



## NATIONAL MACADAMIA CONFERENCE

21<sup>st</sup> – 23<sup>rd</sup> May 2025

Embu University, Kenya

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

### PROGRAM

#### Day 1 – 21<sup>st</sup> May 2025: Opening ceremony and industry overview

Time	Activity/Topic	Moderator
8:00 - 8:30 A.M.	Delegates Arrival, Registration & Networking	Secretariat
8:30 – 11:00 A.M.	<b>Opening Ceremony and Entertainment</b> <b>Welcoming Remarks:</b> <ul style="list-style-type: none"> <li>• <b>Prof. Daniel Mugendi Njiru, Ph.D., EBS.</b> – Vice Chancellor Embu University</li> <li>• <b>DR. Bruno Linyiru, OGW</b> – Director General, Agriculture and Food Authority.</li> <li>• <b>Hon Cornelly Serem</b> – Chairman, Agriculture and Food Authority.</li> <li>• <b>Hon. Cecily Mbarire, EGH</b> – Governor, Embu County</li> </ul> <b>Address by the Chief Guest</b> <ul style="list-style-type: none"> <li>• <b>Prof. Kithure Kindiki</b> – Deputy President of the Republic of Kenya</li> </ul>	MC  <b>Ms. Anne Gikonyo</b> - Director Nuts and Oil Crops Directorate (AFA)
11:00 - 11:30 A.M.	Health Break / Networking / Exhibition	
11:30 – 1:00 P.M.	<b>Session1: Status of the macadamia industry</b> The Kenyan Perspective <ul style="list-style-type: none"> <li>• <b>Mr. Johnson Muhara</b> – Afrimac Nut Company Limited</li> </ul> The Global Perspective WMO <ul style="list-style-type: none"> <li>• <b>Mr. Larry McHugh</b> – Chief Executive Officer World Macadamia Organisation (WMO)</li> </ul>	MC
1:00 - 2:00 P.M.	Lunch Break	

2:15 – 4:00 P.M.	<b>Session2: Enhancing macadamia production and quality</b>  <b>Topic:</b> Towards Sustainable and Competitive Farming  <b>Speaker: Mr. James Wachihi</b> – CEC, Agriculture, Nyeri County and Agriculture CECs Caucus Chair  <b>Session Panelists:</b> <ul style="list-style-type: none"> <li>• <b>Mr. John Ndwiga Nyaga</b> – CEC Agriculture, Embu County</li> <li>• <b>Mr. Anthony Nyaga</b> – Research Officer, KALRO, Kandara</li> <li>• <b>Mr. Mathias Muinde</b> – General Manager, Kakuzi PLC</li> <li>• <b>Mr. Gitonga Gathua</b> – Mt. Kenya, Macadamia Farmer</li> </ul>	<b>Ms. Lily Langat</b> - Deputy Director, Technical Advisory Services(AFA)
4:00 P.M.	Closing Remarks / Health Break / Close of Day 1	

## Day 2 – 22nd May 2025

### Market Access, Compliance and Sustainability

Time	Activity/Topic	Moderator
8:30 - 9:00 A.M.	Opening Session & Recap of Day 1	MC
9:00 – 10:30 A.M.	<b>Session 3: Strategies For Market Access</b>  <b>Topic:</b> Building Competitive and Sustainable Markets for Macadamia Products  <b>Speaker: Mr. Joseph Mulupi</b> - Consultant, Center for the Promotion of Imports (CBI)  <b>Session Panelists:</b> <ul style="list-style-type: none"> <li>• <b>Ms. Jane Maigua</b> - Chairperson Macadamia nuts Processor Association (MACNUT)</li> <li>• <b>Mr. Aleksandar Jovanovic</b> - Development Consultant, Center for the Promotion of Imports (CBI)</li> <li>• <b>Ms. Floice Mukabana</b> – Chief Executive Officer, Kenya Exports Promotion and branding Agency(KEPROBA)</li> </ul>	<b>Mr. Charles Muigai</b> - Director, World Macadamia organization (WMO)
10:30 - 11:00 A.M.	Health Break / Networking / Exhibition	
11:00 – 12:45 P.M.	<b>Session 4: Regulatory Compliance &amp; Trade Policies</b>  <b>Topic:</b> Aligning Industry Standards with Global Trade Requirements	<b>Mr. David Waithaka</b> – Quality Assurance

