

## How KQ Cargo Delivers Love in Bloom

Every year, as Valentine's Day approaches and hearts begin to flutter, millions of roses, carnations, and alstroemeria make their way from the lush highlands of Kenya to flower markets around the world. But have you ever wondered how these delicate blooms picked at dawn, vibrant and fragrant arrive fresh and perfect just in time for February 14th?

The answer lies in the wings of KQ Cargo, our cargo division, and one of Africa's leading air freight services.

Kenya is one of the largest exporters of cut flowers globally, with a deeply rooted floriculture industry centered around regions like Naivasha, Eldoret, and Thika. The industry thrives thanks to Kenya's ideal growing climate abundant sunshine, rich soils, and cool equatorial highlands which produce flowers with long stems, vivid colors, and exceptional vase life.

Timing is everything. Flowers are carefully harvested and kept under controlled temperatures before being transported in refrigerated trucks to JKIA. At KQ Cargo's specialized facilities, the cold chain is maintained to preserve freshness. With frequent direct flights to key global hubs, the blooms reach international markets within 24 hours of harvest.

KQ Cargo doesn't just fly cargo; it connects Kenyan producers to global demand, all while supporting local economies and thousands of flower-farming families.

Each bouquet that arrives on Valentine's Day carries more than petals, it carries stories of Kenyan growers, expert logistics teams, and the careful coordination of an international supply chain. When someone in Paris, Dubai, or Mumbai receives a dozen roses, they're also receiving the craftsmanship of Kenyan floriculture and the wings of KQ Cargo.

As you send or receive flowers this Valentine's Day, take a moment to appreciate the journey they've taken. From Kenyan fields at sunrise to your loved one's hands at sunset, it's a story of care, speed, and connection.