





The Farm

Valentine Growers is a family-owned and operated 500 hectare farm nestled in the rolling hills of Limuru, Kenya. 18 hectares are under roses producing 27 million stems annually of intermediate and premium roses. For 26 years, our roses have delighted customers as far as the UK, the EU, Australia and Scandinavia.





Vision

Valentine Growers is committed to producing high quality Horticultural products for the international market. Since 1996, the founding family has endeavoured to grow the highest quality roses with the end customer at the centre of the Valentine business model.

We value our employees as a crucial asset in the continued success of our business. As part of our social policies and commitment to your employees the company provides its work force with medical care, housing, transport, social amenities, protective clothing and on-going training.



Certifications

Valentine Growers is a socially conscious and environmentally friendly family-farm, and is a proud member of several international codes of ethics and holds membership in the following national and international organisations;

- Kenya Flower Council(Silver certificate)
- GLOBAL GAP/GRASP
- Fair Trade
- MPS- ABC on 'A' standard
- Fresh Produce Exporters Association of Kenya



Fairtrade Award

Valentine Growers was awarded the best hired-labor organisation in the Fairtrade international awards in 2020. This honour is largely due to our integrated environmental management plan and safe disposal of waste water, and prudent use of premiums to create a positive impact in the lives of our workers, their families and our community.



VARIETIES



Our Varieties

We grow 18 varieties carefully selected for their vase life, head sizes, colour and adaptability to our growing conditions. We work closely with professional breeders to select the most conducive varieties for evaluation and growing.

Our in-house expertise enables us to fulfil special requests such as sleeving, bouquet making, and packaging. Shipments are done daily assuring our customers of quality and freshness.



Copacabana



Inka



Rush



Tropical Amazon



Clarion



Fuschiana



H30



Madam Cerise



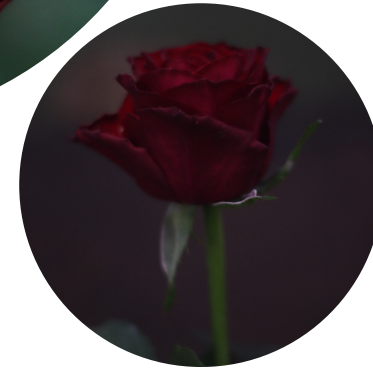
Pink Frame



Zanta



Furiosa



Madam Red



Athena



Snowstorm



Jupiter



Moonwalk



Sonrisa

Spotlight

A woman with braided hair, wearing a light blue uniform with a yellow name tag that reads "Valentini Growers", is focused on her work. She is standing at a workstation with a large tray of white roses. In the background, other workers in similar uniforms are visible, working at similar stations in a well-lit, industrial environment. The word "QUALITY" is overlaid in large, white, bold letters across the center of the image.

QUALITY



Our Process

Our rose varieties are carefully selected to meet individual market requirements . From harvesting, post-harvest treatment, pre-cooling, grading and packaging our experienced quality control team ensures that only flowers of the highest quality reach our customers. We ship daily to guarantee fresh and quality roses to our customers.



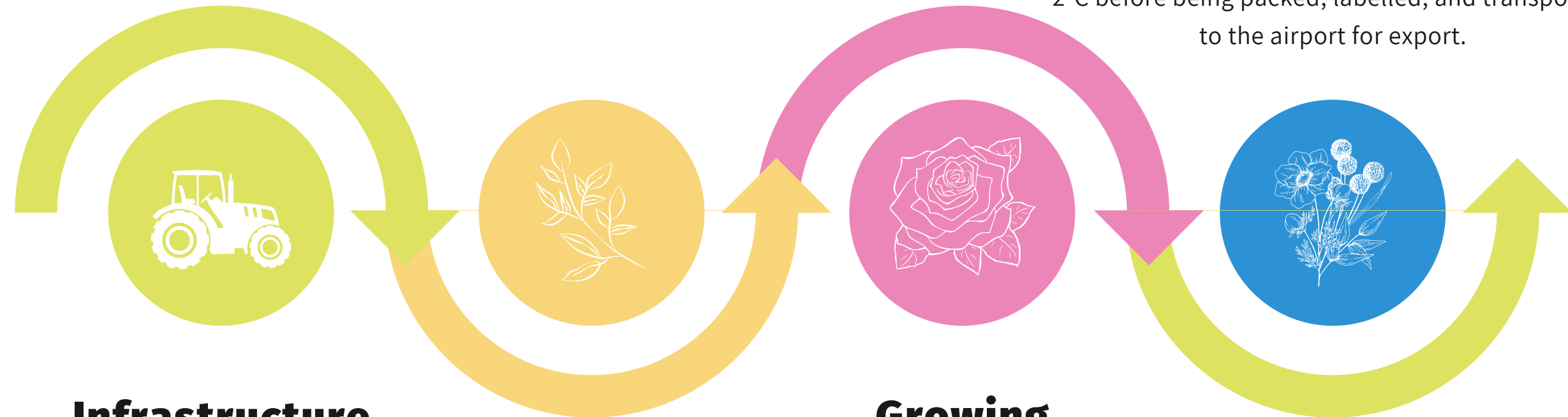
Our Process

Propagation

Once a variety is selected, we graft and propagate plants in our own nursery with a capacity to propagate enough flowers for one hectare. Our professional propagators ensure only the highest quality plants are selected to grow in our greenhouses.

Post-Harvest

From harvest flowers undergo grading and processing in our pack-house. The roses are defoliated, sorted and bunched according to size and sleeved according to customer specifications. The graded roses are then stored in a cold room at 2°C before being packed, labelled, and transported to the airport for export.



Infrastructure

The farm is supported by modern infrastructure: 2,500m³ of cold storage, 315 KVA power grid, 200 KVA power backup, 5 dams with a capacity of 1.4 million m³, weather-controlled steel greenhouses, centralised fertigation and spray systems and a good road network.

Growing

We grow our crops in covered greenhouses on both soil and hydroponic system. We have the latest technology that offer mixing fertilizer and feeding our roses which gives very quality products. We make sure we have good crop husbandry and internal growing conditions which is well controlled in order to have a better control of pests and diseases.



CSR



Philosophy

Valentine growers is committed to leading the flower industry in minimizing the impact of its activities on the environment. We value our employees as a crucial asset in the continued success of our business. As part of our social policies and commitment to your employees the company provides its work force with medical care, housing, transport, social amenities, protective clothing and on-going training.





Sustainability

Valentine growers is committed to minimising its environmental impact. Our ultimate goal is zero waste and zero pollution. Our effective water management program is anchored on artificial wetlands constructed on both farms; ensuring efficient use of water and sustainable abstraction. Moreover, our farm has over 500ha of land under green vegetation.

We incinerate waste plastics to avoid dangerous emissions and carry out tree planting and grass planting exercises during the rainy season to prevent soil erosion. Perhaps our most valuable asset, our doknyes are used to transport flowers to the pack-house to further reduce our carbon footprint.



Projects

Valentine Fairtrade Group presents a collection of stories which illustrate the great impact on individuals, families and communities whose lives have been transformed through our prudent use of Fairtrade premiums. Stories of hope, redemption, new beginnings and progress.

Valentine Fairtrade Group



[Home](#)

[About](#)

[Email Us](#)

Contact Information



+254 (0) 20 202 585



Boma Rd - Banana-Raini Road, Kiambu, Kenya



info@valentinegrowers.com

