



Withered Future

The decline of the Zimbabwean flower sector
and its impact on workers and small scale farmers



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Introduction

Zimbabwe has gone through a difficult period in the farming industry and the cut flower growing farms were not spared. The land reform continues and farm workers are the most affected group because they are entirely dependent on the welfare of the plantations.

Workers on large-scale commercial farms have been viewed as an excluded and exploited people (Gavi Banda 2001) and are generally poorer than any other sector in the country. The plight of the workers in relation to their living and working conditions has been the subject of several studies and many debates. Few studies have attempted to provide solutions to the plight of the farm workers. Most studies have generally dealt on exposing the various aspects of life of Children of flower workers the farm workers, their socio-economic conditions, and their hopes and aspirations.

However, more positive contributions have come from non-governmental organisations and other service providers involved in various activities to try and alleviate the problems faced by farm workers. Most of the efforts, however, focused on the farm workers disregarding other groups of people living on commercial farms. Most discourse on farm workers has not considered the women, youths and children living on the farms. Apart from the fact that women are mostly employed as casual workers, not much is known about their living and working conditions on commercial farms. The only organisation which brought to light the plight of women and youths in the interest of their welfare is the Kunzwana Women's Association (KWA). The welfare approach of KWA has made it possible to engage in education and information dissemination in the cut flower industry of whose employees 75% are women.



Children of flower workers



The study

The Kunzwana Women's Association undertook a research on the flower growing farms in Zimbabwe from 1st to 30th September 2009. It was difficult to come up with the exact figure of farmers who had left and those remaining in the country since the farm inversions are still continuing. According to the Export Flower Growers Association of Zimbabwe, there are about sixty (60) farms still growing flowers in Zimbabwe¹. It was not easy to reach all cut flower growers. This would have been necessary to provide an overview of the whole sector since no other information on living and working conditions on the flower farms was available. Furthermore, each time the study team arrived at the farm they were received with suspicion resulting in them interviewing only eleven farmers out of 24 visited farms.

Objectives of the study are:

- To observe the implementation of International Code of Conduct for socially and environmentally responsible flower production.
- To observe the implementation of international labour standards.
- To investigate the environmental impact of cut flower production.
- To observe the impact of flower production on small scale farmers.
- To promote the welfare of women workers especially their health.

The International Code of Conduct on Socially and Environmentally Responsible Flower Production (ICC) contains guidelines on the following ten basic principles:

1. Freedom of association and the right to bargain collectively
2. Prohibition of discrimination
3. Living wages
4. Weekly working hours and restricted overtime
5. Occupational health and safety
6. Reduction and responsible handling of pesticides and other chemicals
7. Job security
8. Environmental protection
9. Prohibition of child labour
10. Prohibition of forced labour

The ICC and its guidelines can be downloaded from the webpage of FIAN Germany: www.fian.de.

In brief, the study will highlight

- Labour, social health and safety standards.
- Use of pesticides and chemicals.
- Environmental protection.
- The welfare of children.
- The benefits of the cut flower workers, especially of the female workers.

Challenges in the flower sector



Flowers are transported to the cold room

Horticulture has been practiced in Zimbabwe since before independence in 1980. Growers were mainly growing crops such as peas, serenade chillies, baby corn and passion fruit to mention a few. These crops were grown for European supermarkets such as Tesco. In general, Zimbabwe is blessed with favourable climatic conditions for perfect growing of these crops for mass as well as niche markets. As fresh produce buyers in Europe were dealing with flowers, they introduced flower growing into Zimbabwe just after independence. Cut flower or floriculture - as it is commonly known - was introduced after climate and soil studies had been carried out in neighbouring countries. Since Mozambique has a humid climate, whilst South Africa is frosty during the winter season, Zimbabwe was found to be the most favourable location for horticulture, apart from Zambia which at the time was affected by adverse political developments and rising inflation.

The cut flower industry is very challenging to most farmers. The sector requires maximum management practices as it is labour and capital intensive. To most farmers it is unique as it involves reliability from both employers and employees. The sector is calculative since the farmer has to budget with the labour available in order to commit her/his produce to the sellers.

Accuracy, competence and quality

The market also requires a farmer's production forecast before the selling season starts. The farmer must provide accurate and dependable production information. This production information helps other sectors, such as airlines, to plan accurately.

There are well established cut flower growing nations in the world of flower growing that produce quality on time for the market. In Zimbabwe, in order to be accepted in the cut flower growing world, this requires management in all activities. Thus, the flower growers must work hard to achieve best quality and the best possible results by following procedural management systems.

¹ See Annex

Importance of cut flower production for Zimbabwe



Flower production in greenhouses

Cut flower and foliage production is very important to the country because it contributes significantly to the generation of foreign currency. Zimbabwe basically relies on agriculture and mining. Cut flower and foliage production has played a major role in the economy since its introduction in the early 1980s. Preliminary reports from the monetary authorities and other trade supporting organisations such as Zimbabwe Trade, Horticulture Promotion Council and Export Flower Growers of Zimbabwe, all expressed respect for this sector as it is the third highest foreign currency earner of the country after gold and tobacco.

Since the introduction of the flower projects, an enormous direct foreign currency investment has taken place with the latest technology from Europe and from as far as Israel. This has helped Zimbabwe to introduce world class technology such as drip irrigation².

The cut flower and foliage production did not only benefit the floriculture sector itself, but also other sectors such as banks, chemical production companies, packaging, machinery, timber production, consulting firms and information-technology companies. These sectors saw a huge growth in their businesses after the introduction of the flower growing industry.

The flower growing farmers benefited immensely from the industry because traditionally, farmers were only growing long term crops such as tobacco and maize which would reward them after eight to 12 months. This was seriously affecting their cash flow. The cut flower growing industry offered tremendous relief as it was treated as a high cash crop with weekly or fortnightly returns from the day of export.

The cultivated area in Zimbabwe grew from as small as one (1) to five (5) hectares per farmer to above fifteen (15) hectares per farmer after foreign investment. The total cultivated area in Zimbabwe is well above 200 hectares of both roses and summer flowers.

From 1980 to 1990, external revenues have raised 28 - 75 million Euros out of an export of 650 - 850 million stems per export season.

² Drip irrigation is a computer driven irrigation system which allows the provision of exact amounts of water needed by the plant through hoses.

Between 1991 and 1998, the cultivated area was over 300 hectares producing approximately 1,350 million stems at 47 million Euro, with an average price of Euro 0.035 per stem.

In 1999, the rumour of land grabbing started to filter through the Commercial Farmers Union, which represented almost 5,000 commercial farmers. This development impacted negatively on most of the cut flower growers as they could neither plan nor invest. In the year 2000, the Land Reform started and most of the cut flower growers lost their farms. This has been ongoing to date. The land distribution caused the silent death of the cut flower sector. Banks started neglecting the cut flower sector as they had already lost out on farmers who had borrowed money and lost their farms before servicing their loans.

In the world of flowers, Zimbabwe was rated 3rd in the early 1990s after The Netherlands and Israel. Currently, Zimbabwe is at the bottom of the table, due to the impact of the eviction policy on the flower sector. The new flower growing farmers have neither the capacity nor the know-how to run the projects given to them. A number of green houses are lying idle in the farms. Neither the government nor the banks are coming up with strategies to assist these farmers to utilise the green houses. Some donor agencies like USAID were very active during the height of flower growing in Zimbabwe. These agencies would provide training on various skills in regard to this sector but have since withdrawn their services. At this time, people who are keen to take on and resuscitate the cut flower sector are urgently required.

