



National  
**MACADAMIA**  
Conference **2025**

**4<sup>th</sup> - 6<sup>th</sup> June 2025**  
**Embu University, Kenya**

***Theme:**  
Empowering Kenya's macadamia industry through  
collaborations for enhanced value and sustainability.*

**PROGRAM**

Day 1

## 4<sup>TH</sup> JUNE 2025: OPENING CEREMONY, INDUSTRY OVERVIEW AND PRODUCTION

Time	Activity/Topic	Moderator
8:00 - 8:30 A.M.	Delegates Arrival, Registration	Secretariat
8:30 - 11:00 A.M.	<p><b>Entertainment and Documentary</b></p> <p><b>Guided Exhibition Tour</b></p> <p><b>Opening Ceremony</b></p> <p><b>Welcoming Remarks:</b></p> <p><b>Prof. Daniel Mugendi Njiru, Ph.D., EBS.</b> - Vice Chancellor Embu University</p> <p><b>DR. Bruno Linyiru OGW</b> - Director General, Agriculture and Food Authority.</p> <p><b>Hon Cornelly Serem</b> - Chairman, Agriculture and Food Authority.</p> <p><b>Hon. Cecily Mbarire, EGH</b> - Governor, Embu County</p> <p><b>Dr. Paul Kiprono Ronoh</b> - PS Agriculture &amp; Livestock Development</p> <p><b>Hon. Mutahi Kagwe, EGH</b> - CS Agriculture &amp; Livestock Development</p> <p><b>Address by the Chief Guest</b></p> <p><b>Prof. Kithure Kindiki</b> - Deputy President of the Republic of Kenya</p> <p><b>Award to the founders of Macadamia Industry in Kenya - Pius Ngugi (Kenya Nut Company), Peter Munga (Equatorial Nuts Company).</b></p>	<p>MC</p> <p><b>Ms. Anne Gikonyo</b> -Director Nuts and Oil Crops Directorate (AFA)</p>
11:00 - 11:30 A.M.	Health Break / Networking / Exhibition	
11:30-1:00 P.M.	<p><b>Session1: Status of the macadamia industry</b></p> <p>The Kenyan Perspective</p> <p><b>Mr. Frank Omondi</b> - Director Grow Fairly Limited</p> <p>The Global Perspective</p> <p><b>Mr. Larry McHugh</b> - Chairman World Macadamia Organisation (WMO)</p>	MC
1:00 - 2:00 P.M.	Lunch Break	
2:15 - 4:00 P.M.	<p><b>Session 2: Enhancing macadamia production and quality improvement</b></p> <p><b>Topic:</b> Towards sustainable and competitive farming</p> <p><b>Speaker: Mr. James Wachihi</b> - CEC, Agriculture, Nyeri County and Agriculture CECs Caucus Chair</p> <p><b>Session Panelists:</b></p> <p><b>Mr. John Ndwigwa Nyaga</b> - CEC Agriculture, Embu County</p> <p><b>Mr. Anthony Nyaga</b> - Research Officer, KALRO, Kandara</p> <p><b>Mr. Mathias Muinde</b> - General Manager, Macadamia Operations, Kakuzi PLC</p> <p><b>Mr. Gitonga Gathua</b> - Chairman ,Mt. Kenya Macadamia Co-operative Society</p> <p><b>Stefen Spaniel (Kreyenberg)</b> - Pasteurization Equipment Producer</p>	<b>Ms. Lily Langat</b> - Deputy Director, Technical Advisory Services (AFA)
4:00 P.M.	Closing Remarks / Health Break / Close of Day 1	MC

