

# THE EXPORT AGENDA



Setting Up your Own  
Herbal Kitchen Garden

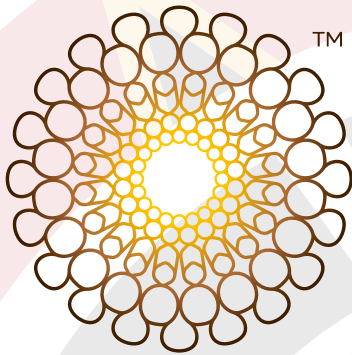
The Export Trade  
Donts

The Role Of Keproba  
In Promoting  
Horticulture

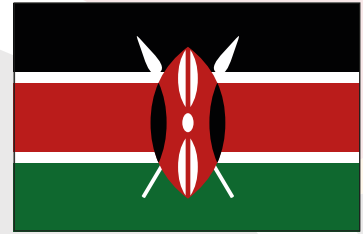
◀ **INSIDE**







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To transform Kenya into a top global Brand

## MISSION & VISION



### 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 following 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.

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Kenyan Tea Producers & Suppliers

**DATE:** 14<sup>th</sup> to 16<sup>th</sup> July 2021.

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# Editorial

Dear Reader,

Welcome to the second edition of the Export Agenda Magazine published by the Kenya Export Promotion and Branding Agency.

This second edition focuses on Kenya's Horticulture Sector which has registered resilience amidst the Covid-19 pandemic and experienced a steady growth in earnings over the past year. Horticulture being Kenya's third export earner after Coffee and Tea is key to Kenya's economy having earned the country KES 151B from exports of fruits, vegetables, and flowers in 2020.

In this edition, we take you through detailed Horticultural Export Procedures (Do's and Don'ts in the export of Horticulture) and standards compliance for your products to have and maintain a competitive advantage in the global market.

Featured in this edition is also an overview of Kenya's Export Performance in 2020 where we note a growth in the total exports by 7.8% recorded for the period January to September 2020.

We take this opportunity to thank our key stakeholders who are working closely with us to brand and position Kenya's export products such as fresh-fruits, flowers, and vegetables to key and emerging markets. We look forward to your feedback on our content through [Comms@brand.ke](mailto:Comms@brand.ke)

Happy reading!

*Enjoy!*

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# MESSAGE FROM THE CEO

*As an agency, we are committed to support and grow the horticulture sector through various initiatives and programmes to enhance export growth.*

We recently, in collaboration with key horticulture stakeholders developed a one-year Integrated Marketing Communication (IMC) strategy that will work towards achieving a coordinated communication programme that is customer focused and consistent towards achieving a competitive advantage for the horticultural produce.

The Integrated Marketing Communication Strategy is currently in the implementation stage and is oriented towards horticulture products targeting European Union, United Kingdom, Australia, United Arab Emirates, Russia, and United States of America. The strategy will encompass Fresh vegetables, fresh fruits, flowers. The strategic direction will guide towards answering the vision, mission of the horticultural sector towards achieving the 10% growth envisioned by the end of the end 2020.

Further, in our efforts to continue developing and diversifying Kenya's export markets amidst the Covid-19 pandemic, we are employing more strategic marketing and communication tactics to ensure our Exporters are able to penetrate the markets, enable new buyers discover Kenyan products and quickly place their orders.

We are happy to note that despite the Covid-19 pandemic which has affected global trade, Kenya's total exports increased by Kshs 46 billion (7.8%). In 2020, Kenya's total exports were valued at Kshs 642 billion compared to Kshs 595 billion in 2019. On the other hand, total imports were worth Kshs 1.65 trillion in 2020 down by Kshs 156 billion (a decrease of 8.7%) from Kshs 1.81 trillion in 2019. Thus, the balance of trade deficit for merchandised trade improved by Kshs 203 billion (16.8%) to record Kshs 1.0 trillion in 2019.

**Dr. Wilfred Marube**  
Chief Executive Officer

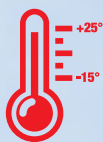
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# Setting Up your Own Herbal Kitchen Garden

BY STEPHANIE MUTUKU

**G**etting started on the herbal farming and gardening may seem intimidating at first. The best way to get acquainted with the growing of herbs may be very well through setting up your very own Kitchen garden.

Kitchen gardens in the most simplistic way are termed as a garden area where fruits, herbs and vegetables are cultivated for domestic use. The genesis of Kitchen gardens can be traced back to Mesopotamia and ancient Greece where a lot of

today's gardening models were derived from. The main reason for the rising popularity of kitchen gardens, followed the utilization of evolved farming techniques in the 17th century enabling the royal houses with grand kitchen gardens to get whatever food they may need all year round regardless of the season.

Today however, kitchen gardens mean a whole lot more to the growing urban population. Kitchen gardens are becoming an integral supplemental

source for food, and nutrients while contributing to local food systems. Kitchen gardens are the perfect solution when working with smaller spaces especially in urban areas, while also aesthetically changing the area to a greener, more lush surrounding. Practicing on kitchen gardens also provides the opportunity to learn more about various horticultural varieties in an easier, cost effective way.

Herbs are versatile and can do well in any kitchen garden. They can survive when planted both indoors and outdoors. Some of the easiest and popular herbs that can be grown in a kitchen garden include:

**MINT-** these are fragrant herbs that thrive in a confined space such as in a container where they cannot sprout into shrubs or bushes. The most common variety of mint include: Spearmint and peppermint.

**ROSEMARY-** to grow a rosemary plant in a kitchen garden, the rosemary plant is kept in moist conditions without any soil until the roots start to form. From there it is to be kept in a container with good drainage as they do not need much water. They can be pruned regularly

and the stems and leaves that were pruned can still be used to flavor dishes.

