

A woman wearing a blue headscarf, a green jacket over a red shirt, and brown work gloves is harvesting roses in a greenhouse. She is holding a large bouquet of white roses and using red-handled pruning shears. The greenhouse has a glass and metal frame, and there are many rose bushes in the background.

**PRESENTATION BY:
VALENTINE GROWERS LIMITED**

FARM OVERVIEW

Valentine Growers was established in 1996 under the Companies Act and is a family-owned farm in Limuru, Kenya.

For over 25 years, the farm has been growing and exporting roses, producing around 27 million premium stems annually.

Spanning 500 hectares, including 18.2 hectares of roses, Valentine Growers is equipped with modern infrastructure to support its operations.

A 2,500 m³ of cold storage, 315 KVA power grid with 200 KVA backup, three dams with a combined capacity of 1.4 million m³, weather-controlled steel greenhouses, centralized fertigation, and a well-maintained road network.

MARKET PROFILE

For more than two decades, Valentine Growers' roses have reached customers in the UK, the EU, Australia, and Scandinavia, bringing the beauty of Kenyan roses to the world.



VALENTINE GROWERS CO. LTD.

We Are Committed To:

- . Healthy And Safe Workplace
- . No Discrimination Against Gender , Pregnancy, Disability, Religion , Political Affiliation, Race, Union Membership, Ethnic Origin Etc.
- . Environmental Care
- . Equal Opportunity Employment
- . Non-employment Of Children Under 18 Years
- . Zero Tolerance To Sexual Harassment
- . Ethical & Legal Practices

COMPANY'S OHS POLICY STATEMENT

- . Safety is everyone's responsibility and can't be delegated

MUSEMO WA USALAMA' WA KAMPUNI

- . Usalama ni wajibu wa kila mtu usingojee kufuatiliwa

By Management

VISION

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.

PHILOSOPHY



Commitment to minimizing environmental impact, with an ultimate goal of zero waste and zero pollution.



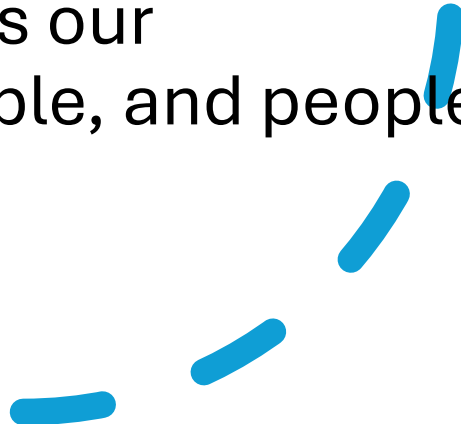
Holistic employee support, including medical care, housing, transport, social amenities, protective clothing, and ongoing training.



Certifications

Valentine Growers is proudly certified by leading national and international bodies, including the Kenya Flower Council, MPS-ABC Grade A, GLOBAL G.A.P./GRASP, Standard Sendex, and the Fresh Produce Exporters Association of Kenya (FPEAK).

Most notably, we have been Fairtrade Certified since 2008, a mark that underpins our commitment to ethical, sustainable, and people-centred floriculture.

Three decorative blue lines of varying lengths and orientations, located in the bottom right corner of the slide.

Valentine Growers wins International Fairtrade Awards 2020



FAIRTRADE PREMIUM



- The **Fairtrade Premium** is more than just an additional fund, it is a **catalyst for transformation** in the lives of workers, their families, and the wider community.
- At Valentine Growers, the premium represents the voice of the workers because every project begins with them. Workers identify their priorities by submitting proposals, which are carefully reviewed by the Fairtrade Premium Committee. Only those that align with our Terms of Reference and Fairtrade Standards are approved for implementation.
- This participatory approach ensures that every initiative is rooted in real needs, whether it is supporting children's education, improving healthcare, strengthening economic resilience, or enhancing community facilities. Over the years, these projects have grown to reflect a balance of immediate relief and long-term investment, touching on economic, social, environmental, and empowerment goals.

