

The **EXPORT** **AGENDA**



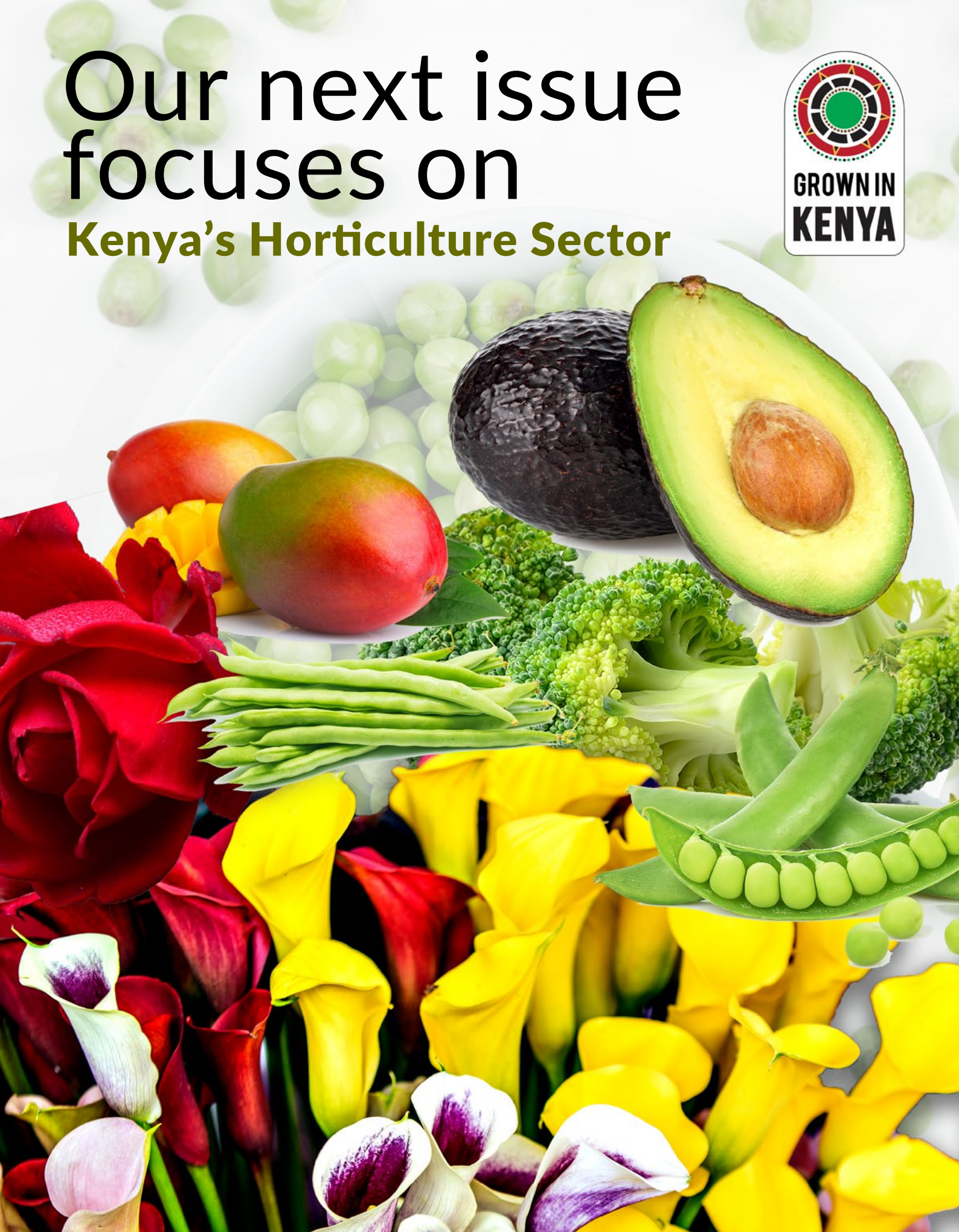
The uniqueness of the
Kenyan ICON
beverages

Value addition

E commerce for
Export Growth

The Dos to
Exporting

Our next issue focuses on **Kenya's Horticulture Sector**



MISSION & VISION



Vision

To transform Kenya into a top global Brand



Mission

Brand Kenya, Export Kenyan, Build Kenya

Tagline

Inspiring Global Trade

The Kenya Export Promotion and Branding Agency (KEPROBA) is a State Corporation established under the State Corporations Act Cap 446 through Legal Notice No.110 of August 9th, 2019 after the merger of the Export Promotion Council and Brand Kenya Board. Core Mandate is to implement export promotion and nation branding Initiatives and policies to promote Kenya's export of goods and services.

A publication of the Kenya Export Promotion & Branding Agency (KEPROBA)

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EDITORS NOTE

Hello Readers,

Welcome to the inaugural edition of the Export Agenda, the first publication of the Kenya Export Promotion and Branding Agency, a newly merged organization.

The inaugural theme focuses on Kenya's iconic products (Tea and coffee) which are the country's leading foreign exchange export products. Since time immemorial, these products have been largely cultivated for the export market. The aroma of these two beverages are distinct and unique from any other produced in the world.

This edition sheds light on where these cash crops are grown, the climatic conditions and the crop management they undergo to maintain the global top-notch quality. As the demand for the products grows, Kenya has identified opportunities for value addition to maximize on their capacities.

Featured in here is an exporter of coffee who resigned from the banking sector to venture into coffee farming and export, get to learn more

In the times of Covid 19 pandemic, businesses and small media enterprises have reinvented themselves by adopting e-commerce platforms. They use the various networks to sell their products amidst the limited opportunities for physical exhibitions and fairs.

We take this opportunity to thank all the exporters who make Kenya proud through selling high quality products to other countries. Many thanks to our contributors for penning down the articles.

To all exporters and writers out there, this space is yours!

We look forward to your feedback on how we can make this piece greater.

Enjoy reading

Elizabeth Mulae

Head Office

Whereas every editorial care has been taken, Kenya Export promotion and Branding Agency accepts no responsibility for errors or omissions in the articles. The views expressed herein are those of the contributors and do not necessarily reflect those of the Institution.

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Open markets offer the only realistic hope of pulling
billions of people in developing countries out of
abject poverty, while sustaining prosperity in the
industrialized world

Kofi Annan

Image Courtesy: www.cbsnews.com



Dr. Wilfred Marube

CEO - Kenya Export Promotion and Branding Agency

'Its Time to Tell Our Kenyan Exports and Nation Branding Narrative'

A journey of a thousand miles starts with one step. As the year 2020 began, we set our minds to achieve key objectives outlined in our strategic plan. We developed a road map based on our strategic objectives with a focus to diversify and brand Kenya's export products, manage the image and reputation of the Kenyan Brand and strengthen the institutional capacity to deliver on our mandate.

To increase our reach to Kenyans, we created a publication which targets all stakeholders across the value chain, that is, our producers, manufacturers, trade facilitators, exporters in a bid to inform on our story. The goal was to provide a forum where stakeholders may provide their testimonies in exporting, challenges, and opportunities thereof in a bid to give a glimpse or more of the export journey and encourage the local producers to join in on the Kenyan export story.

Our export and national story has been narrated by others over the years. Creating a publication like this grants all of us, as, exporters, trade

in service providers, creatives, fashion designers, artists and all other stakeholders an opportunity to share our stories, our success, opportunities and new trends on our sector matters.

We welcome your views and ideas to be featured in these publications. Let us use these platforms to position our products, activities and create meaningful networks that translate into more export's growth and profitable businesses. Make it Kenya!



The Kenyan Tea Story

Kenya is the world's biggest exporter of black tea. Kenya's tea is the second-biggest source of foreign-currency earnings after remittances from citizens living abroad. The East African nation ranks as the world's third-largest producer of the leaves, behind India and China, and hosts the biggest auction of the crop, in the port city of Mombasa. Unlike India and China, it doesn't consume most of its output. Most Kenyan exports are handled for multinational companies such as Unilever through the Mombasa auction. The company, known for its Lipton brand, is also one of the nation's biggest growers. The Kenya Export Promotion Branding Agency is "strategically promoting" tea, coffee and horticultural produce (flowers, fruits and vegetables) to boost exports. Kenya needs to increase shipments by 14% annually to help halve its trade deficit by 2030. Tea is mainly grown in several districts which include Kericho, Bomet, Nandi, Kiambu, Thika, Maragua, Muranga, Sotik, Kisii, Nyamira, Nyambene, Meru, Nyeri, Kerinyaga, Embu, Kakamega, Nakuru and Trans-nzoia. In these areas the crop enjoys 80% favourable weather patterns.

How to Export

Basic Export Trade Do's and Don'ts by Peterson Nyachwaya

In this section, the Agency seeks to provide guidance on the bare minimum steps that an exporter needs to consider as they start to export. This is a bare minimum since different products or sectors require different sets of procedures/regulations that an exporter needs to comply with.



DOs

Register an enterprise or company.

In order for an enterprise to engage in any export transactions, it is important that the enterprise is a legal entity duly registered in accordance with the Kenyan laws. This will entail the following:

- Register a company name and obtain the Certificate of Incorporation/Certificate of Registration from the Registrar of Companies from the State Law / Attorney General's office.
- Obtain a PIN number from Kenya Revenue Authority
- Obtain a VAT certificate from Kenya Revenue Authority
- Obtain a local County business permit

Build your business infrastructure:

- Obtain a trading premise/ place with address, telephone and business/ company email address
- Obtain business image builders: - business cards, company profile, letter head, logo and brand name.
- Open a business bank account
- A website is highly recommended for enterprises in export trade

Identify the products to be sold:

Enterprises may be producing a number of products and they may be selling them in the domestic market. Products that have done well domestically or are facing competition are candidates for the export market. This is important since some of the buyers would like to know how much you are doing domestically and it builds confidence that by selling locally, the enterprise is adhering to local market regulations. It is also possible for a firm to do a product exclusively for the export market.

- Consider support to your product:- servicing products/repair or replacing damaged ones, technical support, after sales, warranties and return

Compliance to regulations/ procedures:

: Different products have different regulations or procedures which must be strictly adhered to. Steer clear from attempting to evade or circumvent laid down regulations/procedures to avoid the possibility of the consignment being withheld, rejected or penalized. Enterprises are urged to find out if the destination market have any additional regulations that firms may need to comply to and ensure compliance is adhered to. While one may be acquainted with domestic regulations, regulations pertaining to exports vary due to multiple factors.

Consistency:

Variation in information filled out on multiple forms can result in the delay of shipments or shipments being held back. Therefore, make sure that the details shared at various touch points are consistent. Additionally, it is important for enterprises to be consistent in product designs, colour, ingredients, packaging and labelling as well as timely deliveries as agreed with buyers. Any deviations from agreed terms will lead to rejections, mistrust, non-payments and unnecessary litigations

Do an export strategy:

A to Z export process for your enterprise is ideal and helps enterprises to remain focused. Enterprises need to have an elaborate and documented procedures that are to be followed for each of the processes. This is important because staying organised will help in timely clearance of any consignments especially if it comes to larger volumes being exported.

Inform your customers at the onset:

Customers appreciate being informed at the time of purchase about the details they will need to share instead of being told about it at a later stage

Have a dedicated team of experts:

Choose among your staff competent personnel responsible for quality assurance, finance, documentation, and logistics to manage your consignment requirements.

Identify a logistics partner:

It is important to think about long term partnerships with a logistics provider who is able to help the enterprise to scale seamlessly as the business grows. Established logistics players with the right network and resources can reduce logistics headaches and help keep hard-earned trust from customers.

Insure your shipments:

Since the consignment will be handled by multiple parties at various touch points, Insuring your shipments in case of damage or in the event that it is misplaced will aid in recovering from potential losses. It will be

necessary for the exporter to understand all the International Commercial Terms (INCOTERMS) applicable their consignment

Consider external influences:

With volatility in the global business environment, keeping up to date with the latest developments in trade through forecasts, trend reports and the news can help factor in changing dynamics and draw up better timelines for export shipments.

Remember, one size may not fit all:

What applies to one market may not fit in the other hence the need to continually stay informed of any developments / changes in policies and regulations respectively. Specific instructions like the packaging of pharmaceutical products are attached to certain kinds of shipments. Enterprises are urged to be aware of these sector-specific requirements that will facilitate entry of products to the target market.

Be truthful in your declarations:

Undervaluing your consignment on purpose to avoid paying applicable duties can only invite trouble. There have been instances of e-commerce players shipping products under the guise of gifts that have come under the radar of the customs department.

Proper pricing:

Enterprises are urged to adopt pricing policies that will ensure they remain competitive. Pricing will normally tend to consider all applicable costs, market demand and the competition in the destination market. It's necessary

to consider foreign exchange volatility, other transactional costs, tariffs, VAT etc. Firms may consider discounts and allowances to foreign customers as a penetration strategy initially

Understand the packaging, labelling and branding requirements of the destination market-

These will enhance the enterprises' visibility and corporate brand in the target market. It is important to consider destination country requirements before packaging, labelling and branding your products. Language of instruction is key in some markets. KEPROBA urges that in order to enhance our nation's brand visibility, all our products need to adopt **Made in Kenya** (products), **Grown in Kenya** (Horticultural Produce) and **Proudly Kenyan** for services respectively.

Uphold and protect Intellectual property rights:

It's advisable for enterprises to protect their trademarks, patents, industrial designs, geographical indications etc in accordance with the laws of the home country against piracy or any other infringements. Company logos, brands which enhance the corporate image of the enterprise can be copied and cause confusion among buyers.

Trade agreements/ arrangements/protocols:

Study all trade agreements and arrangements/protocols that Kenya has entered with its trading partners/regions to establish if your product qualifies for preferential treatment under any of the existing frameworks and trade agreements that Kenya has with trading partners: Apply for requisite Certificate of Origin.

Identify a market with relative advantage-

This includes identifying the market potential, learning how to properly (and legally) export your products or services to that market, identifying sales channels and more. Firms are urged to do a desk research to determine if there are any modifications they may need to make to their product for this market, identify the applicable import duty rates and restrictions if any.

Keep & Maintain records:

Good records can facilitate monitoring, audit, financial transactions, tax compliance and therefore reduce the enterprises exposure to fines and penalties. A good record system will facilitate compliance to regulations and attendant procedures. It's important to keep all export procedures comprehensively and detailed for posterity.

Enter into a contractual agreement with buyers:

It's advisable for an enterprise wishing to export to consult their legal expert and do a contract for any consignment destined to the target markets. The contract will clearly indicate key project execution issues such as scope of delivery and services, exclusion of goods and services, technical requirements, testing and acceptance procedures, and warranty obligations respectively. These clauses make transaction processes much easier and avoid conflicts that may very quickly become unexpected cost traps and which might even pose a threat to the existence of SMEs.

Learn the culture of the destination market. Make effort to understand culture and vital market dynamics that may apply to your product.

Proficiency in Information Communication Technology (ICT).