## 5<sup>TH</sup> JUNE 2025

### MARKET ACCESS, COMPLIANCE AND SUSTAINABILITY

Time	Activity/Topic	Moderator
8:30 - 9:00 A.M.	Recap of Day 1	MC
9:00 - 10:30 A.M.	<p><b>Session 3: Strategies to improve market access</b></p> <p><b>Topic:</b> Building competitive and sustainable markets for macadamia products</p> <p><b>Speaker: Mr. Joseph Mulupi</b> - Consultant, Center for the Promotion of Imports (CBI), Netherlands Ministry of foreign Affairs</p> <p><b>Speaker: Ms. Linh Jiang</b> - Tradin Organic</p> <p><b>Session Panelists:</b>  <b>Ms. Jane Maigua</b> - Chairperson Macadamia nuts Processor Association (MACNUT)  <b>Mr. Aleksandar Jovanovic</b> - Development Consultant, Center for the Promotion of Imports (CBI)  <b>Ms. Floice Mukabana</b> - Chief Executive Officer, Kenya Exports Promotion and branding Agency (KEPROBA)</p>	Maximilian Schulz, <b>CBI</b>
10:30 - 11:00 A.M.	Health Break / Networking / Exhibition	
11:00 - 12:45 P.M.	<p><b>Session 4: Regulatory, compliance &amp; trade policies</b></p> <p><b>Topic:</b> Aligning industry standards with global trade requirements</p> <p><b>Speaker: Mr. Vincent Chirchir</b> - Regulations and Compliance Manager, Agriculture and Food Authority (AFA)</p> <p><b>Session Panelists:</b>  <b>Mr. John Kabue</b> - Acting Head of the Department for Quality Assurance, Kenya Bureau of Standards (KEBS)  <b>Mr. Erick Were</b> - Plant inspector at Kenya Plant Health Inspectorate Service (KEPHIS)  <b>Mr. Njue Njagi</b> - County Executive Committee Member (CEC) Agriculture, Tharaka Nithi County</p>	<p><b>Mr. David Waithaka</b>  - Quality Assurance Manager, Kenya Nut Company Ltd.</p>
12:45 - 2:00 P.M.	Lunch Break	
2:00 - 4:00 P.M.	<p><b>Session 5: Climate resilience &amp; sustainability in macadamia farming</b></p> <p><b>Topic:</b> Adapting to climate change for long-term growth</p> <p><b>Speaker: Prof. Thuita Thenya</b> - Director, Wangari Mathai Institute of Peace and Environmental Studies (UON)</p> <p><b>Session Panelists:</b>  <b>Dr. Pacifica F. Achieng Ogola</b> - Director, Ministry of Environment, Climate Change and Forestry  <b>Mr. Peter Wangara</b> - Project Manager, LIMBUA Deutschland GmbH / LIMBUA Group Limited  <b>Dr. Rebecca Yegon</b> - Chair, Department Of Water And Agricultural Resource Management Embu University</p>	<p><b>Mr. Victor Ndiege</b> - Director, Kenya Climate Ventures Limited</p>

Day 3

## 6<sup>TH</sup> JUNE 2025 INCLUSIVE INDUSTRY GROWTH AND THE CLOSING CEREMONY

Time	Activity/Topic	Moderator
8:30 - 9:00 A.M.	Recap of Day 2	MC
9:00 - 10:00 P.M.	<p><b>Session 6: Financing investments in the macadamia Value Chain</b>  <b>Topic:</b> Unlocking macadamia industry growth through financial support</p> <p><b>Speaker: Ms. Nancy Cheruiyot</b> - Managing Trustee and CEO at Commodities Fund-Kenya</p> <p><b>Session Panelists</b>  <b>Mr. Mwiti Kobia</b> - Managing Director Nutri Nuts Ltd            East Africa Venture Capitalist            Kenya Development Corporation  <b>Mr. Joackim Kimani Ngere</b> - Finance Manager Nawiri SACCO            Embu  <b>Esther Mbithe</b> - Officer of Business Development in Africa,            Root Capital  <b>Mr. Juma Nyateko</b> - Equity Bank Agricultural Specialist.</p>	<b>Lisa Muriuki</b> - Afrimac Nuts Ltd
10:30 - 11:00 A.M.	Health Break / Networking / Exhibition	All Participants
11:00 - 1:00 P.M.	<p><b>Session 7: Youth &amp; women in macadamia industry</b>  <b>Topic:</b> Empowering the Next Generation of Agripreneurs  <b>Speaker: Ms. Charity Ndegwa</b> - Director of Operations Exotic EPZ Limited</p> <p><b>Panelists:</b>  <b>Mr. David Gitonga Maina</b> - Chief Executive Officer and Founder, Edited Facta Nuts and Fruits Ltd  <b>Ms. Jacinta Ngwiri</b> - Ministry of Agriculture Project coordinator, Empowering Novel Agribusiness-Led Employment (ENABLE) Youth Kenya Program  <b>Pauline Wamuyu</b> - Macadamia Young Farmer</p>	<b>Ms. Rose Rono</b> Trade Smart Consult Ltd for CBI
1:30 - 2:00 P.M.	Lunch Break	
2:00 - 3:30 P.M.	Strategic growth roadmap for the macadamia industry	<b>Lily Langat</b>
3:30 - 4:00 P.M.	Closing ceremony	
4:00 - 4:30 P.M.	<b>Closing Remarks</b>	<b>Director General AFA</b>



Agriculture and Food Authority (AFA) is a State Corporation in the Ministry of Agriculture, Livestock, Fisheries and Cooperatives established to regulate, develop and promote the Scheduled Crops value chains Kenya.

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