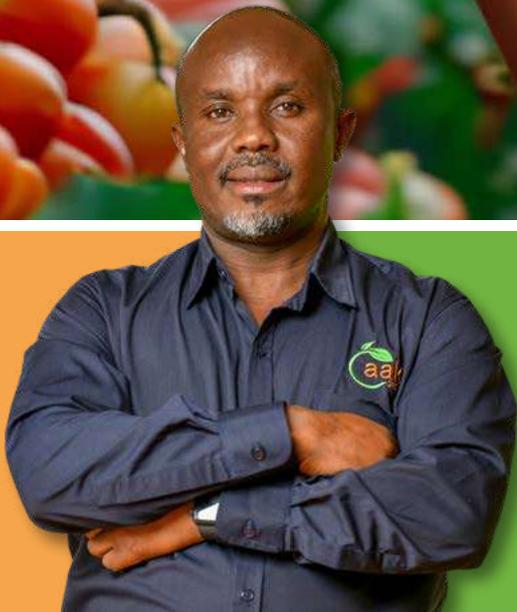




ANNUAL REPORT 2025



In Loving Memory of
The Late Mr. Eric Kimunguyi
Former CEO, aak-GROW/CropLife Kenya
A FOREVER LEGACY

ABOUT US

Championing Sustainable Agriculture and Food Security

aak-GROW is Kenya's leading organization uniting stakeholders in the pest control sector, including producers, manufacturers, importers, formulators, re-packers, distributors, and users of pest control products. As the national representative of the global pest control industry under CropLife International, aak-GROW-also known as CropLife Kenya-plays a pivotal role in promoting responsible and sustainable agricultural practices.

Driven by our commitment to better farming, better food, and better health, we advocate for the responsible management of pest control solutions to enhance agricultural productivity while safeguarding ecosystems. By ensuring that pest control products are used effectively and sustainably, we contribute to improved food and nutrition security, healthier households, and a resilient national food system. These efforts are fundamental to achieving sustainable socio-economic development and enhancing human well-being for present and future generations.

CONTENTS

2 Word from Chairman

3 Word from the Ag. CEO and Regulatory, Policy and Standards Manager

4-7 Honoring the Legacy of our Late CEO, Eric Kimunguyi

8-9 Leadership Legacy – Eric's Transformational Tenure



10-13

Regulatory, Policy & Standards

14-30

Stewardship Initiatives 2025

31-36

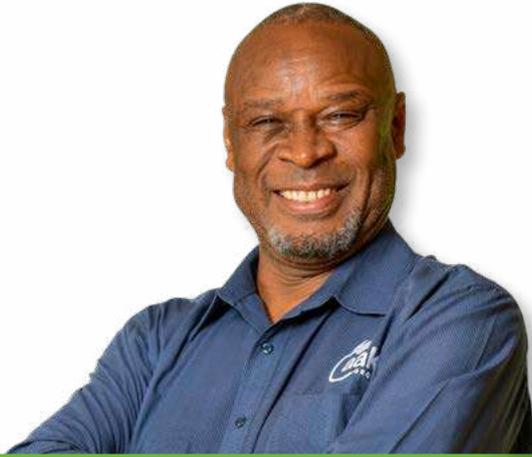
Institutional Development

37-55

Communication & Public Relations

56-58

Affiliates Section



Word from the **Chairman** of the **Board**

Mr. Wachira Mureithi
Chairman aak-GROW/CropLife Kenya

The year 2025 stands as one of the most defining periods in the history of aak-GROW. It was a year marked by measurable progress, institutional maturity, and deep reflection. As a Board, we are proud of the strides the Association has made in strengthening responsible agriculture, regulatory credibility, and stakeholder trust—while also navigating profound loss.

aak-GROW continued to demonstrate leadership in stewardship, waste management, regulatory engagement, and science-based advocacy. Through initiatives such as Stewardship Mashinani, the operationalization of HAPROK, and the advancement of the National Pesticide Residue Monitoring Framework (NPRMF), the Association reinforced its commitment to environmental protection, food safety, and sustainable agricultural productivity. These efforts, grounded in collaboration with regulators, county governments, development partners, and our members, reflect an industry taking responsibility for its impact and future.

The Board is particularly encouraged by the Association's growing institutional strength. Sound financial stewardship, including diversification of investments, enhanced risk management frameworks, and the successful convening of the 66th Annual General Meeting, are hallmarks of an organization that is governance-driven and forward-looking. Membership growth and structured Board evaluation and induction processes further signal aak-GROW's commitment to accountability, inclusivity, and continuity.

In an unfortunate turn of events, this year, we mourned the loss of our former Chief Executive

Officer, Eric Kimunguyi—a visionary leader whose passion, integrity, and belief in people shaped the Association profoundly. His legacy is evident in the systems he helped build, the culture of excellence he nurtured, and the many professionals he mentored. On behalf of the Board, I extend our deepest gratitude to the Secretariat for their resilience and dedication in carrying the organization forward during this difficult period.

As we look ahead, the Board remains confident in aak-GROW's strategic direction. With strong leadership, engaged members, and trusted partnerships, the Association is well positioned to deepen its impact, strengthen regulatory collaboration, and continue championing responsible agricultural growth.

I thank our members, partners, regulators, and staff for their unwavering support and commitment throughout the year.



The Board remains confident in aak-GROW's strategic direction. With strong leadership, engaged members, and trusted partnerships, the Association is well positioned to deepen its impact



Word from the Ag. CEO and Regulatory, Policy and Standards Manager



Mr. Joel Mutai

Ag. Chief Executive Officer/Regulatory and Liaison Manager

The year 2025 was both demanding and transformative for aak-GROW. It required resilience, clarity of purpose, and an unwavering commitment to our mandate of promoting responsible use, sound regulation, and sustainable agriculture across Kenya.

Operationally, the Association delivered strong outcomes across stewardship, regulatory engagement, communications, and institutional development. Through Stewardship Mashinani and complementary outreach activities, we directly reached over 14,000 stakeholders across more than 20 counties—farmers, agrodealers, spray service providers, regulators, medical professionals, and technical staff. These engagements translated policy and science into practical action at the community level, reinforcing safe use, compliance, and occupational health and safety.

We continued to demonstrate responsibility in waste management even as the Hazardous Waste Producer Responsibility Organization of Kenya (HAPROK) takes shape. In 2025, we safely disposed over 74,000 kilograms of obsolete pesticides and ongoing engagements with county governments on regional collection hubs, reflects tangible progress in Extended Producer Responsibility implementation. These efforts significantly reduce environmental risk while strengthening producer compliance under national law.

From a regulatory perspective, the year saw notable progress. Industry-led baseline residue studies informed the development of the National Pesticide Residue Monitoring Framework now housed at PCPB, providing credible, data-driven evidence to support policy and counter misinformation. Engagements on implementation of PCP regulations, GHS labelling transition, EPR compliance, and global conventions ensured the

industry remained aligned with evolving regulatory expectations at both national and international levels.

Innovation and technology adoption also remained central to our strategy. The development of a digital platform linking farmers to trained Spray Service Providers, alongside responsible drone application training, positions aak-GROW to scale impact while reducing exposure risks. Public health support through the Poison Information Center continued to expand, strengthening linkages with hospitals and enhancing national poison management response.

Public awareness creation was equally impactful. The second edition of the Herbicide Campaign and the nationwide Anti-Counterfeit Campaign collectively reached over 30 million Kenyans through field engagements, border sensitizations, radio outreach, and digital platforms—empowering farmers to make informed decisions and strengthening trust in regulated products.

To our dismay, 2025 was deeply personal for the Secretariat. The loss of our former CEO, Eric Kimunguyi, was profoundly felt. His vision, discipline, and belief in people continue to guide our work. The many tributes shared by staff and partners are a testament to the enduring legacy he left behind.

As we move into 2026, our focus remains clear: strengthening compliance, scaling stewardship impact, deepening partnerships, and communicating with integrity and purpose. I am grateful to the Board, our members, regulators, partners, and the Secretariat team for their trust, collaboration, and commitment during this defining year.

Together, we continue to build an industry that is responsible, credible, and future-ready.



A FOREVER LEGACY
Celebrating the Life of
ERIC KIMUNGUYI

Tributes from The Secretariat

Honoring the Legacy of our Late CEO, Eric Kimunguyi



My brother Eric, it has been so hard for me to believe what happened, and even harder to understand. From 2013 to 2025, your guidance, mentorship, and leadership shaped my professional journey. Almost every day before leaving the office—often very late—we talked about life ahead: family, investments, and professional growth. What stands out most to me was your deep commitment to the work, a commitment that reflected my own. I will never forget our “alignment calls,” where we checked in and figured out together how to handle emerging issues. Even though we walked this path side by side, it has not been easy continuing without you. Still, I hold on to your vision, believing that your legacy lives on through me. Rest in power, brother.

Joel Mutai

Eric was a visionary leader whose dedication to the industry has left a lasting mark. As our CEO, he championed innovation, transparency, and service, guiding us through the turbulence of pesticide politics with wisdom and humility. His commitment to excellence guided us through key milestones such as the World food safety week and aak-GROW rebranding to name a few. Eric believed in empowering people and building systems. His compassion fostered a culture of respect and collaboration or “breaking silos” as he used to call it. Though he is no longer with us, his legacy continues to shape our path forward. We honor his memory with gratitude, carrying forward the values he instilled in every aspect of our work. May he Rest in Peace.

Benson Ngigi

Kim Guy, as I called him, originating from his name KIMunGUYi, saw potential in me long before I did. He challenged my assumptions, pushed me to ask better questions, and never allowed comfort to replace growth, through which I now thrive. Even when his feedback was difficult, it was always grounded in care, honesty, and belief in my ability to rise. He taught me that growth is rarely gentle, but always worthwhile. Through him, I learned to lead with intention, speak with confidence, and stand firmly in my values. His absence leaves a silence I’m still learning to live with, Rahmak Allah.

