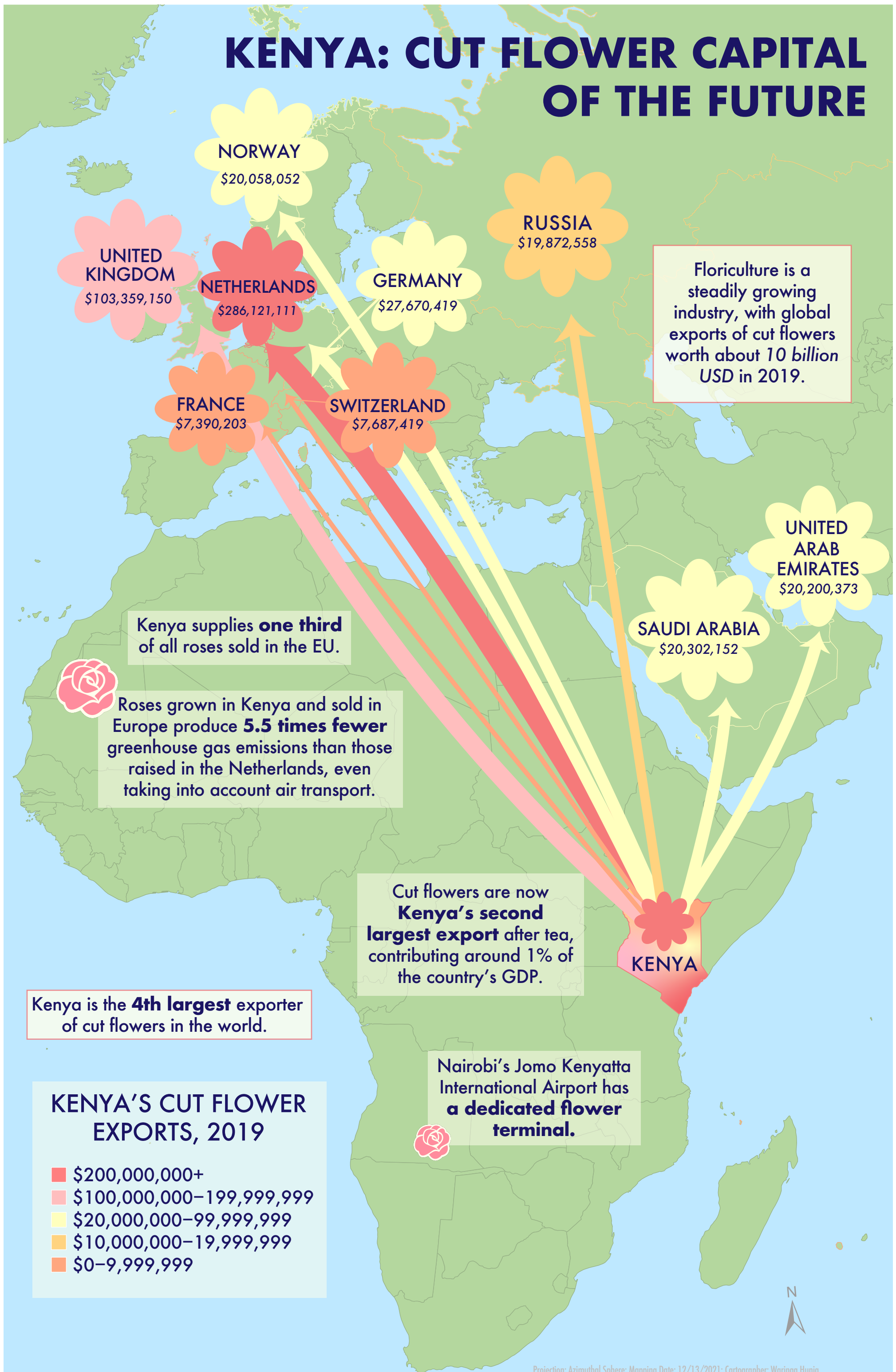


# KENYA: CUT FLOWER CAPITAL OF THE FUTURE



Floriculture is a steadily growing industry, with global exports of cut flowers worth about 10 billion USD in 2019.

Kenya supplies **one third** of all roses sold in the EU.

Roses grown in Kenya and sold in Europe produce **5.5 times fewer** greenhouse gas emissions than those raised in the Netherlands, even taking into account air transport.

Cut flowers are now **Kenya's second largest export** after tea, contributing around 1% of the country's GDP.

Kenya is the **4th largest** exporter of cut flowers in the world.

Nairobi's Jomo Kenyatta International Airport has a **dedicated flower terminal**.

**KENYA'S CUT FLOWER EXPORTS, 2019**

- \$200,000,000+
- \$100,000,000–199,999,999
- \$20,000,000–99,999,999
- \$10,000,000–19,999,999
- \$0–9,999,999

Projection: Azimuthal Sphere; Mapping Date: 12/13/2021; Cartographer: Waringa Hunja  
 Sources: Rabobank Group; "The 4,000 Mile Flower Delivery" (BBC); U.N. Comtrade; the Kenya Flower Council; Natural Earth Data