The high rate of employment of women in the cut flower sector and their impact on the sector has forced the farmers to provide early learning childcare centres on their premises to take care of the children of working mothers. These institutions provide food free of charge and thus promote the future of the farm workers' children. Clinics have been built to cater for the health of the workers. By providing these services the farmer would be assured of maximum production despite a high turnover of labour force.

By 1980, Zimbabwe had become the powerhouse flower producer. Massive amounts and efforts were invested in training, infrastructure and technology transfer. From 1994 onwards, the sector started facing difficulties due to the global recession at that time. As the marketing systems had changed, most of the growers could no longer secure contracts for their flowers, which was the normal way of marketing. No pre-season sales were done. As some of the local growers had borrowed money from banks to set up these projects, they experienced difficulties in settling their ballooning debts. Some farmers lost their invested land due to failure to pay back the loans they had been allocated since they had used the land as collateral when applying for these loans. The properties were auctioned and the buyers were people who had no passion for flower growing. Considering the effects of recession on Europe, the plot buyers pulled out the rose bushes and planted tomatoes for the local market. A number of plots were repossessed by banks and were never used for their purpose considering the infrastructure invested. All this had a negative effect on the flower production sector.





Daughters do the housework

Vocational training

In cut flower production, the most important investment is training. This helps workers to accustom themselves with the day to day technology changes. If neglected, changing workers could slow down the farmers' rate of production which in turn may affect the whole chain up to the market. Considering these facts, farmers also prefer direct employment. This also requires the division of labour where workers are trained according to their designated jobs.

The yearly growth in the cut flower sector resulted in the construction of agricultural colleges, e.g. Blackforby College. While this highly equipped college also catered for other disciplines, it provided a special programme for flower production. It had five hectares of roses under greenhouse with a rose section using the latest technology. This achievement in the country had a positive impact on the real growth of the sector. The graduates of the college were absorbed by the ever growing sector. Graduates from Blackforby College contributed heavily to the economy as their wealth of experience also changed the face of every farm which employed them.

Cold chain construction

Cold chain construction of the latest technology was built on the farms and at the airport. Foreign investors built cold rooms such as Euro Port. This was done after realising the potential in the cut flower sector. This investment lured Zambian and Mozambican cut flower

growers to truck in their flowers and other produce to Zimbabwe and connect flights to their market destinations.

Export

Traditionally, Zimbabwe exports most of its flowers to Europe. The major markets for these flowers are in Germany and The Netherlands. The volumes exported to one of these countries depend on the type of flowers the particular country consumes. There are three types of flowers grown in Zimbabwe: roses, summer flowers and proteas.

- The roses are categorised as follows:
 - T-Hybrids: big head roses with long stems. The yield per square meter is low but with a high price due to its head size and length.
 - Intermediates: medium roses with smaller head compared to T-hybrids. The yield is slightly higher than in T-hybrids and fetches around two cents below T-hybrids.
 - Sweethearts: the smallest head size of roses produced in Zimbabwe. These are grown for special markets and they perform well and have high yields. They also fetch 1.5 cent less than the intermediates per stem export. Growers like to grow this variety due to its high yield and the advantage of its higher pack rate compared to the other varieties of roses.
- Summer flowers include most of the filler grown in or outside greenhouses for export. They are also grown throughout the year.
- Proteas are grown in the cold areas of Zimbabwe geographically known as the Eastern Highlands. They also fetch as high as 1 Euro per stem but have the disadvantage of weight and less stems packed in a box.

Most recent reports by the Export Flower Growers and the Horticultural Promotion Council reflect a sharp decrease in the cut flower production sector. The remaining growers number less than 60, in most cases each cut flower grower had between 1.5 to 5 hectares of cultivated flower land. At a rough estimate, there are between 90 and 300 hectares under production with an estimated 4.5 million stems per hectare per season. The Zimbabwe cut flower exporting season runs for nine months, i.e. September to May.

Financial institutions

Apart from the recession, the economy in general started to crumble to an extent that inflation started to create havoc on the economy. The inflation to world record levels saw even the banks struggling to meet their obligations. Banks started restricting services and some even closed branches. These financial institutions faced serious operational problems with the result that some were liquidated. Obviously, banks could no longer afford to process loan applications from the farmers. Inflation rates were changing overnight. The cash flow presented to the bank would not buy a quarter of what the farmer would have applied for. This inflation threat shelved most of the floriculture sector's developments anticipating a state sanity which never was. During the height of inflation, Zimbabwean cut flower

growers were affected to such an extent that they had to take up an offer which came through the Commercial Farmers Union. The offer was for Zimbabwean farmers to invest in Zambia. It came at the time of rumours that white farmers were going to lose their farms. The government had changed the law on land where every farmer who wished to sell his farm would offer the land to the government first. Hence, the financial institutions became wary of the cut flower sector as it was now exposed to the political situation. This development caused the downsizing of flower business operators.

Direct foreign investment



Extension of a flower farm

As the flower growing fever gripped Zimbabwe, this industry grew faster than any other sector of the economy. This was due to enormous direct foreign investment from countries such as The Netherlands, Germany and Poland. There was a huge increment in the cultivated area allocated to the flower growing industry. Export figures increased from season to season. The expansion

drive in the flower industry attracted a number of reputable flower breeders of the world, such as DeReuiters (The Netherlands), Meiland and NIRRP International (France). These companies worked very closely with local flower growers.

Airlines' brisk business

Harare Airport used to be very colourful every day, due to the brisk business with airlines. These included Lufthansa (Germany), KLM (The Netherlands), Air France, Qantas (Australia), TAP (Portugal) and then Affretair (Zimbabwe). All these airlines would leave loaded and at times failed to transport all flowers to Europe. The presence of these airlines reflected the growth taking place in Zimbabwe with regards to the flower production industry.

Technology transfer to flower growers

With the introduction of foreign investors to the cut flower and foliage industry a dramatic change could be observed in the entire agricultural sector. This was due to the fact that cut flower breeders not only provided flower breeding experience but also a wealth of technology. This technology was installed heavily on the farms and as far as the airport of origin. There was a huge influx of foreign consultants from countries such as The Netherlands, Germany and Israel to train local farmers.

The drip irrigation technology which had not been used previously by local farmers helped them immensely. The system calculates and provides the required amount of water per plant, while it does not provide water where none is required.

The introduction of flow meters saw farmers managing the watering of their plants with the required amount of water per given cubic

hectare. The meter is programmed according to the farmer's request and when the task given has been completed, it awaits further instructions from the farmer.

Propagation of cut flowers



Propagation of cut flowers

When the cut flower industry was first introduced, farmers wishing to grow would be required to put an order through local agencies which would then place an order through a local agent in Europe. Upon realising huge orders from Zimbabwe, the breeders decided to set up propagation technology locally, hence cutting costs for the farmers. They invested in the construction of propagation houses and started recruiting and training local people. The locals were trained on how the systems work. The selected and approved farm trainees were licensed by the breeders to perform on their behalf. Some licensed farmers were sent for training courses to The Netherlands, Germany and Israel in order to exchange technology skills. Once the Zimbabwean cut flower industry had become established, some orders for propagated rose bushes started trickling in from neighbouring countries like Zambia. Local greenhouse construction companies such as Green Con and Car Guard won tenders for the construction of green houses in Zambia which also contributed significantly to the economy.

Currently, most of the breeders and construction companies are still operating from Zimbabwe, indicating that the expertise is still around and trusted in the southern region of Africa.