**CORIANDER (DHANIA)-** coriander is a fast growing and flowering herb. It is preferably planted from a seed rather than from an already germinated plant in the case of a kitchen garden. It is grown in a wide and low bowl. The plant is managed through snipping of the leaves when they grow up to 8 inches long and they can be grown in quick succession every couple of weeks.

**BAY LEAVES-** this herb thrives when grown in a container. The planting pot is places in where the plant can get full or partial sunlight. They however prefer significant air circulation and will require thinning when the plant gets too overcrowded.

**LEMONGRASS-** This herb is known for its citrus fragrant note. When grown indoors or in an outdoor verandah garden, the plant must be in direct line of the sun as they thrive best in six to eight hours of sunlight in a day.







## Getting Started

The technique used in your herbal garden will ultimately depend on the type of plant you would wish to plant and the condition it thrives in. Here are some steps to guide in setting up your herbal kitchen garden.

**Picking out a location.** The location selected should be where the plants have access to at least six hours of direct sunlight. Most herbs require a significant amount of light and adequate air circulation to thrive. Space by a window, a verandah may be perfect candidates for where to set up a kitchen garden.

**Selecting containers.** This is an important step in setting up a kitchen garden. Any container can be used as a planting pot from mason jars to plastic bottles, used tea tins and cups. They only need be 6 inches long or bigger to provide enough space for the plant to form roots and produce a large plant to harvest from.

**Growing herbs.** The seeds for the herbs need to be

planted in conditions that will favour a particular plant. Water and light conditions vary per plant but as a rule of thumb, herbs require at least an inch of water each week as they grow and five to six hours of sunlight. As the herbs mature it may become a good idea to label them for easier identification as they may not vary too much in appearance.

**Harvesting herbs.** Herbs in kitchen gardens can be harvested for several months. You only need to harvest a little bit a time, while being careful not to pick of more than a third of the plant so that the plant may recover enough to produce new foliage.

With enough research, a herbal kitchen garden can be the next best addition to your home. Although kitchen gardens are mostly seen as subsistence systems, they can be scaled up over time to become efficient commercial enterprises with numerous benefits to the environment and household. Set up your kitchen garden today, just start where you are with what you have.

# The Export Trade Donts



BY PETERSON NYWACHAYA

1. **Don't think that your use of a letter of credit is a substitute for a valid, enforceable export sales contract.** A letter of credit deals only with payment and the documents required to be presented to obtain payment. It does not deal with many other equally important issues, such as product acceptance, product warranties or dispute resolution procedures. These issues are typically dealt with in an export sales contract. An export sales contract should prescribe and incorporate the selected payment method Terms, products traded and deal with any issue deemed

significant to the exporter and the importer. Exporters who undertake an export transaction without having entered into an export sales contract are exposed to significant transaction risk over which they are unable to exercise much control.

2. **DON'T limit your options.** When considering potential business partners or clients in a new market do not limit your options choosing only the major players. Medium and small companies can also present an opportunity. Diversify in product range and expand your supply base



3. **DON'T forget about cultural differences.** Business culture vary from country to country. Ignoring these differences can be an obstacle in your efficient communication with local business partners / clients and can reflect negatively on your product performance in a new market. Take into consideration the production practises in relation to cultural beliefs for intended market
4. **DON'T make decisions based on assumptions.** Don't expect that your new export market will be the same as your home market or the neighbouring country's market. Knowing local market specifics i.e. customer segments, distribution value chain etc. will help you to make a decision regarding the right way to enter the market. Carry out due diligence and background check of market performance.
5. **Do not make commitments you can't keep:** Do not assure your customers of unrealistic timelines in shipment deliveries. It is best advised to keep importers updated during the course of the shipping process through real time tracking so that they are clear about their shipment's status. Don't agree to quality requirements when you know that your firm can not meet. Don't bite more than you can chew"
6. **Steer clear from the wrong side of the law:** Comply with laid down regulations/procedures. Exporting without permits or against the law can result in confiscation or more serious consequences on the business and entrepreneur. So, do not export prohibited items that you do not have the license to export.
7. **Ignorance is not bliss:** Do not overlook Import Controls that might exist in markets that you are shipping your products to. Failure to do so will lead to denial of entry into the destination market, resulting in the shipment being seized or even subjected to punitive penalties
8. **Do not generalize:** Avoid viewing the destination country as one market. Different regimes/countries have different state and city laws and regulations regarding shipments entering into their jurisdictions which must be followed.
9. **Avoid complicating it for the customer:** While customers are open to making purchases from across the border, they expect a seamless purchase and delivery experience. Provide clear description of your product
10. **Don't ignore to identify and comply to Import Controls related to the sale of your product.** Import Controls breakdown into import prohibitions, import restrictions (quotas) and import licensing requirements. They may be based on country of origin, product type, or product characteristics, such as products produced by convicts and counterfeit products including applicable taxes. Imported products which contravene an importing country's import controls are generally refused entry at the importing country's border. As an exporter you are duty bound for complying with all target country laws that are relevant to your product. Such responsibility makes you liable for your own actions, as well as for the actions of your agents and customers
11. **Don't assume that you may not be required make alterations to your products.** Many foreign markets attempt to discourage imports by subjecting imported products to various "special requirements". These "special requirements" generally fall into the following categories:
  - Product specifications, product testing requirements or product certification requirements
  - Marking requirements dealing with country of origin and the country's unique definition of country of origin
  - Labelling requirements
  - Packaging requirements or
  - Documentary requirements

>>> *Continued*

Imported products which do not comply with an importing country's special requirements may be refused entry into the importing country, seized at the border, assessed a monetary penalty or subjected to a program of forced compliance.

**12. Don't engage in any malpractices in the target market.** Don't pay, offer to pay or promise to pay any commissions to a foreign official or to relatives or friends of a foreign official for the purpose of closing a deal. Money laundering and any forms of corruption are serious crimes

**13. Don't neglect to evaluate country risk & buyer risk in selecting the proper payment method for your export transactions.** Countries frequently experience political and economic problems so severe that buyers in such countries are precluded from obtaining the necessary foreign currency to pay for their imports.

