

**CARBON  
NEUTRAL**



*Red Lands Roses*

Haute Couture Roses since 1996

# PRESS KIT





## WHO ARE WE ?

Nestled in the heart of Kenya, Red Lands Roses is a testament to passion, innovation, and sustainable luxury. Founded by Dr. Isabelle Henin Spindler, a visionary French agronomist, our journey began in the early 90s when Dr. Spindler, captivated by Kenya's untapped potential, set out to create something extraordinary: luxury roses, cultivated the sustainable way.

In 1996, our dream blossomed into reality with the establishment of our farm in Ruiru, just 35 kilometers northeast of Nairobi. Situated at an altitude of 2000 meters and basking in the Equator's warmth, this fertile land became the canvas for our exquisite creations. Our commitment to quality and longevity led us to specialize in a stunning array of over 200 rose varieties, including luxury spray, garden, mini, and T-hybrid roses.

But what truly sets us apart is our dedication to innovation and environmental stewardship. Spanning over 35 hectares of previously non-arable land, our roses thrive on a 100% hydroponic system, showcasing the harmonious blend of nature and cutting-edge technology.

Yet, our story goes beyond blooms; it's about fostering growth and empowerment. With a team of over 900 passionate individuals, we've not only cultivated exceptional roses but also uplifted our neighboring communities. Our efforts have garnered international recognition, with accolades from esteemed organizations like UN Climate Neutral Now, One Carbon World, and the Kenya Flower Council, to name a few.

At Red Lands Roses, every petal tells a tale of luxury, sustainability, and community impact. Join us in celebrating a journey that transcends borders and blooms with beauty and purpose.



@ Red Lands Roses Plc

# OUR FOUNDER

Red Lands Roses stands as a testament to visionary leadership and ethical stewardship in the luxury rose industry in Africa.

## **AT ITS HEART IS ...**

Dr. Isabelle Spindler, a renowned French agronomist whose journey began three decades ago in Kenya. Her vision for luxury roses was deeply influenced by her French heritage. Indeed, France is renowned for its savoir-faire and craftsmanship, values that Dr. Spindler embedded into Red Lands Roses through meticulous quality controls and a commitment to excellence. Recognizing the immense potential of Kenya for cultivating luxury sustainable roses, she embarked on a mission to champion ethical practices and minimize environmental impact as well.

## **A LEGACY OF SUSTAINABILITY AND EMPOWERMENT:**

Under Dr. Spindler's leadership, Red Lands Roses flourished not just as a business but as a beacon of sustainability and community empowerment. She spearheaded initiatives that prioritized environmental conservation, implemented ethical labor practices, and empowered local communities, particularly women, fostering a culture of inclusivity and prosperity. Drawing inspiration from the French social system, she prioritized providing employees with the best working conditions, viewing access to health and education as fundamental human rights. This ethos translated into a supportive workplace culture at Red Lands Roses, fostering employee loyalty and expertise.

## **IMPACTFUL TRANSITION & LEGACY :**

In 2021, ADENIA, a prominent private market investment firm dedicated to responsible investing in Africa, acquired a majority stake in Red Lands Roses.

This partnership marked a new chapter in the company's journey towards sustainable growth and global impact, as Isabelle decided to get a well-deserved rest by Retiring. She is still involved in the Trial process of the farm and comes once a month in order to support the company in this new transition. After all, you can not replace 30 year of expertise and passion like that !



# BEHIND EVERY ROSE, THERE ARE PEOPLE

One of our biggest commitment is to empower our team of over 800 people, with many colleagues having career with Red Lands Roses right from the start. Among them, more than 55% are women.

How do we contribute to their welfare?

**Day care Center** : accommodating up to 70 children from 3 months to 3 years old, for free, financed by the sales of our roses at our shop in Nairobi.

**Education** : financing school fees for 2 kids per family until graduation from high school.

**Health** : providing health insurance to all our employees, their spouses and children, with a fully functioning clinic on site as well.

**Women empowerment** : promoting gender equality, contraception and fighting against female genital mutilation and gender based violence.

**Mobility** : providing all employees with a bicycle, replaced every 5 years, to commute to work and promote exercise.

**Food** : subsidizing hot meals at lunch time (75% of the cost supported by the company).

**Salary** : supporting our employees with a salary 55% higher than what is recommended by the Kenyan horticultural standards. Mothers also get paid time off to breast-feed post delivery.

**Our commitment to support the community doesn't stop at the farm** : Alongside partners such as the German Development Bank, we raised 3 million shillings for House of Mercy Children's Home, primarily to fund school fees. House of Mercy provides a safe, healthy and loving environment for children who have either been orphaned, abandoned, abused, living with HIV/Aids or physical disabilities. They currently house 65 children.



# LIMITING OUR IMPACT

Did you know that **roses grown in Kenya** and sold in Europe produce **5.5x fewer greenhouse gas emissions** than those raised in the Netherlands even taking into account air transport ?

This is because of our ideal climate : 2000m above sea-level and proximity to the Equator which provides 12 hours of sunlight and stable temperatures, resulting in zero need to artificially heat and light our greenhouses.

Red Lands Roses is proudly **CARBON NEUTRAL CERTIFIED** since 2020. We measure and offset our carbon footprint through our operations and finance forestry projects.