Impact of policy of eviction on flower sector

As the land reform gathered momentum, more clauses on the land policy were fast tracked through parliament and enacted into law. These amendments had detrimental effects on the future of the farmers involved in the important sector of floriculture. Instead, these amendments were to benefit the political figures who were already and eagerly waiting for acquisitions. Some of the politicians had identified the farms they wanted including flower production farms with massive investments in infrastructure. These flower farms had contracts with markets in Germany and The Netherlands. Since the flower sector is mostly controlled by markets and breeders, it became difficult for these native farmers to export their flowers to Europe.



International labour conventions and environmental conventions

Zimbabwe has ratified 25 conventions of the International Labour Organisation (ILO)³. Among these are the eight core conventions:

- Freedom of association and collective bargaining (no. 87 and 98)
- Prohibition of forced labour (no. 29 and 105)
- Prohibition of discrimination (no. 100 and 111)
- Prohibition of exploitative child labour (no. 138 and 182).

Furthermore, Zimbabwe has ratified ILO convention 155 on occupational health and Safety. Unfortunately, it has not ratified convention 110 on the plantation sector. This convention contains important regulations, such as regular health checks of workers at the expenses of the employers and the provision of food and drinking water during working time.

The International Workers Day is celebrated annually with drama performances where information is shared on, e.g., HIV & AIDS, labour laws and safety at work. The most disadvantaged sector of society, mainly farm workers, tends not to benefit since these celebrations are only offered in towns. In most of the remote areas where farms operate, workers do not know of these days. They do not even know their rights with regard to labour laws.



Women without protective clothing

Environmental conventions

The World Environmental Day is acknowledged in Zimbabwe and celebrated in towns. However, the message does not reach the most disadvantaged communities that are posing serious threats to the environment. The programme is transmitted through electronic and print media, but the fact that most of the disadvantaged persons do not have television sets or that there is no reception in the country is ignored.

³ www.ilo.org/ilolex/cgi-lex/ratific.pl?Zimbabwe [access, 17/12/2009]



Collapsed flower farm

This resulted in a decrease of greenhouses in the country and most of the well trained personnel were laid off. Unfortunately, these acquired farms with high technology investment were in most cases ripped apart or pulled down for resale. At that time, the economy was already under pressure and the farm seizure developments fuelled the economic melt down. There was a huge deficit in all sectors and with other service providers to the cut flower sector. Retrenchments were common during those days and the balance of payments started to have an even worse effect on the economy. As a result, more and more companies in the private sector closed down and eventually reallocated regionally to where there was potential and a more favourable business environment.

The silent death of the cut flower sector did not only affect farmers and their employees; it also affected the huge investments at the airport. The cold chain handling facilities operated below capacity, signalling the end of this lucrative business sector in Zimbabwe. In the end, all handling facilities at the airport were closed. Some were auctioned to recover some of the money to pay off retrenched workers.



Creation of employment



Women grading flowers

The cut flower industry was growing fast and provided many opportunities. It became the third largest employer. In the whole country, at the height of production in Zimbabwe from the late 1980s to 1999, the flower industry alone constituted of about 13,000 workers. Most of the employees were women. Currently, the industry is employing less than 4,000 workers, with 75% of employees being women.

The sector created a number of jobs, helping the government to achieve some of its objectives of employment creation in order to improve the living conditions of farm workers. The cut flower industry completely changed the gender balance in the labour force, as the industry preferred women. In some other sectors, such as gold mining, women are rarely employed as it is regarded a male domain. On most of the farms, women were hired as contract workers. Considering the population ratio in Zimbabwe, where statistics reflect that out of 15 million people, 48% are men and 52% women, this brought a lot of relief to women living in villages and on farms.

Since the flower is a very delicate product, women, who are considered to be very careful and gentle in handling fragile or tender goods, are at an advantage. Most of these farm workers are aged 19 years and above. The elderly people are given lighter duties like caring for children, preparing food for other workers and general cleaning of the premises. An educational qualification is not vital in this industry except for tasks where extra precaution and literacy is required, such as store control, spraying and pack house supervision.

Most of the farmers prefer married couples as permanent staff, while unmarried persons are taken on as casual workers. This is so because the planning is based on the number of workers consistently available to the farmer. In most cases, casual workers may be coming to work from neighbouring farms and rural areas and as a result it makes farmers' planning difficult, whereas married workers in most cases have accommodation on the farms.

The introduction of modern cold chain facilities at the airport resulted in a mushrooming development of pack houses and re-branding as well as floral bunching companies. These companies depended heavily on the cut flower industry and created massive employment opportunities for both women and men. The cut flower sector helped

women become self confident and challenge their role in society as a result of their successful stance in the cut flower industry.

Since the introduction of the US dollar to the market in February 2009, the labour organisations have lobbied for the payment of US\$ 32.50 per month (the lowest wage), US\$ 34.00 per month for the 2nd grade for a normal working day of eight hours, 26 days per month. Some of the farmers visited appreciated their labour force sufficiently to pay a premium wage of between US\$ 54 and US\$ 99 per month. On top of these wages, each worker receives US\$ 5.00 to purchase the mealie meal. As these wages do not meet all the workers' basic needs, the farmer allocates a hectare of land to grow vegetables which are given to the workers every Friday as a supplement.

Labour laws

In the flower sector, there is long-term and seasonal employment. Due to the fact that the flower season runs from September to the end of May not all employees are permanent. Seasonal workers are employed for a maximum of eight months. If this period is extended the labour law demands permanent employment.

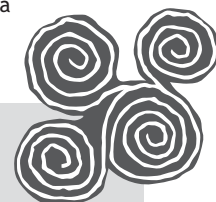
Labour Act, article 1: "An employer may employ a seasonal worker on a daily notice basis within the first seven days, but on a weekly notice basis thereafter." Article 2 says: "If a seasonal worker is employed for more than eight consecutive months in any period of twelve months, he shall be regarded as a permanent worker from the time when the eight months are exceeded."



Female workers in a cut flowers farm

Concerning overtime, the law stipulates that for every extra hour worked during the week, the worker should be paid time and half and for the weekends, and for holidays they should be paid double the normal rate. Seasonal workers, according to the labour laws, are laid off after the season which is between September and May and re-employed later for new contracts, whereas the permanent worker may go on 30 day paid leave or continue doing some maintenance work while waiting for the new season to start.

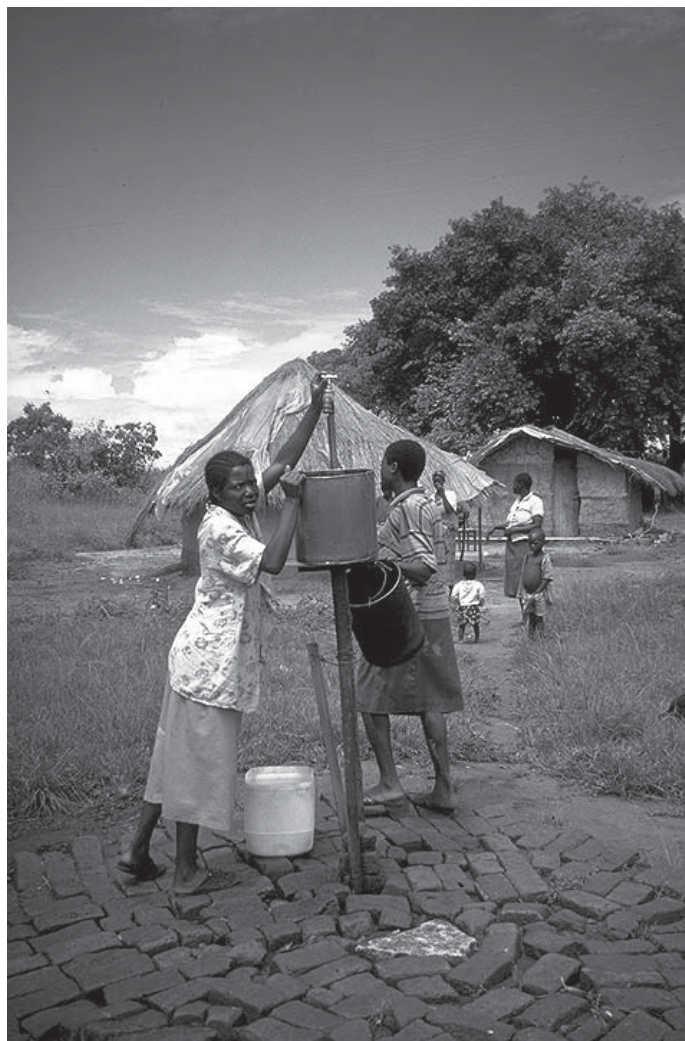
Permanent or seasonal workers are entitled to paid sick leave if he/she provides an official document from a medical practitioner. The document should clearly state whether the worker is fit or unfit to work. This



