

# RWANDA FLORA



*Growing roses  
on the  
ashes of genocide*



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# In Africa

- 1 in 6 children dies before the age of 5
- Nearly half of the African population survives on 1USD per day
- This is unchanged from a decade ago

## **WHY?**

- Will good governance and democracy alone end poverty?
  - Is public investment used effectively?
  - What role is there for the private sector?
  - **TIME TO DELIVER**
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# Good governance and democracy

- In Africa there is an urgent need for donors and governments to develop a strategic framework that deals with fragile states
- Today, Africa is better governed than ever before, yet there are still sources of conflict and tensions that have never been resolved since colonial time
- Despite increasing donor interventions and financial contributions, high levels of poverty still persist and societies face the human and institutional toll of the HIV/AIDS pandemic, among other challenges
- There are still countries on the continent that lack accountability, rule of law, government legitimacy, equitable access and distribution of resources; there is a continual vacuum in public services and lack of conducting environments that will enable citizens to participate in country affairs
- Some countries unfortunately suffer from being in bad regional neighborhoods

# Effectiveness of public investment

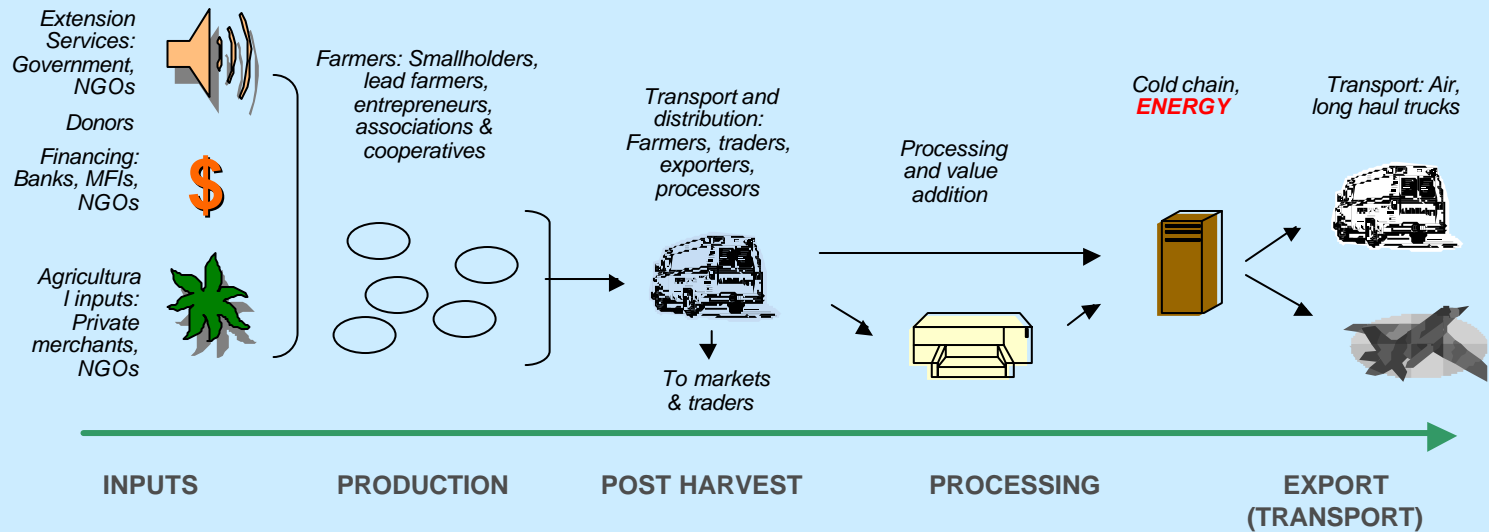
- Africa's public investments have gaps in ensuring a transformation developmental path towards poverty reduction
- Public investments should target to increase the number of African countries to move towards middle income status with improved standards of living, quality of life and participatory governance
- Performance contracts should be drawn up by donors and governments that provide a timeframe for achieving the results, say in 10-15 years
- Although some countries will not generate sufficient internal resources to graduate from assistance within this timeframe, significant progress should be recorded towards fostering a healthier, better educated and more productive population

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# Private sector development

- There is a general consensus that improved private sector support will lead economic growth in Africa
  - This will require that the public sector and donor community support institutional strengthening to enable the development of African entrepreneurship
  - This will be achieved by improved government transparency and accountability, less wastage of donor funds (donors and governments) and fighting against all levels of corruption
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## Summary of challenges faced by the African entrepreneurs in agri-business, they are deep



## Bold actions:

### Africa is ready for its own Green Revolution

- Rwanda Flora has joined other players in agri-business to confirm that growth in small holder agriculture offers the best prospects for transforming rural economies
- After overcoming the challenges of producing roses under non-favorable conditions, we have taken a bold move to embark upon an aggressive and ambitious out-grower program in rural Rwanda
- The idea here is to showcase that we have to be seen investing in projects and activities that actually work, Kenyan horticulture being a model example in the region
- Productive poor, when and if given opportunity, can perform in the most unexpected manner
- Here the case of Rwanda is very relevant where just a few years following genocide, demoralized populations can be transformed into productive small agri-businesses producing high quality crops for export