Enterprises are urged to embrace ICT since it plays a critical role in all sectors especially in international business through efficient communications, making necessary transactions including tracking the movement of your consignments and supports the promotion of their products in an e-commerce platform. Through ICT, enterprises can effectively communicate with the buyer, convince them of the quality and price of your product. Once convinced, the buyer will surely request for a sample of your product and later place the order.

Send trial samples as per the buyer's requirements.

While sending export samples, make at least two sets of samples to be drawn properly. One sample is sent to the buyer and the other one can be retained with you. The retained sample helps the enterprise to match with the sample that was sent to buyer should an order be placed to support increased production.

Attend trade promotion events/trade fairs, buyer seller meets, Expos:

Enterprises are urged to attend international trade fairs conducted within the country and abroad to exhibit/promote their product to all buyers at these events. Its at these events where enterprises can learn

from peers, network, gauge the competition, assess the market dynamics and make informed decisions on viable penetration strategies.

Get in touch with trade/export promotion agencies in the target market:

These agencies have a repository of information that guides enterprises in understanding the market, have sector reports, market entry requirements, import procedures as well as collaborating institutions that may inform firms on viable entry modes. Such institutions can also aid enterprises in finding buyers for the firm's products.

Get in touch with Commodity Boards in the target country.

They also play a vital role in international marketing to help their members to find a foreign market.

Get in touch with Embassies/ High Commissions:

Most of them have directory of exporters which can be useful to enterprises as well as regulations governing business in their countries. They can be useful in arranging meetings with importers of key products in their countries as well as assisting to ascertain the credibility of the identified firms. Many of them have dedicated officers / commercial Attaché's responsible for fostering trade and can help find buyers including offering guidance on applicable regulations affecting imports into their country.

Appoint an Agent: It can be helpful if enterprises can appoint an agent in the target country because they are well versed with local regulations and market dynamics. The agent can also secure orders for your products and ensure payment is done including compliance to technical problems if any.

Use contacts of friends and relatives: Relations with friends and relatives in the target market can also help to generate a good business relationship between buyer and the firm. These persons can also guide a lot on prevailing market dynamics and applicable laws.

On the next issue..... we will feature the dongs



Focusing on **Coffee and Tea**

- Our top exports foreign earners
- We welcome visitors in our homes with a cup of tea, we meet and reconnect with our networks and friends over a "cuppa" of Coffee
- Our warm welcoming culture is reflected in this statement; -

**In Kenya Any time is
tea time**

The Kenyan Coffee Story

Coffee was introduced in Kenya in 1893 when missionaries imported Bourbon coffee from Brazil. It was first grown at Bura in Taita Hills then under irrigation at Kibwezi in 1900 and at Kikuyu in 1904. Kenya was at the time controlled by Britain and was known as the East Africa Protectorate. The British, therefore, controlled agriculture in the region, which included coffee growing.

Now, all crops were to be grown by the white settlers, and natives were to provide free or cheap labor. At first, there were no regulations on crop farming, production, processing, grading, and marketing.

So coffee marketing was handled by rudimentary institutions between 1900 and 1933, which is when the colonial government established a Coffee Board (CB). The board was responsible for coffee licensing, inspection, and promotion. In 1934, auctions were established as a means of selling Kenyan coffee. The first auction took place in September 1935. More than a decade later, a Coffee Marketing Board (CMB) was established in 1946 to cater for coffee marketing activities.

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The role of CBK has changed over time through various amendments. In July 2001, a new Coffee Act was enacted, establishing the board as a statutory body under the Ministry of Agriculture. The Act specified new roles for CBK (currently the Coffee Directorate under The

Agriculture, Fisheries and Food Authority (AFFA)) which included:

- Formulating policies to enhance coffee production, processing, and local and global marketing
- Registration and licensing

It was until after the Mau Mau Uprising (1952-1960) that locals were allowed to grow coffee. Regardless, there were still government restrictions in place on how many crops one could grow and the coffee-making process. All the coffee had to be centrally processed and marketed. And usually, the best coffee was exported, leaving low-grade coffee to be sold locally.

Most of Kenya's coffee is grown in areas with an elevation ranging from 1,400 to 2,000 meters above sea levels, temperatures ranging from 15°C to 24°C, and deep volcanic soils. These include:

- Mt Kenya regions like Murang'a, Kirinyaga, Nyeri, Thika, and Kiambu
- Rift Valley namely Nandi Hills
- Western Kenya regions such as Bungoma and Mt Elgon
- Eastern regions namely Embu, Meru, and Machakos

Today, coffee farmers in Kenya can grow, process, sell, and consume whatever amount and quality of coffee they desire. The two species grown are Arabica and Robusta.

Get Coffee history from Coffee directorate plus the pictures of where it was first growth

Coffee Growing in Kenya

Sylvia Konchellah



Coffee is an important export commodity in Kenya and a major source of income for over half a million smallholder farmers. The main variety grown in Kenya is Arabica coffee which is among the highest rated coffee in the world due to its high quality and rich flavor.

The major coffee-growing regions in Kenya are the high plateaus around Mount Kenya, the Aberdare Range, Kisii, Nyanza, Bungoma, Nakuru, Kericho and to a smaller scale in Machakos and Taita hills.

Ecological Requirements for Coffee Production

- Moderate Temperatures (Between 15-30°C)
- Adequate rainfall (1000-1500mm per year)
- Deep well drained fertile soils
- Soil PH of 4.4-5.4

Arabica coffee varieties recommended in Kenya

Different varieties of Arabica Coffee are recommended for various altitudes. The most commonly

grown coffee varieties include:

SL28 and SL34

- SL28 is suited to medium to high altitude area while SL34 performs well in higher altitude areas with good rainfall.
- Has high yields and excellent cup quality.
- Highly susceptible to Coffee Leaf Rust (CLR) and Coffee Boarer Disease (CBD).

K7

- Grows well in low to medium altitudes and is drought tolerant.
- Has good yield and excellent cup quality.
- Resistant to some races of Coffee Leaf Rust and has partial resistance to CBD

Ruiru 11

- Resistant to Coffee Leaf Rust and CBD.
- Has good yields and excellent cup quality.
- Compact variety.
- It is high variety hence seed production is limited by the process. Avoid using the harvest as seed.
- Production of seedlings can be done through grafting, cuttings or tissue culture.
- Ruiru 11 can also be grafted onto existing varieties.

Batian

- Resistant to Coffee Leaf Rust and CBD.
- Has good yields and excellent cup quality.
- Tall variety.
- It's a true bred cultivar.

Kenya Coffee Seasonality

Kenya's coffee crops in general flower after the rains commence—this occurs in March and April, with the coffee cherry (fruit) ripening and October, with most of Kenya's coffee cherry coming to ripeness from October to December.





Sustainability of Kenyan Coffee Yields

To maintain good quality production and sustainability of the Kenyan coffee, the sector players will continuously be engaged to improve Agronomy. This will ensure best practices are implemented to improve production, efficiency, and reduce the cost in a sustainable way. These include:

- Canopy Management (Pruning, handling, etc.)
- Nutrition
- Good pests and disease control
- Weed control/management
- Soil and Water Conservation
- Shade trees management
- Harvesting
- Primary processing
- Safe Use of Agro-Chemicals

In addition, careful selection and planting of the right varieties for the different coffee growing zones is necessary.

SPECIFIC PROVISIONS ON COFFEE

- The Coffee Bill permits coffee factories to register as autonomous societies under the cooperative's societies act if they so wish or if their members want them to be registered as such.
- Coffee factories will now appoint their own millers: This will be done annually by the members of a factory from a list of at least three millers. The millers will be allowed to make a pitch for their services to factory members indicating what their milling services cost and disclosing their milling losses. Milling costs are capped at 4000 shillings per tonne of coffee milled and milling losses at 18%, benchmarking against New KPCU rates.
- The Bill proposes the establishments of the Nairobi Coffee Exchange, as coffee will be offered for sale through both auction and direct sales. Buyers will be required to remit money to marketing agents within 7 days for the bided coffee. If they fail to do so, they will be penalized by meeting any difference in the value of coffee when it is re-offered for sale if it fails to realize the original bid value. Those convicted of offenses under this part may also have their licenses cancelled by the Cabinet Secretary. The coffee that is the subject matter of the offense is to be forfeited to the Board to be resold.
- Payments for all coffee shall be done through the Direct Payments Systems, DSS, from which direct payments will be made to all those who have offered a service for the coffee, millers, marketing agents, coffee factories, estate accounts and individual farmers
- One particular innovation in the coffee bill is on lending; A cherry advance Fund is now operational specifically to lend to farmers and therefore millers and marketing agents may not lend any money to farmers. A miller or marketing agent who lends to farmers commits an offense



- In addition to the ban on loans by millers and marketing agents, coffee factories may not use farmers assets as collaterals for any reason
- The Coffee Research Foundation is re- established as the Coffee Research Institute which will be autonomous in the operations, implementations of programs and in the allocation and management of its resources. It will be the lead Agency in coffee breeding in the developing climate resilient coffee crop varieties and in the leading the scientific effort to strengthen Kenya coffee's resistance to diseases and pests. Most importantly, The Coffee Research Institute will be the custodian of the Kenya Coffee Genome and the primary instrument for making modern genomics resources available to researchers working across the coffee production chain

Sources :-Ministry of Agriculture , livestock , Fisheries & Cooperatives Document on the Launch of Agricultural Reform Bills For Public Discussion: October 15th 2020

Meet the Coffee Exporter

Mr. John Seroney

John Seroney is a coffee farmer and exporter from the Lelgot Coffee Estate in West Kipkelion, Kericho County. The area hosts vast coffee and sugarcane plantations.



Mr. John Seroney at his coffee farm

His farm occupies eight acres, which host 8,000 coffee trees of the Ruiru 11, SL34, K7 and Batian varieties. He also has a coffee tree nursery with certified seedlings that he sells at Sh40. Seroney inherited the farm from his father, Stephen Cheruiyot in 2015 and turned it around. His father had run the business since 1978. The coffee farming was able to fully support the family. Since then, he took over and he has managing the farm full time.

“Coffee is a very sensitive plant therefore it is important to pick healthy planting materials and manage it well,”

Variety and Value addition

John introduced three hybrid coffee varieties, which took the place of the existing 2895 K7 coffee trees that were planted in 1978. He later diversified into value addition of the produce, besides selling through the auction in Nairobi like other farmers. He has discovered in the process that how farmers manage coffee plantation translates to the final aroma of the beverages.

“Coffee is a very sensitive plant therefore it is important to pick healthy planting materials and manage it well,” says the farmer and exporter, who quit his banking career to venture fully into this business.

The first harvesting season begins in April to July, but the main harvesting peaks between September and December. On average, he harvests 8kg of coffee berries per bush. The production of Batian and Ruiru 11 varieties is constant while SL 34 provides premium grades are AA and AB which produces bigger coffee beans.

The red berries are the ones picked because unripe ones create not only defects on the value addition machine but also compromise the quality of the coffee. The value addition process starts after picking the berries. They are then sorted to remove those that are over-ripen and those that are still green. During the pulping process, a lot of water is needed to accelerate the removal of the red coat.

Harsh Climatic Conditions

The product is then fed into different fermentation shed for three days before it is sun-dried on racks. It will be fully dried after 7 to 14 days and stored.

Once he is done with the process, he checks the moisture content which should range from 11 to 12 per cent and divides the produce into two. The bigger batch is ferried to Nairobi for the export market.



John engaging potential clients at a trade expo

He takes the smaller batch (50kg) to Kipkelion Coffee Mill for further processing. At the mill, the coffee husks are removed and categorised into AA, AB, C, PB, MH, ML and UG. The coffee is roasted, packed, and branded for sale at his Lelgot Coffee House in Nairobi

On average, his farm exports about 300 50kg bags of coffee a season. Currently, the AA coffee costs \$300 (Sh30,000) per 50kg bag. Initially he sold his produce through a co-operative society until he discovered that the process was long and compromised the quality of the berries.

Mr. Seroney is also the Lelgot Coffee House managing director, has partnered with a friend on the project. He packs his coffee in 100g, 250g and 500g pack sold at Sh100, Sh250 and Sh500 respectively, branded as Shamiri coffee.

Challenges

He isolates the fluctuating prices in the international market as a major challenge to the coffee venture.

Coffee diseases and harsh climatic condition such as drought have also resulted in sharp drop in the production of the coffee berries. During the drought that hit the country last year, we had a drop in coffee production. We haven't seen severe attack of pest and diseases, except a few cases of leaves affected by leaf rust. He says the economic impact of coffee rust occurs not only through reduction of both quantity and quality of yield but also through the need to undertake expensive control measures on the disease.



The process of drying the coffee berries

His future plans include increasing his coffee plantation to 20 acres and establishing a coffee warehouse in Nairobi.

Rewritten by Elizabeth Mulae



EXPORT PROCEDURES FOR COFFEE

The following requirements are to be fulfilled for one to export coffee;

1. Register a business/company name at the Company Registration Office(Certificate of Incorporation).
2. Tax Compliance Certificate from KRA
3. Obtain an Export License from the Agriculture and Food Authority (AFA) - Coffee Directorate (previously Coffee Board of Kenya) on the fulfillment of the following conditions that govern coffee marketing. These include:-

- Submission of the above three documents (a, b, c).
- Statement on ownership or leasing of quality analysis facilities
- Self-declaration against litigations, debts and conflicts within the coffee industry
- Apply to Nairobi Coffee Exchange (NCE) by paying the relevant sample fees and fulfilling other requirements as per the NCE Trading rules.