sick leave should not exceed 26 working days in any one year of service. Female workers are entitled to 90 days maternity leave which is paid for and subject to the condition that she has worked one full calendar year. Due to the economic hardships faced by Zimbabweans some of these laws are not adhered to.

At times workers lodge complains through their workers committee which then forwards the grievances to the workers' union. In most cases, the grievances are dealt with up to the highest level considering the importance of the industry.

The National Social Security Authority (NSSA) is an organisation whereby the worker and the farmer contribute towards the gratuity of the worker. This entitles the farm worker to a benefit of funeral grant, invalidity grant, survivor's grants, survivor's pension, and retirement grant and retirement pension. Furthermore, NSSA is a driving force behind safety promotion and is responsible for providing employers with an advisory service on safe working conditions and for encouraging the adoption of measures which will improve the health and safety of workers. NSSA employs crack units of specialised inspectors who are responsible for special projects and investigations. The units are not confined to a particular area and are empowered to hit any location country wide. The inspectors are also responsible for routine field surveys to enforce compliance. The powers of inspectors are conferred in terms of section 40 of the NSSA Act. An



Poor houses for workers

inspector or police officer, if there are reasonable grounds for believing that it is necessary to do so for the prevention, investigation or dictation of an offence in terms of the Act, may at any time enter any premises.

Housing

Considering the atmosphere on the farms, the cut flower growers experience considerable uncertainty as reflected in the introduction. Most farmers do not know whether they will be on their properties the next day. This is mostly affecting the long term planning of cut flower growers. Most of the growers are only working on short term plans. As for long term plans, including the construction of decent accommodation and sanitary as well as recreational facilities, are shelved. This situation puts the life of the farm workers at risk as insufficient proper accommodation is provided as required by the standards of the cut flower industry and the Agricultural Labour Bureau on housing, water and sanitation.

The most severe factor affecting the planning of the farmers is settling of loans. On one out of 24 farms visited by the Kunzwana Women's Association task team, some of the farm workers drink water from dams or unprotected wells. There are no schooling facilities. Workers share one or two Blair toilets which are almost full. Considering all these findings of the study, the policy on eviction is only working to the disadvantage of the farm workers. Some of the flower growers are operating within peri-, and urban distances of less than 50 km from the capital city and are thus portraying a true reflection of neglect of the responsibilities that are meant to protect the workers and improve their livelihood.

The social wellbeing of the farm workers depends on the farmer. On most farms, farmers introduce football and netball for the workers. Of course, due to people with different ethnicities, workers are allowed to perform their cultural activities in their own spare time or during weekends together with peasant farmers.



Freedom of association

On all of farms visited there are workers' committees, always made up of 50% of either sex. This gives women opportunities to take up decision making positions on the farms. On some farms, women work as clerks, forepersons or managers.

Zimbabwe is governed by different trade unions, e.g. Zimbabwe Agricultural Plantations Workers Union and National Employment Council for Agriculture. All these organisations enforce laws to the farmers that safeguard the welfare of the workers. Women workers are allowed to freely join any trade unions of their choice. If unsatisfactory results are met by the workers, the matter is referred to the labour court for arbitration. Due to the time the labour courts take to process the cases reported to them, workers have seen it proper to settle their disputes with the employer without inviting a third party. Employment contracts for both seasonal and permanent workers are adhered to because they all fall under the Ministry of Labour and Social Welfare which enforces the labour laws in Zimbabwe. Casual workers are hired for a piece job and usually the payment is agreed upon before he/she commences and is paid upon completion of the task thus making it difficult for casual workers to join trade unions.

As mentioned before, the workers' committees have to understand the position of their employer. For instance, some farmers prefer to give groceries in lieu of wages. If the employer is in a sound financial position, they may as well settle for whatever mode of payment suits both parties. Under normal circumstances, such a collective agreement is a workable idea as it involves both parties as well as appreciating one another's role.

Before introduction of the US dollar, it was very difficult to employ the collective bargaining process due to inflation, which was diminished by the dollar. At present, labour has been stable because workers can now purchase their food stuff.



Worker looking after the chemical store

Presence of trade unions in the cut flower sector

As highlighted above, the cut flower growing business is labour and capital intensive. Thus, it is important for it to be working closely with trade unionists who have the expertise on how this industry is operated. One hectare of roses as a starting point would require approximately US\$ 260,000 to be fully operational. Using this example the farmer would need about four to seven years to repay the loan. During the first five years the farmer will be paying back to the bank before realising any profit at all.

The kind of expertise and information concerning this situation was not passed on by the trade unions to their members (farm workers). In most cases in Zimbabwe, the flower growing industry is regarded as a rich man's business, but not all that glitters is gold. Some of the growers are struggling even to service their loans.

Generally, the local trade unions do not understand the nature of the cut flower business. For example, a cut flower grower borrows money to buy and construct the flower project. This means that for at least five to seven years the farmer will be paying off the bank loan and will need support from the trade unions as well as humanitarian organisations to help shape the farm and the living and working conditions on the farm.

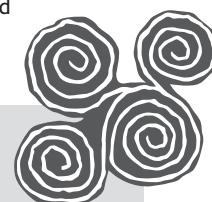
The presence of trade unions in the sector is acknowledged by both farmers and workers. It is deplorable to notice that these trade unions visit their members, who are farm workers, maybe once every five (5) years. This has created a gap between trade unions and the workers.

The cut flower sector follows the international buyer standards which demand the accredited growers to accept freedom of association. In some cases, growers who are not accredited or certified find it difficult to operate within the trade union regulations as some are growers who have just started or who are facing market challenges and are on the verge of collapse. Another major contributing factor is that, due to the land reform, some of the cut flower growers do not know whether they will be able to continue to operate from their farm or not.

Zimbabwe has two registered trade unions, namely The Zimbabwe Congress of Trade Unions (ZCTU) and The Zimbabwe Federation Trade Union (ZFTU). These two parties or unions perform similar duties, generally for development, sanity and equity of the aggrieved parties. In addition, the Ministry of Labour and Social Welfare is responsible for arbitrations if disputes arise between the labour unions and aggrieved parties.

The Zimbabwe Congress of Trade Unions

This union or labour movement has highly qualified personnel who have the interest of labour at heart. They have shown their capacity in recent years and balance or find the solution to the aggrieved parties without fear or favour. This is an apolitical labour movement that obeys the rule of law. During the land reform, workers were demanding huge payouts as gratuity, but at times the employer had no reasons



to meet the demanded values. This labour movement handled these labour issues on farms commendably well and satisfactorily to the benefit of both parties, the farmer and the employees.