**14. Don't forget to ensure that your insurance coverage is adequate to your export transactions** given the many transfer points for title and risk of loss and given the payment method selected.

**15. Don't randomly assign your product a harmonized code number.** Most countries in the world subscribe to the Harmonized Tariff Schedule to classify products for duty purposes. Since the choice of a harmonized code impacts the duty rate to be applied to a product and since duty rates vary country by country, it does not make sense to select one harmonized code over another, without also considering the applicable duty rates.

**16. Don't forget to insure consistency in your export transactions.** This entails reviewing your selection of payment terms and sales terms against the terms of your export sales contract and the instruction letter given to your forwarder, you insure your transactions against problems that result from contradictory and overlapping information.

**17. Don't assume your Intellectual Property is Protected.** Before you enter a new market, create a strategy for your company's intellectual property rights. Determine how your IP is protected and how you will enforce these laws if violated.

**18. Don't use the Same market strategy.** Before expanding globally, research your target country's market techniques and fully understand the culture. What works in your home country may not work in the new country. When you're expanding into a new territory, market strategy plays a huge role in your success. If you take care of the research prior to your expansion, you're more likely to create effective initiatives that drive growth and ensure long-lasting success. Do not forget to package and label products appropriately.

- ✓ Do not put a plant that requires lots of nutrients in with plants that prefer a lean, poor soil.
- ✓ Don't overlook the usefulness of mulch, both in making your container look attractive and in helping conserve moisture and keeping roots cool in the baking summer sun.
- ✓ Don't cram the container so full that the roots of your plants have no room to expand.
- ✓ Don't plant tender perennials that will need to come inside during cold weather in containers too heavy to move.
- ✓ Do not seal oral contracts with a handshake.
- ✓ Do not start processing the order before the contract is signed and in full force (as a condition all necessary approvals and collaterals like advance payment, letter of credit, etc. need to be received before the activities start)
- ✓ Don't under-invoice or over-invoice your products to help an importing customer avoid tariffs or taxes.



>>> *Continued*

- ✓ Don't misrepresent place of origin in order to assist your foreign buyer to gain access to a preferential duty program to which your foreign buyer is not legitimately entitled.
- ✓ Don't try to export without a sanitary and phytosanitary certificate which is issued by the Kenya Plant Health Inspectorate Service (KEPHIS). It is a plant health.
- ✓ Don't try to export without an export license which is issued by the Horticulture Crop Directorate (HCD) on an annual basis.
- ✓ Store pesticides with or near food, animal feed or medical supplies or in areas where flooding is possible
- ✓ Take handling and applying pesticides lightly- precaution and care need to be front and center!
- ✓ Buy agrochemicals whose labels are not legible and which the seal has been tampered with
- ✓ Harvest produce before the PHI – Pre Harvest interval has elapsed
- ✓ Use water that is not potable to wash and/or clean produce and/or equipment
- ✓ Harvest produce if unwell – coughing, diarrhoea and other communicable diseases
- ✓ Allow farm workers to work without the necessary protective equipment
- ✓ Do not select a lender based just on low interest rate.
- ✓ Plant crops from the same family on the same piece of land in successive seasons
- ✓ Start the planting process if you do not have all the financial resources in order
- ✓ Plant any crop without a valid farming contract in place – the contract should be signed by the farmer, company (buyer) representative and a HCD officer
- ✓ Harvest your produce and place it in the sun or leave it in the farm overnight
- ✓ Abstract water from any water source without a permit
- ✓ Use sewage water to irrigate crops
- ✓ Use sewage sludge as organic manure
- ✓ Plant crops if you do not understand the market trends.

