



ITC ASTROEMERIA PROFILE

We grow and outsource our **Alstroemeria** from ITC verified small and large scale farmers whose farming and handling of product meets the required International Standards.

Our logistics team moves it to our client's doorstep in the UK, Europe and the Middle East.

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INTERSTATE TRADE COMPANY LIMITED



Introduction

Alstroemeria family originates in South American countries of Peru, Chile and Brazil. It was for the first time cultivated in Western Europe in mid-sixties, the same time in which it was introduced in Kenya by British settlers. It has a vase life of two weeks.



The flower has become an irresistible symbol of friendship, devotion and commitment to recipients and use in bouquets. To many, it represents fortunes and prosperity.



Commonly called the Peruvian lily or lily of the Incas, Alstroemeria is a genus of flowering plants in the family of Alstroemeriaceae.

Efficiency and Quality is our Definition

VARIETIES

Alstroemeria has over 50 species. With over 190 cultivars, we cultivate most modern hybrids that are developed in greenhouses with different colors ranging from white, yellow, orange, pink, purple, red and marina.

The predominant varieties grown in our farm are Red Carmen, Marina and Pink perfection.

Orange Alstroemeria

A flower of friendship you can share with your most loved ones.



PLANTING

Alstroemeria grows well in a cool humid sub- tropical climate. Our farm is in this region with sufficient light and well drained acidic soils of pH 5.5- 6.5 to support its succulent roots in thriving freely.



ITC Alstroemeria green house farms in Naivasha, Kenya.

Alstroemeria will typically flower 10 to 15 weeks after planting them. They flower well for two to four years, after which the stems begin to thin, in this case we divide the rhizomes and plant new ones.



Flowering Alstroemeria at our farm in Naivasha, Kenya.



Pest and Diseases

Alstroemeria is commonly affected by botrytis disease whose symptoms include blight, leaf spots, tuber rot and damping off. However, this is easily managed through cultural practices such as restricted watering and improved ventilation. Common pests are thrips, white fly and aphids.

PINK ALSTROEMERIA

The inside petals of pink Alstroemeria flowers exhibits a burst of a happy yellow and a shower of ‘freckles’ or ‘whiskers’ on each interior section.



HARVESTING

Harvesting is done when color begins to show on the first flower and when four to five flowers opens on the first cluster.



The flowers are usually harvested during cool weathers of the morning and evening when temperatures are low and plant water content is high.



Hygiene is highly enforced and all tools are disinfected regularly. After harvesting, the flowers are placed in cool area, stems are recut under water and the flower placed in low light areas to reduce photosynthesis.

WHITE ALSTROEMERIA

They are used for special celebratory events such as weddings, birthdays, graduation parties among others and can be easily mixed with flowers of other colors and shapes to give an exquisite look to your event.



STORAGE

Our flowers are stored in ITC cold room facility to ensure they remain as fresh as we got them from our farms.



ITC flowers in our cold room facility Nairobi, Kenya.



Packed flowers loaded on a cargo plane.

RED ALSTROEMERIA

They mostly have yellow interiors with some splash of black and the red color dominates the petals.



EXPORT BY AIR

We export our flowers all over the world by means of air. Due to their perishability, we ensure that our clients get them on time.



ITC flowers cargo being loaded in Martinair plane.



ITC flowers for export at Jomo Kenyatta International Airport.



Inside a cargo plane at Jomo Kenyatta International Airport, Nairobi.

STANDARDS

ITC Astroemeria flowers have met the required international set standards which include;

- ✓ Uniform stem length, strength and straightness
- ✓ Freedom from pests
- ✓ Freshness
- ✓ Color
- ✓ Cold chain maintained from farm to shelf life.

In addition, during packaging each package must be uniform; same origin, variety, quality and size.



Astroemeria flowers have no specific grade standards but the flower head should be symmetrical and leaves should be bright green.



ACCREDITATION

All our products are inspected and certified by all relevant bodies which includes Kenya Plant Health Inspectorate Society (KEPHIS) and GLOBAL G.A.P to ensure they are free from pest and diseases and are qualified for the international market.



Helping communities to build a better future



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