Saida Issa

I remember Eric Kimunguyi as a visionary and disciplined leader who brought financial prudence and strategic focus to the Association. He ensured resources were invested in priority areas that strengthened aak-GROW and aligned it with industry needs, including the strategic transition from AAK/CropLife Kenya to aak-GROW/CropLife Kenya. With his vast network and deep industry experience, he understood the sector’s challenges well. He also recognized individual staff talent and encouraged growth. Personally, he recognized my potential, added more responsibilities, allowed me to serve Western Kenya Region from Kisumu, and even facilitated the purchase of a company vehicle to support the regional activities.

Edward Njer

Eric is deeply missed but will be forever remembered.

Tributes from The Secretariat

“ The late Eric Kimunguyi was a visionary leader, one who saw potential long before others could. He had a unique ability to notice what each person could become, and he constantly encouraged us toward that fuller version of ourselves. Eric had a way of challenging us to dream bigger, plan better, and believe more deeply in the work we were doing. Eric was a mentor. I looked up to him for insight, for guidance, and for the kind of leadership wisdom that stays with you long after the conversation ends. His presence had a way of grounding you, giving you clarity, and reminding you that excellence was always within reach. May his legacy live on in all that we do.

Velma Wekesa

“ Eric didn't just command the room, he commanded our trust, our respect and our unending admiration. He was a pillar not just to the industry but for everyone who interacted with him. He understood what it took to bring change especially when it came to creating a sustainable farming environment in Kenya. His vision for agriculture remains a beacon that will guide us to achieving that which we set out to do, fostering good agricultural practices to farmers. In my lifetime, I can confidently say I have had the privilege of witnessing a great man at work. Thank you, Eric.

Fidel Ambuli

“ In loving memory of Eric Kimunguyi, our visionary CEO. Your leadership, passion, and dedication left an indelible mark on our organization. You inspired us to push boundaries and strive for excellence. We'll forever cherish your legacy and strive to continue the work you began. Rest in peace, sir. Your impact will live on.

Marie Mose

“ I feel profoundly honored to have known and learned from our late CEO, Eric—a vatic leader whose integrity, wisdom, and commitment made a significant impact on my professional and personal life. I'm truly thankful for the time, mentorship, and insights he provided and I will forever treasure the lessons he taught and remain honoring his memory through ongoing growth and exemplary service rooted in the principles he embodied.

David Ambuga

“ True leaders leave imprints that even time cannot erase. How often does one get to knock on a CEO's door and simply have a chat? He was approachable, deeply human, and saw the potential and trusted me with opportunities that stretched and shaped my growth. Under his guidance, Eric gave me exposure that pushed me to think ahead, stay sharp, and embrace bold ideas with a futuristic vision that continues to guide me. I honor his tireless efforts in promoting and advancing sustainable agriculture with unwavering dedication. Gone from sight, but never from my heart. Rest on.

Margaret Mwangi

“ Still in shock and in a dreamland at your demise. For almost seven years under your leadership, your guidance, advice and directive made me to be thorough in my work. You never entertained stories when it came to work but achievements. In committees that we sat together, you made imaginary things come into reality and results were achieved through your determination. Your absence from these committees is a huge gap that will always remain in our memories. Your legacy will continue to inspire me to strive for excellence and make a positive impact towards growth at a personal level and the association at large. RIP Eric.

Mary Karanja

Tributes from The Secretariat

“ Never in my wildest dreams did I imagine writing these words in honor of Eric neither did I think that a day would come when he wouldn't be walking into our office barefoot, looking for something. Eric was more than a boss. He was a big brother, a mentor, and a force who saw greatness in us before we saw it in ourselves. He pushed me beyond my limits and awakened strengths I never knew I had. Because of his leadership, I have grown not only professionally, but as a person. His absence hurts in ways words can barely express, and the pain still lingers. Yet within that pain lives purpose — a promise to carry his spirit forward. Through my work, my values, and my drive, his legacy lives on. I am endlessly grateful for the time I had under his guidance. Forever in our hearts, forever in our work. Long live the legend!

Meryll Yongo

“ I mourn the loss of an extraordinary leader and visionary. As CEO, Eric guided our organization with courage, integrity, and unwavering purpose. Under his leadership, we achieved remarkable growth and built a culture rooted in respect and innovation. Beyond accomplishments, he inspired me through humility, kindness, and a genuine belief in people. He faced challenges with resilience and celebrated successes by lifting others. His legacy lives on in the values Eric instilled and the lives he touched. I am forever grateful for his leadership and wisdom. Eric will be deeply missed but forever remembered.

Linda Mundia





Leadership Legacy – Eric’s Transformational Tenure

Eric’s tenure marked a defining period of transformation, modernization, and institutional strengthening. He repositioned the association strategically, reinforced governance and risk systems, strengthened financial resilience, and embedded a culture of accountability—laying the foundation for the stability and credibility it enjoys today.

1. Strategic Repositioning & Rebranding

In March 2022, Eric led the transition from the Agrochemicals Association of Kenya to **aak-GROW/CropLife Kenya**, redefining the organization’s identity under the banner “Better Farming, Better Food, Better Health.”

This was more than a name change. It shifted the association from a product-centred body to a purpose-driven institution focused on safe food systems, human wellbeing, environmental conservation, and sustainable agriculture. The rebrand realigned mission, vision, and long-term strategy with national development priorities, strengthening public trust and policy influence.

2. Stewardship Mashinani: Community-Based Impact

Eric conceptualized and operationalized Stewardship Mashinani, a grassroots behavioral change initiative promoting responsible pest control practices.

By leveraging trusted local structures—Community Health Promoters, barazas, schools, religious institutions, agrodealers, cooperatives, and farmer groups—the program embedded stewardship at the “last mile.”

This approach:

- Has reduced misuse risks and strengthened the industry’s social license to operate.
- Has positioned the association as a proactive public health and environmental partner.
- Has built durable goodwill within farming communities.

3. Sustainable Pesticide Management Framework (SPMF)

Eric supported the institutionalization of a modern, science-based regulatory and stewardship architecture - SPMF - under whose pillars, he championed the following:

Environmental Accountability:

The establishment of HAPROK, an industry-led Producer Responsibility Organization with 80+ member companies, institutionalized empty-container waste management and reinforced environmental leadership.

Regulatory Modernization:

Support for the Pest Control Products (PCP) Regulations 2024 which are transitioning Kenya from hazard-based to risk-based assessment, aligning with global best practices and improving regulatory predictability and investor confidence.

Food Safety & Market Access:

The National Pesticide Residue Monitoring Framework and baseline residue studies across high-risk value chains demonstrated strong compliance with Codex standards, strengthening food safety credibility locally and internationally.

Digital & Enforcement Reforms:

The shift to an Online Pesticide Registration System reduced delays and paperwork.

Anti-counterfeit Initiatives

Strengthened inspector and DCI training enhanced anti-counterfeit enforcement, protecting farmers, consumers, and legitimate industry players.

Public Health Strengthening:

Through an MoU with Kenyatta National Hospital, the Poison Incidence Reporting Centre was relaunched and modernized, improving poison response capability and elevating industry responsibility in public health protection.

Science-Based Risk Management:

Risk assessment in approval of Pest control products and accelerated registration of biopesticides promoted innovation, sustainability, and long-term regulatory preparedness.

4. Governance, Ethics & Risk Management

Eric initiated a review of the Code of Conduct, including an IPSOS-led stakeholder perception survey and Net Promoter Score assessment. In 2025, the association undertook a comprehensive review of its Risk Policy and Risk Management Framework.

These measures strengthened ethical accountability, enhanced board oversight, improved transparency, and reduced operational and reputational risks—anchoring a mature, self-reflective institution.

5. Financial Sustainability & Strategic Investment

He diversified investments into property, bonds, and other instruments, reducing reliance on membership fees and strengthening liquidity. This disciplined financial strategy enhanced long-term independence and resilience.

6. Building a Performance-Driven Culture

In 2025, Eric led a comprehensive HR transformation. With board approval of a new HR Framework and Performance Management Policy, and implementation of the Balanced Scorecard, individual performance was aligned to measurable strategic outcomes.

This embedded accountability, strengthened succession planning, and built a high-performing, strategically aligned team.

Enduring Impact

Eric's leadership was visionary, disciplined, and deeply people centred. He did not merely manage the association—he transformed it. He built systems, strengthened institutions, and embedded a culture of responsibility and performance. The stability, credibility, and strategic clarity the association enjoys today are direct outcomes of his leadership.

While volumes could be written about his legacy, the enduring truth remains: Eric built not just programs—but systems. Not just strategies—but foundations. And those foundations will continue to carry the organization forward for generations to come.



REGULATORY, POLICY AND STANDARDS

Industry-Led Baseline Studies Inform the National Pesticide Residue Monitoring Framework (NPRMF)

With support from the Sustainable Pesticide Management Framework (SPMF), aak-GROW worked with partners to carry out industry-led baseline studies on pesticide residues in agricultural produce within the country. The aim of these studies was to assess compliance with Maximum Residue Limits (MRLs) based on approved label instructions.



As the SPMF project comes to an end, data collected from 15 counties showed strong compliance with Pre-Harvest Interval (PHI) requirements. Importantly, there were no alarming signs of misuse or deviation. This evidence has played a critical role in countering negative advocacy against pest control products by providing credible, data-driven responses.

to develop the National Pesticide Residue Monitoring Framework (NPRMF).

The framework is now housed at the Pest Control Products Board (PCPB). It has been fully developed, piloted, and validated through collaboration with key stakeholders, including PCPB, KEPHIS, aak-GROW, the Ministry of Health (MoH), RETRAK, CABI, the Directorate of Veterinary Services (DVS), and JKUAT, among others.