The Zimbabwe Federation Trade Union (ZFTU)

This labour movement came into existence after the land reform. It received most of its support from the newly resettled farmers. ZFTU has neither agricultural nor the more complicated flower growing expertise. During the height of the land reform their members went around the provinces forcing flower farmers off their land, forcing them to pay huge payouts to the workers to get political mileage from farm workers. Flower growers still struggling with loan repayment who were unable pay gratuities lost their properties. Regrettably, this union does not represent the interest of the industry but a political agenda. Currently, cut flower farmers are very sceptical of this organisation.

In some instances, the cut flower farmer is threatened with eviction or arrest. This gross humiliation in front of the workers gives a wrong image of trade unions in the cut flower sector.

Shortcomings of trade unions

The Kunzwana Women's Association has worked tirelessly for the farm workers' benefit and has introduced a commendable change of life for the farm workers. However, the trade unions do not complement the efforts provided by Kunzwana. They have a driving force behind women who were mostly employed by flower sector and who were badly affected by the trade unions. These trade unions do not represent or know about equality to women. Within their set up one rarely finds any woman at the top management which is a true reflection that they do not appreciate the presence of women or the improvement of women or even empowering them through protecting the sector that employs them.



Summer flowers for export

Consequences of flower production for women



Flower workers washing clothes

When women are employed, they are economically empowered, both single women and widows, and are given liberty to fend for themselves and their families and also to demonstrate their capabilities. They feel capable of bringing up their families. When these women get employed they form work team and build friendships with foreign and other Zimbabwean workers. Thus, when these women are employed they feel reassured to be able to fend for their families because of the earnings they receive at the end of the month. Cut flower and foliage production has demonstrated to be capable to help the most disadvantaged gender of society. The sector completely changed the face of society at large as it employed a huge percentage of women. This has worked very well for women as it has helped and encouraged women to join other sectors such as mining and engineering.

In Zimbabwe, in the past, women were disadvantaged in all sectors to the extent that women were discouraged from going to school. This growing process through generations included forced marriages or even exchange of women for other services as rituals. In schools, the imbalance continued for decades where in a class of 30 pupils only eight would be girls. This imbalance continued through to tertiary education. The cut flower sector has helped a lot of women, some of them widows and single mothers. The sector has also given self confidence to women as many have performed well in their respective duties of management. This confidence also saw the employment of women in leading positions in the Export Flower Growers Association of Zimbabwe (EFGAZ). It helped to destroy the dependency syndrome and a lot of women felt liberated and emancipated by the introduction of the cut flower production.

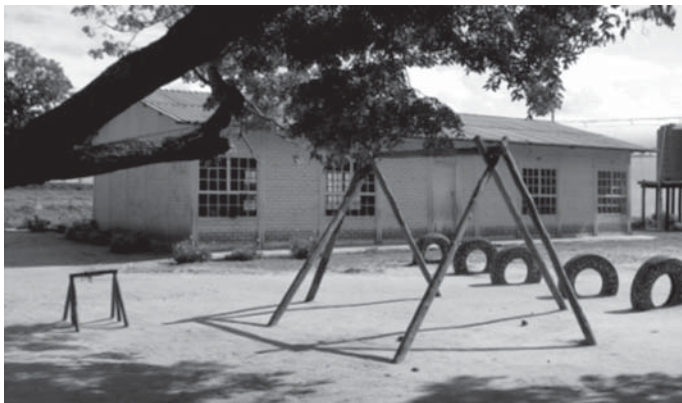
The process of propagation is usually done by women. This technology involves using root hormones, rootstock and the ability to spot the selected flower to come up with the needed rose bush. Many women were sent to propagation courses and received certificates. The growth of the sector saw an increased demand for trained personnel, thereby empowering women. Some of these trained women passed on the information to their parents at home, especially women from rural communities. The fathers started believing in their daughters. When these female cut flower workers pass on the information, they also promote development in their communal areas.

Child labour

Before the Land Reform Programme, the government, in conjunction with other humanitarian organisations, had successfully implemented the NO CHILD LABOR drive in Zimbabwe. In the cut flower industry, it used to be difficult to deal with the child labour issue as the industry is very technical to an extent that it requires mature brains across the growing to packaging stages.

Since the Land Reform Programme, young children are given duties like pushing wheelbarrows and even cutting corrugated cardboard used for wrapping roses and weeding in or around the greenhouse. This is so because the responsible ministries and other workers' institutions do not exercise the random checks on these farms. As a result there is no control of the laws which should be adhered to. Some farmers prefer young children because they do not demand high payouts. The land situation and uncertainty in the sector is unpredictable. Hence, farmers now prefer to hire people who do not demand a lump sum in case their farms are acquired.

Due to the high prevalence of HIV & AIDS related deaths, some of these children are left with no family members to take care of. As a result, they are at the mercy of this situation as they have to look after other family members. Child labour is regarded as cheap labour, since some children abscond from school to go and perform these duties for small amounts of money.



Playground for cut flower farm children



Impact of cut flower production to peasant farmers



Women working on the field

Technology transfer to peasant farmers

[Foto: Women carry heavy burdens]

After modern farming methods were introduced by the cut flower sector, peasant farmers in most areas of the surrounding flower farmers benefited also. These areas include Chiweshe in Mashonaland Central Province, where commercial flower growers helped peasant farmers with drip irrigation system to irrigate their sugar cane plantations. The cut flower farmers provided new ideas and techniques to the Chiweshe Sugar Cane Cooperative.

The cut flower farmers also helped with the introduction of field days. Peasant farmers invited their neighbours, who are cut flower growers, to attend their field days. Thus, peasant farmers became familiar with certain growing conditions. It is through these field days that peasant farmers came to learn of the dangers stated as on the labels of certain chemicals, toxic chemicals and how best to use them. More irrigation schemes were set up in the rural areas funded by non-governmental organisations. Some non-governmental organisations donated farm machinery to the peasant farmers. Due to lack of mechanical expertise, the peasant farmers would rely on the cut flower farmer for services as they did not have suitable workshops. The construction of rooting houses/nurseries for vegetable growing by the peasant farmers was significant enough to reflect a good and sound co-existence between two types of farmers.

In most cases, cut flower and foliage farmers do not require large areas of land for production. Hence, there is no reason for them to not coexist. Instead, there is or has been a solid relationship between the two. This is also due to the fact that the cut flower industry relies on peasant farmers with regards to labour, technology transfer and general preservation of nature. Peasant farmers have used soils for centuries without applying lime. The cut flower growers introduced the application of lime to peasant farmers in order to revitalise the soil.





