

The effects of poor natural resource management are being demonstrated dramatically in many developing countries like Kenya. Inappropriate agricultural practices in high and medium potential areas have accelerated deforestation and soil erosion. The intense farming in such areas has involved heavy use of agro-chemicals, which has resulted in the pollution of rivers, lakes and other wetlands. Magana Holdings Limited considered the nucleus of Magana Industrial Park was established in 1994 by the proprietor in the twin response to his entrepreneurial instinct and implicitly to the government policy for stimulating development in rural areas through the implementation of an industrialization strategy. Often striking a balance between production and ecological integrity around such agro-enterprises is complex. The study investigated the environmental best practices being implemented by Magana Holdings Limited within its flagship floricultural business with a view to learning replicable lessons. It is apparent that Magana Floricultural Enterprises adheres to a raft of positive environmental practices including integrated pest management, safe use and storage of agrochemicals, water conservation through recycling programmes, green manure preparation and application among others. The continuous surveillance of environmental conditions and strict adherence to both national and international standards has had a positive effect on the local environmental outlook.