- Undertake that you shall engage the services of a coffee expert (liquorer) and consult one who will in turn give a written consent in the undertaking.
- Obtain a Performance Bond for Ksh.1000, 000.00 in favour of Coffee Directorate.
- Pay License fee of USD. 100 Coffee Directorate (for beginners and subsequently depending on the amount bought at the auction.
- Copy of Director(s) ID, PIN, and Certificate of Good Conduct

DISCLAIMER:

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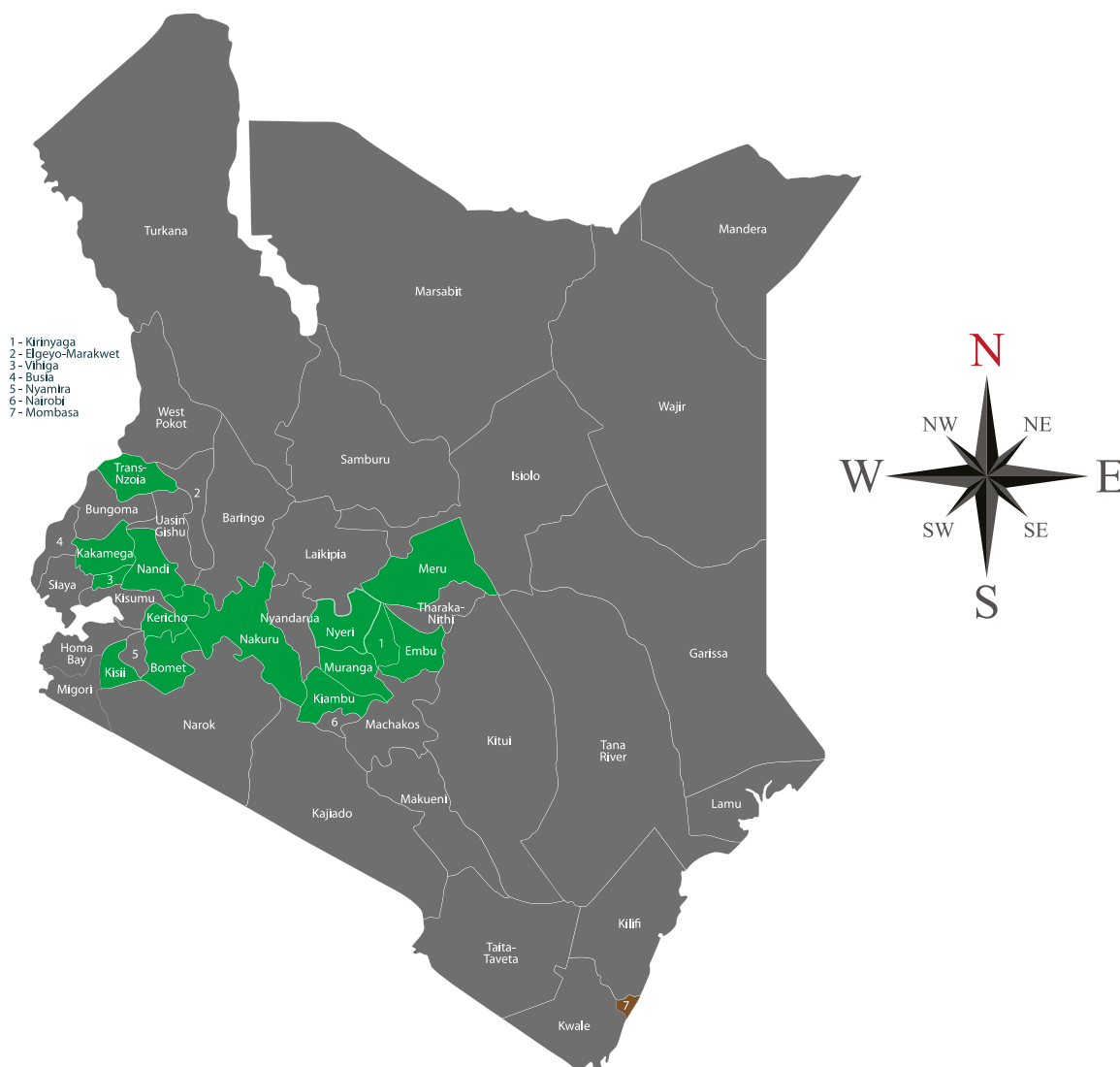


Our Tea Story

Kenya is the world's biggest exporter of black tea. Kenya's tea is the second-biggest source of foreign-currency earnings after remittances from citizens living abroad. The East African nation ranks as the world's third-largest producer of the leaves, behind India and China, and hosts the biggest auction of the crop, in the port city of Mombasa. Unlike India and China, it doesn't consume most of its output. Most Kenyan exports are handled for multinational companies such as Unilever through the Mombasa auction. The company, known for its Lipton brand, is also one of the nation's biggest growers. The Kenya Export Promotion Branding

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TEA GROWING COUNTIES



The World Greatest Tea zone



Anytime is Tea Time In Kenya!

Kenya is ranked 3rd global producer of tea after China and India while Sri Lanka is ranked fourth. Kenya is the world leading exporter of black tea, in bulk, followed by Sri Lanka. Kenya is a source of high-quality tea globally, but little is known about it. Buyers and brand owners, who recognize this fact, purchase Kenyan tea from Mombasa Tea Auction and primarily use it to blend cheaper teas from other origins

Kenya is ranked 1st exporter of black tea, in bulk. Other than the black tea (in primary form), diversified value-added tea existing in the markets include herbal tea, flavoured tea and green tea. Green tea and its variants such as chamomile, spearmint, peppermint, lime/lemon, lemon grass, lemon with ginger and classic are being marketed for health benefits such as weight loss, effectiveness against diabetes and cancer, healthier skin, stronger immune systems and assisting in hair growth.



The Unique Story of Kenya's purple tea

By Nancy Wathika

Purple tea is a rare tea variety grown in the Mt. Kenya region, derived from a new crossbred variety of the common tea leaf, *Camellia sinensis*, from which black, white, and green teas are derived. Purple tea is grown in cooler conditions, at an elevation of between 4,500 and 7,500 feet. The intensity of the UV rays causes the leaves to don a protective reddish-purple shield, which produces a uniquely fruity, sweet and flowery flavor when brewed. The tea farmers soon discovered that the purple tea contained the same antioxidant health benefits as other purple foods like blueberries, eggplant and açai berries, but in a much more potent and concentrated quantity.

Benefits of purple tea

The tea is widely used in Kenya and the world over for its health benefits: -

- Anti-Inflammatory and Anti-Viral Properties
- Antioxidant Properties Galore
- Improved Cardiovascular Health
- May Enhance Cognitive Function
- Assists in the War on Obesity
- Prevents Diabetes
- Detoxifies the Liver and Improves Liver Health



Kenyan Specialty and Orthodox Teas

Kenya is well known in the world for producing high quality CTC tea. As the market leader for CTC Teas internationally, Kenya expanded its scope to diversify into specialty and orthodox teas. This is to penetrate the markets that do not consume CTC tea.



Currently Kenya Tea Development Agency (KTDA) and other Private Sector companies together with a few small cottage factories are engaged in the newly adopted manufacturing process. There are only a limited number of factories that are engaged in producing specialty and orthodox teas, as the value addition journey is not a walk in the park especially if one's products are to stand out, hence the quantities are still relatively small.

Despite manufacturing Specialty and Orthodox teas being relatively new to Kenya, there is potential for immense growth in terms of quantities and quality. The current quality of Kenyan tea, especially where the liquors are concerned, is of the highest standards and is far superior to other producing countries. This is because the factories receive 75% to 80% good standard of succulent sappy green leaf which comes from young, high yielding quality cloned bushes that are well suited for specialty and Orthodox tea manufacture.

Samples of Specialty and Orthodox teas:

Melvins Lemon & Ginger Tea Bags

This Lemon and Ginger Infusion makes a wonderfully refreshing power-packed refreshment with some incredible health benefits. Ginger is known for its powerful antioxidant properties that boost your immune system, while lemon is great for detoxifying the body, it is also rich in vitamin C.



Melvins Green Tea with Lemon Grass

This refreshing blend is made from green tea leaves delicately handpicked from select Kenyan Tea Estates, giving it a subtle refreshing taste. Guaranteed to give you a subtle revitalising tea with a delightful taste for your enjoyment.



Black Orthodox tea

Well rolled & curled, loosely wound, leggy, stylish for the grade, largest whole leaf grade.



Under the specialty tea category, Kenya Tea Research Institute introduced a special clone which was introduced to the Tea World as Purple Tea. The Tea leaf itself is purple in color and has immense health benefits. Purple Tea is processed in very limited quantities and in various forms which is attracting premium prices.

With the supervision and guidance of AFFA Tea Directorate, A specialty Tea Committee was formed. The committee is responsible to adopt strategies for long term growth of this new venture. Also, they meet periodically to evaluate, review and analyze the development of these new products. This is in order to take Kenyan Specialty and Orthodox Tea to the next level with the help of industry specialist in Tea Tasting, Grading and Marketing.

The uniqueness of Kenyan Tea

|NATURAL| FRESH |PREMIUM|

Tea Growing in Kenya

Kenya is the third leading producer of black CTC tea after China and India and the leading tea exporter in the world accounting for 21% of total world tea Exports. The tea industry is one of the vibrant enterprises in Kenya's agricultural sector, contributing an average of 40% of the total agricultural crop output by value over the last decade. Tea is among the leading foreign exchange earner accounting for 25% of the country's total foreign exchange earnings. **In 2019**, the tea industry earned the country **Ksh. 117 Billion in export earnings** and **Ksh.40 Billion in local sales**. Due to the success of tea performance; the industry is among the major sectors in Kenya that continue to attract more investments across the value chain. Smallholder sub sector contribute 55.30% and plantations and independents 44.70%.

Kenya Tea is grown on the highlands (1500m-2700m), with alluvial soils, giving it a unique quality and taste that is preferred globally. Kenya tea therefore remains unsurpassed in the global market exporting to over 47 market destinations world-wide. The reason behind its wide preference is its unique attributes such as liquor brightness & color, strength, Maximum cuppage per unit weight, application of Good Agricultural and Manufacturing Practices, and adherence to Ethical and Fair-Trading Practices.

Kenyan tea is chemical and pesticide free. The chemical composition of tea is complex consisting of polyphenols, alkaloids, amino acids, minerals and other compounds. Polyphenols are however the main bio-active molecules. The potential health benefits of tea arises from their ability to inhibit free radicals.

Health Benefits

Kenya tea is rich in polyphenols and anti- oxidants. These therefore have health enhancing effects on humans which include anti-cancer, anti- cardiac diseases, anti-viral, anti-bacterial, anti- mutagenic, promotion of oral health and weight reduction.

There has been and increase in global production of black CTC tea. Kenya is now venturing to the production of specialty teas (orthodox, green, white, yellow, red and purple teas) which are great for their health benefits and have export prices compare to black CTC Teas.

Tea and Culture

In Kenya, when it comes to drinks, Kenya tea in the form of Chai (tea with milk and sugar) is the beverage of choice. Tea is commonly served at homes and in social events with accompaniments such as boiled sweet potatoes and arrow roots. Anytime is teatime, the saying goes! It is served for breakfast, at mealtimes and also during Kenya's regular teatime. Kenya culture accommodates many different cultural influences: teatime is a custom borrowed from the British settlers and the Chai style of cooking tea which originated from Indian immigrants. Due to the distinct characteristics of Kenyan tea when brewed, majority of Kenyans prefer their tea with sweeteners like milk, sugar or honey.

Why Should you buy Kenya Tea?

- No pesticides or agro-chemicals. All other origins use pesticides. |NATURAL|
- High husbandry practices and selection of high-quality varieties. |PREMIUM|
- Skillful processing practices - No additives, preservatives or artificial coloring leading to

realization of highest quality |PREMIUM|

- Efficient Marketing Infrastructure. You get it when you need it. |FRESH|
- Favorable weather meaning that there is all year leaf availability |FRESH|
- Market Compliance-Adherence to Global Standards (ISO 22000, HACCP, ETP, Fair Trade, Rain forest Alliance e.t.c) |PREMIUM|

Plucking and Manufacture and Quality

- Kenya's distinct and high-quality teas are made from the upper two leaves and a bud. Young shoots are plucked in regular cycles ranging from seven to 14 days.
- Kenya's tea is manufactured using Cut, Tear and Curl (CTC) method to ensure maximum cuppage per unit weight.
- Good agronomical and manufacturing practices are used, making Kenya the leading producer of the best black tea in the world.
- Kenyan black teas range from medium to very fine qualities, the attributes that make Kenya tea the most sought-after beverage in the world.
- Kenya's Specialty tea sector offers high quality purple, white, yellow, red, green and oolong tea.



Powering Champions

Source : Agricultural Food Authority, Tea Directorate



The 40 years Journey: Leading Tea packers in Kenya

KETEPa, referred to as (Kenya Tea Packers) is the leading tea blending and packaging company in Kenya with over 50 products including black tea, flavored tea, green tea, purple tea, white tea, orthodox tea and herbal infusions.

Ketepa is a subsidiary of Kenya Tea Development Agency Limited (KTDA) which is the largest smallholder farmer umbrella body in the World with over 650,000 farmers. These farmers own about 70 tea processing factories and produce slightly above 60% of all Kenyan tea. The subsidiary is the value additional arm of KTDA.

The company has remained at the forefront of embracing technology and refreshed its local and international customers from

insights and expertise gathered over 40 years since its inception in 1978.

Ketepa sources its teas from KTGA members and factories managed by KTDA, whose farmers handpick two leaves and a bud from lush green tea fields in Kenya's pristine highlands, 7000 feet above sea level.

The company's primary focus is to avail high-quality Kenyan-grown tea at affordable prices while having a positive impact on its communities and employees. Through backward integration with KTDA, Ketepa has been able to transform and empower hundreds of thousands of tea farmers in tea-growing zones in health, education, economic empowerment and environmental sustainability. As a group, KTDA has taken an active role in reducing the effects of climate change by encouraging farmers to adopt more sustainable farming techniques that not only positively impact the natural ecosystem but also improve productivity in farms.

Some of its famous BRANDS



Fahari ya Kenya - Black Tea



Ketepa Pride - Black Tea Bags



Jani Green Tea



The Specialty Teas



Chai yetu



Safari Pure Tea



Ketepa Pride - Flavoured Tea Bags



Ketepa Pride – Assorted Flavoured Teas



WE PRODUCE
**AUTHENTICALLY
KENYAN**
PRODUCTS



Challenges Faced by Smallholder Tea Farmers in Kenya

As we focus on growing our iconic exports products, we take a moment to relook at some of the challenges experienced by the smallholder tea farmers in Kenya face at the value chains. Some of these challenges include:

1. **Fluctuating tea prices and exchange rates.**

In a free market, agricultural commodity prices fluctuate as per the volumes of produce available for sale. Fluctuation of tea prices at the Mombasa Tea Auction are driven majorly by weather conditions that continue to weigh in on tea prices. The exchange rate in the money market also plays a significant role in determining what goes into the pockets of the tea farmers. Tea is sold in US Dollars at the Mombasa Tea Auction, meaning a stronger dollar against a weaker Kenyan Shilling gives the farmer more money. The opposite is true.

Information sourced from KTDA

2. **Input cost inflation (Energy, Fertilizer and Labour)**

The main concern for tea farmers, at the farm level, is the high costs of farm inputs, such as fertilizer and labour, which cuts on tea profits. On average, a 50 kg bag of NPK fertilizer costs about \$20 and can be applied to 700 tea bushes. At the factory level, the farmers incur high costs of electricity that accounts for about 30 percent of the total cost of tea production.

3. **Climate change**

Climate change is a threat to everyone the world over. Climate change has affected the weather and the effects are becoming more extreme and intense. These unpredictable weather patterns have had harsh effects on tea, by causing both excesses and shortages of water in the soil, and thus affecting tea production. These extremes have decreased not only the quality of tea, but also the quantity of tea production.

4. **Decreasing tea farm sizes.**

Land subdivision is a threat to tea farming in the smallholder tea sub-sector in Kenya. Although land subdivision is an African heritage, the practice has led to diminishing farm sizes, making tea farming unprofitable.