FAIRTRADE PREMIUM PROJECTS

The premium projects fall into these categories:

Child Care

Education

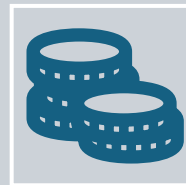
Staff Development

Staff Welfare

Water

Health

Economic Impact



One of the strongest demonstrations of economic empowerment came through **revolving funds** and **loan schemes** that directly improved the financial resilience of workers.

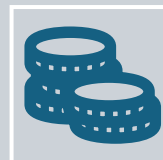


The **Development Loan project**, for instance, provided crucial financial access to 248 workers, with USD 86,117 invested during the year.



The **Hire Purchase Scheme** enabled 250 workers to acquire essential household items affordably, with USD 19,649 spent.

Economic Impact (Continuation)



Education support also played a role in long-term economic resilience.



Through the **School Fees Loan**, 31 applicants accessed USD 2,273 to cover secondary school costs for their children, while the **Workers' Children Skills Development Project** supported 84 students in higher learning institutions with USD 8,762.



These initiatives not only eased financial burdens but also invested in the next generation of skilled professionals.

Development Loan

Rosemary Simiyu a worker in valentine Growers while sharing the information says she couldn't have achieved on her own for building her house were it not the fairtrade, through development loan and hire purchase, she has purchased materials that enabled her to accomplish her dream.



Social Impact



Education remained one of our strongest commitments.



The construction of schools and the bursary programme supported 145 secondary school students, while 84 young people in universities and colleges received assistance through the skills development project.



These investments ensure that workers' children can pursue their dreams without being held back by financial barriers.

Bursary and workers upscaling skills



Testimonial 1

My journey in education has been deeply shaped by the unwavering support of Valentine Fairtrade.

From my very first day in Form One, Valentine Fair-trade stood by me. They covered the majority of my school fees, ensuring that financial struggles never forced me out of class. Unlike many of my peers who faced constant interruptions, I had the rare gift of stability. This consistent support allowed me to remain fully focused on my studies, which ultimately enabled me to achieve a B- in my KCSE exams.

The story did not end there. In 2018, when I joined Machakos University to pursue a Bachelor of Science degree in Telecommunication and Information Technology, Valentine Fair-trade once again walked the journey with me. They shouldered most of my tuition fees, freeing me from the burden of financial worry. As a result, I was able to attend all lectures, complete my coursework without disruption, and graduate in 2022 with a Second Class Honours – Upper Division.

Looking back, I am deeply grateful. Without Valentine Fair-trade, my dream of uninterrupted education might have remained just that—a dream. Instead, their support gave me not only the chance to pursue knowledge but also the dignity of walking through my academic journey with confidence. I stand today as a proud graduate, fully aware that my success story is also their success story.

Thank you Fairtrade, for transforming my future.



Testimonial 2



My name is Mary Owino, and I am a proud mother of Vincent Odhiambo. Vincent's journey of education has been one of resilience, hope, and opportunity made possible through the support of Fairtrade.

He began his schooling at Kibubuti Primary School (2006–2013) before joining Karuri High School (2014–2018). During his secondary education, Fairtrade supported me through the Workers' Children Bursary Project, easing a burden, I could not have carried alone.

Thanks to this support, Vincent excelled and secured admission to Kenyatta University (2019–2024), where his studies in Environmental Planning and Management were funded through the Workers' Children Skills Project, complemented by occasional emergency loans when needed.

Today, I celebrate his graduation with a degree in Environmental Planning and Management, a milestone that would not have been possible without Fairtrade's commitment to workers and their families.

I am deeply grateful to Fairtrade for walking this journey with us. Your support has not only transformed my son's future but has also given me the strength to believe that no dream is too far when opportunity meets determination.



Testimonial 3

My name is Catherine Mugambi, and I have proudly worked at Valentine Growers as a Pack House Supervisor. Since 2010, my family and I have greatly benefited from the Fairtrade Premium through the bursary program run by the Fairtrade Premium Committee (FPC).

