

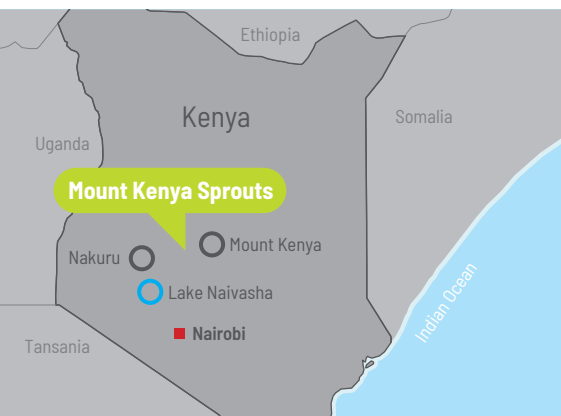


## Success story

# Cut flowers from Kenya

## Successful move: cut flower farm benefits from the advantages of direct trade

Diversity is blooming at the foot of Mount Kenya: Mount Kenya Sprouts inspires European buyers with a colorful selection of “summer flowers”. With the support of the Import Promotion Desk (IPD), the company has successfully repositioned itself and focused its sales on direct trade with European importers. Through direct business relationships, Mount Kenya Sprouts can flexibly tailor its offers to specific market requirements, increase its exports and achieve better prices. One highlight of this strategy is the partnership with the Cologne-based florist Blütenpracht, with whom Mount Kenya Sprouts has jointly developed a new product range: Summer Flower-Bouquets. This collaboration emphasizes how Mount Kenya Sprouts combines innovation and customization through direct business relationships.



### Products

- Asters
- Eryngium
- Limonium
- Bupleurum
- Ammi
- Lepidium
- Lisianthus
- Bupleurum
- Talinum
- Solidago, and
- Delphinium

### Colourful variety of summer flowers from a single source

The Mount Kenya Sprouts cut flower farm specializes in the production of high-quality summer flowers and grows Eryngium, Limonium, Bupleurum, Ammi, Lepidium, Lisianthus, Bupleurum, Talinum and Delphinium, among others. The diverse assortment includes varieties in different colors and varieties. The special mix is appreciated by European buyers: Mix boxes with different flowers can be passed on to customers without further packaging.

The fields of Mount Kenya Sprouts - 16 hectares in total - are located at altitudes of 1,900 and 2,500 meters above sea level. Cultivation and harvesting are controlled according to strict quality measures. The company places particular emphasis on sustainable and environmentally friendly cultivation methods. Techniques are used to reduce the use of pesticides, modern irrigation systems reduce water consumption and a solar system is used to generate electricity.

### Challenge



### From auction to direct trading

Before working with IPD, Mount Kenya Sprouts mainly sold its cut flowers to Europe via flower auctions and the Netherlands. In order to supply European importers directly, the company lacked knowledge of the special requirements of the European market, knowledge of the buyers, their expectations, and, of course, contacts to suitable customers. Together with IPD, the company underwent a strategic change and largely switched to direct trade.





**Abraham Kimani**  
Managing Director of  
Mount Kenya Sprouts

»The most important support from IPD was the combination of marketing training and sales coaching. This has enabled us to successfully position ourselves in the European market, establish lasting relationships with buyers and significantly advance our company's growth.«



Approach



**Promoting market knowledge and matchmaking at IFTF trade fair**

IPD trained the Mount Kenya Sprouts team in a special training program on market requirements and the "intricacies" of the European market. In personal coaching sessions, including on marketing and effective communication strategies, the team received practical tips on company positioning, trade fair appearances and sales pitches.

At the International Floriculture Trade Fair (ITFF) 2022 in Amsterdam, Mount Kenya Sprouts was able to present its portfolio to a wide audience for the first time with the support of IPD and make new business contacts.

Impact



**Successful cooperation between Beni Ghreb and IPD**

Switching its sales strategy to direct trade was the right move for Mount Kenya Sprouts: with the support of IPD, the company was able to increase its profile on the European market, expand its customer base and now has more intensive relationships with its trading partners. A better understanding of buyer expectations, a more dynamic product range and optimized communication have led to greater trust among business partners.

One example of the close cooperation is the partnership with the company Blütenpracht Frischblumen: the flower importer from Cologne took part in an IPD buyer's trip to Kenya in 2023 and got to know the team and the products on site. Since then, the collaboration has developed steadily. Together, the two partners have created a new product range. Mount Kenya Sprouts now also supplies customized bouquets to Europe. A new dimension in production and export for the small company.

Since the cooperation with IPD, the company has experienced significant growth: direct sales have increased by around 85 percent, the number of employees has doubled and the range has been expanded to include new plant varieties and specialized products such as bouquets. Mount Kenya Sprouts strives to strengthen existing partnerships, is open to new collaborations and is ready to take on new impulses.

Further information: [www.mtkenyasprouts.com](http://www.mtkenyasprouts.com)

**Results**

- Business transaction
- Export volume
- Number of employees
- Expansion of the product portfolio



**Dr Karlheinz Kroell**  
Managing Director of Blütenpracht  
Frischeblumen GmbH

»Mount Kenya Sprouts produces a wide variety of high-quality summer flowers. This variety is what makes the range so special. The new range – bouquets – is a logical development of the existing range. We look forward to a further fruitful collaboration.«

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