5. **Multiplicity of certifications**

The tea produced by the smallholder farmers must meet certain local and international standards during the processing stage. These certifications ensure improved efficiencies, excellent customer care experience and production of high quality teas

6. **Leaf hawking**

Tea hawking is an illegal activity where some middlemen buy

green leaf directly from farmers. Tea hawking encourages theft of leaf from the farms, at leaf collection centres and from factory vehicles on transit to factories. The malpractice also impoverishes farmers by hooking them to the cash-for-leaf business, allowing the hawkers to pay the farmers a pittance and make huge profits from their leaf.

7. **Political and economic crisis in export markets**

Political and economic instability is some of the key tea markets has been responsible for reduced volumes of tea purchased at the Mombasa Tea Auction. Economic sanctions imposed by the USA on Iran, high inflation rates in Egypt, currency depreciation in Pakistan and political turmoil in Sudan have negatively affected tea markets throughout the year.

Pakistan currency has been the worst performing Asian currency, losing by huge margin in recent years. The situation has been made worse by the current global Covid-19 pandemic. The economic and political upheavals have reduced the purchasing powers of these markets, cutting on the volumes of tea they import.

The Export promotion and Branding Agency is working towards addressing some of the highlighted challenges through stakeholder engagement, market access expansions, branding, packaging of tea products through brand positioning and value addition prepositions. The agency is collaborating with Tea Directorate and KTDA on developing more synergies and strategies that seek more markets to accommodate the surplus tea.

Interested in Exporting Tea?

PROCEDURES FOR EXPORTING OF TEA

The following are the requirements that must be fulfilled;

A. LEGAL DOCUMENTATION

- Register a company name and obtain the Certificate of Incorporation from the Registrar of Companies, Attorney General's office.
- Obtain a PIN Number from the Customs and Excise Department (on the submission of copies of 1 above).

B. REQUIREMENTS RELATED TO TEA TRADE (BUYER MEMBER)

After the fulfilment of the above basic legal requirements, the following are mandatory for Tea Buyer Member;

1. Every prospective buyer is required by law to register with the Agriculture, & Food Authority (AFA)- Tea Directorate (previously Tea Board of Kenya) whose requirement for registration are as follows:
 - a. Apply to the Authority for registration or renewal of their registration using Form AFA\TD\J1 (First Schedule of the Crops (Tea) Regulations 2020);
 - b. Pay Ksh.20,000 for new applicants and Ksh.10,000 for renewals;
 - c. Provide a business plan detailing the nature and viability of business venture and outlining the following:
 - (i) proposal to undertake value addition;
 - (ii) creation of new market linkages;
 - (iii) creation of employment opportunities; and
 - (iv) technology transfer.
 - d. Provide evidence of suitable premises for value addition;
 - e. Demonstrate availability of equipment for the tea buyer or exporter to undertake tea value addition;
 2. The Authority shall issue the applicant with a registration certificate for buyer/exporter using Form AFA\TD\J2 (First Schedule).
 3. A buyer or exporter who diverts tea bought at the auction to the local market shall produce evidence of duty and value added tax payment to the Kenya Revenue Authority, where due.
 4. A tea buyer/exporter shall: -
 - a. Conduct its business honestly, fairly, with integrity and professional skills appropriate to the nature and scale of activity.
 - b. Comply with the provisions of the Crops Act, (Tea Industry) Regulations, 2020 and any other relevant law.
 - c. Value add at least forty percent (40%) of their annual Kenya tea exports (except tea extracts, tea aroma, tea oils, tea by-products and specialty teas) as follows:
 - (i) Buyers/exporters registered before the coming into effect of the regulations shall value add at least 5% of their annual Kenyan tea exports annually to gradually comply with the requirement within 8 years.
 - (ii) Buyers/exporters registered after the coming into effect of these regulations shall value add at least 10% of their annual Kenyan tea exports annually to gradually comply with the requirement within 4 years.
- f. Demonstrate that it has sufficient knowledge, experience and capacity to conduct tea buying/ exporting business and persons to be engaged as chief executive officer or other senior position possess sufficient knowledge, management experience and capacity.
 - g. Be a company incorporated in Kenya under the Company's Act.
 - h. Provide a copy of the CR 12.
 - i. Provide a valid tax compliance certificate.

- d. Comply with national tea standards and the Tea Industry Code of Practice KS: 2128
 - e. Submit to the Authority prior to the **auction a performance bond equivalent to 10% of the estimated value of the tea or teas they intend to buy at the auction** in the form of a bank guarantee from a licensed commercial bank within the meaning of the Banking Act in Kenya. The estimated value of tea or teas referred to shall be based on a **three (3) month** weighted average value of tea or teas the buyer has bid and won at the auction over a three-month period preceding the auction.
 - f. Forfeit to the seller the 10% performance bond if they fail to pay in full or collect the teas.
 - g. Pay in full (100%) the value of the tea bids they have won at the auction before collecting and/or taking custody of the tea or teas.
 - h. Submit to the authority a return on quarterly basis indicating their level of compliance with the value addition requirements.
 - i. Submit to the Authority a monthly return which should include details of the teas bought in the previous month and the source and destination of such tea using Form AFA\TD\L1 (First Schedule) not later than the fourteenth day of each month.
 - j. Declare all their tea exports with the Authority before export using Form AFA\TD\S (First Schedule).
 - k. Ensure that all teas designated for export conform to Kenyan Standards on quality, food safety and hygiene, sanitary and phytosanitary regulations and maintain the relevant documents for inspection by the Authority.
 - l. Comply with the relevant customs laws and regulations on transit-shipment of goods in handling transit teas and maintain the relevant documents for inspection by the Authority.
 - m. Ensure that the proceeds from the sale of tea are remitted to the tea factory limited company accounts within fourteen (14) days from the date of the auction less the agreed commissions for brokers.
 - n. Obtain an import/export Release Order from the Authority in Form AFA\TD\Y (First Schedule).
5. The remuneration paid to a tea broker by a tea buyer/ exporter for services rendered not to exceed zero point five five percent (0.55%) of the gross sales by the broker.
 6. A tea buyer/ exporter shall commence operations within one year from the date of issuance of the registration certificate failure to which the registration shall lapse.
 7. All certificates of registration shall expire on the thirtieth day of June of each year.
 8. An application for a renewal of certificate of registration shall be made at least one month prior to the expiry.
 9. A buyer/exporter who fails to register their tea exports with the Authority may have their registration certificate revoked, altered or suspended.
 10. Buying/exporting of tea in contravention of the regulations, failing to submit returns and giving false information is an offence.
- NOTE: In addition to the above requirements, all tea buyers/exporters should acquaint themselves with all the relevant provisions of the Crops Act, 2013 and Crops (Tea Industry) Regulations, 2020 to ensure compliance.**
- For the buyer to be permitted to buy tea at the Auction, they must also register with the East Africa Tea Trade Association (EATTA), a registered Auction Organiser, to purchase teas at the Mombasa Auction. EATTA requirements for registration are as follows;
- Duly completed Application Form for Membership
 - Submit letters from a proposer and a seconder who is registered buyer members. (These must be buyer members who have been active for at least 3 years. A Member can propose/second a maximum of six new members).
 - Bank requirements: -
 - *Submit a letter of recommendation from the bank. (For the case of broker members, bankers guarantee is required therefore making Kenyan tea brokers guaranteed brokers).*
 - Familiarisation with the tea trade. The prospective applicant is required to visit any tea Broker in the management committee for familiarisation interviews. The tea broker will thereafter append their signatures on the application form
 - Payment of entrance fee and annual subscription.
- Attach to the duly completed forms the copies of Certificate of Incorporation/Registration and PIN Number.

C. TYPES OF MEMBERSHIP

1. **Buyer Member:** - These are members who actively engage in buying of tea for export. The member have;
 - Voting rights
 - Get pre-auction samples
 - The right to a seat at the auction

2. **Tea Brokers:** – These are members who sell tea on behalf of the producer at the auction. Producers deliver their teas to appointed warehouses in Mombasa and advice their brokers as to which teas are to be sold in the auction. The producer also provides the broker with 4kg of tea samples per lot. The broker then prepares a catalogue giving specific details on every line or 'lot' (comprising 20, 40, 60 80 or 100 packages). The Brokers apportions and distributes samples to active buyers for tasting and assessing quality and value by buyers and/or their overseas principles.

The broker also values the tea tasted based on his perception of market forces and sets a reserve price.

3. **Tea Warehouse Members:** - These are members who keep physical custody of the tea so as to safe guard the interests of both the producer and buyer. They are also responsible for palletising containerisation,

documenting, transporting and loading teas into the vessels.

4. **Producer Member:** - These are members who grow and processes/manufacturers tea. These could also be managing agents of growers as for the case of KTDA
5. **Packer Members:** - These are members who buy tea from buyer and pack them into retail consumer packages.
6. **Associate Members:** - These are the newly registered buyer members (especially in the first year of registration) who occasionally buy tea from the auction.

NB. It is recommended that before one applies for membership, the following should have been done;

- Familiarise with the tea industry i.e. growing, processing, grades, tasting, valuing, tea trade, marketing, etc.
- Must understand potential market and their characteristics as regards grades usually bought, tastes preferred, trading habits, etc.
- Must have identified a prospective buyer who is ready to buy and has given the specification



LICENSING AND REGISTRATION FEES

NO.	PERSONS DEALING IN TEA	NEW APPLICANTS	RENEWAL FEES
		Amount in Kenya Shillings (Kshs).	Amount in Kenya Shillings (Kshs).
1	Tea Manufacturing Licence	10,000	7,500
B. REGISTRATION FEES			
NO.	PERSONS DEALING IN TEA	NEW REGISTRATION FEES	ANNUAL RENEWAL OF REGISTRATION FEES
		Amount in Kenya Shillings (Kshs).	Amount in Kenya Shillings (Kshs).
1	Management Agent	50,000	25,000
2	Buyers	20,000	10,000
3	Brokers	20,000	10,000
4	Warehouseman	20,000	10,000
5	Importers	20,000	10,000
6	Tea Auction	10,000	10,000
7	Packers	5,000	2,000

Sources of Information

1. Crops Act
2. AFA-Tea Directorate
3. KRA
4. EATTA

DISCLAIMER: The Kenya Export Promotion & Branding Agency has compiled this Information with the aim of providing support and guidance for promotion of Kenya's Export of goods and services. The information contained in this document is restricted, legally privileged, and may be inaccurate due to policy changes from time to time. The Agency will not accept responsibility or liability for the content, or for the consequences of any actions taken on the basis of the information provided therein.

Did You Know We have Tea Tasting Terminologies?

TEA TASTING TERMINOLOGY

TERMS DESCRIBING DRY LEAF

- ❖ **Bloom-** A sign of good manufacture sorting (where the reduction of leaf has mainly taken place before firing) A 'sheen' which has not been removed by over handling or over sorting.
- ❖ **Black-** A black appearance is desirable, preferably with "bloom". This term is used with orthodox or Rotovane manufacture.
- ❖ **Blackish** - This is a satisfactory appearance for CTC and LTP manufacture teas and denotes a careful sorting
- ❖ **Brown-** A brown appearance with CTSC and LTP manufacture teas, and denotes a careful sorting
- ❖ **Bold-** Particles of the leaf which are too large for the particular grade
- ❖ **Clean-** Leaf, which is free from fiber, dust or any extraneous matter.
- ❖ **Stalk & Fiber-** Should be minimal in primary or top graded but generally unavoidable in the lower grades
- ❖ **Grainy-** Describes well made CTP or LTP primary grades of an assortment more particularly dusts.
- ❖ **Even-** True to the grade and consisting of pieces of leaf of quite even size
- ❖ **Uneven and Mixed-** "uneven" pieces of leaf usually indicate of poor sorting and not true to the particular grade
- ❖ **Flaky-** Flat, open and often light in texture
- ❖ **Grey-** Caused by too much abrasion during sorting
- ❖ **Leafy-** Orthodox manufacture leaf tending to be on the large or long side
- ❖ **Light-** A tea light in weight and off poor density sometimes flaky
- ❖ **Make-** Well made or not and must be true to the grade
- ❖ **Neat-** A grade having good make/ size
- ❖ **Nose-** Smell of the dry leaf
- ❖ **Choppy-** Orthodox manufacture leaf which has not been cut by a breaker during sorting
- ❖ **Chesty-** Inferior or unseasoned packing materials cause this taint
- ❖ **Powdery** - A fine light dust
- ❖ **Tip-** A sign of fine plucking and apparent in the top grades of orthodox manufacture
- ❖ **Well-** Applicable to orthodox manufacture. Often referred to as "well made" or "rolled" and often used for describing whole leaf grades



TERMS DESCRIBING INFUSED LEAF

- ❖ **Bright-** A lively bright appearance usually indicates bright liquors
- ❖ **Dull-** Lacks brightness and usually denotes a poor tea. Can be due to faulty manufacture and firing or a high moisture content
- ❖ **Green-** Caused by under fermentation or characteristic of leaf from immature bushes (liquor or light)
- ❖ **Mixed or Uneven-** Leaf of varying colour
- ❖ **Aroma-** Smell or scent denoting inherent character usually at high elevations.
- ❖ **Coppery-** Bright, infusion from good quality well manufactured black tea.
- ❖ **Even-** True to the grade and consisting of pieces of leaf of quite even size.
- ❖ When applied to infused leaf it is usually combined with bright and coppery appearance

TERMS DESCRIBING LIQUORS

- ❖ **Brisk -** The most live characteristic. Results from good manufacture
- ❖ **Bright-** Denotes a lively fresh tea with good keeping quality
- ❖ **Coloury -** indicates useful depth of colour and strength
- ❖ **Character -** An attractive taste when describing better high elevation growth and peculiar to origin
- ❖ **Flavour-** A most desirable extension of character caused by growth at high elevations
- ❖ **Strength-** Substance in a cup
- ❖ **Quality-** Refers to cup quality and includes a combination of most desirable liquoring properties

- ❖ **Cream-** A precipitate obtained after cooling
- ❖ **Full-** A good combination of strength and colour
- ❖ **Pungent-** A stringent with a good combination of brightness and strength
- ❖ **Dry-** Indicates slight overfiring
- ❖ **High Fires-** Over fired but not burnt
- ❖ **Bakey-** An over fired liquor
- ❖ **Burnt-** Extreme over firing
- ❖ **Dull-** Not clear and lacking any brightness
- ❖ **Fruity-** can be due to over fermentation before firing. An over ripe taste
- ❖ **Earthy-** Normally caused by damp storage
- ❖ **Gone off-** A flat or old tea
- ❖ **Harsh-** A taste generally related to under withering
- ❖ **Light-** lacking any strength of depth in taste
- ❖ **Green -** An immature character often due to under wither? Raw
- ❖ **Plain-** A liquor which is clean but lacking in depth
- ❖ **Coarse-** Fibre content
- ❖ **Flat-** Unfresh (usually due to age)
- ❖ **Smoky-** mainly cause by extra drying over a fire, imparting a sweet flavour to the tea
- ❖ **Soft-** the opposite in briskness and lacking any live flavour. Caused by inefficient fermentation
- ❖ **Stewed-** A soft liquor with and undesirable taste caused at low temperature and often insufficient air flow
- ❖ **Thin-** An inspired light liquor which lacks any desirable flavour
- ❖ **Weedy-** A grass or hay taste attributed to under withering
- ❖ **Taints-** a character or taste foreign to tea

Information Courtesy of Itumbe Tea Factory in Kisii County

Compiled by Stephanie Mutuku



Interested in Exporting?

