



COLEACP-PIP with Kenya's sustainable initiatives

The COLEACP –PIP cooperation program supports more than 80% of Kenyan fresh produce exports to the European Union.

Since 1973, COLEACP has been representing and defending the interests of its members: African, Caribbean and Pacific producers/exporters and European importers of fruit, vegetables, flowers and plants. This inter-professional association facilitates the flow of trade between developing countries and the EU by, for example, promoting good practice, strengthening competitiveness and sustainability, and lobbying and advocating on behalf of the horticulture industry. Through PIP, a cooperation programme financed by the European Union and managed by COLEACP since 2001, the association has helped Kenyan fresh fruit and vegetable growers and exporters not only to adapt to the Due Diligence principle, thereby complying with EU food safety regulations, but also to meet new market requirements such as protection of the environment or ethical production/trade.

Out of about 120,000 tons of fresh fruit and vegetables exported from Kenya, around 70,000 tons were delivered in the European Union in 2009. The main produce categories exported are different varieties of French beans and peas, as well as avocados, mangos, passion fruit and baby vegetables. UK is by far their main destination, followed by France, Holland, Belgium and Germany. The fastest-growing destinations also include the Gulf Countries and other Southern African countries. Kenya lies south of the Equator, on the eastern seaboard of Africa, and has a landmass of 582,646 square kilometres. This makes it a strategic location for export markets, especially in Europe and the Middle East. Kenya shares borders with Ethiopia, Sudan, Somalia, Uganda & Tanzania. Nairobi is the capital city and serves as a regional transport hub.

Sustainable initiatives with 59 exporter and growers' organizations

In October 2009, PIP broadened its scope in response to the appearance of new market requirements: "Not just food safety, but also protecting the environment and fair and ethical trade/production practices have become increasingly pressing concerns for consumers" says Maud Delacoste, who is in charge of PIP activities in Kenya. EU consumers have become more interested in the social impact of the goods they buy and some retailer brands are going beyond quality and food safety messages on their labels to include information about fair/ethical/sustainable trade as well. The companies supported by PIP in 28 countries since 2001 account for over 80% of fresh fruit and vegetable exports from Africa to the EU and source them from over 100,000 smallholders.

In Kenya, a total of 55 fresh fruit & vegetable producing and exporting companies have benefited from the PIP.

The food safety management standards most commonly implemented at the farm and packhouse levels are HACCP, BRC, GLOBALGAP, TNC and ISO 22000, as well as private retail protocols like LEAF (Marks & Spencers), Tesco's Nurture and Field-to-Fork (Waitrose).

Environmental programmes like Integrated Pest Management (IPM) and Integrated Crop Management, Organics, water footprint, waste management, carbon footprint and mitigation measures and soil management are also multiplying among the Kenyan growers.





Maud Delacoelette



Ethical initiatives too are becoming a strategic issue with the largest exporters, like Fair Trade, ETI or SA8000, as well as Corporate and Social Responsibility towards their employees' families and the environment.

Training and expertise to service providers also

Support is also given to local service providers to create competent, recognised expertise in the country: "The capacity of local service providers is targeted in order to support the horticultural sector over the long-term.

This includes direct support to consultants, trainers, professional organisations and the public sector" says Maud Delacoelette. These service providers will then increase the capacity of the companies' staff to implement strong and sustain-

able food safety risk management systems.

In Kenya, 4 Smallholder Support Organizations have benefited from PIP, as well as 40 service providers, one professional organization, 2 public bodies and a laboratory.

The COLEACP-PIP program also gives support to the Kenyan 'task force', a public-private dialogue platform, in order to establish common strategies and find solutions in relation to the challenges of the industry.

"Our objective is to improve the degree of expertise of the Kenyan horticultural industry in order to enable the companies to be more competitive in national, regional or international markets. And over the past years, Kenyan producers and exporters have been very dynamic and proactive" explains Maud.

WANT TO COMBINE BUSINESS AND SUSTAINABLE DEVELOPMENT?

Sustainable businesses need good long-term suppliers.

Thanks to its network of members operating in Africa, the Caribbean and Europe, the COLEACP can help you to source safe tropical and off-season fresh fruit and vegetables produced with due regard to the environmental and social standards expected by your customers.

JOIN THE COLEACP,
an association of
producers/exporters,
importers and local consultants
committed towards
sustainable horticultural trade.

Contact us:
network@coleacp.org



COLEACP

COLEACP Brussels Office | Tel. : + 32 (0)2 508 10 90 | Fax : + 32 (0)2 514 06 32