Women carry heavy burdens

Benefit of available infrastructure

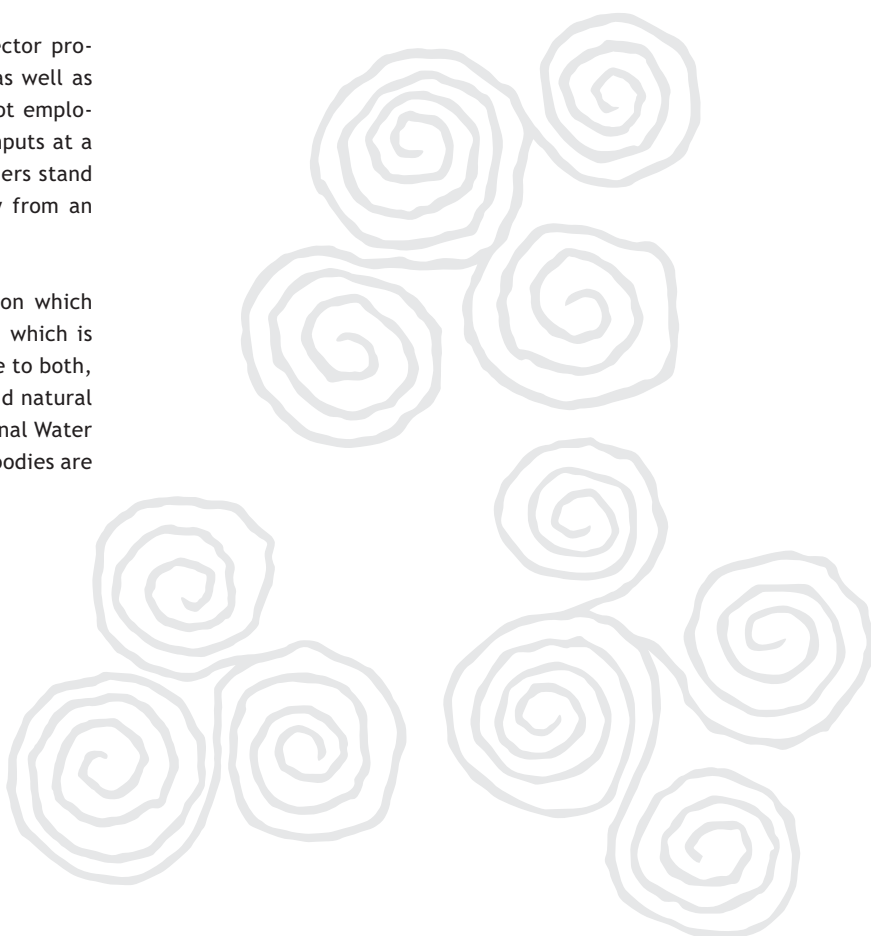
Peasant farmers benefit here as they co-operate with farm workers. Some peasant farmers are employed while at their homes. On some farms, farmers have schools and clinics that peasant farmers and their families are using.

In more remote areas like Inyanga, flower growers do not have large farms. Instead, they have small plots measuring six hectares. On these small pieces of land, it is very difficult for the flower farmers to construct sufficient accommodation for the workers on the project site. As a high powered labour force is required, the farmer will be forced to hire nearby peasant farmers for labour. This scenario helps the two types of farmers to coexist as they depend on each other.

Most peasant farmers are pleased to live nearby flower growing farmers because they benefit from the by-products of flowers. The flower compost is mostly given freely to the peasant by the farmer. These composts are mixed with chicken manure, watered and left to mature for three months. This is the latest compost management done in most cut flower farms. In most of the rural areas, sunhemp has been introduced by cut flower growers to preserve and revitalise soils. Sunhemp is grown as a soil conditioner and is one of the most effective natural ways to enhance soil life as its biological process supplies nutrients to the soil structure at the same time destroying nematodes, usually due to leaching and build up of pesticides and fertilisers residue in the soil. Peasant tomato growers may request to use some of the infrastructure, e.g. rooting houses, and the latest technology.

When the country experiences drought, the cut flower sector provides food security to the families working in the sector as well as providing inputs like fertiliser and seed. Those who are not employed in the sector request the farmer to buy agricultural inputs at a cheaper price for them to use in their fields. Peasant farmers stand to benefit by means of hiring farming equipment cheaply from an established farmer.

Flower growers require timber for greenhouse construction which they grow on their farms in their own plantations. Water, which is drawn from dams and boreholes, is readily available for use to both, the peasant farmer and the flower grower. Use of water and natural resources fall under the jurisdiction of the Zimbabwe National Water Authority (ZINWA) and the Natural Resources Board. These bodies are there to settle disputes between any aggrieved parties.



Environmental impact of cut flower production

Environmental authorities

Considering the Zimbabwe situation with regards to the economic meltdown, it is difficult to predict the future considering the government's failure to administer some of its policies. There are lots of government priorities which are of future benefits, but these are never pursued. A lot of government departments are paralysed due to financial shortfalls. One of these departments is the Environmental Managing Agency (EMA) which falls under the Ministry of Environment and Tourism. The role of this agency is to give permission and manage natural resources, such as plantations or poles for construction for green houses and other structures, e.g. pack houses.

Another parastatal agency is the Department of Natural Resources and Research Services which falls under the Ministry of Agriculture. A divisional department of this agency is wholly responsible for the registration of agrochemicals in Zimbabwe. It is a very important department which controls all the chemicals imported into this country. The department has completely failed to execute its duties and this has seen farmers taking advantage and using or importing some banned and extremely toxic chemicals.

These two governmental agencies, EMA and the Department of Natural Resources and Research, work jointly and closely together in overseeing that all laid down procedures on the protection of nature and overall registration of crop chemicals in general agrochemicals are followed.

These government agencies used to play a pivotal role in protecting our natural resources as well as human beings and citizens. They have been failing to perform their duties due to lack of funding from the government. Also, the most serious contributing factor, the land distribution exercise, must not be forgotten. The two goals of the outreach programme were shelved as far back as 1999. This has severely affected the environment to an extent that most flower farmers are operating uncontrolled.

Use of pesticides

In 2000, Zimbabwe lost most of its trading partners in Europe due to the criticised land redistribution. Most of the companies, which were dealing in agrochemicals and construction in most sectors of the economy, closed or relocated to either Zambia or Kenya, where there was huge business potential available at the time. The Zimbabwean government shifted their business focus from Europe to Asia and introduced the Look East Policy. After the introduction of the Look East Policy Asian business people came from China for agrochemicals and fertilisers, from Russia for construction and from Iran for tractor manufacturing. These countries were invited to come and explore business opportunities. The Asian investments saw either relocation or closure of shops from European companies, such as Syngenta Bayer, as prices of Asian crop chemicals were almost next to nothing compared to products from the European countries.

In the flower industry, farmers use mostly toxic chemicals (pesticides, herbicides and nematicides). All these can severely damage the



Workers fumigating in open fields

soils. This has brought a lot of complaints from buyers in Europe as well as health organisation (WHO) which try and convince farmers to do away with such dangerous chemicals and replace them with nontoxic ones. For example, USAID used to hold seminars at district and provincial levels for farmers and their high ranking workers, upon completion of which participants were awarded certificates of competency. This was done to spread information on the dangers of these chemicals. The participants would then share this information with other workers to improve care for the environment.

Field days are held in Zimbabwe at agricultural institutions to demonstrate how new methods should be used as farmers prepare to phase out methyl bromide, which has been internationally banned in 2005, with a transition period for developing countries until 2015. This is done at institutions such as the Agricultural Research Trust and the Tobacco Research Board.

Most farmers in Zimbabwe are well aware of toxic management systems. To do away with all these dangers, the farmers work together with other supranational organisation with legal power, such as the World Trade Organisation, Management Practice Systems, the Fair-trade Labelling Organisations International (FLO) and the national fair trade organisation Max Harvelaar which operates only in Switzerland, The Netherlands and Belgium. All these organisations are lobbying for proper management of toxic and non toxic chemicals as well as land degradation management so that farmers can sell their flowers for a better price while at the same time considering the welfare of their workers.

Some of the chemicals have come to the country as the government has introduced its Look East Policy. The chemicals are brought in using different Chinese names. For example, the widely used herbicide Paraquat is brought in under a new name. These chemicals work very well for flower farmers and provide instant result to them. They also include the banned D.D. T and methyl bromide.