**DON'TS ON THE PRODUCTION PROCESSES**

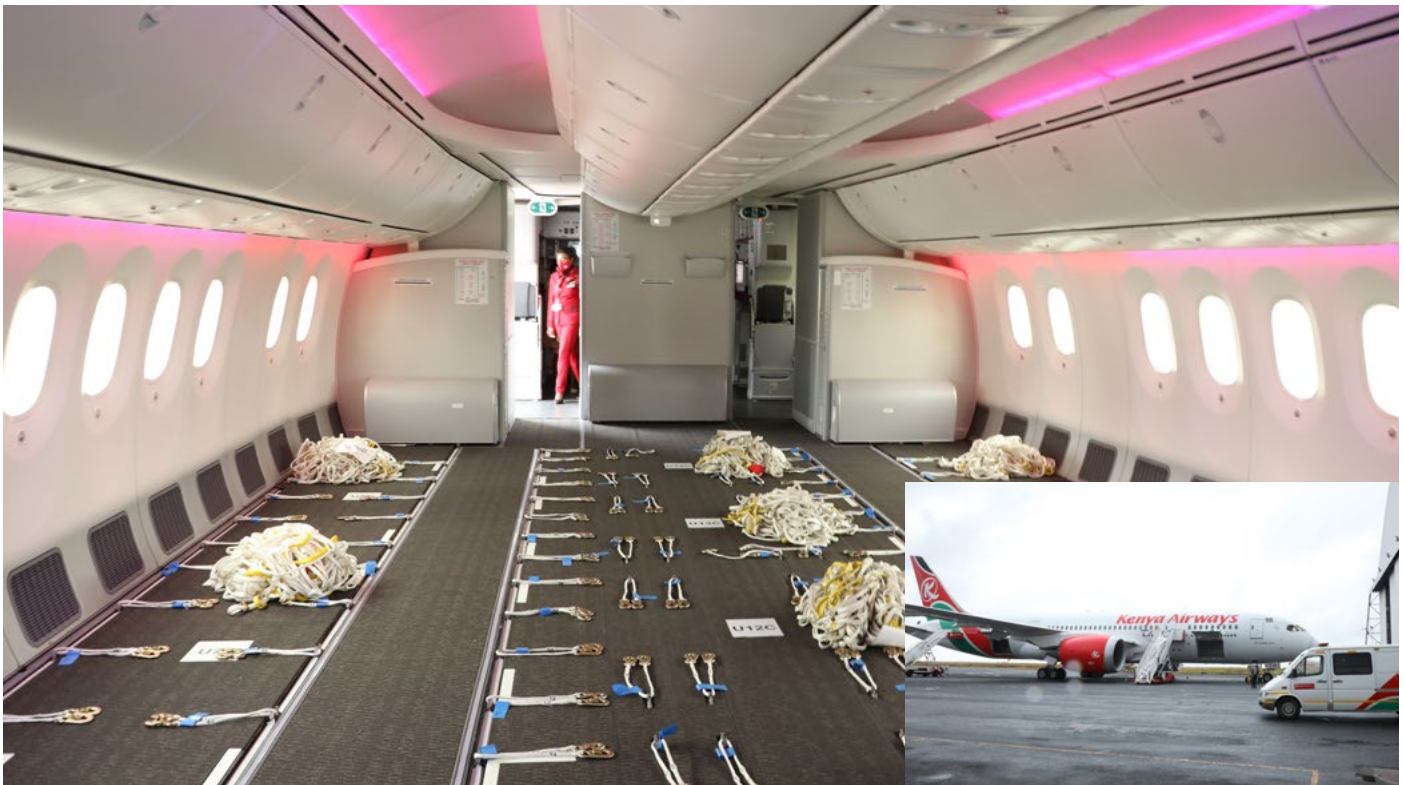
- ✓ Purchase more than you will use in one season
- ✓ Handle or apply pesticides when you are not feeling well
- ✓ Smoke or eat while applying pesticides
- ✓ Inhale pesticide dusts, sprays, or vapours
- ✓ Mix or apply a pesticide near a well head
- ✓ Endanger the environment by using excess quantities of pesticide, applying to non-targets or applying at the wrong time
- ✓ Use on targets not specified on the label (if it is labeled only for fruit trees, do not use it on ornamental shrubs)
- ✓ Allow pets or people access to the treated area prior to labeled re-entry time
- ✓ Dispose of unused product down the drain, sink or toilet
- ✓ Reuse empty pesticide containers as they can be as hazardous as a full one
- ✓ Transfer pesticides to other containers, such as empty milk bottles






*Planting flowers in the right way ensures high yields, less pests and meets international standards*







Kenya Airways completed the re-purposing of a first ever dreamliner (Boeing 787) passenger aircraft in to a cargo aircraft. This increased the cargo capacity in the cabins by 16 tonnes, which comes as a boost to horticultural industry




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31<sup>st</sup> Oct - 6<sup>th</sup> Nov 2021

**HEALTH & WELLNESS**

30<sup>th</sup> Jan - 5<sup>th</sup> Feb 2022

**GOLDEN JUBILEE:**

5<sup>th</sup> - 11<sup>th</sup> Dec 2021

**KNOWLEDGE & LEARNING**

12<sup>th</sup> - 18<sup>th</sup> Dec 2021

**TRAVEL & CONNECTIVITY**

9<sup>th</sup> - 15<sup>th</sup> Jan 2022

**GLOBAL GOALS**

16<sup>th</sup> - 22<sup>nd</sup> Jan 2022

**WATER WEEK**

20<sup>th</sup> - 26<sup>th</sup> March 21

**TOLERANCE & INCLUSIVITY**

14<sup>th</sup> - 20<sup>th</sup> Nov 2021

**FOOD AGRICULTURE & LIVELIHOODS:**

20<sup>th</sup> - 26<sup>th</sup> Feb 2022



**MAKE IT KENYA**





# THE ROLE OF KEPROBA IN PROMOTING HORTICULTURE

**BY MOLLY WAMBUI**

*[mwambui@brand.ke](mailto:mwambui@brand.ke)*

**K**enya Export Promotion and Branding Agency (KEPROBA) is a state agency that was established on 9th August 2019 through legal notice L.N.110 of 2019. The mandate of the agency

is to implement export promotion and nation branding initiatives and policies to promote Kenya's export of goods and services.





Horticulture is Kenya's third export earner after Coffee and Tea. The domestic value of horticulture production is valued at KES 216B. The sector has experienced a steady growth in earnings over the years. In 2020, exports of fruits, vegetables and flowers earned the country KES 151B.

Horticulture is Kenya's third export earner after Coffee and Tea. The domestic value of horticulture production is valued at **KES 216B**. The sector has experienced a steady growth in earnings over the years. In 2020, exports of fruits, vegetables and flowers earned the country **KES 151B**.

The Kenya Export Promotion and Branding Agency continues to play an important role in growing the horticulture sector by participating in expositions. The agency participated in the Fruit Logistica exhibition held in Berlin, Germany, in March 2020. The event provided an excellent platform for Kenyan exporters to market their produce and hold Business-to-Business meetings.



*The Kenya Pavilion at the Fruit Logistica Exhibition in Berlin, Germany*

KEPROBA also hosted ten women exporters during the 37<sup>th</sup> MacFruit Digital Fair held in September 2020 in Rimini, Italy. The agency partnered with the International Trade Center's SheTrades project which is an initiative that provides women entrepreneurs with a unique network to connect to international markets. The exhibitors were hosted at KEPROBA's offices at Anniversary Towers during the digital fair which included a display of agricultural products, inputs and Business to Business forums. The Kenyan exhibitors clinched deals worth more than \$210M during the event.



*Exhibitors pose with KEPROBA CEO Dr. Marube during the MacFruit Digital Fair*

One of KEPROBA's main roles is the coordination of export promotion initiatives. To achieve this objective, the agency has developed the Integrated Marketing Communication (IMC) Strategy, which is a one-year plan to promote twenty horticulture products in key markets like the European Union, the United Kingdom, the United Arab Emirates, Russia and the United States of America.