Building on the findings from these baseline studies, the protocol and data were used

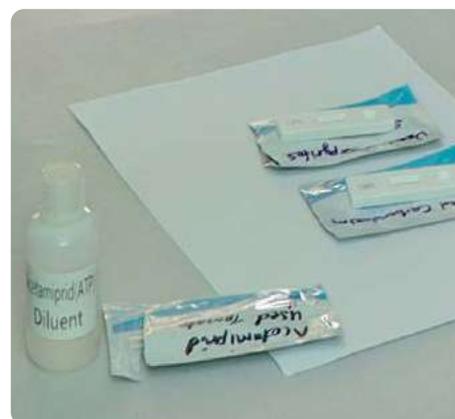
Review of the Association's Code of Conduct

Amid rising misinformation, the association initiated a review of its Code of Conduct, now nearing completion. Members will be sensitized once finalized. The process includes an IPSOS survey involving members and key stakeholders to identify priority areas that require attention. The survey will also assess stakeholder perception through a Net Promoter Score (NPS) and overall satisfaction with the industry.



Rapid MRL Kits Pilot Success

In partnership with the Jiangsu Academy of Agricultural Sciences (JAAS), aak-GROW acquired rapid MRL kits targeting specific crops and active ingredients for piloting. The kits were tested at PCPB in collaboration with KEPHIS, PCPB, and Bureau Veritas. Results from cucumber, strawberry, kale, and tomato samples were impressive and were presented at the National Pesticide Residue Monitoring Framework meeting on 16 July 2025. The kits were later showcased at the National Research Fund Festival held at Egerton University from 18–22 August 2025 to support local adoption and improvement by scientists.



PCPB and CropLife International Support OPRS Sustainability

The Online Pesticide Registration System (OPRS) is a key platform supporting dossier submission and registration of pest control products at PCPB. Initially developed as an EAC system and piloted in Kenya, it was later handed over to PCPB. Development was largely supported by AFSI Africa through Felsoft Systems Ltd. Due to funding gaps affecting completion and subscription, CropLife International stepped in to support final development and sustainability.

Under an MoU between PCPB, aak-GROW, and Felsoft Systems Ltd, the developer is enhancing the system. The MoU provides for full transfer of software credentials to PCPB, enabling full ownership, operation, and budgetary support for long-term sustainability.



CropLife International stepped in to support final development and sustainability of The Online Pesticide Registration System (OPRS).

Petition No. 48 of 2022 in the Environment and Land Court Converts to Class Action as new case is filed in the High Court

Petition No. 48 of 2022 Becomes a Class Action Case

The industry is currently facing two court cases. The first is Petition No. 48 of 2022 at the Milimani Environment and Land Court. Progress took a new turn when, on 18 September 2025, the court allowed the petitioner to advertise the case to invite additional complainants, effectively making it a class action suit which is a legal procedure that allows one or more individuals to file or defend a lawsuit on behalf of a larger group of people who have similar claims or have suffered similar harm.

A follow-up mention was held on 30 October 2025 to update the court on the advertisement outcome. A further mention is scheduled for 5 February 2026 for confirmation of filings and further directions.

Human Rights Petition Filed at the High Court

The second case, Petition No. HCCHRPET/E227 of 2025, was filed on 5 June 2025 in the High



Court's Human Rights Division. It alleges violation of fundamental rights against 14 respondents, mainly government agencies including PCPB, KEBS, Pharmacy and Poisons Board, Ministry of Agriculture and Livestock Development among others. Although aak-GROW is not listed as a respondent, it is frequently mentioned regarding alleged conflicts of interest linked to the Regulatory Impact Assessment (RIA), an important requirement before any regulation is approved as per the statutory instrument Act 2023. The association's lawyer has applied for aak-GROW to be formally enjoined in the matter.

Global Discussions on Chemicals and Conventions: Basel, Rotterdam and Stockholm Convention Conferences of the Parties (BRS COPs 2025)

Industry representatives participated in the Basel, Rotterdam and Stockholm (BRS) Conventions Conferences of the Parties (COPs), held in Geneva, Switzerland, from 28 April to 9 May 2025. Preparations for the conference began with national consultations in Kenya involving various government agencies and private-sector stakeholders to develop a country position. This was followed by a regional preparatory meeting held in Zambia.

The key outcomes of the BRS COPs were as follows:

- Chlorpyrifos was listed in Annex A of the Stockholm Convention, with specific exemptions for use against ticks and termites.
- Several parties requested additional exemptions, resulting in an extensive list of exemptions.
- No agreement was reached to list chlorpyrifos, acetochlor, methyl bromide, mercury, paraquat, or paraquat dichloride formulations of 276 g/L or higher in Annex III of the Rotterdam Convention.
- Carbosulfan and fenthion 640 g/L (ULV) were listed in Annex III of the Rotterdam Convention.
- Parties, including Kenya, did not support the listing of fenthion 640 g/L (ULV) for control of *Quelea quelea* birds, as a registered fenthion formulation of 600 g/L (ULV) is already available and in use.



Implementation of PCP Regulations

The PCP regulations, which were officially gazetted in December, are now being implemented. While most provisions came into effect immediately, certain requirements—such as GHS labelling—allow for a transition period. A structured roadmap has been developed to guide the phased implementation of GHS labelling, targeted for completion by October 2025. The roadmap includes:

- Training sessions for both industry stakeholders and PCPB staff
- Sensitization of industry CEOs on the implications of label changes
- Review of the GHS manual and development of a standardized template for industry use
- Gradual rollout of GHS labels, beginning with new products, followed by label updates during subsequent product renewals

Additionally, industry CEOs were briefed on compliance obligations under the Extended Producer Responsibility (EPR) regulation and the Sustainable Waste Management Act 2024.

Sensitization of Sales and Marketing Teams

To promote responsible practices across the value chain, aak-GROW has continuously conducted sensitization forums for sales and marketing teams within the industry. These sessions focus on regulatory compliance, the code of conduct, and emerging industry issues. Successful forums have been held in Eldoret, Nyeri, and Mwea, with strong participation from industry players and partners including KEPHIS, PCPB, and CGA. Additional sessions are planned to further support responsible marketing of agro-inputs.



PRODUCT STEWARDSHIP



Deepening farmer-level engagement



Mr. Benson Ngigi
Manager, Product Stewardship

In 2025, aak-GROW strengthened its Responsible Use, waste management, and innovation agenda, delivering measurable impact across Key agricultural value chains and regions. Through Stewardship Mashinani, trainings, field days, exhibitions, and stakeholder sensitization forums, we directly reached over 14,000 stakeholders who included farmers, agrodealers, spray service providers, technical staff, medical professionals, and regulators across more than 20 counties.

The Stewardship Mashinani program, now in its second full year, deepened farmer-level engagement in priority counties, enabling localized problem-solving through value chain collaboration and community-based knowledge transfer. Capacity building remained a cornerstone, with targeted trainings for public and private sector agricultural professional enhancing our reach on matters of responsible use, regulatory compliance, and occupational health and safety.

A key institutional milestone was the full operationalization of the Hazardous Waste Producer Responsibility Organization of Kenya (HAPROK) as an independent Producer Responsibility Organisation. Membership expanded by 150%, and structured engagements with county governments advanced implementation of the Extended Producer Responsibility (EPR) framework, including plans for regional hazardous packaging collection hubs.

Downstream waste management enabled the safe disposal of 74,560 kg of obsolete pesticides

in compliance with national environmental and safety regulations.

Public health support through the Poison Information Center (PIC) recorded a 21% increase in call volumes, reflecting growing grassroots awareness and utilization by farmers and healthcare providers.

Innovation remained a strategic focus, with development of a digital platform to link farmers to trained Spray Service Providers and expanded partnerships for responsible drone application training. These initiatives position aak-GROW for scaled impact and sustained stewardship leadership in 2026 and beyond.



HAPROK Membership expanded by 150%, and structured engagements with county governments advanced implementation of the Extended Producer Responsibility (EPR) framework



150%
increase in membership in 2025



14,000

Stakeholders reached
through various
outreach activities



2025 Stewardship Outreach Activities on Responsible Use

In 2025, aak-GROW continued with its Product Stewardship mandate by organizing and participating in various outreach activities. Our key targets were technical staff in the public and private sector, agrodealers and farmers whom we reached using various events such as field days, trainings and exhibitions/expos/trade fairs.

The Stewardship Mashinani approach which is in the 2nd full year of implementation enabled us to reach real farmers in Nakuru, Nyandarua,

Migori, Lamu Counties. Through the value chain approach, we were able to identify key constraints faced by farmers and provided solutions by actively engaging the community structures for effective information and kill transfer.

In 2025, we managed to directly reach a total of about 14,000 stakeholders through the various events. Below is a summary of key activities undertaken in the year.

