

## FOR IMMEDIATE RELEASE

### **KOAN and Greenspoon Supermarket join forces to promote Certified Organic Products in Kenya.**

Nairobi, 9th June 2023

The Kenya Organic Agriculture Network (KOAN) is thrilled to announce its collaboration with Greenspoon Supermarket, a leading retail chain committed to promoting organic practices. As part of this partnership, KOAN is delighted to offer a generous 10% discount on all Kilimohai Organic certified products available at Greenspoon.

Greenspoon Supermarket has demonstrated its dedication to supporting organic practices by actively seeking partnerships with certified farms and processors. By forging alliances with certified suppliers, Greenspoon is providing a valuable opportunity not only for the farmers they certify but also for interested stakeholders in the organic industry.

To facilitate this process, KOAN kindly requests the support of its stakeholders in providing a comprehensive list of certified farms, including their contact details and the dates of their most recent certification audits. This collaborative effort with Greenspoon aims to strengthen the Kilimohai certification process while encouraging more farms and processors in Kenya to pursue organic certification.

Additionally, KOAN seeks assistance in connecting with farms that hold certifications under other renowned organic standards such as USDA Organic, National Organic Program (NOP), European Union (EU) organic certification, Japanese Agricultural Organic Standard (JAS), or China Organic Standards. Your support in facilitating these connections would be greatly appreciated.

To streamline the process, KOAN kindly requests stakeholders to share their contact information with their certified farms. This direct communication will enable KOAN's team to provide further details about the partnership and guide them on becoming suppliers for Greenspoon Supermarket.

"We are excited about this opportunity to strengthen Kilimohai Organic certification and expand the presence of certified organic products in Kenya," said Martin Njoroge, Programmes Officer at KOAN. "The collaboration and support of our stakeholders is integral in achieving our shared goals."

KOAN looks forward to working hand in hand with Greenspoon Supermarket and its stakeholders to create a positive and lasting impact on the organic industry in Kenya.

For any inquiries or additional information, please contact Martin Njoroge, via email [martin@koan.co.ke](mailto:martin@koan.co.ke) and Cc. [info@koan.co.ke](mailto:info@koan.co.ke)

#### **About KOAN:**



Kenya Organic Agriculture Network (KOAN) is a national business membership organisation in organic agriculture. KOAN was formed to coordinate, facilitate and provide leadership and professional services to all members and other stakeholders in the organic agriculture industry in Kenya.

[www.koan.co.ke](http://www.koan.co.ke)

**About Kilimohai Organic:**

Kilimohai Organic is the leading certification label for organic products in Kenya. With a strong commitment to promoting sustainable agriculture and supporting organic farmers, Kilimohai Organic plays a crucial role in ensuring the integrity and authenticity of organic products in the market.

[www.kilimohaikenya.org](http://www.kilimohaikenya.org)

**About Greenspoon Supermarket:**

Greenspoon Supermarket is a renowned retail chain dedicated to offering a wide range of high-quality organic products. With a focus on supporting organic practices and collaborating with certified farms and processors, Greenspoon aims to provide customers with a reliable source of organic and sustainable products.

<https://greenspoon.co.ke>

**Note to editors:**

High-resolution images and further information are available upon request.