



June 2011

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Now by using predictable and uniform varieties developed through genetic work or through better work or through hybrid, you know, breeding selection works. We have products now which can be grown in Kenya to the exact tastes of consumers in Europe and therefore these farmers know operating from a place like some villages in Kenya and that is exactly what some European consumers require. That way those small-scale farmers can be integrated on the value chain to the most demanding markets because they're using superior varieties.

But frankly I think the best example with regard to the need, with regard to the advantage of breeding is certainly the flower industry whereby Kenya, which is a major producer of cut flowers, especially roses to be exact. A figure of about 500 million US dollars from flowers alone and another 500 million US dollars on exports alone for fruit and vegetables. Kenya is able to quickly adapt to some new varieties of flowers which with the changing tastes of consumers in many parts of the world, especially the US and Europe because they are able, using a good legal mechanism and their participation in UPOV of being able to quickly acquire new genetic material or new plant materials for flowers with particular characteristics very quickly as they come off, um, the labs or the places of breeding. This is a unique advantage that helps us in developing agriculture.