The IMC strategy aims at increasing export growth by 10 per cent by the end of 2021. The products that will be promoted under the strategy include Roses, Avocados, Passion Fruits, Mangoes, French Beans, Peas and mixed vegetables.

The Kenya Export Promotion and Branding Agency has entered into strategic partnerships to promote horticulture exports. In February 2021, Kenya Trade Network Agency (KenTrade) and Kenya Export Promotion and Branding Agency (KEPROBA) entered into a three-year strategic partnership that seeks to address exporters lack of knowledge on export procedures and inability to access foreign markets. The two agencies will identify areas of commonality and work in partnership to simplify information on export procedures in order to improve access of Kenyan exports get global market.

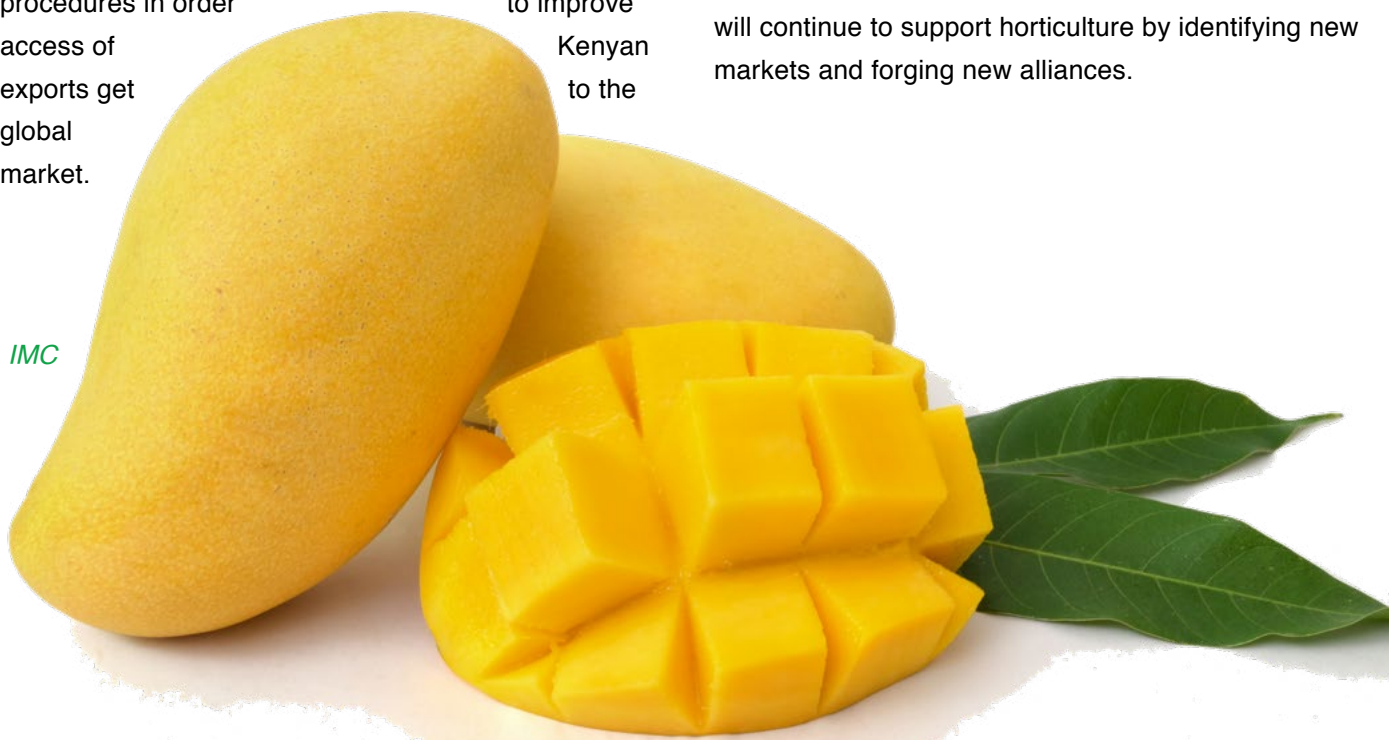
IMC



*KEPROBA's IMC launch after a successful stakeholders validation exercise.*

KEPROBA uses its online platforms to create awareness on horticulture produce including ideal growing conditions, export requirements and volumes traded. The agency ran month-long campaigns on Peas in October 2020 and Mangoes in January 2021 on its Facebook page and twitter handle.

The horticulture sector has proven to be resilient in the face of the challenges presented by the COVID-19 pandemic. The future of the sector lies in innovation and the use of e-commerce to do business. KEPROBA will continue to support horticulture by identifying new markets and forging new alliances.





