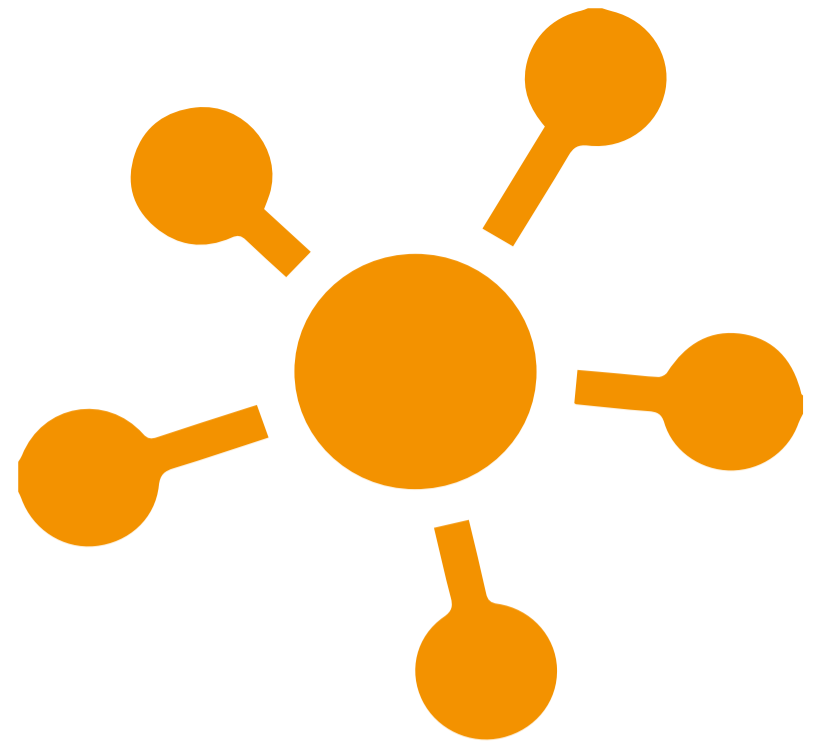




Smallholders

# Market Linkage



## Kenya / Linking smallholders to the market

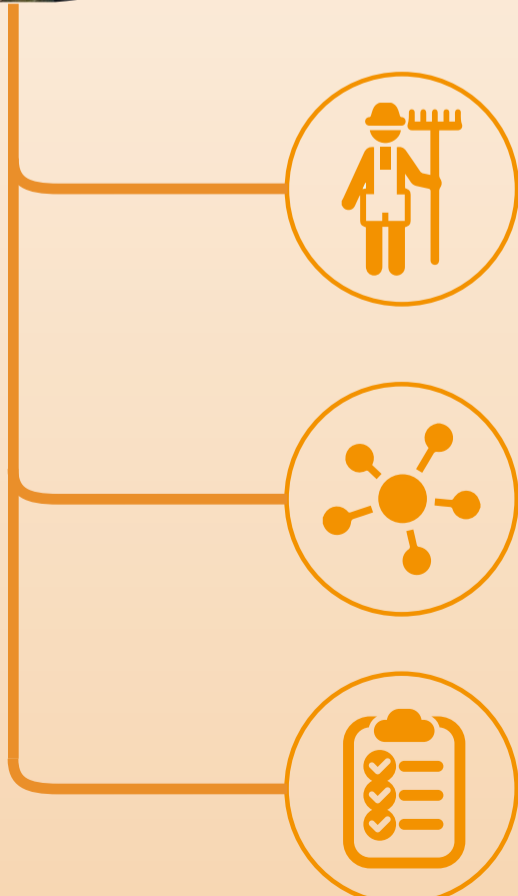


### The Project

"We started with a baseline survey to gain knowledge of smallholders' production systems in Kenya and their challenges to grow flowers for export. Based on our findings, we conducted trainings and organised meetings with international buyers to provide insights to the smallholders on the mechanisms of global trade and to increase their links to the international market."

Evans Gichuhi, Project coordinator  
evans.gichuhi@kenyaflowercouncil.org

### The Results



**142 growers** participated in baseline survey (39% women)  
**71 smallholders** trained  
**3 weeks seminar** on management of subtropical flowers

**B2B meetings** with international buyers.  
**8 exhibition stands** for smallholders at IFTEX (Jun. 15)  
**Presentation of smallholders products** at IFTF (Nov. 15)

**Update of KFC QMS** and Smallholder CoP 100% complete.  
KFC received **GAP training towards Group Certification Trial Audits** by KFC auditors on selected farms