Our other environmental-friendly initiatives :

- **Soil-less hydroponic cultivation** system fully recycling ferti-irrigation solutions, with no rejects of phosphate and nitrates in groundwater.
- **Water recycling and treatment** of every drop of water used.
- **Solar energy** providing 30% of our power needs.
- **Paper sleeves packaging for our roses** absorbing moisture, keeping flowers fresh and eliminating single-used plastic.
- **Carton boxes** made out of recycled paper paste.
- **Planting of our roses on non-arable land** not suitable for food crop or cattle raising.
- **Tree planting** activities at the farm and across Kenya.
- **Sheep raised** to cut grass as biological lawn mowers.

## Fun fact :

One of our varieties, the Wangari Maathai, was named after Kenyan social, environmental and a political activist and the first African woman to win the Nobel Peace Prize. Red Lands Roses committed to donate 0.06 EUR to her cause, The Green Belt Movement, from the sale of each stem.



# OUR CERTIFICATIONS

## 1. KENYA FLOWER COUNCIL

Kenya Flower Council (KFC) Flowers and Ornamental Sustainability Standard is a code of practice that ensures compliance on social, environment and good agricultural practices aspects to ensure certified producers foster sustainable, responsible and safe production of cut flowers and ornamentals.

The audit scope covers Human Resource Management, Health & Safety, Crop Production, Postharvest Management, Environment Conservation, Trainings and Machinery maintenance.

Red Lands Roses has been awarded KFC Silver Certificate renewed on annual basis.

The KFC standard incorporates Global GAP standard and Kenyan Standard (KS1758).

## 2. ONE CARBON WORLD NEUTRAL CERTIFICATION

Red Lands Roses has achieved One Carbon World Neutral International Standard by measuring, reducing and compensating its carbon footprint.

Carbon neutrality refers to achieving net-zero carbon dioxide emissions by balancing emissions with carbon removals i.e. carbon offsetting.

Carbon emissions arise from production activities, transportation, energy use, water use, waste generation, purchased goods and services.

The farm actively assess and implement opportunities to reduce emissions through adopting integrated pest management system, 100% recycling system, green waste composting system, introduction of paper tags and eliminating plastic sleeves, tree planting projects, frequent inspections and maintenance of farm machinery.

## 3. MPS ABC CERTIFICATION STANDARD

Red Lands Roses has been awarded MPS ABC certificate qualification A.

MPS-ABC provides the Company with insights into its relative environmental performance and provides a management system that helps companies to become more sustainable.

The standard focuses on usage records on the environmental themes of crop protection agents, fertilizers, energy, waste and water.

## 4. BLUE COMPANY CERTIFICATION

Red Lands Roses is a certified corruption free company. It rejects all forms of corruption since it recognizes the harmful effects that it may have on its business, employees and communities.



# THE EXPANSION

Red Lands is recognized globally as a leader in the production of spray roses and the Company produces 16 million stems per year which comprise of over 200 varieties of fresh-cut roses. The Company sells exclusively to wholesalers, predominantly serving markets in Russia, Eastern and Central Europe.

Adenia has invested in Red Lands due to its strong reputation for high-quality roses and advanced farming practices, being one of the first farms in East Africa to utilize 100% hydroponic farming.

Adenia was also impressed by Red Lands' strong pricing power which is driven by the Company's direct route-to-market model that avoids the auction system where most of Kenya's fresh-cut roses are sold. Adenia collaborates with Red Lands' management to accelerate the expansion of its production capacity through cultivation of an additional 20 hectares of land, bringing the farm to 44ha ready for export by the end of 2024. This capacity will be readily absorbed by existing, as well as new customers in new promising markets.

The investment will also lead to growth in the number of employees, a significant number of whom are women, from 500 in 2021 to 1,000 + in 2024 and more to come.



# OUR PORTFOLIO

Red Lands Roses is a boutique rose farm growing approximately 200 varieties of spray, garden spray, tea hybrids, and mini roses. Our portfolio includes every shade imaginable in terms of pink, red, purple, silver, neutral, orange, yellow, white, or bi-color roses.

This provides us with a significant competitive advantage as we can cater to very specific color preferences for the most prestigious events. This is one of the reasons why Red Lands has been chosen by prestigious business partners such as Dior in France, the royal family of Abu Dhabi in the UAE, and the prestigious Ball of Princes & Princesses of Monte Carlo.

We also take immense pride in our role as an 'African laboratory' for cultivating new varieties of roses. Our mission is clear: to grow and nurture the most exquisite roses of unparalleled quality, presenting our customers with exclusive varieties. Currently, we are conducting trials on over 500 varieties."



# THE FLORIST CORNER



Jillian  
Holly  
Imagine  
Nude Lace



Saffron smile  
White peak  
Butter cup - *uprooted*



Jillian  
Saffron smile



Chocolate bubbles  
Capture - *uprooted*



Chocolate bubbles  
La Divine - *trial*



Voltaire  
Miss Bombastic



Apricot Lace  
Coral reeva



# Wishful  
Nude Lace  
Cheyenne  
Mini Must Teeny Weeny



Daphne  
Jessy

# THE FLORIST CORNER



Kahala  
Polar Sensation  
Mini Must Wild Eclair



Daria  
Mini Must Wild Eclair



Yoga Trend Setter  
Apricot Lace



Yoga Trend Setter  
# Sofine



Silver Cloud  
Mini Must Wild Radish  
Butter Cup - *uprooted*



New Palm d'or  
Imagine  
Mini Must Wild Radish



*From Kenya with love*

Haute Couture sustainable Roses since 1996  
Exporting directly to 30+ countries

For any questions, interview request, picture request for article, please  
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