# Rethinking development, Time to deliver

## RWANDA FLORA'S PILOT

**Pioneering**

**Initiatives**

**Linking**

**Out-growers to**

**Trade**



# Rwanda Flora



- ❖ **Vision:** To be the incubator for floriculture and horticulture development in Rwanda
- ❖ RF is pioneering professional and organised horticultural production in Rwanda
- ❖ Currently produce roses under greenhouse production on 8ha, with plans double rose production in 2007 with plans to diversify our production and export portfolio to include summer flowers, herbs, ornamentals, vegetables and fruit covering 120ha within 3 years and with 600 out-growers

## **Private Sector Innovation in Rural Assistance PILOT Program**

- ❖ **PILOT will transform 600 rural farmers (targeting women and youth) covering a total area of 120ha into profitable agri-business enterprises and increase revenue at all levels of the production-marketing chain by diversifying and expanding horticultural production and marketing in Rwanda**
- ❖ Create 4,255 rural jobs
- ❖ Rural farmers revenue will increase from 1USD to 10USD within 3 years
- ❖ Develop rural infrastructure (cold stores, irrigation)
- ❖ 600 out-growers on social contracts with access to education, health care, day care and HIV/AIDS counseling
- ❖ Duration: 3 years: 8.49 million USD

# Social contracts

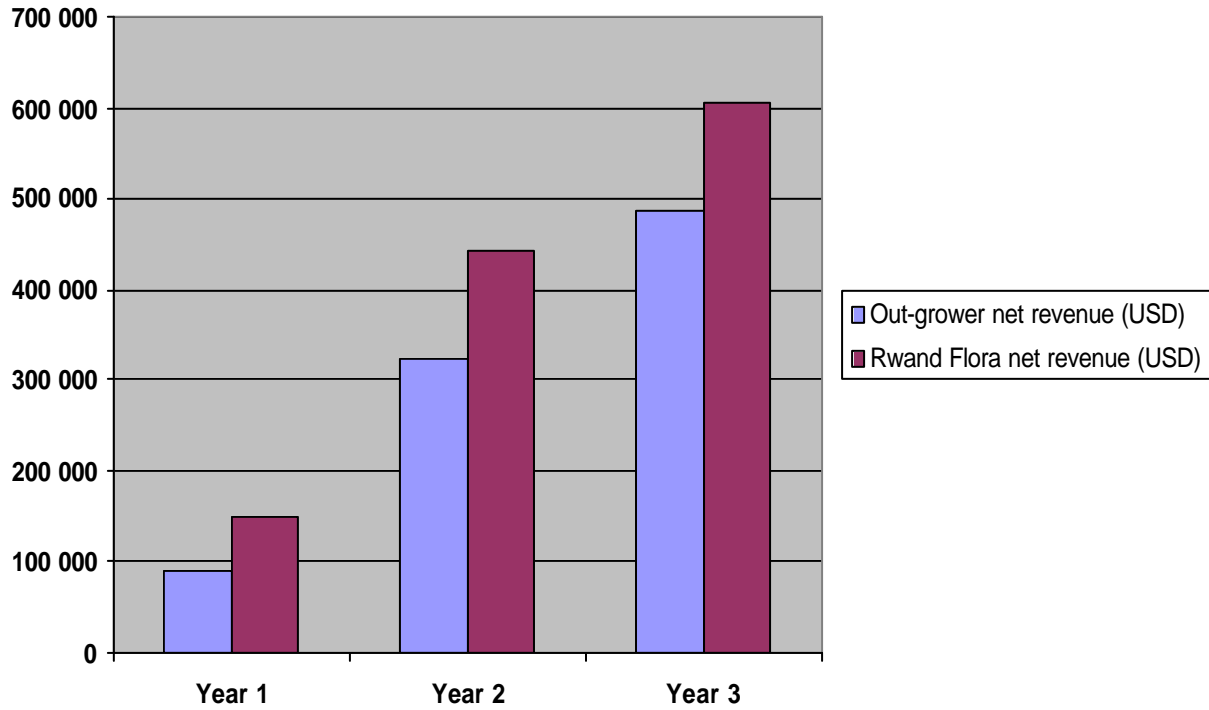
## Expected results by year 3

<b>Indicator</b>	<b>Currently at Rwanda Flora</b>	<b>After expansion (6-18ha)</b>	<b>PILOT</b>	<b>Total</b>
<b>Increase in number of rural jobs created</b>	<b>200</b>	<b>&gt;600</b>	<b>4,255</b>	<b>&gt;5,055</b>
<b>Increase in number of rural women employed</b>	<b>160</b>	<b>&gt;480</b>	<b>2,268</b>	<b>&gt;2,908</b>
<b>Increase in number of rural children going to school</b>	<b>400</b>	<b>&gt;1,200</b>	<b>2,400</b>	<b>&gt;4,000</b>
<b>Increase in number of rural people on a medical plan</b>	<b>1,200</b>	<b>&gt;3,600</b>	<b>6,000</b>	<b>&gt;10,800</b>
<b>Increase in number of rural people with access to daycare</b>	<b>200</b>	<b>&gt;600</b>	<b>600</b>	<b>&gt;1,400</b>
<b>Increase in number of rural people having had HIV/AIDS training</b>	<b>200</b>	<b>&gt;600</b>	<b>600</b>	<b>&gt;1,400</b>

# Out-grower profile

- ❖ Small farmers who are already engaged in some sort of income generating activity
- ❖ Youth whose education was interrupted by the genocide, head of household, young girl school dropouts
- ❖ Of the total outgrowers, RF is targeting 80% to be women and youth, women from female headed households will be particularly targeted

### PILOT net revenues



Murakoze

