

Organizational structure and personnel:

Directors of company are directly involved in the operations of the company.

Triple F main focus is on the export of fresh frozen goat and lamb meat and fresh and dried or cured agricultural farm produce (fruits & Vegetables).

Our target export markets are the Middle East and Asian region and Seychelles but will also value-add and sell in the local Kenyan market.

The company is an equal-opportunity employer with 50% gender representation.

Triple F to be a popular brand in the export of quality, affordable and value-added agricultural food products.

To create a niche market, Triple F is organizing to open a fruit and vegetable drying center using geothermal heat exchange to improve the quality and shelf life of farm products.



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Fresh Fru Flow Kenya Limited



Export Of Quality, Affordable And Value-added Agricultural Food Products.





EXECUTIVE SUMMARY:

- Fresh Fru-Flow (K) Ltd (Triple F) is a Kenyan registered company which has been operational since 2018. Its main office is located at Wanandegge Plaza, Off North Airport Road, Embakasi, Nairobi.

Triple F main focus is on the export of fresh frozen goat and lamb meat and fresh and dried or cured agricultural farm produce (fruits & Vegetables).

Our target export markets are the Middle East and Asian region and Seychelles but will also value-add and sell in the local Kenyan market.



- We have also partnered and collaborating with other players in the market through binding MOUs to help service orders, fulfill customers satisfaction, expand networks and do more.

To create a niche market, *Triple F* is organizing to open a fruit and vegetable drying center using geothermal heat exchange to improve the quality and shelf life of farm products.

- **VISION - where we are going:**

Become a leading exporter in the fresh-frozen meat business and in the export of fresh and dried/cured fruits and vegetable.

- **MISSION - why we are existing:**

Add value to perishable farmer's produce through drying and curing and make significant contribution in reducing post-harvest losses thereby improving food security, improving economic livelihood and reduction of poverty among small-scale agriculture and livestock farmers.



MISSION STATEMENT:

Triple F to be a popular brand in the export of quality, affordable and value-added agricultural food products.

DIVERSIFICATION:

Increase drying & curing of products and packing among others:

Mangoes, onions, garlic, ginger, bananas, potatoes, Marine fish (steak).

But many other agricultural crops can be dried, cured and packaged.

- **COMPETITION:**

The existing suppliers are only meeting less than 30% of demand in fresh meat and fresh fruits and vegetables.

Few firms are involved in dried foods market and only to a limited extent due to strict food safety standards which excludes traditional sun-drying methods.

Our use of geothermal heat energy exchange will be a game-changer and leverage to penetrate the market more effectively and efficiently.

