



CHRYSANTHEMUMS PROFILE

We grow and outsource our **Chrysanthemums** 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

CHRYSANTHEMUMS **F**ARMING

Introduction

The chrysanthemum has been known from the ancient times as the 'golden flower'. They come in excess of 200 cultivars and take to a lot of environments from gardens flowerpots and green houses.



In Kenya, the flower is mainly grown in central highlands and the hearts of Rift Valley. They are mainly grown in the high-altitude areas leading to extra ordinary blooming.

Two types are exported in ITC inclusive of potted and cut flowers.

Efficiency and Quality is our Definition

VARIETIES

They come in two varieties including **Spray chrysanthemum** and **Florinca chrysanthemum**.



Spray chrysanthemum grown in the central highlands of Kenya.

Florinca Chrysanthemums

They are the biggest spray cut flowers grown in this cultivar.



Example of a spray white florinca used as a natural pest control.



PLANTING

Chrysanthemums prefer a location with full sunlight and good air circulation. The **soil** should be moist but well-drained, with a pH around 6.5.



Small chrysanthemums flowers growing inside the ITC green house in a nursery

Drainage is particularly important, as mums will not survive for long in wet, waterlogged **soil**. The flower is mainly grown in Timau in the foothills of Mount Kenya and in Naivasha.



Large plantations nurture the flowers into tall stately stems with sizeable flower blooms.



A beautiful red chrysanthemums flowers blooming in the ITC green house.

HANDLING

Hygiene is highly enforced when harvesting chrysanthemum and ensuring that tools are highly disinfected.



Stems should be cut (with a knife) at least 10 cm above the soil to avoid taking woody plant tissue.



Red blooming chrysanthemum flower.

Pinched spray Chrysanthemums can be pulled from the soil and then cut to at the recommended length.



HARVESTING

Standard chrysanthemums are normally harvested fully open, or nearly so, and pompons are harvested with the most mature flowers fully open. Harvesting too early may result in failure of the flowers to open. However, chrysanthemums can be harvested as quite tight buds and opened satisfactorily with simple bud-opening solutions.



Yellow and fuchsia red chrysanthemum flowers in our greenhouse ready for harvesting.

Chrysanthemums are harvested early in the morning. The stems are cut 20cm from the ground and are collected in trays or buckets containing cold water and floral preservatives.



Chrysanthemums flowers packed in floral preservatives packaging bags after harvesting.

We maintain the harvest of chrysanthemums by dipping the stems in pure water culture with nipped petals throughout the temporary storage. We then grade the blooms by length, size, and color. The most extended blooms with a healthy blush of purple-pink color go into the best grade. We ensure that about a third of all buds are half open, with the rest fully open.

PACKAGING

Chrysanthemums are packed in boxes and placed in sleeves according to the grade.



ITC flower box for export

We prevent the crashing of the delicate blooms by arranging them in single layers.



We separate the bunched stems with wax paper to ensure that the flowers keep fresh and maintain their natural colors.



A bouquet of fresh yellow and white

STORAGE

Storage is done according to their weight, length and maturity and growers are generally responsible for providing grading information. They are typically available either as mono-bunches or mixed bouquets and are frequently put in plastic bags or flower boxes for export across the world.



ITC flowers in our cold room facility Nairobi, Kenya.

The standard packaging requirements for these flowers include packaging in a sleeve for each bunch, a minimum of five stems in each bunch and have 80 items per box (about 40g).



Chrysanthemums are stored at 0-1°C. Bud-cut stems that are held in cold storage beyond the recommended time can develop flat-topped flowers. Fully mature blooms can be stored dry (wrapped in polyethylene) for 3 to 4 weeks at 0°C.

TRANSPORT BY ROAD

Packed chrysanthemums flowers are wrapped together in order to enhance easier transportation and to prevent them from physical damage.



ITC refrigerated trucks are cleaned and sanitized and packed with flower pallets for transport to the airport.



Chrysanthemums loaded in ITC trucks

EXPORT BY AIR

We export our flowers all over the world by means of air. Due to their perishability, we use special freighters with refrigeration systems to keep the temperature optimal all through the journey.



ITC flowers cargo being loaded in a plane.

Our logistics team is responsible for ensuring that the flowers are firmly loaded in the cargo plane to reduce any vibrations or movements that may occur during transport.



ITC flowers for export at Jomo Kenyatta International Airport.

EXPORTATION

Chrysanthemums are exported by air since they are highly perishable; they are exported to Netherlands which is an important trade hub for flowers in Europe.



ITC chrysanthemum flowers airport.



Assorted chrysanthemum flowers being loaded in a cargo plane.

ACCREDITATION

All our products are inspected and certified by all relevant bodies which include 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