Here are the Basic Guidelines

1. Legal Documentation at Set-up:

- a) Register a company name and obtain the Certificate of Incorporation/Certificate of Registration from the Registrar of Companies at the Attorney General's office.
- b) Obtain a PIN number from Kenya Revenue Authority
- c) Obtain a VAT certificate from Kenya Revenue Authority where applicable
- d) Obtain a Local County Business Permit

2. Business Set-up

- a) Obtain a Trading Place with address, telephone and email address- a company email is recommended
- b) Obtain Business image builders:
 - Develop Business Cards
 - Develop a Company Profile
 - Develop a Letter Head
- c) Obtain a Bank Account
- d) Website is highly recommended for Export Trade

3. Documentation when Exporting

- a) Commercial Invoice
- b) Packing List
- c) Certificate of Origin
 - COMESA Certificate of Origin for produce destined to COMESA countries
 - EUR – 1 Certificate of Origin for produce destined to European Union
 - GSP Certificate of Origin for

produce destined to USA, Japan, Australia, Canada, etc.

- Ordinary Certificate of Origin for produce destined to Middle East, India, East Europe, etc.
- AGOA Certificate of Origin.
- EAC Certificate of Origin.

NB: Certificates of Origin are obtained from KRA, Kenya National Chamber of Commerce & Industry (Ordinary Certificate of Origin)

- d) Bill of lading (sea freight), Airway bill (for air freight)
- e) Mandatory Quality attestation certificate i.e.
 - Phytosanitary certificate from Kenya Plant Health Inspectorate Services (KEPHIS) (horticulture, tea, coffee and any plant-based products)
 - Sanitary certificate from Director of Veterinary Services (fish, meat and any food)
 - Fumigation certificate (wood articles, some gift items)
 - Kenya Bureau of Standard certifications

4. Product Identification and Documentation:

- Product identification and documentation
- Source/production method
- Trends and development on your product (ITC, CBI, Google etc.)

5. Marketing Tools - Electronic image builders:

Develop Product catalogue and save it on a USB /Website/WebPages/ and attach it to an email. Product labelling must clearly indicate Name, Size, Price, Code, and high-resolution photos

It will be important to develop a brand or a trade name for your product and have the brand registered at Kenya Industrial Property Institute (KIPI)

6. Identify a market with a relative advantage (e.g. USA for textiles under the African Growth and Opportunity Act - AGOA initiative, Common Market for Eastern and Southern Africa -COMESA, East African Community- EAC and the European Union -EU)

- a. Contacts
- b. Enquiries
- c. Trade Fairs

7. Price your products competitively (It is advisable to add value to your products in order to have a competitive edge over your competitor)

Contact KEPROBA for more information on markets, products, and some contacts for buyers

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DISCLAIMER:

KEPROBA has compiled this Information with the aim of providing support and guidance on export procedures



Of Culture Food and Preservation

by Charles Orido

Back in the days when we didn't have Fridges, The Communities relied on the Indigenous Food Preservation Methods

For us to understand how communities in Kenya lived, we must understand their ways of knowing. Indigenous knowledge has been used in medicine with herbs and spices, food preparation/cuisine etc. Food would normally stale after their initial harvest. Food being a critical aspect of survival they needed to curb staling of food so that there is continuity in supply even if the harvest times are gone by.

In this article, Indigenous knowledge rooted within the African traditions help us understand the ways of how Kenyan communities used to preserve food at the familial level. Many communities used different methods for different foods. Kenya is known to have over 42 communities having variety of ways of living. In the next sections, we shall highlight some of the commonly used methods of food preservation.



❖ Meat Preservation

Meat is one of the most precious food items in the Kenyan diet and even the poorest families' needs are met by the occasional slaughter of a sheep, goat, beef or game. No ceremony is complete without meat on the menu.

The pastoral Turkana preserve meat by cutting long thin strips which are hung up and sun dried in about a week. In some cases, salt was added to speed the drying process. Meat was also shaped in one-inch ball pieces which are deep fried to a golden colour; after which they are either sun dried or stored in a wooden container under oil. Any cooking oil left over is also stored.

The Luos of western Kenya used to slowly roast meat then hung it to dry in the kitchen. The meat is then shred depending on the required quantities over time. This meat delicacy is famously known as Aliya. Similarly, Kikuyus roasted meat (rukuri) and would at times glaze with honey. The meat will then be used later as required.

❖ Fish Preservation

Communities around the lake survived heavily on fishing. Various methods of preserving fish were used: omena or fingerlings would be caught in fishing vessels brought to the shore then sun-dried to keep it fresh and clean. Similarly, after catching tilapia, the scales, gills and intestines would be removed, cut open and sun-dried to make Obambo delicacy. Fish such as Nile perch or mbuta could be filleted and the flesh shaped into balls then deep fried and sun-dried.

Smoking was also preferred for whole tilapia fish to make bude delicacy. Bude are normally dark in appearance due to the smoking effect. After smoking, the fish is the sun-dried in the open.



❖ Milk Preservation

Most communities boil and cool fresh milk to improve shelf life for later use. However, milk had many uses especially where excess production of milk occurred, milk was transformed to other by products that would keep for longer.



For instance, Mursik synonymous with the long distant runners from the Rift Valley had special herbs and charcoal added, kept in cured guard. In western Kenya, milk was put in guards then cow's urine "chiedho" added to help with souring process. Each day, the milk must be whisked by shaking the guard vigorously resulting to formation of butter floating on top. The butter is then carefully collected and stored separately. The butter would be clarified to form clear highly flavourful golden ghee (mor alenya). The Turkanas also made traditional cheese (aryera).

❖ Water Preservation

Is water food? In as much as water may not be food, water does form part of food. Secondly water provide critical nutrients for our bodies. River or Rainwater was harvested, sieved using clean clothes and stored in clay or earthenware pots. Anecdotal evidence show that water stored in clay/earthenware pots would achieve cold temperatures just like for refrigeration. The advantage being the temperatures would be cool, soothing yet the clay pot would provide alkaline environment hence increasing health benefits to the body.



Clay pot for water storage, Courtesy of Traditional Pots in Kenya

❖ Grain Preservation

Most communities had granaries but in the homesteads. The materials used to make the granaries were essential in the preservation of food as well. Woven sticks that formed granary walls repelled insects and pests hence ensuring minimal pest infestation. The floor was also raised to ensure that flood water do not dampen the floor. In some cases, the granaries walls and floor were sealed with cow dung to ensure that heat lost is not experienced or humidity from the atmosphere do not affect grain quality and too hot for pests to survive.

It must be noted that security for such foods was arrived at by centrally locating granaries in the homestead surrounded by houses so that any watch any unwanted movements around the granaries. Granaries had two main storage uses as discussed below.



Traditional granary, Courtesy of Bomas of Kenya

First, the granaries would be used for bulk storage of dry cereals such as millet, maize grains and legumes such as beans after bumper harvest. Where sticks were used rather than cow dung on the walls and floor, sealed grain containers, gourds, sacks and hand-woven baskets were also used then placed in such granaries. In some communities such as Luyia, ash served as preservative for grains especially peas and beans after a thorough drying. Therefore, grains were mixed with ashes controlling pest from infesting the grains.

❖ **Shade Preservation**

Secondly, underneath the granaries, foods such as melons, pumpkins or roots such as sweet potatoes and cassava would be deliberately left. This is due to the cool temperatures under the granaries that would ensure foods stocks keep for longer. Also, to reduce exposure to sunlight that would enhance rotting of fruits and vegetables.

❖ **Smoke Coating Preservation**

During harvesting, grains deemed to be of high quality would be selected as seeds for next seasons planting. To preserve these grains seeds while still intact as maize cobs, millet and sorghum spikes would be hung in the kitchen

closer to the earthen cooking stoves where smoke from the stoves would coat the seeds preventing them from pests such as weevils awaiting planting season. The heat also ensured that grains remained dry while hot temperatures made it difficult for pests to survive.

❖ **Indigenous Vegetables Preservation**

Despite the nutritional and medicinal value of indigenous vegetables, these vegetables grow as weeds during rainy season when they are in plenty. Methods of preservation are very important deterrent to the wider utilization of these vegetables. Examples indigenous vegetables include Gynandropsis (Akeyo or Dek) have very high concentrations of iron and calcium while Tribulus terrestris L. (Okuro) has calcium. (Manage (blacknight shade) and Kunde (Cow peas leaves).

Among the Luo of western Kenya, indigenous vegetables were dried under the shade of a tree for a period of three to four days then put in a pot that was covered with a lid then sealed with cow dung. The vegetable would stay in the pot for more than a year without going bad. The vegetable served as food reserve to be used during lean period. Other communities blanched the vegetables before sun-drying.

It is noteworthy that most vegetables grow naturally in the wild. However, using indigenous knowledge, only edible vegetables made it to the menus. Mushrooms sprout within a short period of time hence the harvesting must be timely and accurate. When in season, edible wild mushrooms are carefully selected, harvested and dried under the sun to completely dehydrate. Due to high water content, mushrooms are highly perishable and must be dried in the sun longer than the leafy green vegetables else they rot and get worm infestation. Mushroom is a treasured delicacy in western Kenya.



Photo: Edible wild mushrooms

method also works well with peanut (karanga) or tamarind (ukwaju) in pods where pest may take time as the inside is not exposed to rotting and is hard for pests and rodents to crack.



Photo: Assorted spices

❖ Spices, herbs and nuts preservation

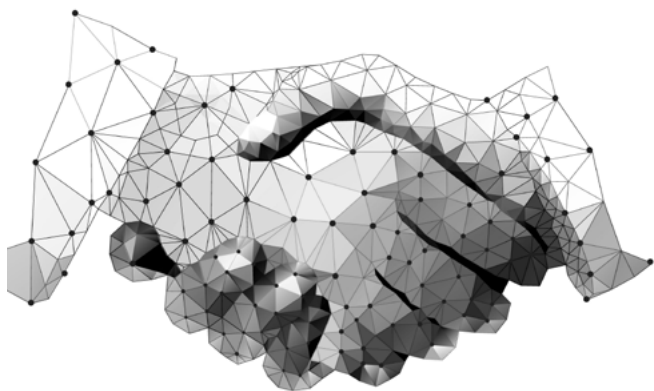
Herbs and spices are mostly associated with coastal region of Kenya. Communities around Kenyan coast have rich cuisine with use of herbs and spices such as cinnamon locally known as mdalasini, cloves. After harvesting, these herbs were sun-dried for sale or consumption at later date. Some of the herbs and spices were ground into powder for ease of storage in airtight containers and for extraction of flavour as well. Examples include turmeric and chillies.

Nuts such as macadamia, cashew, locally known as korosho were sun-dried to dehydrate then stored. However, some nuts are better persevered in their shells after drying. This

Information courtesy of

Chef Charles Orido, Utalii College





Ecommerce as an Enabler of Export Growth by Christine Sitawa

Digitalization is a gamechanger for Africa's e-commerce businesses and this has been catalyzed by the COVID-19 pandemic that had brought about a new world order in how business is done. Digital platforms have reorganized economic activity across the globe in the 'new normal' as businesses are now more than ever alive to the fact that change is inevitable and for them to stay afloat, they need to adapt and change. The emergence of digital platforms has completely revolutionized and transformed how we work, communicate, eat, live, and relate.

In today's 'platforming' economy ecommerce platforms are positioned as not merely digital marketplaces but they blend digital ecosystems with new architecture for the global economy. Businesses must adapt and integrate their systems and processes to align and take advantage of available opportunities in the digital space. What we are witnessing now is globalization on steroids. There is still a myriad of issues that have plagued the global trade for centuries and persist to date such as inequalities in access to markets, market distortions, information asymmetry and other externalities. The internet maybe the only equalizer through digital trade.

Latest statistics from UNCTAD show that global e-commerce sales in 2018 amounted to \$25.6 trillion, up 8% from the previous year. Notably, cross border sales immensely contribute to the growth in ecommerce which is an enabler of international trade. For example, the share of the 1.45 billion online shoppers worldwide that made cross-border purchases rose from 17% in 2016 to 23% in 2018. Furthermore, a recent survey conducted by UNCTAD on uptake of ecommerce and digital solutions by 9 emerging and developed countries during COVID 19 pandemic shows that more than half of the respondents now shop online more frequently than before. The survey covered Brazil, China, Germany, Italy, the Republic of Korea, Russian Federation, South Africa, Switzerland, and Turkey. Online platforms such as Amazon and Alibaba registered large number

of buyers during the period; and closer home, Jumia, Masoko and Kilimall satisfied the appetite of online buyers looking for a convenient shopping experience and contactless payments. Exports of goods and services represent one of the most important sources of foreign exchange income that reduces trade imbalance and creates employment opportunities.

The unprecedented consequences of COVID 19 have exposed firms to various disruptions some of which impede the supply chain relationships and associated operations. In the manufacturing industry, supply chain disruptions have curtailed the entire value chain process from procuring raw materials, production, marketing, and exporting. For example, manufacturers of apparels and textiles in Kenya mostly source their raw materials from Asia and North Africa. Delays and disruptions caused by the pandemic have made it necessary for firms to develop digital network systems to enhance efficiency, end-end visibility, and traceability of the entire value chain process. Most firms have focused on re-inventing their business processes to adapt to changes brought about by globalization.

Kenya's export sector has remained resilient with businesses turning to digital platforms to enhance visibility of their products and services in the global market. Exact data and statistics are lacking but revenue in the Kenyan e-commerce market is expected to result in an approximated market volume of USD 2 billion by 2024 (Statista). A recent

survey by Kenya Private Sector Alliance shows that most firms have moved their businesses online to enhance visibility and promote their products; most purchases are being done online and this trend has continued to rise overtime. Export opportunities have been made available to SMEs through digital platforms which has also boosted their sales especially for those catering for niche markets. With growing popularity of the digital platforms in Kenya, most businesses are exporting through the digital space, for instance, the EU and Asia who have an appetite for authentic African products make their purchases on platforms such as eBay. The platforms are an avenue for match making for connecting investors, trade and business opportunities. Therefore, as more and more buyers go online to source for products, sellers need to maintain an online presence otherwise they stand to lose visibility in the market.

Digital platforms in the export sector are used not only to promote goods and services but also to provide buyers with more information on the product features, country of origin, quality

and standards, export capacity of the seller, pricing, and mode of delivery. It is a full-fledged marketplace that provides for an interaction among players in the export sector such as buyers, sellers, logistics firms, financial institutions, enablers, and regulators of export trade. Exporters can efficiently source for service providers and sell through the digital platforms, and from the comfort of their homes. The East African Community recently launched the electronic certificate of origin to facilitate ease of export of goods and services within the region. Businesses can now apply and upload the certificate online when exporting and this helps save time.