	<p><b>Speaker: Mr. Vincent Chirchir</b> – Regulations and Compliance Manager, Agriculture and Food Authority (AFA)</p> <p><b>Session Panelists:</b></p> <ul style="list-style-type: none"> <li>• <b>Mr. John Kabue</b> - Acting Head of the Department for Quality Assurance, Kenya Bureau of Standards (KEBS)</li> <li>• <b>Mr. Erick Were</b> - Plant inspector at Kenya Plant Health Inspectorate Service (KEPHIS)</li> <li>• <b>Mr. Njue Njagi</b> - County Executive Committee Member (CEC) Agriculture, Tharaka Nithi County</li> </ul>	Manager, Kenya Nut Company Ltd.
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></p> <ul style="list-style-type: none"> <li>• <b>Dr. Pacifica F. Achieng Ogola</b> – Director, Ministry of Environment, Climate Change and Forestry</li> <li>• <b>Mr. Peter Wangara</b> – Project Manager, LIMBUA Deutschland GmbH / LIMBUA Group Limited</li> <li>• <b>Dr. Rebecca Yegon</b> – Chair. Department of water and agricultural resource management Embu University</li> </ul>	<b>Mr. Victor Ndiege</b> – Director, Kenya Climate Ventures Limited
4:00 P.M.	Break / Preparation for Cocktail Session	All Delegates
6:00 - 8:30 P.M.	<p><b>Cocktail &amp; Networking Session</b></p> <p>6:00–8:30 P.M. Networking</p> <p><b>Close of Day 2</b></p>	

## Day 3 – 23rd May 2025

### Inclusive industry growth and the closing ceremony

Time	Activity/Topic	Moderator
8:30 - 9:00 A.M.	Opening Session & Recap of Day 2	MC
9:00 – 10:00 A.M.	<p><b>Session 6: Financing investments in macadamia Value Chain</b></p> <p><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></p> <ul style="list-style-type: none"> <li>• <b>Mr. Joackim Kimani Ngere</b> – Finance Manager Nawiri SACCO Embu</li> <li>• <b>Ms. Caroline Koech</b> - Officer of Business Development in Africa, Root Capital</li> <li>• <b>Ms. Debora Sitati</b> – Administrator, Onja Uone Ltd</li> </ul>	<p><b>Mr. Isaac Waititu</b> General Manager Afrimac Nut Company</p>
10:30 - 11:00 A.M.	Health Break / Networking / Exhibition	All Participants
11:00 – 12:30 P.M.	<p><b>Session 7: Youth &amp; women in macadamia industry</b></p> <p><b>Topic:</b> Empowering the Next Generation of Agripreneurs</p> <p><b>Speaker: Ms. Charity Ndegwa</b> – Director of Operations Exotic EPZ Limited</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• <b>Mr. David Gitonga Maina</b> – Chief Executive Officer and Founder, Edited Facta Nuts and Fruits Ltd</li> <li>• <b>Mr. John Mwirigi</b> – Director, Superfine Africa Nuts</li> <li>• <b>Ms. Jacinta Ngwiri</b> – Project coordinator, Empowering Novel Agribusiness-Led Employment (ENABLE) Youth Kenya Program</li> <li>• Macadamia Youth Farmer</li> </ul>	<p><b>Ms. Rose Rono</b> Trade smart Consult Ltd for CBI</p>
12:30 - 1:15 P.M.	Strategic growth roadmap for the macadamia industry	Innocent Masira

1:15 – 1:45 P.M.	Industry Performance Awards	Lily Langat
1:45 – 2:00 P.M.	Conference Closing Remarks	<b>Director General AFA</b>
2:00 – 3:00 P.M.	Lunch Break	All Delegates