

Kenya Flower Council's 14-Day Campaign to Promote the Country's Flowers



HEY, GUESS WHAT?

Kenya's second president, Daniel Moi, had a secret garden obsession! Yep, he was head over heels for flowers. Picture this: the State House and every state department blooming with fresh flowers every single day. Now that's some serious floral love in the world of politics! 🌸✨

14 DAYS OF FLOWERS



#BoldBeautifulKenyanFlower



DID YOU KNOW?

The Flower and Ornamental Sustainability Standard (FOSS) established by the Kenya Flower Council has gained traction and persistently feeds into global green initiatives, serving as an inspiration for individuals to collectively effect positive change. As the world embraces greening initiatives, this year, you should celebrate Valentines sustainably. Think Kenyan flowers!

14 DAYS OF FLOWERS



DID YOU KNOW ?

Back in the 19th Century, flowers were like the OG emojis in a secret language called Floriography – the cool language of flowers. Imagine this: yellow carnations throwing some serious rejection vibes, red roses sliding into your emotions with affection, and white blooms standing for pure vibes or a fresh start. It's basically the Victorian version of sending texts with flowers :-)

14 DAYS OF FLOWERS



DID YOU KNOW?

The rose flower isn't just your regular bloom; it's been strutting its petals for over 35 million years, making it one of the oldest flowers on the planet. And guess what? Kenya produces some of the coolest varieties of this timeless blossom.

14 DAYS OF FLOWERS

14 DAYS OF FLOWERS



Hey, flowers aren't just pretty to look at – their sight and scent trigger positive feelings, making us feel all happy and chilled out. That's why they're not just for bouquets; you find these mood-boosting beauties at hospitals, graduations, weddings, and beyond! No wonder those in the flower industry are always rocking a perpetual state of happiness! Think sustainably grown Kenyan flowers ;-)



[#BoldBeautifulKenyanFlower](#)



14 DAYS OF FLOWERS



**GUESS
WHAT?**

Carnations are the official flowers for 1st wedding anniversaries. A bouquet of red carnations will remind them how much you love them.

Oxford university students wear white carnation for their first exam for good luck then pink carnations for all the other exams in-between and red carnations for the final exam.

#BoldBeautifulKenyanFlower



14 DAYS OF FLOWERS

The flower industry in Kenya is a significant contributor to Kenya's economy, generating substantial revenue through exports and providing foreign exchange earnings. It also plays a crucial role in supporting other sectors, such as transportation, packaging, and logistics.

#BoldBeautifulKenyanFlower

14 DAYS OF FLOWERS



Kenya produces a wide variety of flowers, including roses, carnations, lilies, alstroemeria, and gypsophila, among others. This diversity allows Kenyan flower farms to cater to different market preferences and seasonal demands.

[#BoldBeautifulKenyanFlower](#)



14 DAYS OF FLOWERS



Thanks to favorable climate and diverse geography, Kenya can produce flowers year-round. This consistent production capability allows Kenyan flower farms to meet global demand consistently, even during off-seasons in other parts of the world. Sustainably grown. Year round production.

#BoldBeautifulKenyanFlower

14 DAYS OF FLOWERS

Kenyan flowers are highly sought after in international markets due to their quality, variety, and long shelf life. Major export destinations include Europe, particularly the Netherlands, the United Kingdom, and Germany, as well as other regions like the United States and the Middle East.

[#BoldBeautifulKenyanFlower](#)



Flower farming in Kenya provides employment opportunities for a diverse workforce, including farm workers, agronomists, packers, drivers, and administrative staff. Many rural communities rely on the flower industry for livelihoods and economic stability.

14 DAYS OF FLOWERS

#BoldBeautifulKenyanFlower



14 DAYS OF FLOWERS



In Kenya, flower growers are nurturing a culture of innovation. They're implementing state-of-the-art irrigation systems to conserve water, renewable energy and adopting integrated pest management to protect biodiversity. Our flower farms are not just about cultivating blooms; we are sowing the seeds for a future where innovation and sustainability intertwine.

#BoldBeautifulKenyanFlower



14 DAYS OF FLOWERS



HEY!

Our grower members demonstrate a strong commitment to social sustainability through significant investment in community development initiatives.

With an objective to enhance the welfare of both employees and local communities, they prioritize initiatives such as ensuring fair wages for workers, constructing educational and healthcare facilities, as well as implementing projects for clean water and hygiene.

[#BoldBeautifulKenyanFlower](#)