommend we use to support growth in your organization or empower you economically?

.....  
.....  
.....  
.....

23. Do you have any further recommendations? YES ☐ NO ☐

(a) If YES, what are your recommendations? .....

.....  
.....  
.....  
.....

(b) As a Woman Owned/ Led organization what are your recommendations for other women who are keen to start a business in the flower sector in Kenya?

.....  
.....  
.....

**Thank you for your cooperation!!**

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