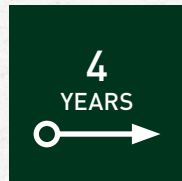


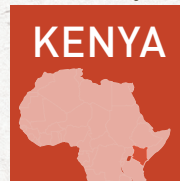


ENHANCING HORTICULTURAL EXPORTS

Duration



Country



Objective



NExT Kenya at a glance

- The EU-financed NExT (New Export Trade) Kenya programme works to increase the contribution of Kenya's horticultural sector to household incomes, and to improve food security, food safety and nutrition by increasing the resilience, inclusiveness and sustainability of the country's horticultural value chains.
- This €5 million programme aims to secure lasting improvement in the capacity of all stakeholders to adapt to evolving sanitary and phytosanitary (SPS), commercial, social and environmental requirements on local, regional and international markets.
- The priorities have been informed by a detailed consultation process with key stakeholders in Kenyan horticulture from both private and public sectors.
- The main priority is to strengthen the capacities and skills of:
 - micro, small and medium enterprises (MSMEs) and business membership organisations (BMOs) in the areas of SPS and market requirements;
 - private and public services supporting the horticultural sector.
- Implemented by a programme management unit based in Nairobi, NExT Kenya is supported by a growing network of local experts in Kenya, and is based on COLEAD's proven system and tools for training, technical support and institutional capacity-building.
- Engagement between the public and private sectors in Kenyan horticultural value chains is supported by COLEAD's history of providing a bridge between the two sectors.
- NExT Kenya is coherent with the national strategy aiming for 100% food and nutrition security for all Kenyans; current commitments of the African Union and the European Union; and the United Nations Post-2015 Development Agenda.

Focus on SPS

Kenya's €1.3 billion horticultural export trade continues to focus on Europe, but is looking to develop new destinations in Africa and beyond – while reacting to the fast-changing landscape of 2020.

Food safety is critical, especially regarding active substance residues on beans and peas. Increased levels of control imposed by the EU in 2013 had been lifted – but due to increasing interceptions, more stringent surveillance for Kenya was introduced in January 2019, and the frequency of checks on all beans imported to the EU from Kenya was increased again to 10% in May 2020. Interceptions due to harmful organisms have remained stable for fruit and vegetables, but for cut flowers increased fivefold between 2017 and 2018/2019.

Who will benefit?

Direct support

- Operators linked to the horticultural value chain – MSMEs; brokers/intermediaries and transporters; farmer groups/cooperatives; outgrowers linked to formal markets
- Competent authorities – at national and county levels, including official controls
- Support services – consultancies; producer organisations/professional associations; technical/educational institutions; certification bodies/auditors; NGOs; public/private extension services; logistics/freight organisations; national/regional technical working groups

Indirect support

- Purchasing, processing and retail companies
- Consumers, consumer associations and rural communities
- MSMEs in the cut flower sector via producer organisations/professional associations

Expected results

<p>1. The capacities of agribusinesses and BMOs in the Kenyan horticultural sector to compete on domestic, regional and international markets are reinforced</p> <ul style="list-style-type: none">• Agricultural good practices<ul style="list-style-type: none">• Access to markets• Market intelligence• Access to finance• Business skills• Sector/value chain approaches	<p>2. The capacity of the Kenyan horticultural sector's enabling environment is improved to strengthen the competitiveness of the Kenyan origin</p> <ul style="list-style-type: none">• Kenya Plant Health Inspectorate Service (KEPHIS)• Pest Control Products Board (PCPB)• Horticultural Crops Directorate (HCD)• Kenya Agriculture and Livestock Research Organisation (KALRO)	<p>3. Bottlenecks affecting the competitiveness of Kenyan agricultural exports are assessed and addressed through enhanced policy dialogue</p> <ul style="list-style-type: none">• Regulations• Donor environment• International and private standards• Kenyan origin branding strategy<ul style="list-style-type: none">• National marketing• MSME-level marketing
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Collaboration and coordination between BMOs, and between BMOs and the programme's stakeholders, will be enhanced through a public-private National Task Force for Horticulture.



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GROWING PEOPLE

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The Committee Linking Entrepreneurship Agriculture Development (COLEAD) is a professional association created in 1973 whose mission is to develop an inclusive and sustainable trade in agricultural and food products (fruits and vegetables in particular), as a priority in the ACP States and between these countries and the European Union.