Summary of Outreach Activities

Agro-dealer Trainings

EVENT	MONTH	REACH
Uasin Gishu County	March	16
Herbicide campaign	March	40
Migori County	June	31
Narok County	July	52
Kirinyaga County	October	67
Baringo County	October	53

4K club patron sensitization forums

EVENT	MONTH	REACH
Patrons sensitized on RU practices	February	45

Technical Staff RUP Trainings

EVENT	MONTH	REACH
1st Cohort FPC training, Muranga County.	January	27
2nd Cohort FPC training, Muranga County.	February	20
Herbicide handlers training Ndarawetta - Bomet County	February	19
Herbicide handlers training Bomet County	February	18
Extension officers, Nakuru County	February	93
Xpressions flora staff training	April	68
Rodentkill staff training on RU	April	9
Dept. of Agriculture, Migori County	June	38
Agriscope Ltd	June	15
ONA Ltd staff training	June	14

Summary of Outreach Activities

Technical Staff RUP Trainings

EVENT	MONTH	REACH
Narok medics training	July	31
Narok Extension officers training	August	20
NPCK Staff	September	15
Pesticide handlers training Nandi Tea Estates, Nandi County	September	42
Pesticide handlers training Eastern Produce Kenya Ltd, Nandi County.	September	31
Pesticide handlers training Eastern Produce Kenya Ltd, Nandi County.	September	44
DWA Estate sprayer training	November	53

Responsible Use Fields Days

EVENT	MONTH	REACH
Herbicide Campaign Bungoma County	March	152
Herbicide Campaign Bungoma County	March	168
Herbicide Campaign Bungoma County	March	153
KENAFF field days, Siaya County	March	133
KENAFF field days, Siaya County	March	124
KENAFF field days, Siaya County	March	139
Herbicide campaign field days, Nakuru	March	212
Herbicide Campaign, Uasin Gishu County	April	60
Herbicide Campaign, Uasin Gishu County	April	119
Herbicide Campaign, Uasin Gishu County	April	112
Herbicide Campaign Trans-Nzoia County	April	98
Herbicide Campaign Trans-Nzoia County	April	95
Herbicide Campaign Trans-Nzoia County	April	91
Herbicide Campaign Trans-Nzoia County	April	96
Herbicide Campaign Trans-Nzoia County	April	98
Herbicide Campaign Narok County	April	101
Herbicide Campaign Narok County	April	72
Herbicide Campaign Narok County	April	72
Herbicide Campaign Narok County	April	40
Amalo Field day, Nakuru County	April	50
Tomato / Kale value chain training, Homa-Bay County	April	30
Gusii coffee Farmers training	May	81
International Day of Potato	May	193
Migori County	July	108
NPCK field days	July	100
NPCK field days	July	100

Summary of Outreach Activities

EVENT	MONTH	REACH
Narok County PIC response field days	July	563
Industry farmers field day Bungoma County	August	300
Avocado farmers Field day Uasin Gishu	September	130
Kagaca farmer cooperative, Nyandarua	September	40
Visoi farmer field day	November	105
Dan-Church Aid (DCA) field day	December	88
Sigowet farmer field day	December	389
New Molo farmer cooperative	November	41
African Indigenous Vegetable farmers training - Homa-Bay County	December	80

SSP Trainings

EVENT	MONTH	REACH
Lamu County SSP training	February	20
Rootoba SSP training	February	36
CABI led SSP training, Taveta	May	32
Kisumu County SSP Training at Kisii ATC	June	34
CABI led SSP training, Baringo	July	60
SAF-Africa SSP training	October	30
CHPs and SSPs sensitization in Trans-Nzoia	November	33
CHPs and SSPs sensitization in Trans-Nzoia	November	34
SSP/VBA training in partnership with NPCK	November	22
Egerton Drone pilot training	November	30
FPEAK SSP training	December	87

Exhibitions, shows and trade fairs

EVENT	MONTH	REACH
Africa Agri expo	February	200
ASK Eldoret	March	1,200
FINAS	May	114
Kilimo Pesa expo	June	200
Agritec expo	June	300
ASK Nakuru	July	890
Wambugu field day	July	2,500
NRF research festival	August	320
ASOK field day Nakuru	August	200
Hortifair	September	58
CAC summit	September	100
IFAJ farm tour	October	30
Agitech field day	October	1,400
ASK Kitale	October	1,400

HAPROK and Waste Management



a. Operationalization of HAPROK Secretariat

The Hazardous Waste Producer Organization of Kenya (HAPROK) is now functioning independently with a dedicated secretariat that includes a coordinator and a communications officer, under the guidance of a Board of Directors.

This was made possible through a Memorandum of Understanding (MoU) with the Kenya Association of Manufacturers (KAM) and aak-GROW.

b. HAPROK Membership

In 2025, aak-GROW onboarded 18 additional members to HAPROK, representing a 150% increase in membership, and bringing the total aak-GROW membership to 30 producers.

c. Public-Private Partnership on the Establishment of the Regional Collection Hubs

aak-GROW, working together with HAPROK, carried out engagement activities with county governments in Nyeri, Nakuru, Kisumu, Kisii, Migori, and Homa Bay. The purpose of these engagements was to seek county support for setting up hazardous packaging collection centers. These centers will be funded through the Extended Producer Responsibility (EPR) fee and will mainly support users of agrochemicals and pesticides, as well as other sectors that handle hazardous packaging waste.

The engagements were conducted in line with the Sustainable Waste Management Act, 2022, and the Extended Producer Responsibility (EPR) Regulations, 2022. Discussions focused on ensuring compliance with the legal requirement for producers to take responsibility for waste generated from their products. This includes organizing, financing, and running systems that safely manage post-consumer waste, particularly hazardous agrochemical and pesticide packaging.

The proposed collection centers will provide safe and accessible locations where end-users can return hazardous packaging. Through these centers, producers will be able to meet their EPR obligations while supporting environmentally sound waste management practices. The centers will enable proper separation, safe storage, and transport of hazardous waste to licensed treatment and disposal facilities, helping to reduce environmental pollution and protect human health.

County governments play an important role under the Act by supporting waste management infrastructure, licensing waste handlers, and raising awareness at the community level. Their involvement is essential to ensure that the EPR system works effectively within county waste management plans and existing structures.

Overall, this initiative strengthens cooperation between the public and private sectors, supports legal compliance, and advances sustainable and responsible management of hazardous packaging waste in Kenya.



150%
increase in
membership in 2025



Meeting with Homa Bay County Departments of Agriculture and Environment at the Office of the Governor, Homa Bay.



Meeting with the Kisumu County Departments of Agriculture and Environment at the Prosperity House, Kisumu.



County governments play an important role under the Act by supporting waste management infrastructure, licensing waste handlers, and raising awareness at the community level.



Join us and Lead the Way in **Sustainable Hazardous Waste Management** in Kenya.

WHY?

Hazardous waste pose a significant risk to people, ecosystems, and future generations. Many producers lack the technical or financial means to manage it safely. HAPROK fills this gap by ensuring compliance with EPR laws while promoting a cleaner and more sustainable Kenya

HOW?

We bring together producers, importers, recyclers, and licensed waste handlers under a unified framework for responsible hazardous waste management. Through compliance support, data reporting, awareness, and partnerships, HAPROK helps members manage their waste legally and efficiently.

WHAT?

HAPROK is a membership-based organization that supports producers in meeting their legal obligations under Extended Producer Responsibility (EPR) regulations. We coordinate the safe collection, treatment, and disposal of hazardous waste to protect both public health and the environment.

Contact us: **+254 727 390 713**
www.haprok.co.ke

OR

Visit our office: **4th Floor, KAM Building,**
Mwanzi Road, Westlands, Nairobi

d. Member Support and engagement

During the year, aak-GROW strengthened producer compliance and engagement under the Extended Producer Responsibility (EPR) Regulations, 2022. These engagements deepened relationships with producers, identified sector-specific compliance challenges, and provided targeted guidance on hazardous waste and packaging management.

The visits enabled aak-GROW to communicate HAPROK's progress in operationalizing its mandate as a Producer Responsibility Organisation (PRO),

clarify membership and governance frameworks, and reinforce producers' statutory roles in responsible post-consumer waste management. Through practical discussions, members were supported to translate regulatory requirements into workable compliance actions aligned with business continuity.

Overall, the initiative enhanced compliance readiness, reduced regulatory risk, and strengthened collective accountability for environmentally sound management of hazardous agrochemical and pesticide packaging, contributing to the effective implementation of Kenya's EPR framework.



Courtesy visit to Corteva Agriscience



Member visit to Syngenta E.A. for sensitization of the procurement team



These engagements deepened relationships with producers, identified sector-specific compliance challenges, and provided targeted guidance on hazardous waste and packaging management.



e. Due Diligence and Partner Vetting for Hazardous Waste Management Services

As part of its efforts to improve safe and environmentally friendly hazardous waste management under the Extended Producer Responsibility (EPR) Plan, aak-GROW worked with HAPROK to carry out a careful partner review process. The goal was to identify reliable and qualified hazardous waste management companies.

This process included a technical and compliance visit to the Environmental & Combustion Consultants Limited (ECCL) incineration facility in Buhembu, Migori County. During the visit, the team reviewed ECCL's licenses, legal approvals, operational capacity, and technical ability to collect, transport, treat, and dispose of hazardous agrochemical waste.

The assessment also checked ECCL's environmental protection measures, worker health and safety systems, waste tracking methods, and compliance with National Environmental Management Authority (NEMA) and Occupational Safety and Health (OSH) regulations. The findings confirmed that ECCL meets national legal and EPR requirements.

As a result, ECCL became the first hazardous waste service provider to formally partner with HAPROK, helping members meet compliance requirements while reducing environmental risks.



The team from aak-GROW, HAPROK, and ECCL during the visit to ECCL incineration facility at Buhembu.

f. Engagement with Regulators – PCPB & NEMA

In 2025, aak-GROW strengthened regulatory collaboration by engaging key national institutions to support hazardous waste management and implementation of the Extended Producer Responsibility (EPR) framework. A strategic courtesy visit to the Pest Control Products Board (PCPB) initiated the engagement between the 3 institutions (aak-GROW, PCPB & HAPROK), enabling the introduction of HAPROK's mandate and identification of joint areas of cooperation across the pest control value chain.

The engagement advanced shared objectives on regulatory awareness, EPR compliance, and the safe management of post-consumer hazardous packaging. It concluded with a mutual commitment to pursue practical collaboration, particularly in joint capacity building and stakeholder sensitization initiatives targeting distributors and end users.



Courtesy visit to the Department of Compliance at PCPB.

g. Obsolete Pest Control Products Management

During the Desert Locust invasion between 2020 and 2022 in Kenya, Bayer East Africa Limited donated pesticides through the Ministry of Agriculture and Livestock. The pesticide, Deltamethrin 12.5%, was provided to help control desert locusts, protect farmers' livelihoods, and improve Kenya's readiness for future outbreaks. After the invasion ended, some of the donated pesticides were not used and later expired, making them unsafe for use.