When my daughter joined Gachoire Girls High School in 2010, the bursary eased the burden of school fees. She later pursued a Diploma in Food and Beverage at the Kiambu Institute of Science and Technology (KIST) and graduated in 2018. Inspired to go further, she joined the Kenya Technical Trainers College (KTTC) and, in 2024, graduated as a Technical Trainer in Education.

My son, Morgan, also benefited from his four years at Kanunga High School from 2015. With the support of the bursary, he excelled and joined Kirinyaga University, where he pursued a Bachelor of Economics and Finance, graduating in 2023. He is now working as an Accountant at the Kenya National Farmers Federation.

My third-born son, Evans, joined St. Paul High School in Embu County in 2021 and has received bursary support for the past three years. This September, he will be joining the Presbyterian University of East Africa to study Tourism and Hospitality.

Beyond education, Fairtrade Premium loans have empowered me to transform my family's life. With a school fees loan, I was able to clear fee balances on time. Through a development loan, I built a permanent house for my mother, replacing her old timber home, as well as my own home. I have also constructed six rental houses in the countryside and secured plots through the help of Valentine Growers Fairtrade Group (VGFG) loans.

Thanks to Fairtrade, my children have accessed quality education, I have been able to uplift my family's standard of living, and I have invested in sustainable assets for the future.

CRECHE – KIBUBUTI & KENTMERE



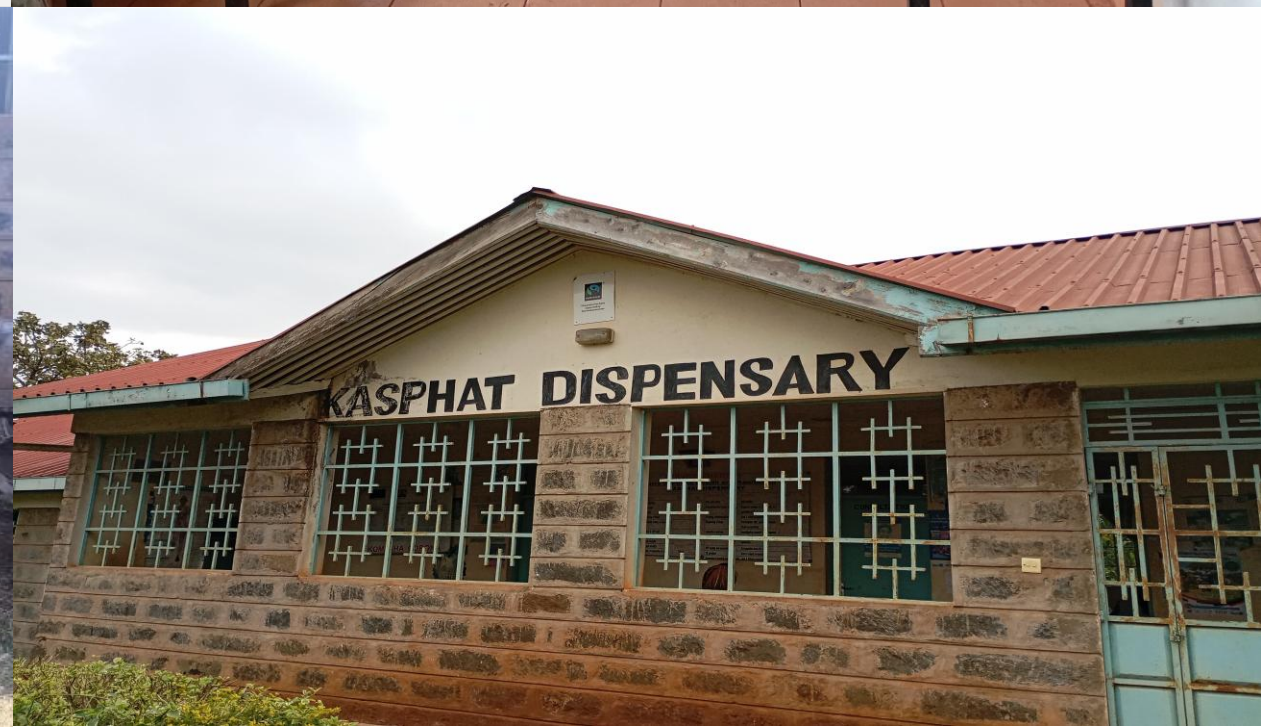
Valentine Fairtrade also runs an Early Childhood Development (ECD) Centre, providing a nurturing foundation for children as young as four years old in Playgroup, PP1, and PP2. The Centre is staffed with two dedicated teachers who not only educate but also care for the little ones, alongside a cook who ensures that the children receive nutritious meals every day giving parents peace of mind. To make quality education accessible, parents only contribute Ksh 750, a fraction of what neighbouring schools charge. This nursery school serves both the children of our workers and those from the wider community, reinforcing our commitment to affordable education and community wellbeing.

