



## **Standards and market preferences**

### **Video conference on high value agriculture in Southern & Eastern Africa**

#### **Kenya perspective**

**Kenya development learning centre  
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## international & private market standards

- international primary production standards
  - ❖ GLOBALGAP
- private primary production standards
  - ❖ KenyaGAP
  - ❖ KS 1758:2004
  - ❖ private supermarkets
- international packhouse standards
  - ❖ BRC
  - ❖ ISO 22000:2005
- private packhouse standards: private supermarkets



## implementation of production standards

- GLOBALGAP certified – 2569 farms
  - ❖ 69 large scale farms
  - ❖ 207 medium scale farms
  - ❖ 2293 small scale farms (56 grower groups)
  
- KenyaGAP
  - ❖ one (1) large scale farm
  - ❖ 300 small scale farmers

## implementation of production standards



- KS 1758:2004
  - ❖ standard not been observed directly
- Private supermarkets
  - ❖ information is scanty

## packhouse standards



- BRC
  - ❖ nearly 100% of packhouses dealing in horticulture
- ISO 22000:2005
  - ❖ popular due to international appeal
  - ❖ mainly adopted manufacturing companies
  - ❖ 30% increase in certification over three years



## Impact of standards



- 80% reduction in no. of interceptions
  - ❖ 2007 – 189
  - ❖ 2008 – 96
  - ❖ 2009 – 40
- increased awareness about food safety
  - ❖ > 36 outlets of KenyaGAP certified FFV
  - ❖ 300 small scale farmers are KenyaGAP certified

## challenges of standards



- proliferation of private standards
  - ❖ high cost of compliance
- complexity issue
  - ❖ a measure & way of attesting it
- lack of mutual recognition
- lack clear scientific justification