In 2025, aak-GROW worked together with Bayer East Africa, the Pest Control Products Board (PCPB), and the Ministry of Agriculture to

safely dispose of 74,560 kilograms of obsolete Deltamethrin 12.5%. This was an important step toward proper management of hazardous agricultural chemicals in Kenya.

The disposal was carried out by Environmental Combustion & Consultants Limited (ECCL), a licensed hazardous waste company. The process followed all National Environmental Management Authority (NEMA) guidelines and Occupational Safety and Health (OSH) regulations. This effort shows aak-GROW's strong commitment to environmental protection, public health, and sustainable agriculture.



**74,560 kgs
of obsolete
Deltamethrin
12.5% safely
disposed**



Stakeholders (Bayer E.A, aak-GROW, Ministry of Agriculture through Plant Protection & Food Safety Directorate, PCPB & ECCL) inspecting the condition of the containers of obsolete pesticides outside the Kabete Store.



The control team from PCPB, aak-GROW, and Bayer EA, authenticating the recording of truck tonnage at the ECCL Weighbridge in Stoni Athi.

Poison Information Center (PIC)

The PIC received a total of 5,296 calls in 2025 from all parts of the country. 395 were poison related, 3,075 were general inquiries and we still experienced quite a significant number of unrelated calls (34%).

There was a 21% increase in the number of calls compared to 2024 which can be attributed to the enhanced awareness undertaken in 2024 and 2025 about the services of the PIC. Direct linkages were made to the following hospitals:

1. Machakos Level 5 Hospital,
2. Kakamega County Referral Hospital
3. Narok County Hospital,
4. Lamu County Hospital.
5. Tigoni Hospital

Clinicians and other medical professionals from these hospitals made direct calls to the PIC toll-free lines to seek medical guidance on poison exposure cases. This reflects increased awareness of PIC services and positive uptake of the toll-free lines as a reliable resource for poison management support.



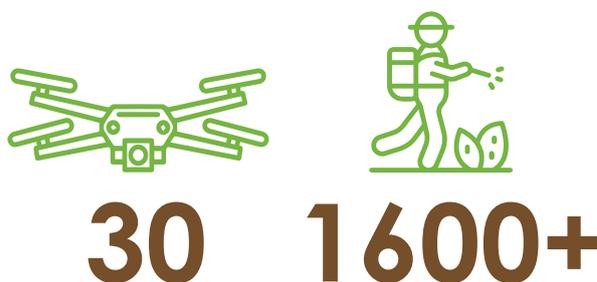
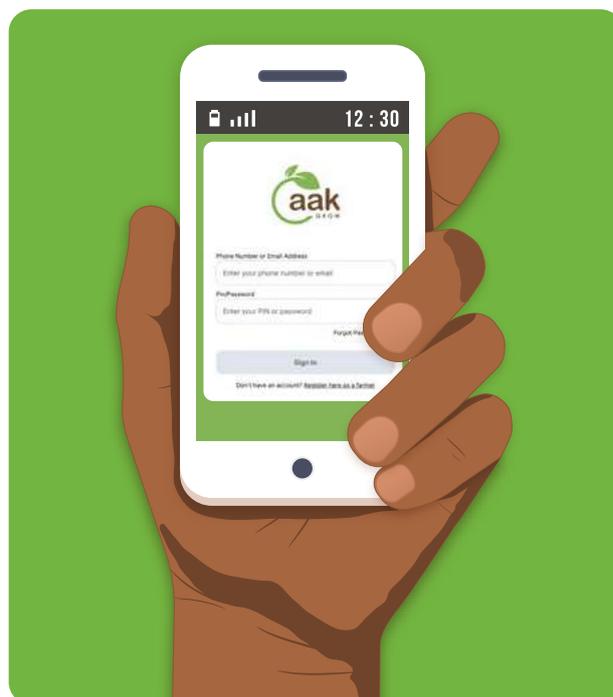
PIC OPERATIONS 2024 VS 2025

Innovations and Technology Adoption

The use of technology for adoption of responsible use practices was a key objective for 2025. Spray Service Providers are a crucial link towards reduction of exposure to Pest control Products by small scale farmers. The over 1,600 active SSP's are currently deployed in over 14 Counties and their linkage to farmers was a major ambition in 2025. In order to create digital linkage to farmers and potential clients across the country, we embarked on a mission to create a web application that can enable a farmers to order for an SSP from the comfort of their home.

We are pleased to announce that a working prototype for the Web-App was developed in 2025 and is currently under testing and recruitment. We urge the public to engage with the platform on the following URL: <https://ssp.aakgrow.com/login>. We look forward to launching the application by Q2 of 2026 for use by all farmers.

The use of drones for pesticide application has increased in Kenya and through Stewardship mashinani and the Egerton University, a cohort of 30 youth was trained on drone piloting. During the 2 weeks training, aak-GROW offered customized training on responsible use of pesticides for aerial application. The partnership with Egerton university and Fahari Kenya aviation is expected to extend to 2026, where we look forward to more pilots being trained on how to use pesticides responsibly and effectively.



Why Choose Drone Application?

1. Precise Pesticide Use
2. Achieve Perfect Coverage
3. Stay Safe

Don't get left behind **upgrade your farming techniques today!** Contact us **now** to schedule a demonstration or explore partnership opportunities.

Call: 0710 447 777 or 0734 447 777



The 7th CAC Summit: Global Cohesion In Agriculture

The 7th CAC Africa Summit proved to be a pivotal moment, broadening the extent of agricultural cohesion on a global scale. Held at the Sarit Expo Centre in Nairobi, organized by the CCPIT Sub-Council of Chemical Industry in collaboration with aak-GROW and the Pest Control Products Board, the event rallied various countries, both regional and international, focused on enhancing global linkages to improve food quality, increase productivity, and enhance farmers' income.

The event hosted participants from Kenya, Tanzania, Uganda, China, and India who were keen to evaluate, understand and explore pest control market trends, regulatory compliance, and opportunities for collaboration in the East Africa region. It provided a platform for the promotion of technological and trade exchange, advancing the pest control industry in Africa and addressed the challenges and demands of agricultural inputs particularly in the horticulture sector.



China's hold on the pest control market is undeniably significant boasting 45%, close to half, of Kenya's pesticide import market. The summit provided a crucial medium for Kenya to apprise interested parties on our regulatory frameworks and our strive to maintaining strict quality standards for products used in the country.

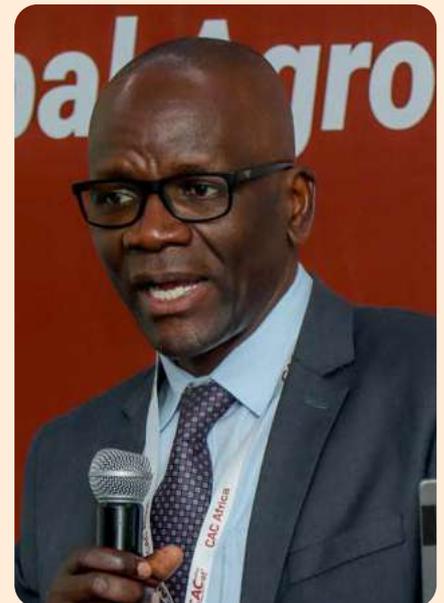
Staying true to its theme 'Improving food quality, increasing production and increasing farmers' income' the 7th CAC Summit was a major step towards agricultural development.



Mr. Joel Mutai addressing the media on the measures being taken to curb the spread of unregistered products in the country



Mr. Jalen Fan, Deputy Director CCPIT-CHEM officially opening the ceremony



KFC CEO Mr. Clement Tulezi giving his presentation on Challenges & Demands of Agricultural Inputs for Horticulture in Kenya



Regional and international delegates present for the 7th CAC Summit



Regional and international delegates present for 7th CAC Summit



INSTITUTIONAL DEVELOPMENT



Word from the Finance Manager



Mary Karanja
Finance Manager

The year 2025 marked a defining period of institutional strengthening for aak-GROW. As a department, we focused on building systems that ensure sustainability, accountability, and long-term resilience.

A key milestone was the diversification of our investment portfolio into Treasury Bills, a strategic step toward safeguarding resources while generating stable returns to support our programs. Internally, we advanced our Human Resource Transformation agenda, with the Board's approval and implementation of the Performance Management Policy and Balanced Scorecard. This has aligned individual performance with organizational strategy and strengthened a culture of accountability.

We also reinforced our governance and risk management structures through the review and approval of the Risk Policy Framework, alongside sensitization of departmental heads and risk champions. These measures have enhanced oversight, clarified roles, and embedded proactive risk management across the association.

Additionally, the successful convening of the 66th AGM and structured board induction and evaluation processes reflect our continued commitment to sound corporate governance.

Together, these milestones demonstrate an institution steadily maturing — financially prudent, strategically aligned, and governance-driven thus positioning aak-GROW for sustained impact in the years ahead.

Strengthening Financial Sustainability Through Strategic Investments

In 2025, aak-GROW took deliberate steps to strengthen its financial resilience and long-term sustainability. Through the Institutional Development Committee, the association diversified its investment portfolio by allocating funds into Treasury Bills, a strategic move aimed at preserving capital while generating steady returns.

This decision marked a shift from passive financial management to proactive asset stewardship. By prioritizing low-risk, government-backed instruments, aak-GROW established a more secure financial base to support its programs and operations.



We also reinforced our governance and risk management structures through the review and approval of the Risk Policy Framework, alongside sensitization of departmental heads and risk champions.

The move reflects a growing institutional maturity, balancing ambition with prudence and positions the association for sustainable growth in the years ahead.