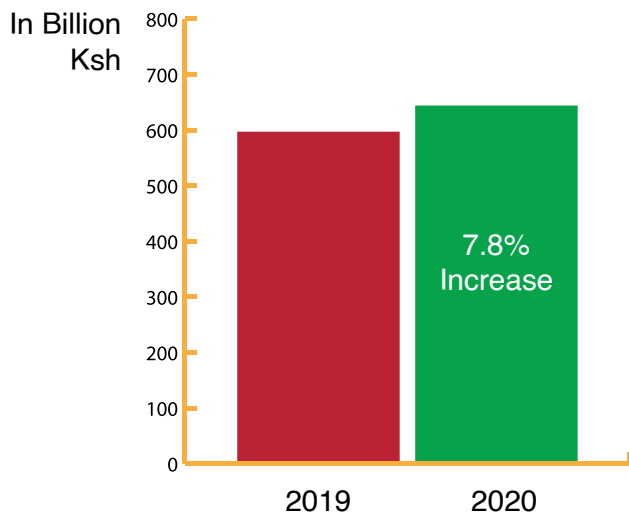
# KENYA EXPORT PERFORMANCE IN 2020

## 1.0 Overview Kenya's Trade in 2020

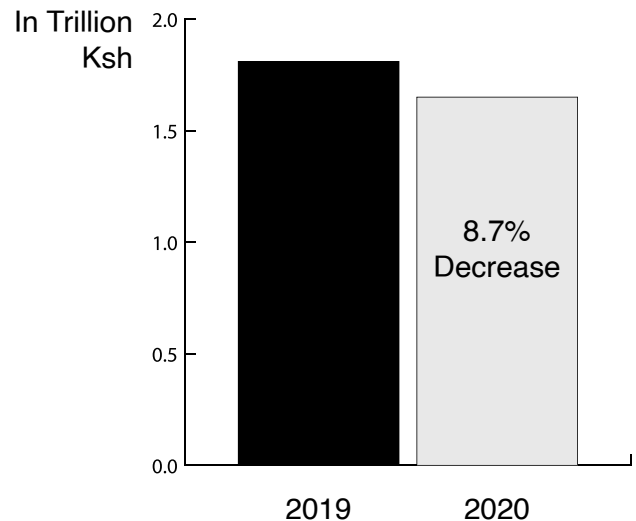
In 2020, total exports were valued at Kshs 642 billion compared to Kshs 595 billion in 2019; and therefore, total exports increased by Kshs 46 billion (7.8%). On the other hand, total imports were worth Kshs 1.65 trillion in 2020 down by Kshs 156 billion (a decrease of 8.7%) from Kshs 1.81 trillion in 2019. Thus, the balance of trade deficit for merchandised trade improved by Kshs 203 billion (16.8%) to record Kshs 1.0 trillion in 2020 from Kshs 1.2 trillion in 2019.

The country's main imports comprise of high value capital goods and goods for industrial use, that include amongst others, petroleum oil products, industrial machinery, crude vegetable oil, raw iron or steel, and plastics. Kenya's exports of merchandise exports consisting mainly of tea, horticulture, coffee, articles of apparel, and iron and steel products, among others.

2019-2020 Exports



2019-2020 Imports



## 2.0 Lead Destination Markets (2019-2020)

Table 1: Top Destination Markets in 2019-2020

		2019 Total exports	2020 Total exports	% share of 2019 Total Exports	% share of 2020 Total Exports	Change in Total Exports (2019-2020)	% Change in Total Exports (2019-2020)
	Destination	Ksh Billion				Ksh Billion	
1	UGANDA	63.70	72.22	10.70	11.26	8.5	13.4
2	PAKISTAN	45.24	54.66	7.60	8.52	9.4	20.8
3	UNITED KINGDOM	40.08	49.95	6.73	7.78	9.9	24.6
4	UNITED STATES OF AMERICA	51.92	49.38	8.72	7.70	(2.5)	(4.9)
5	NETHERLANDS	48.00	48.74	8.06	7.60	0.7	1.5
6	UNITED ARAB EMIRATES	38.68	34.44	6.50	5.37	(4.2)	(11.0)
7	TANZANIA	33.61	31.39	5.64	4.89	(2.2)	(6.6)
8	RWANDA	23.17	25.25	3.89	3.94	2.1	9.0
9	SOUTH SUDAN	12.54	23.04	2.11	3.59	10.5	83.8
10	EGYPT	18.93	18.98	3.18	2.96	0.1	0.3
11	CHINA	15.16	14.82	2.55	2.31	(0.3)	(2.3)
12	GERMANY	11.31	14.54	1.90	2.27	3.2	28.6
13	DEMOCRATIC REP OF CONGO	13.47	14.29	2.26	2.23	0.8	6.2
14	SOMALIA	11.83	11.38	1.99	1.77	(0.5)	(3.8)
15	FRANCE	7.86	9.17	1.32	1.43	1.3	16.5
16	SUDAN	5.82	8.27	0.98	1.29	2.4	42.0
17	SAUDI ARABIA	8.90	8.15	1.50	1.27	(0.8)	(8.4)
18	RUSSIAN FEDERATION	6.35	8.01	1.07	1.25	1.7	26.2
19	ETHIOPIA	6.51	7.88	1.09	1.23	1.4	20.9
20	INDIA	5.40	7.69	0.91	1.20	2.3	42.3
21	BELGIUM	7.37	6.87	1.24	1.07	(0.5)	(6.8)
22	BURUNDI	6.73	5.88	1.13	0.92	(0.8)	(12.5)
23	SPAIN	4.44	5.38	0.75	0.84	0.9	21.2
24	JAPAN	5.48	4.80	0.92	0.75	(0.7)	(12.4)
25	YEMEN ARAB REPUBLIC	4.98	4.69	0.84	0.73	(0.3)	(5.7)
	ALL OTHER COUNTRIES	97.89	101.75	16.44	15.86		
	<b>Grand Total Exports</b>	<b>595.38</b>	<b>641.62</b>	<b>100.00</b>	<b>100.00</b>	<b>46.2</b>	<b>7.8</b>