Kenya Export Promotion and Branding Agency's recognizes the role of ecommerce in promoting exports globally. The recent developments in technology adoption and the current pandemic have catapulted the agency's plan to leverage on technology to support enterprises promote their products, develop market linkages, and facilitate B2B meetings through digital platforms. The recently launched Digital Economy Blueprint provides

a framework to improve Kenya's ability to leapfrog economic growth. The blueprint is hinged on five pillars: Digital Government; Digital Business; infrastructure; Innovation-Driven Entrepreneurship and Digital Skills and Values.

As we implement the recommendations therein, the policymakers need to devise concrete measures to facilitate e-commerce adoption among small and medium enterprises, address security issues brought about by online trading, create specialized talent pools, and attract international e-commerce investors. Imperatively, enhancing development of ecommerce in Kenya entails addressing issues such as reliability of the platform, trust, pricing, and fees/taxes paid by the seller and buyer. Partnerships with players in the digital space is key in developing a robust ecommerce platform to support businesses.

Christine Sitawa is the Kenya Export Promotion & Branding Agency Manager - Partnerships





▪ Upcoming Dubai 2021 Pre – Expo Theme Weeks

No.	Pre-Expo Theme Week	Pre-Expo Theme Week Dates	Deadline to submit information
1	TRAVEL & CONNECTIVITY	11 th – 12 th Jan 2021	23 rd Dec 2020
2	GLOBAL GOALS	20 th – 21 st Jan 2021	6 th Jan 2021
3	HEALTH & WELLNESS	2 nd – 3 rd Feb 2021	19 th Jan 2021
4	FOOD, AGRICULTURE & LIVELIHOODS	22 nd – 23 rd Feb 2021	8 th Feb 2021
5	WATER	23 rd – 24 th Mar 2021	8 th Mar 2021





Here are some of the Innovation by Kenyan industry players: -

- Industry manufactured new products, necessary for protecting all in the country and more so, the medical personnel that are on the frontline in fighting COVID-19. Some factories changed their production lines to alcohol-based hand sanitizers whilst others supported their communities by providing soaps, handwashing kits and water storage tanks. This were geared towards ensuring that such products do not run out of stock.
- Local manufacturers increased their production of the material (Non-Woven Polypropylene) needed to manufacture 3-ply face masks (due to their high filtration ability) that are being used by both medical personnel and the general public.
- The Kenya Fashion Council (KFC) incorporated small businesses in fashion design and tailoring across the country, to sew masks to meet local demand.
- Kenya Association of Manufacturers engaged the government to develop standards for medical supplies and equipment to be used in the fight against COVID-19. Some of these items include protective footwear, full-body suits, headgears, protective footwear, hospital scrubs, hospital linen and surgical gloves.
- The 1st ever locally manufactured ventilator was developed by Kenya Association of Manufacturers' (KAM) Automotive Sector, led by Mutsimoto Limited, which was later certified by Kenya Bureau of Standards (KEBS). The ventilator, dubbed Pumuaishi 3.0, was unveiled in April 2020 and has been undergoing standards evaluation for certification at KEBS. Following certification, the ventilator shall be patented and produced for both local and export markets. The ventilator is currently undergoing review by the Pharmacy and Poisons Board.

INDUSTRY NEWS

The State of Manufacturing in Kenya

COVID-19 has had an impact on all sectors and the manufacturing sector has not been spared.

Earlier this year, The Private sector players (Kenya Association of Manufacturers) conducted a survey in partnership with KPMG. From the survey 78% of manufacturers had to swiftly shift their focus from increasing profitability, revenue and domestic market share pre-Covid to currently reducing costs, retaining jobs, and improving cash flow. Currently, the main focus is on building the resilience and sustainability of our manufacturing sector to preventing us from suffering from shocks brought about by crises, such as COVID-19.

Innovations During Covid -19 Pandemic

The COVID-19 pandemic exposed the dangers of over-relying on imports as a country. To deal with supply chain shocks caused by the pandemic, The Country had to rely on home-made solutions to cushion ourselves as a country from its impact.

Lessons on International Trade Post COVID-19

COVID-19 has exposed the vulnerabilities of complex global supply chains built on lean manufacturing principles. For example, many manufacturers source their raw materials from China. When Chinese factories closed, they struggled to source for raw materials.

The Learnings:-

- Post-COVID, we shall see flexibility in supplier bases, with manufacturers diversifying their sources of raw materials and intermediate products as well as markets for finished goods.
- We shall also see the accelerated adoption of technology and automation in order to ensure continued production.
- The health certification for COVID-19 might present challenges in movement of persons in the course of trade. Some countries have used it as to impose Non-Tariff Barriers against their partners.
- New protocols have to be developed to govern global trade in the wake of COVID-19.
- We hope that countries, especially Kenya, will put in place policies that will encourage investments in the manufacturing sector to ensure we become resilient and self-sufficient to protect us from shocks arising out of crises such as COVID-19. This entails succinct fiscal and regulatory policies and initiatives that encourage investments into the sector. Increased investments will see local industry thrive and in turn create jobs and wealth for many.
- We can also build resilient industries by supporting Kenyan-made products through public procurement, creating awareness on locally manufactured products and encouraging consumers to buy local.

Private Sector Trade Promotion Initiatives

The private Sector Players (KAM) continued to engage the government to promote the competitiveness of industry and seek new market opportunities. Such initiatives include;

- Advocating for the fight against illicit trade. Manufacturers were registering losses and an increasingly reduced market share in previous years due to illicit trade. The formation of the Multi-Agency Team against Illicit Trade has seen the fight against illicit trade become successful that some of the sectors are registering an increased market share, for example, Food, Beverage and Electrical Sub Sectors.
- Advocating for the removal of Non-Trade Barriers: Kenyan Exports to EAC have been on a declining trend, mainly because of increased non-tariff barriers. Some of the non-tariff barriers include cumbersome and numerous customs documentation and administrative procedures, non-recognition of certificates of origin, varying standards and stringent application of sanitary and Phytosanitary (SPS) requirements, among others. The government has been keen on resolving the NTBs however, some persistent issues still remain. The Association continues to engage relevant authorities for long-lasting solutions.
- Advocating for an efficient transport and logistics system: The private sector players has continued to advocate for an efficient and cost-effective transport and logistics system. This plays a critical role in supporting the manufacturing sector and society at large by ensuring that there is a consistent supply of raw materials to manufacture goods for domestic, regional and international markets.
- Promotion of the Buy Kenya Build Kenya: The public and private sector has developed strategies to advocate for local content uptake, locally, regionally and internationally. Locally, we have seen manufacturers demonstrate their capacity to produce high quality goods for local and export markets.

Info courtesy of Kenya Association of Manufacturers

KENYA'S EXPORT PERFORMANCE REPORT 2020



The Kenya Promotion and Branding Agency has released a report on the comparative analysis of Kenya's international Trade in the first three quarters of 2020 compared to 2019 performance. The Report indicates that

- There was relative increase in total exports by 6% (Ksh 30 billion) from Ksh 450 billion in 2019 up to Ksh 480 billion recorded for period January to September 2020.
- The three (3) quarterly cumulative imports values relatively declined in the period January to September 2020 by 9.6% (Ksh 128 billion) from Ksh 1,327 billion in 2019 to Ksh 1,199 billion
- The cumulative balance of trade in the first three quarters improved in relative terms by 18% (Ksh. 160 billion) from Ksh 878 billion recorded from January to September in 2019 down to Ksh 718 billion over the same period in 2020. More details <http://www.brand.ke/index.php/component/content/article/90-tradenews/latest-epc/393-kenya-s-export-performance-q1-3-2020?Itemid=437>

KTDA SETTING UP AFRICA'S FIRST JAPANESE GREEN TEA PRODUCTION FACTORY

The Kenya Tea Development Agency Limited (KTDA) is in the final stages of setting up Africa's Japanese Specialty Tea production Factory as part of long-term product diversification strategy. The factory will be located at the organization's Kangaita Tea Farm in Kirinyaga County will be used to pilot the processing of the specialized Japanese Sencha Tea which on average fetches a higher price, in the market than traditional black CTC tea.

The collaborative effort between the Japan International Cooperation Agency (JICA) the Agriculture and Food Authority (AFA) and KTDA. The project is a cooperation between JICA, the Government of Kenya through AFA and KTDA. This is a pilot plant to manufacture Japanese Green tea. With Kenya being the third largest producer of tea in the world. This plant will process a special type of green called Sencha, targeted for the Japanese Markets. Upon successful implementation, this project will be rolled out to other small holder tea factories.

Part of the process will involve mechanized green leaf plucking as the production of Japanese Sencha Green Tea demands a certain type of leaf quality through the processing plant. KTDA has been testing mechanized plucking at the farm, by ensuring tea bushes are prepared for the process when production starts next year.



KANGAITA FARM TEA FACTORY TO PRODUCE GREEN TEA FOR JAPANESE MARKET

The Kenya Tea Development Agency (KTDA) is set to putting up a Sh289 million green tea processing plant a Kangaita Farm Tea Factory as part of its plans to diversify from Black CTC tea and improve earnings. The Kangaita Farm Tea Factory is funded by KTDA and Japan International Cooperation Agency (JICA) and will be producing Japanese style (steamed) green tea. The factory is expected to process about 103,000 kilos of green tea in the first four years with the output rising to 346,000 kilos in the fifth year.

The new factory will receive green leaf from the 600-acre KTDA-owned Kangaita Farm. Currently, green leaf plucked from the farm is processed at Kangaita Tea Factory. The

farm is looking to invest in ride-on tea plucking machines as it moves to deploy technology to boost efficiency.

Other KTDA-managed factories are currently installing orthodox tea processing lines alongside their traditional Black CTC production lines as the diversification strategy gathers momentum. Kiru, Thumaita and Imenti tea factories have this year started producing orthodox teas joining earlier pace setters Kangaita, Itumbe and Michimikuru. Another three factories- Kimunye, Chinga and Gitugi- are currently installing orthodox lines.

Orthodox teas provide an opportunity to venture to new markets as well as cushion smallholder tea farmers from volatility in the Black CTC market. Orthodox teas are whole leaf teas processed using a delicate method of gradually rolling and drying green leaf into smaller sizes of different twists and styles. This is unlike Black CTC tea where the leaf is cut into fine granules using CTC set of rollers. There is a broad range of orthodox teas including black orthodox, green tea, purple tea, green CTC, oolong, premium white tea and white tea. Kenyan-made orthodox teas are mainly sold in Iran, Germany, Russia and Dubai.



EXPORT DEVELOPMENT NEWS

Product Development Programme

The Kenya Export Promotion and Branding Agency (KEPROBA), through the Product and Market Development Directorate (PMDD), is rolling out the Product Development Programme 2020/2021 targeting the 19 prioritized products (Tea; Fresh Cut roses and buds; Fresh or dried Macadamia Nuts; Coffee; Manufactured tobacco and cigarettes; Goat Meat; Medicaments ; Men Clothing; Fresh cut flowers and bud; Preserved leguminous vegetables; Fresh or dried avocados; Pineapple Juice; Fresh or chilled vegetables; Iron and steel products; Food preparations; Salt; Preserved/canned pineapples; Soap detergents; Women clothing).

The Agency is also conducting training needs assessment to establish what training courses will be relevant for the stakeholders. The needs will be categorized into Product Development, Branding and Communication related training's. For more information kindly visit the website

www.brand.ke

MARKETING KENYA'S HORTICULTURAL EXPORTS PRODUCTS

Integrated Marketing Communication Strategy To Boost Kenya's Horticultural Exports

Kenya has developed a one-year marketing strategy for its horticulture products targeting the European Union, United Kingdom, Australia, United Arab Emirates, Russia and United States of America towards achieving a 10% export growth in 2020/2021. This was done during a three day workshop held in Rift Valley Lodge, Naivasha from 14th – 16th October 2020 that was hosted by the Kenya Export Promotion and Branding Agency in collaboration with the Kenya Flower Council (KFC), Fresh Produce Consortium of Kenya (KPC – Kenya), Kenya Airways, the Fresh Produce Exporters Association of Kenya (FPEA). The Integrated Marketing Communication Strategy (IMC) between the Agency and the horticultural sector is the first of its kind and will work towards achieving a coordinated communication programme that is customer focused and consistent towards achieving a competitive advantage for the horticultural produce. Horticultural sector remains among Kenya's top four foreign exchange earner for the country. In 2019, the horticultural sector accounted for 19% of the Kenya's total exports. This was made up of floriculture at 11%, fruits and vegetables at 4% each. In the same year, Kenya's key destinations for the horticultural exports included Netherlands (Ksh. 39.1 billion), United Kingdom (Ksh. 23.9 billion), United Arab Emirates (Ksh. 5.7 billion), and United States of America (Ksh. 5.4 billion and Germany (Ksh. 5.2 billion) These leading five markets accounted for 13% of the Kenya's total exports and 72% of the Kenya's exports on horticulture respectively



إكسبو 2020 دبي
الإمارات العربية المتحدة
DUBAI, UNITED ARAB EMIRATES

World Expos Participation

Kenya is participating in the Expo Dubai 2021 World Expos:
- Get More insights

World Expos bring people together in a spirit of hope and collaboration for a better future, and Expo 2021 Dubai believes that now, more than ever, humanity needs to come together to remember what unites us, to celebrate our human spirit and be inspired by the greatest examples of collaboration, innovation and cooperation from around the world. We look forward to welcoming a world that is more resilient and unified in purpose, having overcome these very challenging times for us all.

Expo 2020 Dubai: Highlights

- Expo 2020 Dubai is an opportunity to convene the global community in a spirit of hope and optimism and to help shape a better, post-pandemic future by inspiring new and exciting solutions to overcome some of the world's most pressing challenges.
- The first World Expo to be held in the Middle East, Africa and South Asia (MEASA) region, and the largest event ever held in the Arab world, Expo 2020 Dubai will capture the world's imagination by welcoming the best minds and the most innovative ideas from around the globe.
- Expo 2020 Dubai's theme, 'Connecting Minds, Creating the Future', is based on the belief that innovation and progress are the result of people and ideas coming together in new and unique ways.
- Expo 2020 Dubai will be a once-in-a-lifetime experience – a six-month celebration of creativity, innovation, humanity and world cultures. It will be a time to create and renew connections, a time to be awed by the spectacular events programme, and a time to do business.
- Expo 2020 will welcome artists and academics, pop stars and pioneering thinkers, culinary wizards and corporate gurus, tech ninjas and tomorrow's leaders.
 - More than 60 live events each day for 182 days
 - Around 200 F&B outlets, 50-plus global cuisines, future-shaping culinary tech, local favourites and delicious culinary tours
 - Participating countries will contribute to the dynamic, diverse and ever-changing events

programme – from music, dance and art to inspiring poetry slams and insightful talks

Key Dates

- Opening day: 1 October 2021
- Closing day: 31 March 2022
- Opening hours
 - Weekdays: 1000-midnight
 - Weekends and special days: 1000-0200

Theme and Subthemes

- Expo's theme of 'Connecting Minds, Creating the Future' is based on the belief that innovation and progress are the result of people from different fields and backgrounds, who would not normally collaborate, coming together in new and unique ways to share ideas.
- The nations and organisations that will take part in Expo, and the millions who visit, will explore the power of connections across the key subthemes of Opportunity, Mobility and Sustainability – areas that we see as fundamental in shaping our world.
 - Opportunity: Unlocking the potential for individuals and communities to shape the future
 - Mobility: Creating smarter and more productive movement of people, goods and ideas, both physically and virtually, that ensure we maintain our resiliency
 - Sustainability: Respecting and living in balance with the world we inhabit to ensure a sustainable future for all

International Participants

- More than 200 participants – including more than 190 countries, plus multilateral organisations, educational establishments and companies – as well as millions of visitors, will come together to celebrate Expo 2020 Dubai.
- More than 190 countries have confirmed they will take part in Expo 2020. This surpasses the 180-nation commitment made in Dubai's 2013 host bid.