Many crop chemicals are brought to Zimbabwe for trials before they are released on the market. The country has become a dumping ground for unregistered crop chemicals due to the desperate state of the Zim-



babwean economy. The policy of implemented legislation is never followed. A lot of chemicals on the farms have been brought into the country illegally.

Deforestation

Due to lack of supervision from EMA, all farmers are free to operate anywhere, unregistered and are often also in arrears of their loan repayments. Plantations are being destroyed by flower farm workers for use as firewood and building material. These flower farmers employ a lot of workers but some do not provide electricity. Thus, the farm workers depend on neighbourhood forests or plantations for their day to day needs.

In most areas, tobacco farmers have set up flower production as a cash crop since tobacco is labour intensive and requires a lot of coal or firewood for curing. This has also significantly contributed to deforestation in the country because flower and tobacco farmers cannot afford the price of coal and use firewood as a substitute for coal.

Some of the flower farmers do not have enough money to build brick houses for their workers. This poses a serious threat to the environment because the construction of dagga huts, which use a lot of small poles and clay, means many trees are cut for poles and pits are dug for clay, which are then not filled.

Environmental pollution by open field growing

There are two categories of flower growers in Zimbabwe and these are the rose growers, with flowers grown under green houses, and the open field cut flower growers. The rose growers use the drip system which provides a certain amount of water required per plant. This process leaves no running water wasted everywhere. Rose growers do not pose a huge threat to nature as compared to open field cut flower growers which are also commonly known as summer flower growers. These growers seriously affect nature and the environment due to the general application of chemicals which is usually carried out after irrigation. Most of the open fields where the flowers are grown are swampy areas where water is collected for a longer period and eventually mixed up with the chemical sprayed. Most birds and rabbits that survive from these swampy areas die after drinking the water. There are other chemicals such as Temik and Tamaron which are systemic and are applied by depositing the chemical to a plant



Open field growing

awaiting its uptake. During the rainy season most of the thus deposited chemicals are washed away downstream killing fish and other aquatic life.

Health risks for cut flower workers

Due to economic hardships farm workers feed on dead fish and small birds like guinea fowls killed by these chemicals and at times they even steal the chemicals to kill fish for consumption which obviously is hazardous for their health. Temik is a Bayer-registered chemical that controls nematodes in flowers. It is a systemic nematicide which is applied annually to plants (roses and summer flowers). According to the latest Bayer South Africa report, Temik is responsible for nearly all suicidal deaths taking place on the farms. This is a true reflection that cut flower farmers are failing to safeguard these chemicals and protect human lives.

For the past 12 years, farmers have called on the Ministry of Health and Child Welfare to provide a facility where workers who regularly work with chemicals are tested on an annual basis. Such a facility still does not exist, despite regular assurances that it will be established.

Impact of the environment by former cut flower workers

Cut flower farmers have not been spared by the prevailing economic hardships in the country and thus they are not operating at full scale capacity. Most of the land that should have been put to productive use is now lying idle due to lack of resources. This situation has to a large extent promoted land degradation through deforestation, burning of grass, land excavation and the consequences of global warming.

Some of the farmers are illegally selling pit sand and EMA, which manages the natural resources, has failed to curb this exercise. In provinces with gold deposits, huge unfilled trenches are left posing a threat to humans and animals. Flower farmers are desperately and eagerly waiting for resources that may come their way to re-employ their former workers and save the environment and also to create new employment and shift the focus from environmental degradation to normal human life and training on how to live with nature. Help is required urgently to save human life and nature.

Burning of grass

Most of the cut flower farmers burn grass in the idle fields as a way of clearing. This has a negative impact in that the top soil which contains most nutrients is burnt and nutrients needed for plants are lost. Burning also upsets the balance of the ecosystem as micro-biological organisms, e.g. termites, bacteria, worms etc., are destroyed. These organisms are important because they burrow in the soil providing a good soil structure. Some bacteria are responsible for fixing nitrogen in the soil (nitrogen fixing bacteria). Burning grass also promotes soil erosion since the soil cover will be removed; and loosening of the soil also depletes the water retention capacity of the soil.

Global warming

Deforestation and burning of grass will eventually lead to global warming effects. Reduction of plant cover reduces photosynthesis; this will in turn lead to raised carbon dioxide levels in the atmosphere. Carbon dioxide reacts with ozone in a series of photo chemical reactions depleting the ozone layer.



Water reservoir of a flower farm

Certification schemes in Zimbabwe

In Zimbabwe, cut flower growers were not spared from the international certification drive as it is a force of industrial countries to which cash crops are exported. Over the years, this has pushed growers to review their sector by looking at their business operations, products and market segments. At international annual congresses or floricultural/horticultural trade shows where growers, buyers and consumer organisations meet, certifying organisations in areas of improvement like quality, range logistics and services feature predominantly. These organisations are engaged in making crops and their ways of production more transparent for the consumers. The introduction of certificates contributed immensely to the Zimbabwean sales volumes that brought huge demand from buyers from Europe.

Global Good Agricultural Practice (GAP)

This organisation offers training programmes in strategic analysis to improve company management prior to approval and certification. This provides the farmers with a package that will benefit them in the long term. With regard to returns, the farmer will benefit through fair price for the product supplied with higher quality. The practice has been adopted in the cut flower sector and it gives the flower farmers strength in decision making processes in this business.

A survey report conducted by the Horticulture Promotion Council reflects that not all farmers qualify for this project. Intensive visits to the farms revealed that only a third of the remaining flower farmers have and are still working within the required standards of GAP.

Management Practice Systems

This system is similar to the one mentioned above, specifically for flower farmers in Zimbabwe. The main thrust is to promote good management practices on the farms in regard to human, environmental and chemical management. The stipulated conditions are strictly adhered to with respect to nature.

Hopitt Farm, one of the farms visited, is working according to the regulations of Global GAP and Management Practice Systems. It is difficult to establish as to how many growers are still operating according to this system. With the remaining scattered growers, who are not easily accessible due to the land reform programme, it is difficult to ascertain whether Management Practice Systems are practiced in Zimbabwe considering the difficulties in the sector and the lack of support from organisations such as the Department of Natural Research.

Fair Trade

FLO-Cert, the certifying company for Fairtrade Labelling Organisations International (FLO), had certified six Zimbabwean flower farms at the time of the study. Those include A.R. Borlase, Bevking, Lospen Farming, Luxaflor Roses, Sheena Flowers and Valley Growers⁴. Due to geographical distances, the research team could not visit them.

⁴ www.flo-cert.net [access 17/12/2009]



Kunzwana Women's Association projects

Farmers are working on a shoe string budget as there is fear among the farming community. Most farmers would prefer to service the loan rather than looking after the welfare of their employees because if the farm is taken the farmer stands to lose a lot. This is a difficult situation for the farmer and as a result, the farm workers need support from organisations like the Kunzwana Women's Association, which is currently running various programmes on farms and helping farm workers exposed to the harsh economic situation and who have no land to grow their own food or to reside on. Below are presented four projects that can be taken on by the retrenched flower workers.

Seedlings project

It is widely encouraged to plant trees to counteract the uncontrolled deforestation rate in Zimbabwe caused by the land reform and the eventual lawlessness in the country. Many non-governmental organisations are lobbying for reforestation. However, obtaining the plants is a problem. Women organisation may approach international NGOs on behalf of the disadvantaged cut flower workers and present a nursery project proposal. The women may start with gum pole plantation seedlings and develop into other indigenous and fruit tree seedlings.

Horticulture projects

Most of the women have horticultural experience and may use this advantage for horticulture growing industries like market gardening using existing rooting houses on the farms. They could grow peas, serenade chillies for export, and passion fruit. Some may be even venture into crops like tomatoes and potatoes for the local market. The local market, through vigorous marketing research, would benefit and empower these women forever.