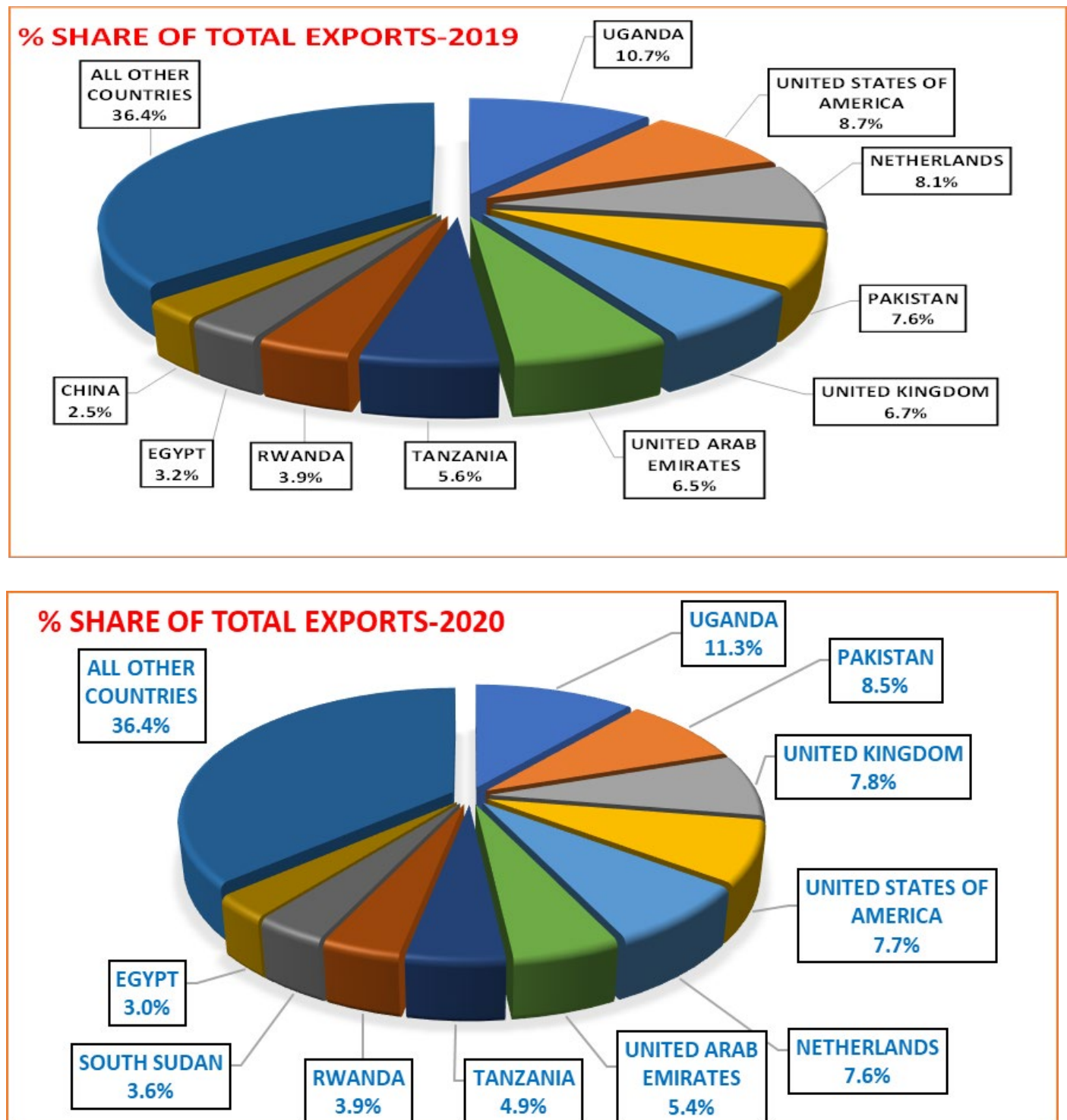
In comparison to 2019, Kenyan exports grew, by high values, into the following markets; South Sudan, UK, Pakistan, Uganda, and Germany.

However, Kenyan exports decreased, by more than Kshs 1 billion, into; UAE, Mozambique, Qatar, USA, Tanzania, Canada, Afghanistan, Singapore, Burundi, and Saudi Arabia.



## 2.1 Shares of Lead Export Markets (2019 & 2020)

Figure 1: Share of Exports by Markets, (2019-2020)



Source: Kenya National Bureau of Statistics, 2021; Compiled by KEPROBA

### 3.0 Composition of Kenya's Export Commodities

Table 2: Top Export Products in 2019 & 2020 (Kshs Billion)

Rank	Product	Total Exports (2019)	Total Exports (2020)	% Share of totals (2019)	% Share of totals (2020)	Change Total Exports (2019-2020)	% Change
1	Tea	113.5	130.3	19.1	20.3	16.7	14.7
2	Horticulture	109.5	122.1	18.4	19.0	12.5	11.4
3	Petroleum re-exports	44.4	43.4	7.5	6.8	(1.0)	(2.3)
4	Apparels & Clothing accessories	37.7	36.1	6.3	5.6	(1.7)	(4.4)
5	Coffee	20.9	23.0	3.5	3.6	2.1	9.9
6	Minerals	19.9	22.0	3.3	3.4	2.1	10.3
7	Vegetable oils & fats	14.1	20.1	2.4	3.1	6.1	43.1
8	Iron & steel products	18.5	18.2	3.1	2.8	(0.3)	(1.4)
9	Tobacco products	13.2	16.5	2.2	2.6	3.3	24.8
10	Vegetables & fruits preparations	12.4	14.6	2.1	2.3	2.3	18.3
11	Pharmaceuticals	11.9	13.7	2.0	2.1	1.8	15.2
12	Articles of Plastics	11.2	12.6	1.9	2.0	1.3	11.7
13	Edible preparations	9.7	12.2	1.6	1.9	2.5	25.9
14	Soaps & detergents	10.5	12.2	1.8	1.9	1.7	15.8
15	Cereals & products	5.1	9.9	0.9	1.5	4.8	93.4
16	Mechanical machinery & parts	13.1	8.7	2.2	1.4	(4.4)	(33.4)
17	Meat products	7.0	7.0	1.2	1.1	(0.1)	(0.9)
18	Paper & Paper products	7.0	6.5	1.2	1.0	(0.5)	(7.6)
19	Electrical machinery & parts	7.0	6.4	1.2	1.0	(0.7)	(9.3)
20	Sugar confectionery	5.0	5.9	0.8	0.9	0.9	17.0
21	Chemical products	4.3	5.5	0.7	0.9	1.2	28.2
22	Printed matter	2.6	4.8	0.4	0.7	2.2	83.1
23	Salt	3.9	4.8	0.6	0.7	0.9	23.8
24	Motor vehicles & parts	8.2	4.7	1.4	0.7	(3.6)	(43.3)
25	Essential Oils	3.8	4.1	0.6	0.6	0.3	8.7
26	Beverages & spirits	4.3	3.7	0.7	0.6	(0.7)	(15.2)
27	Cement	1.2	2.7	0.2	0.4	1.5	123.7
28	Fish	3.4	2.7	0.6	0.4	(0.7)	(20.0)
	All other products	80.8	76.6	13.6	11.9		
	<b>Grand Total</b>	<b>595.4</b>	<b>641.6</b>	<b>100.0</b>	<b>100.0</b>	<b>46.2</b>	<b>7.8</b>