Expanding the Network: Membership Growth as a Catalyst for Impact

Institutional growth is best reflected in the strength and diversity of its membership. In 2025, aak-GROW welcomed three new members into its network:

- Kenya Biologics
- Mazao Na Afya
- Agriwright Ltd

Each new member strengthens the association's collective voice, technical diversity, and market representation. Their inclusion enhances collaboration across the agricultural value chain and reinforces aak-GROW's role as a unifying platform for responsible agricultural growth.

Beyond celebrating these additions, the Secretariat has set an ambitious target to recruit at least 10 new members in 2026. This forward-looking strategy demonstrates aak-GROW's commitment to expanding influence, deepening industry representation, and building a stronger, more inclusive association.

Membership growth is not merely numerical, it represents expanded expertise, broader partnerships, and increased sector-wide impact.

Building a Performance-Driven Culture

Recognizing that people are its greatest asset, aak-GROW embarked on a comprehensive Human Resource Transformation in 2025. Guided by its Institutional Development Strategy, the association reviewed its HR structures to better attract and retain top talent, strengthen succession planning, and foster a high-performance culture.

On 19th June 2025, the Board approved the new HR Transformation Framework and Performance Management Policy. The introduction and implementation of the Balanced Scorecard (BSC) marked a significant milestone — aligning individual performance with organizational strategy and measurable outcomes.



The Secretariat has set an ambitious target to recruit at least 10 new members in 2026. This forward-looking strategy demonstrates aak-GROW's commitment to expanding...

transformation has begun to embed accountability, clarity, and continuous improvement across the Secretariat.

The result is a more agile, motivated, and strategically aligned team ready to deliver on the association's mission.

Embedding Risk Management and Accountability

As the organization grows, so does its responsibility to anticipate and manage risk. In 2025, aak-GROW undertook a comprehensive review of its Risk Policy and Risk Management Framework to strengthen governance and internal controls.

Through an independent consultant, the association identified critical gaps in:

- The Risk Appetite Framework
- The separation of Audit and Risk functions
- The job description covering both roles

The revised Risk Policy, approved by the Board on 19th June 2025, introduced clearer accountability structures and stronger oversight mechanisms. Departmental Heads and designated Risk Champions were subsequently trained to operationalize the risk register and embed risk awareness into everyday decision-making.

This initiative has transformed risk management from a compliance exercise into a living governance tool. By establishing clear risk thresholds and strengthening oversight functions, aak-GROW has enhanced transparency, protected institutional assets, and reinforced stakeholder confidence.

The 66th Annual General Meeting

On 21st March 2025, aak-GROW convened its 66th Annual General Meeting, marking another important chapter in the association's journey. The meeting brought together members and stakeholders to review accomplishments, exchange updates, and set strategic priorities for 2025 and the future. Beyond formal proceedings, the AGM offered an opportunity to strengthen connections and reaffirm the association's shared direction.

The Board of Directors welcomed two new members: **Mr. Nelson Gacuri** of Highchem

Marketing Ltd (Essentials Division) and **Ms. Mehret Gebreyesus** of Chemraw East Africa Ltd, whose expertise and dedication will support aak-GROW's objectives.

The event also honored Mr. Patrick Amuyunzu, former Board Chairman, recognizing his six years of impactful leadership. The AGM reinforced aak-GROW's values of partnership, openness, and sustainable growth as it moves forward together.



The late former CEO aak-GROW, Mr. Eric Kimung'yi



The former chairman of the board, Mr Patrick Amuyunzu being awarded by the current chairman, Mr. Wachira Mureithi



Mr. Nelson Gacuri and Ms. Mehret Gebreyesus introduced as the new board members



Mr. Manoj Shah, former treasurer of the board at aak-GROW

Rooted in Governance, Growing Through Leadership

Strong leadership is a critical driver of organizational success, providing clear direction, strategic focus, and a values-based culture essential for achieving long-term objectives. Recognizing this, aak-GROW remains committed to continuously strengthening its leadership capacity to enhance performance and uphold sound corporate governance.

From June 18th to 21st, members of the Board of Directors, Expert Working Group Heads, and Departmental Heads participated in an intensive Corporate Governance and Board Induction training program. The program was designed to reinforce governance best practices, clarify roles and responsibilities, and align leadership with the organization's strategic vision.

During this period, aak-GROW was also pleased to formally welcome two new members to its Board: Mr. Nelson Gacuir of Highchem Limited and Ms. Mehret Gebreyesus of Chemraw Ltd. Their diverse expertise and professional insight are expected to significantly strengthen the organization's leadership and decision-making capacity.

The three-day engagement concluded with a symbolic tree-planting exercise, reflecting aak-GROW's commitment to environmental stewardship and its dedication to creating a positive and lasting impact in the communities it serves.

Looking ahead, the leadership of aak-GROW is energized, cohesive, and well-prepared to guide the organization forward with integrity, clarity, and a renewed sense of purpose.



Board Chairperson, Mr. Wachira Mureithi speaking at the board governance meeting



Ms. Mehret Gebreyesus receiving a governance training certification



Mr. Nelson Gacuri receiving a governance training certification

Grow Smarter with aak-GROW!

Join aak-GROW and unlock industry insights, global connections, and best practices in sustainable agrochemicals. Stay ahead with policy updates, government advocacy, and exclusive networking events. Plus, as a CropLife International member, you gain a global edge.

Stay informed. Stay connected. Grow with aak-GROW!

Reach out to us on info@aakgrow.com or on mobile at **0710 447 777/0734 447 777**





COMMUNICATIONS AND PUBLIC RELATIONS



Word from the Communications and Public Relations Lead



Ms. Meryll Yongo

Communication Lead, aak-GROW

This past year has demonstrated the true power of purposeful communication—its ability to inform, to unite, and to drive meaningful change. Across the country, our campaigns and engagements amplified one clear message: responsible agriculture begins with informed decisions.

From the expanded Herbicide Campaign to the nationwide Anti-Counterfeit Awareness initiative, we reached millions of stakeholders with practical, science-based information. Working closely with partners such as the Pest Control Products Board, Anti-Counterfeit Authority, Kenya Forest Service and the Cereal Growers Association, to mention just a few, we strengthened public trust, reinforced regulatory understanding, and championed safe, sustainable farming practices. Our media engagements, global

platforms, and grassroots “Mashinani” outreach underscored the importance of clarity and accuracy in an era often clouded by misinformation.

Amid these milestones, we also carried the weight of loss. The passing of our former CEO marked a deeply emotional moment for our organization. His visionary leadership and unwavering belief in responsible stewardship shaped not only our strategy, but our culture. While his absence has left a profound gap, we honour him daily by living the values he embodied of integrity, courage, and service.

As we move forward, we do so with renewed resolve: to communicate with purpose, to lead with transparency, and to grow a future anchored in trust and sustainability.

“ Amid these milestones, we also carried the weight of loss. The passing of our former CEO marked a deeply emotional moment for our organization.

Awareness Creation Campaigns

a. Second Edition of the Herbicide Campaign: Where Effective Weed Control Meets Responsible Use



Stewardship Mashinani officer Velma Wekesa sensitizing farmers on responsible use of pest control products in Solai, Nakuru County

Following the success of the first Herbicide Campaign in 2024, the second edition was designed to further strengthen awareness on the responsible use of herbicides. The campaign was strategically conducted ahead of the 2025 long rain season, a critical period for weed control.

This edition expanded its reach from four to six counties of Bungoma, Trans-Nzoia, Uasin Gishu, Nakuru, Narok and Siaya, allowing more farmers to benefit from the initiative. To increase impact, we enhanced our communication strategy by incorporating radio outreach alongside field activities. As a result, the campaign reached approximately **5,334,857** people, marking a significant increase compared to the first edition which reached **1,221,798**.

Weed control continues to be one of the most persistent challenges for Kenyan farmers, especially during the long rain season. As labour costs rise and



Farmers witnessing an agriculture drone technology display

time becomes increasingly constrained, many farmers are now shifting from manual weeding to herbicide use as a more affordable and effective option. In response to this shift, aak-GROW developed this campaign to promote safe and responsible herbicide use, supporting better farming practices, improved food production, and healthier communities.

The campaign focused on the full cycle of responsible herbicide use. Key awareness topics included choosing the correct herbicide based on the crop and weed type, understanding different modes of action, purchasing genuine products from registered agro-vets, and using proper personal protective equipment (PPE). Farmers were also advised to follow label instructions on dosage, re-entry periods, and

pre-harvest intervals, as well as how to safely dispose of empty pesticide containers.

We sincerely thank our partners; the Pest Control Products Board (PCPB), the Cereal Growers Association (CGA), and the National Government Administration Officers (NGAO). Their support helped create a safe and open environment where farmers could share concerns and access reliable information on herbicide use.

The enthusiasm shown by farmers—eager to learn, improve, and adopt responsible farming practices—continues to be our guiding North Star. It reinforces the importance of sustained farmer education and awareness. With this momentum, we look forward with great anticipation to what the third edition of the Herbicide Campaign will bring.



incorporated
radio outreach
alongside field
activities

5.3+

Million People
reached by the
Herbicide Campaign
in 2025



AVOID FAKE PESTICIDES

GENUINE | **COUNTERFEIT**

FOR HEALTHY CROPS, SAFE FOOD AND HIGH YIELDS;

- ALWAYS BUY GENUINE PEST CONTROL PRODUCTS FROM PCPB-CERTIFIED AGROVETS
- READ AND FOLLOW LABEL INSTRUCTIONS

aak GROW | **CropLife KENYA**

BETTER FARMING | BETTER FOOD | BETTER HEALTH

www.aakgrow.com

Billboard placed in Kitale, Junction to Cherangani



Farmers actively engaging in the Eldoret Roadshow



Farmers being guided on label reading in Amalo Ward, Kuresoi South Sub-county



Farmers interact with a Spray Service Provider at Solai, Nakuru county

“

Farmers were also advised to follow label instructions on dosage, re-entry periods, and pre-harvest intervals, as well as how to safely dispose of empty pesticide containers.



b. Strengthening the Fight Against Counterfeit Pest Control Products- Anti-counterfeit campaign



Agrodealer training in Nyandarua

In 2025, alongside the Herbicide Campaign, aak-GROW implemented a nationwide Anti-Counterfeit Awareness Campaign, building on a similar initiative conducted in 2023. The campaign sought to protect Kenyan farmers, consumers, and the environment by addressing the persistent threat posed by illegal pest control products, including counterfeits.

