



# COMPANY PROFILE



## WHO WE ARE?

**SafeLeaf Growers**, established in 2018 and headquartered in Nairobi, Kenya, is a dynamic agricultural enterprise dedicated to transforming the fresh produce and floriculture sectors. With a strong emphasis on food safety, quality assurance, and sustainability, we've become a trusted partner for premium retailers, food service outlets, and wholesale distributors around the world





## OUR VERTICALLY INTEGRATED FARMS

At the heart of our operations are two fully owned farms:

- **SafeLeaf Veg Farm** – a dedicated production hub for nutrient-rich vegetables, produced under strict safety protocols and meticulous cultivation standards.
- **SafeLeaf Flower Farm** – a specialized floriculture estate producing vibrant, high-grade blooms destined for global floral markets.

Through complete vertical integration, we manage every stage of the supply chain—from plot selection and seed sourcing to field management, harvest, post-harvest handling, value-added processing, and distribution. This hands-on approach empowers us to maintain traceability, safeguard quality, and build trust in every shipment.





## WHAT IS OUR MISSION & VISION?

Driven by a passion for innovation, sustainability, and excellence, SafeLeaf aims to redefine agriculture in Kenya. Our mission is to deliver fresh, nutritious, and safe produce including flowers while maintaining a reliable supply chain for global markets .

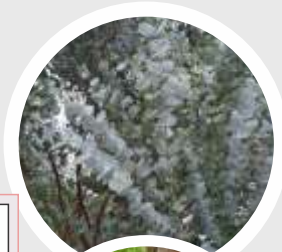
## WHAT ARE OUR CORE STRENGTHS?

- **Vertical Integration:** Owns and controls every phase—from growing to exporting.
- **Food Safety First:** Adheres to rigorous safety standards at all levels.
- **Global Reach:** Supplies fresh produce internationally, positioned in both retail and wholesale segments.
- **Sustainability:** Long-term focus on safe, responsible agricultural practices .



## WHY SAFELEAF STANDS OUT?

ATTRIBUTE	DESCRIPTION
Seed-to-Export Control	Full oversight of production ensures dependability and compliance
Food Safety	Adherence to strict safety protocols at every stage
Market Trust	Repeated recognition from international buyers
Sustainable Focus	Eco-conscious methods that support long-term resilience
Agile & Scalable	







## PRODUCT PORTFOLIO:

- **Vegetables:** Fresh, high-quality produce—perfect for cooking or raw consumption.
- **Flowers:** Premium-grade blooms for all occasions.
- **Exports:** Streamlined export operations, serving wholesalers, food service businesses, and top-tier retailers worldwide



## OUR PARTNERS

We pride our self to have partnered with the following organizations.





## OUR CONTACT INFO:

**Head Office:** Nairobi, Kenya (G.P.O. Box 47982-00100)

**Contact:** +254 722 428 079 (Phone/WhatsApp),  
[www.safeleaf.co.ke](http://www.safeleaf.co.ke) | [sales@safeleaf.co.ke](mailto:sales@safeleaf.co.ke)





# COMPANY PROFILE