Cultivation of rootstocks

In the propagation of roses, the widely used plant stems are called rootstocks. Most of these rootstocks are imported from Zambia and they are widely used by cut flower breeders. The empowered women could grow these plants for local market and surplus could be exported to other countries like Kenya, Ethiopia, Uganda and South Africa. This crop is not at all labour or capital intensive. Compared to market gardening yields and returns are high. Not a lot of input is required. A small family of four can manage one hectare of land successfully.

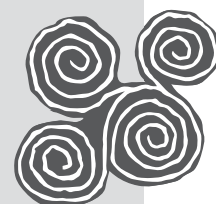
Cluster farming development

With this type of development, workers are encouraged to form groups which are then funded to grow certain crops that they were specialising in before they lost their jobs. This development would considerably empower women who constituted a large percentage of employees in the cut flower sector. These projects could start as open field flower growing which does not require greenhouses. This is to try and create employment and empower them in the field they know best.



Members of the Export Flower Growers Association of Zimbabwe

Farm Name	Address	District	Group
Afeuro (Pvt) Ltd	Box CH 807, Chisipite	Harare	Consultant
Agricura	P.O Box 2742	Harare	Grower
Ashley Gardens	1945 Simbarashe Road New Malborough	Harare	Breeder
Bilabong of Forest Ra	Box 177	Marondera	Grower
Brooke Flowers	P.O. Box BW 1658 Borrowdale	Harare	Grower/Mkt Agent
Claremount Estates	P.O Box 33	Juliusdale	Grower /Prog
Deven and Serena Patel	46 Eastcoast Road	Harare	Other
Doption Farming (pvt)	P.O Box 231	Gweru	Grower
Drayscot farm	P.O Box AP Airport	Harare	Grower
E.C Mickle (Pvt) Ltd	P.O Box 60 Penhalonga	Penhalonga	Grower
Elbtree	P.O Box 6	Darwendale	Grower
Farm Name	Address	District	Group
Flora Holland	18A Wakefield Road	Harare	Grower
Flower Path Trad	P.O. Box 210 Glendale	Glendale	Grower
Frascati Flora	P.O.Box HG 195 Highlands	Harare	Grower/ Progator
Fresh Cut Direct	P O Box BW 1410 Borrowdale	Harare	Marketing Agent
Freshsense	P.O.Box 6899	Harare	Mkt/Agent
Gombola	P.O Box 555	Marondera	Grower
Helen's Florists	P O Box 541 Westgate	Harare	Grower
Highland fruit land (Pvt Ltd)	P.O. Box 3462 Paulinton	Mutare	Grower
Highlands Flowers	P O Box RV 39 Runiville	Harare	Marketing Agent
Hillside Farm	P O Box 968	Gweru	Grower
Hopitt P/L	P.O. Box 39	Ruwa	Grower
Horizons	Box MP 102 Mt Pleasant	Harare	Marketing Agent
I.J Cremer	Box 115	Chegutu	Grower
Joshua M. Nkomo	160-10 ST Makokoba	Bulawayo	Hort/Lectu
Kent Estates	P.O Box 149	Norton	Grower
Kozani Resources P/L	P.O Box 300 Mt Pleasant	Harare	Grower
Kwaedza Farm	Box 1576	Harare	Grower
Lanichi (Pvt) Ltd	18 Wangunui Ave, Meyrick Park	Harare	Marketing Agent
Little Flower Enter	P.O.Box 90	Ruwa	Grower
Luxaflor Roses	Box 29	Concession	Grower
Nearside Trading	83 Orange Grove Drive, Highlands	Harare	Grower
New Blooms P/L	P.O. Box AP 3 Airport	Harare	Grower
Oldburry	P.O. Box MP 677Mt Pleasant	Harare	Speedling/Progator
Princess Pecans (pvt)ltd	Box 1611	Gweru	Grower
Protea Valley Pot Ltd	P.O Box HG244 Highlands	Harare	Grower
R. M Flanagan P/L	P.O Box 281 Chinhoyi	Chinhoyi	Grower
R..G Pascoe (Pvt)	P O Box CH 246 Chisipite	Harare	Grower
Rem Flora	361 Morgan Road Killiarney	Bulawayo	Grower/ Prop/Breeder
Rodel	Box 35 Juliusdale	Juliusdale	Grower
Romanny Flowers	P O Box 215 Ruwa	Harare	Grower
Rosanna P/L	P.O.Box BW 621 Borrowdale	Harare	Grower /Progator
Rufaro farm	Box 2 Bromley	Bromley	Grower
Sandvik (Pvt) Ltd	P O Box 1141	Harare	Supplier
Schinkel Roses	Box WGT 140 Westgate	Harare	Grower
Steadbury Farming	14183 Gunhill Avenue Gunhill	Harare	Grower
Strathmore Estate	Jenkinson Road Chisipiti	Harare	Grower
Strelizita Exports	Box 2201	Harare	Grower
Sunset Flowers	Box 790	Marondera	Grower
Terera	59 Hundhead Ave, Chisipite	Harare	Grower
Three Sisters Farm	5331 Hambakubva Circle, New Tafara	Mvurwi	Grower
Tsanga Flora P/L	Box 5 Troutbeck	Troutbeck	Grower
Tuscany House	P.O Box CH 98 Chisipiti	Harare	Grower
W. Kordes Sonne	P.O. Box BW 1283 Borrowdale	Harare	Grower
West Enton Estates Estate	P.O Box 36	Trelawnley	Grower
Yakora Enterprises	6 Alexandra Road Highlands	Harare	Grower
Zelbari Farm Investments	P O Box 34 Trelawney	Trelawney	Grower
Zenclair Invest	Box CY674 Causeway	Harare	Grower
Zimflex P/L	Box AP 170 Airport	Harare	Mkt/Agent
Zimflora P/L	BOX 3168 Paulinton	Mutare	Mkt/Agent



Fair Flowers - for Human Rights



The study at hand is part of the international campaign "Fair Flowers - for Human Rights" which is coordinated by FIAN Germany. The campaign is formed by eight non-governmental organisations in four European and two African countries. They strive to increase the share of flower plantations which follow the International Code of Conduct on Socially and Environmentally Responsible Flower Production (ICC) by 15 percent until end of 2011. To reach this aim, the partner organisations carry out awareness raising on human rights violations in the flower sector in Austria, Belgium, Germany, and the Czech Republic. Consumers, flower traders, church parishes and local authorities are advised on how they can support the implementation of internationally recognised labour standards and environmental protection in the flower sector. Alternatives are available on the market: the labels Flower Label Program (FLP) and Fairtrade certify flower farms on the base of the ICC and thus guarantee that workers are not exploited and the environment is protected. The web address of the campaign is:

www.flowers-for-human-rights.org

As part of the campaign, FIAN raises awareness on the relationship between consumer and violations of the right to food of agricultural workers. During seminars, trade fairs and public events, FIAN informs consumers, flower traders and local authorities on how they can contribute to the implementation of the right to food. FIAN provides various materials in this regard which can be used by multipliers. You can order from FIAN Germany:

Movie: Floral greetings from the equator

The movie gives an insight in workers rights violations and environmental pollution by the flower industry in Ecuador and Kenya. Furthermore, the certifying organisation Flower Label Program (FLP) and its work to guarantee workers' rights and environmental protection are presented. DVD, 25 min.

Leaflet: Fair Flowers - for human rights

A short introduction into workers rights violations and environmental pollution by the flower industry and opportunities for consumers to support the Fair Flowers campaign.



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