

form a cooperative society for collection of dry flowers.

- The cooperative must be registered in order to be contracted by the processor.
- Pyrethrum flowers are delivered in designated areas.
- Payment is prompt and made to the cooperative Electronic Funds Transfer (EFT) at banks.

Flower Collection Centres (Aggregation centres)

- Pyrethrum growers/farmers who do not belong to any of the above categories can deliver their flowers to any aggregation centre.
- The grower delivers flowers to the centre/venue with the requisite details that include identification, location and bank details.
- Payment of flowers is as per the weight and pyrethrin content analyzed.
- Payment is made within 30 days after delivery as per the regulations.

Existing pyrethrum operators

- Pyrethrum Processing Company of Kenya (PPCK), Nakuru.
- Majchemie LTD, Nairobi.
- TWIGA Chemical Industries, Nairobi.
- OSHO Chemical Industries, Nairobi.
- Tropical Brands, Nairobi.
- KAPI LTD, Nakuru/Kentegra Biotechnology.



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Marketing Channels in Pyrethrum Value Chain





Introduction

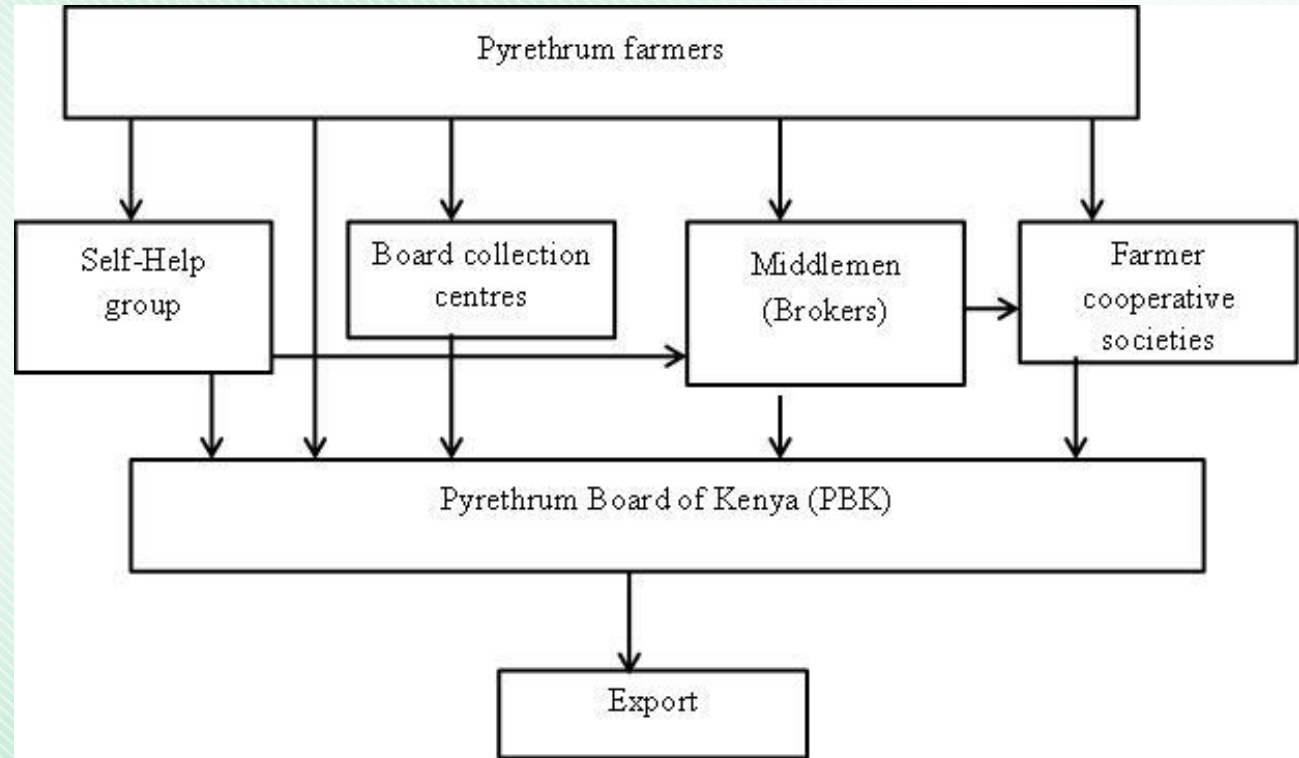
The bulk of pyrethrum and pyrethrum products produced is exported through Pyrethrum Board of Kenya (PBK). Only 3% of production is sold locally. Farmers deliver dried flowers to the Pyrethrum Board of Kenya (PBK) either through; Self-Help Groups (SHG), Farmer Cooperative Societies (FCS), Board Collection Centres (BCC), directly to the Board (PBK) aggregation centres, or middlemen (Brokers) who then deliver to PBK either directly or through SHG and FCS channels.

Individual contracted farmers



- Growers with a minimum of one acre can directly weigh their flowers under contractual agreement by the processors.
- Flowers can be collected from farmers by the processing companies.
- Farmers can also directly deliver their flowers

Generalized pyrethrum flower marketing channels in Kenya



to any nearest aggregation centre set up by the processors.

- Farmers are paid according to weight and pyrethrin content of the flowers or as per any other agreed terms.
- Payment is prompt and made either through Mpesa or Electronic Funds Transfer (EFT) at banks.

Self-Help Groups

- Growers with acreage below one (1) acre can form Self Help Groups/community-based

Organisations and then be contracted by the processor.

- Self Help Groups should be registered by Ministry of Labour and Social Protection and hold a valid certificate.
- Delivery and sell of pyrethrum flowers is done in designated aggregation centres.
- Payment is prompt and made either through Mpesa or Electronic Funds Transfer (EFT) at banks.

Cooperative societies

- Growers with the less than one (1) acre can