

# **Green supply chain management practices in The food manufacturing industry in Kenya**

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## **ABSTRACT**

Green supply chain management has emerged as a key approach for manufacturing firms seeking to become environmentally sustainable and globally competitive. As a developing country, Kenya has to balance both operational and environmental performance. The objective of this study was to determine the extent of Green Supply Chain Management (GSCM) practices adoption and its effect on the performance of food manufacturing firms in Kenya. A descriptive research design was adopted for this study. It targeted a population of food manufacturing companies listed with Kenya Association of Manufacturers (KAM). Geographical Stratified sample of 60 companies was then used. Data was then collected using questionnaires which helped to bring out the results of this study as expected. The results obtained showed that GSCM practices adoption was still low as most food manufacturing firms were still planning to consider adoption, except for eco-design practices which was currently under consideration. In addition, the international incorporated companies were currently considering adoption as compared to the local companies who were still planning to consider. A little bit of improvement on both environmental and operational performance was realized as a result of adoption of GSCM. The conclusion and direction for further research point to the fact that food manufacturing firms are still planning to consider adoption of GSCM, with a little x performance improvements realised from these GSCM practices. Adoption of both internal and external management practices with suppliers, through ISO 14000 certification systems should be highly considered. Meanwhile, this study creates the quest for further research in the service industry sector and also the relationships between GSCM practices and performance, as well as their mediating and moderating relationship effects.