The Kenya Export Promotion and Branding Agency has been engaging stakeholders to participate in the expo through sharing content to show case Kenyan diverse opportunities. More engagement are on course on the upcoming planned activities.

The Prioritized Markets



The Kenya Export Promotion and Branding Agency has identified 22 priority markets that the country intends to penetrate to enhance its exports growth and foreign earnings through market access, product diversification of the export product. The prioritised markets are as below: -

No.	Market	Status		Target (USD Million) as at 2023
		Current Exports (USD Million)	Untapped Potential (USD Million)	
1.	Pakistan	586.23	111.60	697.83
2.	Uganda	610.81	179.90	790.71
3.	Tanzania	283.70	104.80	398.50
4.	United States of America	467.32	443.160	898.92
5.	United Arab Emirates	345.58	92.60	438.18
6.	Netherlands	457.69	409.30	866.99
7.	United Kingdom	396.75	150.60	547.35
8.	Rwanda	176.13	105.60	281.73
9.	China	109.90	53.80	163.70
10.	Democratic Republic of Congo	149.82	66.70	216.52
11.	Ethiopia	62.60	54.40	117.00
12.	Egypt	198.66	83.70	282.36
13.	Kazakhstan	21.11	71.10	92.21
14.	Italy	39.17	70.60	109.77
15.	Japan	50.07	57.50	107.57
16.	Germany	110.17	107.40	217.57
17.	Somalia	148.80	47.20	196.00
18.	Nigeria	22.03	20.10	42.13
19.	Russia	84.62	134.70	279.32
20.	Qatar	21.92	35.80	57.72
21.	Poland	21.92	35.80	57.72
22.	Ghana	12.42	7.50	19.92
Total		4,423.40	2,406.70	6,830.10

THE PRIORITY PRODUCTS

19 products have been identified for promotion and market access in the targeted markets. The Agency has been engaging stakeholders and producers to enhance standards and quality compliance, increase the products volume to meet the envisaged demand.

No.	Code	Product label	% share of Kenyan Exports in 2018	Global demand (USD Million)	Kenya's Supply Capacity
1.	'090240	Black tea	22.41	3,778.82	1,355.99
2.	'060311	Fresh cut roses and buds	7.98	3,346.62	482.67
3.	'080262	Fresh or dried macademia nuts	1.44	539.62	87.16
4.	'090111	Coffee	3.77	19,804.56	227.92
5.	'240290	Manufactured Tobacco and cigarettes	1.38	24,867.56	227.92
6.	'020450	Goat meat	0.54	330.45	32.92
7.	'300490	Medicaments	1.71	302,913.74	103.49
8.	'620342	Men clothing	1.16	24,829.84	70.32
9.	'060319	Fresh cut flowers and buds	1.33	3,060.46	80.54
10.	'200559	Preserved leguminous vegetables	0.63	385.57	37.85
11.	'080440	Fresh or dried avocado	1.96	6,036.46	118.30
12.	'200949	Pineapple juice	0.37	318.21	22.42
13.	'070999	Fresh or chilled vegetable	1.27	2,616.80	76.97
14.	'721070	Iron and steel products	0.78	10,260.33	47.48
15.	'210690	Food Preparations	0.72	43,784.23	43.59
16.	'250100	Salt	0.68	4,193.83	40.89
17.	'200820	Preserved/ Canned pineapple	0.63	1,067.09	38.27
18.	'340119	Soap detergent	0.57	1,617.97	34.72
19.	'620463	Women clothing	1.01	26,365.40	64.86
Total			50.41	480,117.55	3,050.00



Value Addition For Kenyan Tea And Coffee

By Hassan Mwarabu

Tea and coffee have been Kenya's chief export products over the years. In 2019, tea and coffee accounted for over 22% of the Kenya's total exports with tea accounting for the big chunk. The percentage shares of these products have however been diminishing in the recent past. Shares of tea to the total exports diminished from 24.8% in 2017 to 19.0% in 2019 while that of coffee diminished from 4% to 3.4% in the same period. Kenya registered tea exports worth sh. 34.1 billion and sh. 34.8 billion in the first and second quarter of 2020 compared to sh. 31.4 billion and sh. 25.1 billion in the same period in 2019. On the other hand, coffee exports amounted to sh. 5.1 billion and sh. 7.8 billion in 2020 compared to sh. 5.7 billion and sh. 7.2 billion in the same period in 2019.

SHARE OF TEA IN EXPORT



2017 24.8%

2019 19.0%

SHARE OF COFFEE IN EXPORT



2017 4.0%

2019 3.9%

Value Addition for Kenyan Tea

Kenya is ranked 3rd global producer of tea after China and India while Sri Lanka is ranked fourth. Kenya is the world leading exporter of black tea, in bulk, followed by Sri Lanka. China and India have been registering lower exports of black tea, in bulk, despite being the leading producers, most of which is exported in processed/ value added form.

According to Trade map reports, the world leading exporters of tea by value included China, Kenya, Sri Lanka, India and United Arab Emirates. It is worth noting that UAE is a leading exporter yet the country does not produce the product, but buys from the Dubai Tea Trading Centre (DTTC) and process for export. Kenya exported the highest quantity of tea amounting to 476 thousand tonnes followed by China (368 thousand tonnes), India (256 thousand tonnes), Sri Lanka (174 thousand tonnes) and Vietnam (135 thousand tonnes). Tea exports from Luxembourg and Japan attracted the highest prices of USD 74 thousand and USD 26 thousand per ton respectively. Out of the leading exporters of tea, China, Sri Lanka and UAE attracted the highest price, per tonne, of USD 6 thousand, USD 5 thousand and USD 4 thousand respectively while Kenya attracted the least price of USD 2 thousand per tonne. The high prices are attributable to the high level of value addition of tea, a process that creates employment opportunities along the tea value chain, among other benefits.

Forms of value addition in tea

a) Branding and packaging

The country has continued to sell her tea in primary form, in bulk, with very little product blending and packaging, thus constraining growth in profitability. Selling branded tea will increase profitability and provide more job opportunities for Kenyans along the tea value chain.

Kenya is a source of high quality tea globally, but little is known about it. Buyers and brand owners, who recognize this fact, purchase Kenyan tea from Mombasa Tea Auction and primarily use it to blend cheaper teas from other origins. As a result, Kenyan tea lacks visibility in the world market.

Attractive packaging is the main marketing tool for products. Good designs for tea is therefore a component of value addition. Tea grown in different zones have different and unique tastes attributable to such geographical locations of production, this ought to be captured in the package of the product. As such, capitalizing on geographical indication as a branding tool for high value added tea presents an opportunity for earning premium prices of Kenyan tea thereby increasing tea earnings.

b) Diversification of Kenyan tea

Kenya is ranked 1st exporter of black tea, in bulk. Other than the black tea (in primary form), diversified value-added tea existing in the markets include herbal tea, flavoured tea and green tea. Green tea and its variants such as chamomile, spearmint, peppermint, lime/lemon, lemon grass, lemon with ginger and classic are being marketed for health benefits such as weight loss, effectiveness against diabetes and cancer, healthier skin, stronger immune systems and assisting in hair growth. Kenya has not fully harnessed this opportunity that would earn premium prices thereby increasing foreign exchange.

c) Value addition for Kenyan Coffee

Coffee production in Kenya is done at two levels; the smallholder production (organized into cooperatives) and medium and large sized farms production (coffee estates), most of which is marketed through the coffee cooperative societies. Coffee grown in Kenya include Arabica and Robusta.

According to report by International Trade Center, the leading exporters of Coffee in 2019 include Brazil, Switzerland, Germany, Colombia and Vietnam accounting for more than 47% of the world exports of coffee. The leading African exporter was Ethiopia, with exports worth USD 864 Million. Kenya was ranked 25th exporter of coffee with exports worth USD 205 Million at USD 4 thousand per ton for the 51 thousand tons exported. Exporters whose coffee attracted the highest prices

in the market included Saint Helena, Iceland and Switzerland; at USD 43.5 thousand, USD 31.0 thousand and USD 29.9 thousand respectively. This is attributable to the high level of value addition invested in the coffee sector of these Countries. Through value addition, Kenya would be selling her coffee at higher prices thereby generating high foreign exchange.

Despite the government's effort to streamline the coffee subsector, including implementation of reforms such as liberalization of the coffee market, the situation remains unfavorable for the coffee sector.

The major forms of value addition of coffee is through processing, branding and distribution to consumers through retail and food service outlets within the consuming regions

Benefits of value addition for coffee and tea

- i. Creation of employment opportunities along the tea and coffee value chains through forms of value addition such as packaging which may require hiring of more personnel.
- ii. Increase of foreign exchange by selling value added goods at premium prices.
- iii. Ensures continual competitiveness of Kenyan tea and coffee in the dynamic export sector.
- iv. Enhancing the image and visibility of the Kenya brand as a source of high quality tea and coffee.
- v. Brings about product diversification to widen Kenya's export basket.

Challenges in Value addition of Kenyan Tea and Coffee

- a. **Cost of value addition-** Kenya's exports are agrarian commodities in nature. By selling in their commodity form, producers and exporters of these products avoid the cost on value addition. As such, exporting companies feel that embracing value addition will increase their cost of production, making their exports uncompetitive in the international market. It is however observed that the cost of value addition with respect to machinery is one off and unlikely to recur over the years. The accrued profit as a result of adoption of value addition will eventually the cost attached to value addition. It is therefore more profitable to do value addition than not.
- b. **Lack of skills for value addition-**the concept of value addition is complex and its complexity varies with products and sophistication of the markets targeted for the products. Different forms of value addition require different skills which could be lacking.
- c. Inadequate incentives and a legal framework to support investment in value addition.



Conclusion

- Kenya could generate higher values from packaged tea categories and blended teas to increase the export values.
- In consideration of the government efforts to promote manufacturing; export of tea and coffee could be a catalyser of manufacturing and employment through value addition. The Kenya Export Promotion and Branding Agency is taking the lead role to expand exports of Kenyan teas and coffee to the world markets.
- Among the top ten key suppliers of tea, only Kenya, China, Sri Lanka, and Viet Nam are producers; the others are re-exporting.
- Kenya currently leads in export of black tea globally; there is opportunity and need for diversification into other genres of teas such as green tea.
- Kenya still sells most of the teas and coffee in primary forms, leading to high volume sales at lower export values.
- Sri Lanka produces lesser volumes of tea but earns higher export values than Kenya, through value addition.

Recommendations

- A. Implementation of value addition strategies by the relevant sectors as contained in policy documents such as the Vision 2030 and the Agriculture Sector Development Strategy (ASDS)
- B. Facilitate enactment of the Geographical Indications Bill to facilitate the branding of Kenyan products, to earn premium prices to increase foreign exchange
- C. Diversification into other tea product lines such as herbal tea, flavoured tea and green tea.
- D. Develop and implement fiscal incentives for value addition e.g. removal of import duty on materials used for packaging
- E. Undertake capacity building initiatives on value addition and facilitate tea companies to brand their products with the made in Kenya mark
- F. Encourage citizens to consume locally made tea and coffee.



LICENSED COFFEE BUYERS FOR 2020/2021 AS AT 16/10/2020

NO	NAME OF APPLICANT	APPROVAL STAGE
1.	ADDE HOLDINGS LTD	Approved
2.	AFRICAN COFFEE ROASTERS	Approved
3.	AFRIMEX GLOBAL LTD	Approved
4.	ALANWOOD LIMITED	Approved
5.	BAOBAB COFFEE LTD	Approved
6.	BEKAS SYSTEMS LIMITED	Approved
7.	BRONZE TEA	Approved
8.	C DORMAN SEZ LTD	Approved
9.	COFFEE EXPORTERS KENYA LTD	Approved
10.	CONNECT COFFEE COMPANY LTD	Approved
11.	CROWD FARM AFRICA LTD	Approved
12.	DELAFAIR TRADING COMPANY LTD	Approved
13.	DIAMOND COFFEE CO. LTD	Approved
14.	EAGLE CROWN COFFEE	Approved
15.	EAST AFRICAN GOURMET COFFEES LTD	Approved
16.	FAIR TO GOOD LIMITED	Approved
17.	GILMART LIMITED	Approved
18.	GLOBAL MARK FOODS LIMITED	Approved
19.	HELA COFFEE LIMITED	Approved
20.	IBERO KENYA LTD	Approved
21.	JOSRA COFFEE COMPANY LTD	Approved
22.	JOTIM COFFEE	Approved
23.	JOWAM COFFEE TRADERS COMPANY LIMITED	Approved
24.	KAHVE COFFEE LIMITED	Approved
25.	KAIZEN EXPORT LTD	Approved
26.	KENYA CO-OPERATIVE COFFEE DEALERS LIMITED	Approved
27.	KENYA NUT COMPANY LTD	Approved
28.	KENYACOF LIMITED	Approved
29.	KEVMARY LIMITED	Approved

30.	KIMANI COFFEE EXPERTS LIMITED	Approved
31.	KYANDU TRADING COMPANY LTD	Approved
32.	LOUIS DREYFUS COMPANY KENYA LIMITED	Approved
33.	M. A. PANDIT & CO. LTD	Approved
34.	MABRUI LIMITED	Approved
35.	MOMBASA COFFEE LTD	Approved
36.	MUMBI COFFEE MERCHANTS LTD	Approved
37.	NAIROBI JAVA HOUSE LIMITED	Approved
38.	PECLEX ENTERPRISES LIMITED	Approved
39.	PRIMACAFE AGENCY LIMITED	Approved
40.	RAMBI INVESTMENTS LIMITED	Approved
41.	RED BERRY COFFEE CO. LTD.	Approved
42.	REJITEK COFFEE CO. LTD	Approved
43.	ROCKBERN COFFEE GROUP LTD	Approved
44.	ROSIE VAM DYKE CO LTD	Approved
45.	RUMANI AGENCIES LIMITED	Approved
46.	SANAARK INVESTMENT LTD	Approved
47.	SANNEX ENTERPRISES LIMITED	Approved
48.	SASINI (K) LIMITED	Approved
49.	SERVICOFF LIMITED	Approved
50.	SONDHI TRADING LIMITED	Approved
51.	TASTE OF KENYA COFFEE LIMITED	Approved
52.	TAYLOR WINCH COFFEE LIMITED	Approved
53.	TEA & COFFEE CONNECTION LIMITED	Approved
54.	TRANS-ATLANTIC TRADING COMPANY LIMITED	Approved
55.	UTAKE COFFEE	Approved
56.	WAYLITE ENTERPRISES LIMITED	Approved