Little Angels Nursery School



The Nursery Little Angel School Feeding Program has been instrumental in supporting the youngest members of the community. A total of 71 children received meals during the year, supported by an allocation of USD 988. The provision of school meals ensured that children remained nourished, focused, and able to learn effectively.

Kasphat Dispensary



Kasphat Dispensary

- Our impact goes beyond the farm gates, with the Kasphat Dispensary being a clear example.
- Built by Valentine Fairtrade Group in 2009 and later handed over to the Ministry of Health, the facility now serves up to 700 patients a month across Cianda, Kiambaa, and Ndumberi.
- Staffed with dedicated health workers, it offers essential services ranging from maternal and child health to family planning, immunisation, outpatient care, and even mental health support. While we are proud of our role in establishing and supporting this lifeline, we see the urgent need for a maternity wing to save lives and ensure safer deliveries for women in our community.



Sports

The **Sports Project** was implemented to promote teamwork, inter-relational skills, and physical well-being among workers. With an investment of USD 1,746, the initiative enabled various sporting activities, enhancing camaraderie and talent expression among staff.



Valentine Growers football club sponsored team

Environmental Practices

LPG Gas Refilling Project

The Gas Refilling Project invested USD 14,114 and has benefitted 250 workers.

This has reduced reliance on less sustainable cooking methods and promoted cleaner household energy use.



Nutritional Garden



The Nutritional Garden Project has been a vital initiative in promoting both health and affordability for workers and their families. By growing a variety of vegetables within the farm and selling them to workers at subsidised prices, the project ensures that households have consistent access to fresh, nutritious produce. This initiative not only improves dietary diversity and family health but also eases the financial burden of purchasing food at higher market prices. For many families, the garden has become a reliable source of affordable nutrition, directly contributing to food security and better living standards. In addition, it supports a culture of healthy eating among workers, linking wellness to productivity. The garden continues to play a dual role, serving as an economic cushion while also addressing social welfare through improved nutrition.



From the farm, Valentine Growers leads environmental sustainability efforts through tree planting in nearby schools and community areas. These initiatives enhance reforestation, soil conservation, and biodiversity while creating green, healthy spaces for students and the local community.

By involving both workers and students, the farm fosters environmental awareness and stewardship, ensuring that these activities leave a lasting positive impact on the environment and the community.

King'othua, Raini and Ngegu Primary Schools

- Through infrastructure and resource development, Valentines Growers donated three desktop computers, water storage tanks of 10,000 and 5,000 litres, pipe connections, and constructed the boys' urinal pits and toilets.
- This support, totalled to USD 1,427, has benefitted approximately 3,000 children across the two schools by improving learning conditions and access to clean water.



Posho Mill

Posho mill

Posho mills, or maize grinding mills, have a significant positive impact on Valentine workers and communities by ensuring food security., and saving time and resources. We provide affordable access to maize flour, a staple food in Kenya, we normally sell at a subsidized price.

Time and Resource Savings

By offering convenient access to milling services, posho mills reduce the time and effort required for individuals, particularly women, to travel to shopping centers after day long work



Thank you!