Tea, Kenya's major contributor to the Economic Transformation Agenda

Tea plays an important role in Kenya's economy, as it is currently one of the leading foreign exchange earners for the country. This industry's foreign exchange earnings account for 25% of the country's total export earnings and contribute about 7% of the GDP.

Kenya produces over 450 million Kgs of tea annually, out of which 91% is exported and 9% is consumed in the local market; providing livelihood support to over 600,000 tea growers and 6 million people directly and indirectly. The sector is deemed to be a major player under the Bottom-Up Economic Transformation Agenda (BETA) where its focus is on uplifting the socio-economic status of the economically vulnerable in society.

In pursuit of making the tea sub-sector globally competitive and increase earnings to the tea farmer; the Kenya Export Promotion and Branding Agency (KEPROBA), in collaboration with The Tea Board of Kenya, is promoting and encouraging a wide range of initiatives. Key among these is value addition and diversification into specialty teas which is in line with "The bottom-up economic transformation Agenda of 2022 – 2027" underpinned by five sectors that form the core pillars of this plan.

Under the Tea value chain segment, KEPROBA is focusing on the implementation of strategies to promote:

- Value-added tea exports,
- Expansion of the market base
- and product diversification into Orthodox manufacture, green tea, Purple, and Tea extracts.

The markets targeted in the current financial year, which are non-traditional and favourable for packaged teas are;

- **United States of America** (World Tea Expo),
- **Gulf Region** (Road show in GCC and Gulf Food Festival)
- and **South Africa** (Kenya – South Africa Trade Week) capitalising on the **African Continental Free Trade Agreement** amongst others.

UPCOMING EVENTS

Women and Procurement

Register for the Nyeri Origin trip

Nyeri Coffee Origin Trip
5th - 11th Nov 2023

EMERGING TRENDS