The primary objective was to raise awareness among farmers and pesticide users on the dangers of illegal products, which undermine crop yields, degrade soils, and pose serious risks to human health and the environment. The campaign emphasized practical education—helping farmers identify genuine pesticides, encouraging purchases only from licensed dealers, and promoting the reporting of suspicious or fake products to the relevant authorities. By reinforcing vigilance and responsible purchasing, the initiative supported sustainable agriculture and farmer livelihoods.

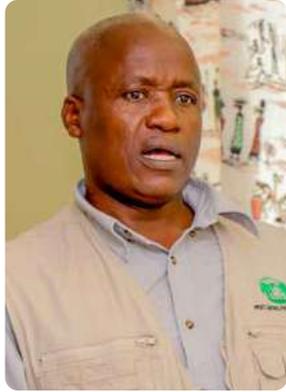
A key feature of the 2025 campaign was its multi-channel approach. On the ground, we held a



Anti-counterfeit sensitization forum at the Malaba Border



Stockists training in Mwea



100
tonnes

illegal pest control products—valued at over KES 70 million—seized or intercepted

sensitization forum at the Malaba Border, one of the busiest Kenya–Uganda border points. Kenya's porous borders remain a major vulnerability, allowing illegal pest control products to infiltrate the country from neighbouring nations. Malaba is a particularly critical entry point, making it a strategic focus for intervention.

This 2025 engagement built on the momentum of the 2023 anti-counterfeit campaign launched by aak-GROW/CropLife Kenya under the Sustainable Pesticide Management Framework (SPMF). Conducted in November and December 2023, that earlier initiative trained border officers and key stakeholders to detect, deter, and report counterfeit crop protection products, laying the foundation for stronger cross-border collaboration.

The Malaba forum brought together a wide range of stakeholders and government agencies committed to combating the sale, distribution, and use of illegal pest control products. Participants included representatives from Uganda's Ministry of Agriculture, Animal Industry and Fisheries (MAAIF) and CropLife Uganda, alongside Kenyan partners such as the Pest Control Products Board (PCPB), the Anti-Counterfeit Authority (ACA), Kenya Revenue Authority (KRA), agro-dealer associations, and other border and enforcement agencies. This collaboration strengthened information sharing and practical capacity for identifying and reporting illegal products.

Beyond border engagements, the campaign extended to awareness forums for stockists and agro-dealers in Kirinyaga and Nyandarua counties, recognizing the critical role these actors play in ensuring only registered products

reach farmers. To amplify impact, the campaign leveraged mainstream media, social media, influencers, and SMS messaging. Collectively, these efforts achieved an impressive combined reach of 26.65 million people nationwide.

Strengthened Enforcement by PCPB (2023–2025)

Complementing awareness efforts, PCPB in partnership with aak-GROW significantly enhanced enforcement and capacity-building measures during this period. Inspectors received advanced investigative training at the National Criminal Intelligence Academy in late 2023, supported by the Directorate of Criminal Investigations, resulting in more effective raids, seizures, and prosecutions. PCPB also secured the attachment of DCI officers to strengthen investigations, launched a Rapid Results Initiative in 2024 targeting hotspots of illegal trade, and expanded its presence at key One Stop Border Points, including Taveta-Holili, Lunga Lungu, Loitoktok, Namanga, Isebania, and Malaba.

Since January 2024, over 75 court cases have been filed, with more than 100 tonnes of illegal pest control products—valued at over KES 70 million—seized or intercepted.

A Shared Commitment for Impact

The fight against counterfeit and illegal pest control products is a shared national responsibility. Through strong public–private partnerships and sustained collaboration, these efforts are safeguarding Kenya's agriculture, protecting public health, and ensuring that only safe, registered, and effective pest control products reach the market.

Growing with Clarity: Strengthening Trust and Accuracy in Agricultural Reporting



Members of the Fourth Estate and the industry present for the media tour conference

On 10–11 July 2025, aak-GROW convened a two-day media tour in Nakuru County under the theme **“Growing with Clarity: Confronting Misinformation in Agriculture and Regulation.”** The initiative was designed as a strategic, educational engagement with key media stakeholders, recognizing the influential role of journalism in shaping public understanding of agriculture, food safety, and regulatory decisions.

In an era where misinformation and disinformation increasingly surround agricultural practices, pesticide use, biotechnology, and regulation, the tour sought to promote clarity, accuracy, and integrity in public discourse. By fostering fact-based dialogue, the engagement aimed to build trust, empower journalists with science-backed knowledge, and support informed reporting that contributes to sustainable agricultural growth.

The tour brought together 21 media professionals from 10 leading media houses across Kenya. Its objectives were multifaceted: to enhance media understanding of Kenya's regulatory systems governing pest control products and food safety; to demystify processes for product approval, monitoring, enforcement, and withdrawal; and

to promote accurate, science-driven reporting in the face of persistent misinformation. The programme also highlighted aak-GROW's grassroots “Mashinani” approach, which focuses on practical, community-level behaviour change among farmers and pesticide users, while creating space for open dialogue between industry, regulators, and the media.

The programme commenced with a farm visit in Njoro, offering journalists a practical demonstration of responsible pesticide use—from product selection and application to safe disposal. Particular emphasis was placed on compliance with Pre-Harvest Intervals (PHIs), illustrating their critical role in protecting consumer health and ensuring food safety. This hands-on experience grounded regulatory discussions in real-world farming practices.

Indoor sessions featured expert presentations and discussions with key stakeholders including The Kenya Plant Health Inspectorate Service (KEPHIS) outlined its mandate in safeguarding food safety through robust regulatory frameworks and compliance systems, while the Pest Control Products Board (PCPB) detailed the science-



Indoor session for the media tour



Henflo Farm with its administrator Henry Ogolla



Mr. Erick Kamau, Head of Training and Awareness at PCPB addressing journalists



Journalists documenting on sustainable farming practices during the farm visit at Henflo Farm for the Media Tour

based processes behind product approval, market surveillance, and enforcement actions. Media representatives reflected on the responsibility of journalism in maintaining public trust, especially in an age of rapid information spread. aak-GROW further shared insights on driving behaviour change through grassroots engagement and examined the intersection of global and local food safety and trade standards.

The media tour was a resounding success, strengthening relationships with the press and reinforcing a shared commitment to accurate, responsible reporting. Through initiatives like this, aak-GROW continues to support informed public dialogue and ensure Kenyans have access to credible information about the pesticide industry and agricultural regulation.



The programme also highlighted aak-GROW's grassroots "Mashinani" approach, which focuses on practical, community-level behaviour change among farmers and pesticide users.

Showcasing Kenya's Agricultural Progress at the 2025 IFAJ Congress

In 2025, Kenya was privileged to host the annual International Federation of Agricultural Journalists (IFAJ) Congress in Nairobi. An event that saw the global congregation of journalists and communicators discuss and experience Kenya's agricultural landscape.

The congress provided the perfect opportunity to showcase the growth and development of our country's farming practices. In collaboration with the CropLife Network, we invited a section of the journalists, including IFAJ President, Mr. Steve Werblow, for a field visit at the Ngarama Farm in Longonot.

Zeroing in on the work done through the Sustainable Pesticide Management Framework (SPMF), the journalists witnessed the impact of the innovative groundwork done with our farmers. Fostering the adoption of Personal Protective Equipment (PPE); the use of Spray Service Providers (SSPs); the use of ISO certified

PPE; empty pesticide container management; Integrated Pest Management—the incorporation of alternative pest control measures either biological, cultural or mechanical such as fly traps, intercropping, mulching etc with conventional pest control products being the last possible solution.

To better understand the structures and regulations in place for pest control products used in the country, Mr. Fredrick Muchiri, Chief Executive Officer at the Pest Control Products Board, provided a thorough breakdown on the efficiency of product registration processes and the global frameworks used to determine locally accepted products for use in the country.

Overall, the congress was a clear communicator on the important role played by the media in creating awareness on good agricultural practices by providing a global platform for the advancement of food safety and food security.



IFAJ President Mr. Steve Werblow



CEO PCPB Mr. Frederick Muchiri



CropLife Africa Middle East team at the IFAJ Conference



IFAJ journalists at the Ngarama Farm documenting on the positive effects of IPM under the SPMF initiative in Kenya

Strengthening Leadership Voices Through Strategic Media Engagement

In most organizations, the Director or Chief Executive Officer serves as the public face and primary spokesperson, representing the organization in media engagements and public discourse. In an industry such as ours—where misinformation and disinformation are prevalent—it is essential that these leaders are well equipped with effective media engagement and crisis management skills to ensure accurate representation of the industry.

In response to this need, we held a dedicated media engagement and crisis management session on 28 October 2025, bringing together Chief Executive Officers from our member companies. Through continued capacity-building initiatives of this nature, we aim to promote clear, accurate communication and actively counter misinformation and disinformation within the industry.



aak-GROW Board Chairperson, Mr. Wachira Mureithi, officially opening the training



Industry leaders present for the session

Strengthening Communication with Stakeholders - Training for Industry Public Relations and Marketing Representatives

Clear, timely communication is the bridge between knowledge and practice. Regardless of the role we each play as stakeholders, informed decisions remain the foundation upon which we build our pursuit for food security.

