

Poor packaging costs Kenya horticulture billions

by George Kebaso

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Kenya is losing billions of shillings for not embracing the latest packaging technologies for its flower and horticultural exports, Industrialisation Principal secretary Dr Wilson Songa has said.

The PS said despite a growing interest in Kenya's flowers from other African countries, some Asian nations and Eastern Europe, Kenyan

exporters are still way low in terms of the required international packaging standards.

"I recently attended a flower exhibition in Japan where a variety of Kenyan flowers were on display among others. Our packaging is still not up to date," said Songa at a press briefing on the 2nd edition of the Food Processing and Packaging Exposyem slated for November.

He said despite there not being

sufficient information on packaging trends in the market currently, exporters should utilise it to get the country into better global rankings.

"We lose 60 per cent of our mango produce every year and we cannot afford to do that if we are to be among the best. We have realised that our packaging is wanting, and the upcoming expo is the best place where to exchange market knowledge and ideas," said the PS.