**Source: Kenya National Bureau of Statistics, 2021; Compiled by KEPROBA**

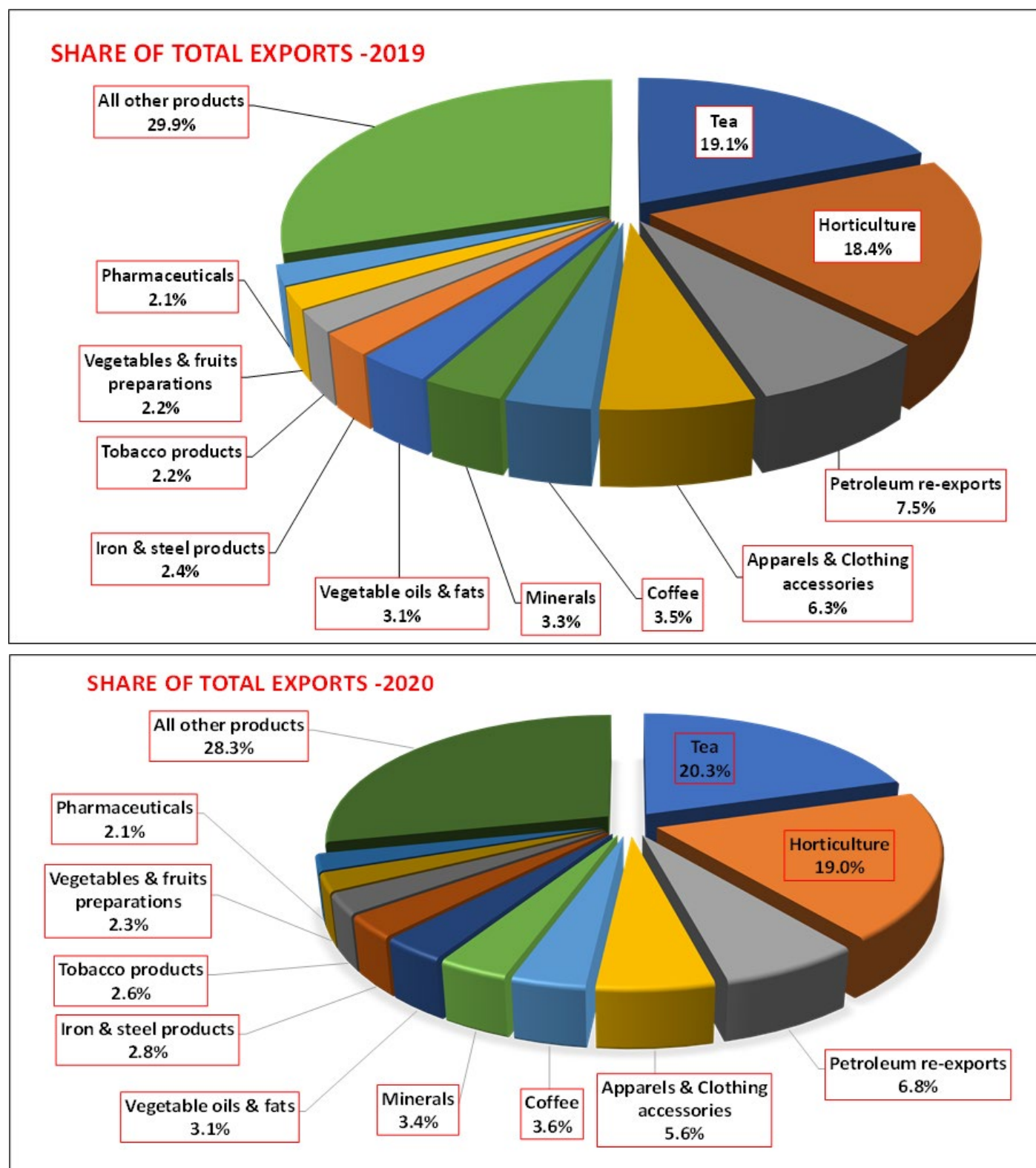
Kenya's main exports comprises of; tea, horticulture, textile and apparels, coffee, tobacco products and minerals, animal or vegetable oils, iron and steel products, vegetable and fruit preparations, pharmaceuticals/ medicaments, and articles of plastics.

Compared to 2019, among the export products whose exports grew in 2020 by more than Ksh 2 billion were tea, horticulture, vegetable oils, cereal & products, tobacco products, edible preparations, and vegetable & fruit preparations. On the other hand, the products whose exports decreased include textile and apparels, petroleum oils, beverages and spirits, and iron & steel products.



### 3.1 Share of Lead Export Products (2019 & 2020)

Figure 2: Share of Top Exports by Products, (2019-2020)



Source: Kenya National Bureau of Statistics, 2021; Compiled by KEPROBA

### 3.2 Conclusion

The narrow range of destination markets and export products explains the small share of the country's total export in total global merchandise trade, that has averaged at 0.03 percent during the last two decades.

This calls for deliberate and sustained efforts by all stakeholders for export market expansion, and product diversification, including value addition on the existing export products currently exported in raw or semi-processed forms. In addition, there is need to expand the export basket through identification and development of new products from the Counties.





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