In August 2025, we undertook a comprehensive training for public relations officers and marketing representatives of our member companies. Given today's fast-moving news cycle and heightened public scrutiny around agriculture, pest control products, and environmental sustainability, it is crucial that we are able to effectively communicate as an industry and counter misinformation surrounding pesticides.

The training focused on enhancing the participants' skills by giving them a broad view of the current media landscape. They were sensitized on the importance of developing and delivering clear, concise, and impactful key messages and how to communicate complex technical and regulatory issues in simple, relatable terms.

It provided a clear outline for areas of collaboration with the media and highlighted the need for a singular voice within the industry—a united front.

Our goal is to maintain transparency with the general public, not just to neutralize pushback from the civil society but to apprise them of the various efforts being taken by the industry to foster a healthy, sustainable farming environment using clear, confident and credible information.



Mr. Mwangi Muthee, Board Vice Chairperson opening the session



Christine Masta, Communications & Advocacy EWG Chairperson



Eric Njogu, Lachlan Kenya Ltd



Group presentation in form of a press conference simulation

Empowering the Future: Recognizing New Talent and Innovative Ideas

During The University of Nairobi's annual prize giving day, we were honoured to witness the recognition of Carol Gichohi, awarded Best Final Year Student in the Bachelor of Science in Agriculture, Crop Protection Option, Faculty of Agriculture. Carol Gichohi is among the many bright up and coming individuals passionate about the advancement of agriculture particularly in food safety. Offering new solutions and innovative ideas that will hopefully place

Kenya's produce on the map as the standard for food quality.

aak-GROW recognizes and awards such individuals annually to encourage the spirit of excellence in the agriculture industry. The creation of such platforms nurtures growth which we believe is a meaningful investment in the long-term sustainability and transformation of our industry.



Ms. Carol Gichohi, the Dean Faculty of Agriculture-UoN and Benson Ngigi pose for a photo after receiving the award



Ms. Carol Gichohi receiving an award from Benson Ngigi of aak-GROW





aak-GROW team joining hands to plant a tree seedling



Operation Jaza Miti: Building Communities and a Healthy Ecosystem

Building on our mission to create a sustainable farming ecosystem, the maintenance of our adopted forest block in Mau-Likia Forest has become one of the association's vital points of focus.

This purposeful resolve commenced in May, where together with the Kenya Forest Service and the Likia Community Forest Association, we planted 1,000 trees, aimed at increasing the forest's coverage. Additionally, we stationed two scouts at the site who would assist in containing the rapid attack from weeds as well as human-livestock interference with the young trees. By August, the trees were in a much healthier state and we proceeded to plant yet another 1,000 trees. This time accompanied by the children of the community, whose enthusiastic involvement in the process was proof of the importance of involving younger generations in the restoration and preservation of our forests.

In line with Kenya's national tree planting campaign, targeting the setting of 15 billion trees by the year 2030, aak-GROW together with our member companies, partners, Kenya Forest

Service and the Likia Community Association, hosted our most successful edition of Mazingira Day yet.

The event registered a large attendance coupled with the exceedance of previously set goals. We received immense support from our members and partners through the donation of tree seedlings and monetary contributions geared towards our goal to fence the proposed 5km stretch of the forest. Together, we planted more than 12,500 trees, 25% above our set target of 10,000 trees.

The community, through the generous contribution of our members, received gifts in form of food stuffs, reading and writing materials for the children, personal effects, and various apparel for everyone.

The driving force behind Operation Jaza Miti is fuelled by our need to create a healthy, diverse ecosystem and the growth of our communities. Sustainable farming is easily achievable if we lay our focus on the environment nourishing it and empower the people tasked with protecting it.



The first ceremonial tree seedling planted on a section of our adopted block of the Mau Likia Forest for Mazingira Day on October 10th, 2025

 **12,500**
trees planted
all together



Likia community receiving foodstuffs as part of our members' contribution



aak-GROW, KFS Rangers, Likia Forest Community Association during the planting session in August



aak-GROW, KFS Rangers, Likia Forest Community Association during the planting session in May

GLOBAL G.A.P TOURSTOP 2025

Kenya hosted the GLOBAL G.A.P Tourstop, sparking conversations on food safety, sustainability, and trade. Industry leaders stressed that safety starts on the farm—through proper pesticide use, border enforcement against illegal products, and a shift toward Integrated Pest Management. The takeaway: compliance to food safety standards isn't a burden, but a pathway to better food, better yields, and stronger market access.



CEO PCPB, Mr. Frederick Muchiri (left) and former CEO aak-GROW the late Mr. Eric Kimunguyi (right) in a press briefing with journalists at the Global G.A.P Tourstop regarding the need for compliance and product diversification for the growth of agri-food trade in Kenya



Journalist Mary Wangari of the Kenya News Agency during the press briefing at the Global G.A.P Tourstop Kenya

ASSESSING KENYA'S PROGRESS UNDER THE SUSTAINABLE PESTICIDE MANAGEMENT FRAMEWORK (SPMF)

Kenya made history in 2021 as the first country to launch the Sustainable Pesticide Management Framework. Now in its final year, the initiative has strengthened local capacity by promoting safer pesticide use, innovation, and farmer outreach. In June, CropLife International leaders visited Kenya to review progress—from the Poison Information Center (PIC) to Namanga to observe border efforts against counterfeit pesticide products—highlighting five years of impact.



Mr. Christoph Neumann from CLI hands over a new phone set for the PIC to Dr. Dorothy Aywak



Ms. Delisa Jiang addresses CropLife Partners at the dinner engagement



Dr. Dorothy Aywak taking the delegation through a presentation on the progress of the Poison Information Centre



AFFILIATES SECTION

Pest Management Association of Kenya (PEMAK)



Pest Management Association of Kenya: Advancing Professional Pest Control

The Pest Management Association of Kenya (PEMAK) is a nonprofit organization registered under the Societies Act of Kenya. It was established to promote a well-organized, professional pest management industry guided by high ethical standards and a strong code of conduct.

The concept of PEMA K emerged in 2003 during discussions at the Kenya Agricultural and Research Institute (KARI) in Kabete. Following several years of planning and stakeholder engagement, the association was officially founded in 2006 and formally launched in 2007 at the Serena Hotel in Nairobi.

Today, PEMA K represents 50 member companies and serves as a key advocate for best practices

in pest management. The association organizes training programs, workshops, and professional forums aimed at enhancing technical competence and industry standards including for public health and grain storage among others.

PEMA K encourages all Pest Control Operators (PCOs) to participate in these initiatives, which offer valuable learning and networking opportunities while contributing to the growth and credibility of the pest management sector in Kenya.

For more information on training programs and upcoming sessions, visit www.pemak.co.ke.



Grain Storage and Fumigation Training at Agriculture Training Centre, Mtwapa, 10th-14th November 2025



Grain Storage and Fumigation participants and trainers, at Agriculture Training Centre, Mtwapa, Kilifi County. 5 days training, 10th - 14th November 2026

Trainings held in 2025

No	Type of Training	Venue	Date
1	Public Health Training	Agricultural Information Resource Centre, Nairobi	16 th -18 th July 2025
2	Grain Storage & Fumigation	Reformed Church of East Africa, Eldoret	8 th –12 th September 2025
3	Grain Storage & Fumigation	Agriculture Training Centre, Mtwapa	10 th – 14 th November 2025

Veterinary Input Suppliers' Association of Kenya (VISAK)

VISAK Strengthens Collaboration to Advance Kenya's Animal Health Sector

The Veterinary Input Suppliers Association of Kenya (VISAK) is the national representative body for organizations involved in the manufacture, formulation, importation, distribution, and use of animal health products and equipment in Kenya.



Established in 2018, VISAK was formed in response to emerging regulatory challenges following the creation of the Veterinary Medicines Directorate (VMD) as the authority overseeing veterinary medicinal products.

The association was created to provide a unified industry voice, particularly on issues related to medicine registration, regulatory compliance, and market access. Since its inception, VISAK has worked closely with the VMD Council and Secretariat on trade facilitation, drug registration processes, Good Manufacturing Practice (GMP) audits, capacity building for VMD staff, and the resolution of day-to-day industry challenges.

VISAK currently comprises 38 member companies and is committed to promoting

public awareness on the responsible use of animal health products. The association also supports research to ensure these products are applied effectively under Kenyan needs.

A key pillar of VISAK's work is its Technical Working Group, which collaborates with the VMD Secretariat to address technical and trade matters and to develop critical operational guidelines, including drug registration protocols.

In September 2025, VISAK participated in the launch of the VMD's 5th Cycle Strategic Plan at the Kenya School of Government, Lower Kabete. The plan focuses on strengthening regulation and compliance, enhancing medicine safety, promoting stakeholder collaboration, and supporting food security and sustainability. VISAK was represented by Chairperson Dr. Karim Shamshudin and Vice Chairperson Dr. Maurice Ogutu, with the event officiated by Hon. Jonathan Mueke, Permanent Secretary for Livestock Development.



At Kenya School of Government, launch of 5th Cycle 2023-2027 VMD Strategic Plan on Tuesday, 16th September 2025. VISAK chairman, Dr. Karim Shamshudin welcoming the Principal Secretary for State Department for Livestock Development, Hon. Johnathan Mueke.

To our members; We say THANK YOU!

Our dedication to serving you—our valued members—remains unwavering. We will continue to stand by you in providing sustainable agricultural solutions and enhancing food security across the nation.

At aak-GROW/CropLife Kenya, we celebrate your achievements, because your success is at the core of everything we do.



Thank you for your trust and partnership.



P.O. Box 13809, 00800, Nairobi
Mashiara Park Formerly Cooper Centre,
Kaptagat Road, Off Waiyaki Way, Kangemi

M: +254 (0) 734 447 777 | +254 (0) 710 447 777
info@aakgrow.com | aakgrow.com