List Courtesy of AFA, Regulations & Compliance Department

LIST OF TEA EXPORTERS 2020

No.	Company	Address	Telephone Numbers	Email
1.	Abbas Traders Ltd	Box 80240-80100, Mombasa	0202047900/0715881338/073 3881338	office@abbastraders.com/ riyaz@abbastraders.com/ steve@abbastraders.com
2.	Ace Commodities	Box 85950, Mombasa	2230194	-
3.	Aeon Tea Kenya Ltd	Box 89430 Mombasa	0723179892	aeonkenya@outlook.com
4.	Afribridge Trade Exporters Ltd	Box 90760-80100, Mombasa	2693314/2693329/0412220244	abridge@kenyaweb.co.ke
5.	Africa Tea and Coffee Company Ltd	Box 90212-80100, Mombasa	2223815/2223825/ 0720 885333/ 020 2048435	atc@africaonline.co.ke
6.	Afro Teas Ltd	Box 99616-80107 Mombasa	254 752 322367/041 4470972	afroteaslimited@yahoo.com/ info@afroteas.com
7.	Aimco Enterprises Limited	40973-80100, Mombasa	254 41 2222374/0722 897009/0728856255/	office@aimcoenterprises.com/ edle2005@hotmail.com
8.	Akaba Investments Ltd	99562-80107, Mombasa	254 041 2227320	info@akaba.co.ke
9.	Al Buraq Ltd	Box 99009-80100, Mombasa	0724443997/0716777770	buraqlimited@gmail.com/ badawi37@gmail.com
10.	AL Khalifa Enterprises Ltd	P. O. Box 98113 Mombasa Kenya	254 722886075	alkhalifaenterprises@gmail.com
11.	Al-Emir Ltd	81254, Mombasa	2226830/2314369	export@al-emir.com
12.	Alibhai Ramji (Msa) Ltd	80398-80100, Mombasa	020 231 9508/ 231 9518/ 0788 880 261	alibhai@alibhairamji.com
13.	Al-Itihad Ltd	87228, Mombasa	2226821/2230218/ 020 3549429	alithadltd@yahoo.com
14.	Apt Commodities Ltd	41037-80100	+254 790 009 040 or + 254 774 409 040	info@aptteas.com; tea@aptteas.com
15.	Black Dew Ltd	88178-80100, Mombasa	020 2010712	blackdewlimited@gmail.com
16.	Burale Clearing & Forwarding Ltd	89331 - 80100	0726 732429	buraletea@hotmail.com/ kilimanjaroc@yahoo.com
17.	Bryson Tea Limited	99556 - 80107	0719861688/0723448175	brysontea@outlook.com
18.	Cargill Kenya Ltd	90403-80100, Mombasa	2225701	mombasa_kenya@cargill.com
19.	Cemm Traders Ltd	Mombasa	0722869779	cemmtraders13@gmail.com
20.	Chai Bora (K) Ltd	1828-00200 Nairobi	0725469742/0721878658	infkenya@chaibora.com
21.	Chai Trading Company Limited	93324-80102, Mombasa	020 2037927/2048431/2033676/ 0733 333369/0722 203433	info@chaitrading.com

No.	Company	Address	Telephone Numbers	Email
22.	Chamu Supplies	85831, Mombasa	0722 797225	chamutradingtea@yahoo.com/ troom.iandunross@gmail.com /tearoom.chamusupplies@gmail.com/chamushipping.csl@gmail.com
23.	Cofftea Agencies Ltd	217-80100, Mombasa	2227584/2313982/ 020 2039632	mombasa@cofftea.net
24.	Cropwell Commodities Ltd	68265 - 00200, Nairobi	020 312993/ 0722 512327	david@cropwell.co.ke
25.	Cyrstal Links Ltd	43330-80100	0722603229/0722850243	crystalinks17@gmail.com/ broadlinetraders@gmail.com/crystalface2014@gmail.com
26.	Cup of Joe Ltd	9437-00100, Nairobi	0723365894/+254 412 221386	info@cupofjoe.co.ke
27.	Dafina Tea Traders Ltd	Box 47390-00100, Nairobi	020 2223845	info@dafinatea.com/ jkarugu@dafinatea.com
28.	Devchand Keshavji (Kenya) Ltd	80478-80100, Mombasa	2225776/2221957	dk@africaonline.co.ke
29.	Devon International Ltd	43021-80100, Mombasa	0722411110	said@devoninternational.com/info@devoninternational.com
30.	DHL Supply Chain Kenya Ltd	78609-00507, Nairobi	0202647169	Aila.Aliongo@dhl.com
31.	Diamond Tea Exporters (K) Ltd	95881, Mombasa	2311455 /2316120	ditea@wananchi.com/ info@ditea.co.ke
32.	Empire Kenya (EPZ) Ltd	92130-80102, Mombasa	0725947136/254 20 2004351/254 710877047/254 789112209	info@empirekenya.com
33.	Global Tea & Commodities (K) Ltd	98459 - 80100, Mombasa	2223404/5/020 265 3939/0733 606144/ 0722 205583	mail@globaltea.co.ke
34.	Gokal Beverages (EPZ) Ltd	99351-80107, Mombasa	2317804/5	admin@gokalbeverages.com
35.	Gokal Trading (Kenya) Ltd	99351-80107, Mombasa	2317804/2317805/ 0736 550366/0721 531190	admin@gokalbeverages.com
36.	DL Redwood Limited	Box 80242-80100	254 41 2227204/0722 969808	info@dlredwood.com
37.	Green Leaf Trading Co. Ltd	83713- 80110, Mombasa	041-0722309812/0722491413	greenleafmsa@gmail.com
38.	Highland Taste Ltd	46774, Nairobi	020 822139/576973/224016	highlandtastt@gmail.com
39.	Hydery (P) Ltd	82576, Mombasa	2228379/2311109/2311110	hydery@hydery.net
40.	Indo-Africa	P.O. BOX NO. 88097 - 80100	0205100401/0725934125/073 9632802	beatrice@asianteaigroup.com/operations.iatc@asianteaigroup.com
41.	Imperial Teas (EPZ) Ltd	17091 - 80100, Mombasa	020-2342457/0734715011	itkl@impratea.co.ke
42.	James Finlay Mombasa Ltd	84619-80100, Mombasa	2224057/ 020 2057565	jfmsa@jamesfinlay.co.ke

No.	Company	Address	Telephone Numbers	Email
43.	Janish Tea Ltd	17004, Mombasa	2493241/ 0722 867992	janishte@yaho.com
44.	Jawai Tea Ltd	99467, Mombasa	0722 839092	gnjoro@yaho.com
45.	Juja Coffee Exporters Ltd	85039 - 80100 Mombasa	2222201/2222202/ 2222819/2223216	info@tssgroup.co.ke
46.	Kenya Nut Company Limited	52727-00200 Thika	8006271-3	info@kenyanut.com
47.	Kentea Grinline Ltd	98640-80100 Mombasa	254725551110/020610244	kentea1997@yaho.com
48.	Kirindo Traders Ltd	90517, Mombasa	2492302/ 0722 874407/566507	kirindoteas@yaho.com
49.	Kinengena Tea Trading Co. Ltd	34428-80118 Mombasa	254 722372822	josephtea2013@gmail.com/bundi2008@gmail.com
50.	L.A.B. International (K) Ltd	99883, Mombasa	2227989/2221708	Trading@LABkenya.com
51.	Lindop & Company (Kenya) Ltd	41696-80100, Mombasa	2222188/2221882/2222985	tea@lindop.com
52.	Lula Trading Co.	40313, Mombasa	2493952	lula@wananchi.com/lulaone2003@yaho.com
53.	Lutex Limited	16957-80100, Mombasa	2223040	lutex@lutex-ltd.com
54.	M.J. Clarke Ltd	42802-80100, Mombasa	2226114/0639/2317130/ 020 2036241	mjclarke@africaonline.co.ke
55.	Mara Chai Limited	99143-80107 Mombasa	041 2319870/721414931	admin@marachai.co.ke
56.	Maymun Enterprises Ltd	3516, Mombasa	2229692/2224261/0722 713626	maymun43@yaho.com
57.	McLeod Russel Africa Limited	41184-80100 Mombasa		faith.amitta@mcleodrussel.com/henry.chenze@mcleodrussel.com
58.	Mombasa Advance Logistics Ltd	88561 - 80100 Mombasa	0722527585/0722775786	info@msaadvance.co.ke
59.	Mombasa Coffee Ltd	88623, Mombasa	2312948/9 2220662/020 2153787/ 0720 414141	momcof@africaonline.co.ke
60.	Mombasa Tea Traders Ltd	81015-80100, Mombasa	2228412/ 0722 433210	mombasa_tea@yaho.com
61.	Naushad Trading Company Ltd	Box 87587-80100, Mombasa	254 41 2227095	info@ntclimited.com
62.	Peshwood Enterprises Limited	3349 - 80100 Mombasa	0722757149	peshwood@gmail.com/info@peshwood.com
63.	Pwani Hauliers	Box 87517 Mombasa	0722 765162	pwanihauliers@gmail.com
64.	Ranferteas (Kenya) Ltd	90342, Mombasa	2316476/2311424/ 0722 732691	ranferteaskltd@ranferteas.co.ke
65.	Rauf Coffee & Tea Exporters Ltd	81672, Mombasa	0722 999345	rukigullied@yaho.com

No.	Company	Address	Telephone Numbers	Email
66.	Riotana Trading Limited	81336, Mombasa	2493173/0722 321430	riotanateatraders@yahoo.com/ riotanateatraders2000@gmail.com
67.	Sardia International Co. Ltd	42389, Mombasa	2318550	info@kensardia.com
68.	Sasini PLC	97979, Mombasa	2228404/2228408 to 020-2169008/9	sasinimsa@sasini.co.ke
69.	Seline Investments Limited	43020 - 80100 Mombasa	0722426734	info@selineconsultants.co.ke
70.	Shakab Imports Exports Co. Ltd	2078-80100, Mombasa	254 41 2491713	shakab@kenya.com
71.	Sondhi Trading Ltd	80066, Mombasa	2229062/222088/2230836	tea-stl@mbaraki.com
72.	SSOE (Kenya) Ltd	90553-80100 Mombasa	0735209490	ananga.w@adityabirla.com
73.	Stansand (Africa) Ltd	90683-80100, Mombasa	2224673/ 0723 468971/ 0733 600037	stansand.kenya@tataglobalbeverages.com
74.	Summer Liner Company Ltd	80332-80100, Mombasa	020 2047941/2333873// 0722 9930380775243324	info@summertea.co.ke/ catalog@summer
75.	Suwad Enterprise Limited	Box 83382-80100, Mombasa	2222444/2229555	suwad_enterprises@yahoo.com
76.	Tanjali Tea Company Ltd	Box 88999, Mombasa	020 2037926/0722 200507	tanjal@africaonline.co.ke
77.	Tanziil Trading Ltd	P.O.Box 1228-80100 Mombasa	0722411591	weganline@hotmail.com
78.	Tea Scape Africa Ltd	9287 - 00100 Nairobi	0412244880	info@teascapeafrica.co.ke
79.	Tecof Trading Ltd	P. O. Box 529 - 80100 Mombasa	254 720973313	info@tecof.net/ mmalhadi4@gmail.com
80.	Toga Limited	Box 70460 - 00400 Nairobi	0722461346	info@toga.co.ke
81.	Tropical Crops & Commodities	Box 40305 - 80101, Mombasa	0722 733 063/ 0722 750 317	newstarventuresea@yahoo.com
82.	Trust Tea Traders East Africa Ltd	Box 83710-80100, Mombasa	041 2015126	info@trusttea.co.ke
83.	Tusha Tea Limited	777-80100 Mombasa	0743836238	sunil.menon@tushatea.com
84.	Unilever Tea Kenya	Box 83067-80100 Mombasa	0709050700/0792765604/072 5161440	John.Mutua@unilever.com
85.	United (E.A) Warehouses Ltd	Box 99350 - 80107, Mombasa	2230182/2315144/0722 919912/0733402468	uea@unitedwarehouses.co.ke
86.	Van Rees Kenya Ltd	Box 83835-80100, Mombasa	2496009/ 020 3501150/20 3576115/0729 220395/0738 496010	tea@vanreeskenya.com
87.	Waso Tea Enterprise Ltd	Box 96332-80100	0721 537324	wasotea2015@gmail.com
88.	Zamai Enterprises Ltd	P. O. Box 3378 - 80100 Mombasa	0721950504	info@zamaienterprises.co.ke

THE FUNCTIONS OF KENYA EXPORT PROMOTION AND BRANDING AGENCY

- a. To advocate, coordinate, harmonize and implement export promotion and Nation branding initiatives and policies to promote Kenyan goods and services in export markets;
- b. To collect, collate, disseminate and serve as a repository of trade and Kenya brand information;
- c. To provide nation branding guidelines for stakeholders' initiatives including Kenya missions abroad;
- d. To advocate, promote and facilitate the development and diversification of Kenya's export trade;
- e. To promote and brand Kenyan exports through knowledge-based support and information to exporters and producers including export procedures and documentation, market entry requirements, and marketing techniques;
- f. To encourage and monitor the observance of international standards and specifications by exporters;
- g. To provide cooperation to the export inspection agencies on quality control and reshipment inspection of export products to ensure observance of international standards and specifications;
- h. To promote and brand Kenya as a supplier of high-quality goods and services;
- i. To ensure the harmonized application of the national mark of identity for Kenyan goods and services;
- j. To formulate and implement strategies for improved balance of trade, foreign exchange earnings and retention;
- k. To offer advice to Kenyan exporters including in technology upgrading, quality and design improvement, standards and product development, and innovation;
- l. To provide export assistance services, such as distribution of trade-related information to exporters, foreign country market research, and counselling to exporters;
- m. To co-ordinate Kenya's participation in trade promotion events including trade fairs and buyer-seller meets;
- n. To provide market intelligence through research, analysis and monitoring of trends and opportunities in international markets that Kenyan exporters can take advantage of to increase or diversify exports;
- o. To provide Kenyans with positive information about Kenya in order to promote national unity, patriotism and national pride;
- p. To establish an integrated approach within Government and private sector towards international marketing and branding of Kenya;
- q. To build national support for the nation brand with other Government Agencies, non-governmental organizations and the private sector;
- r. To provide customized advisory services; and
- s. To do any other thing necessary or expedient for the discharge of its functions under this order.

Authentically Kenyan



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