



KENYA EXPORT  
PROMOTION & BRANDING  
AGENCY

# Trade alert

A BI-WEEKLY EXPORT TRADE BULLETIN

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## How Kenya's coffee sector can embrace European Union (EU) sustainability regulations for export growth

The European Union (EU) Green Deal (EGD) initiative is a comprehensive set of proposals aimed at reducing greenhouse gas emissions and minimizing resource use while achieving economic growth. It was launched in 2019.

EU Deforestation regulations (EUDR), which are a set of regulations under the European Green Deal seeks to mitigate global deforestation and forest degradation arising from agricultural expansion associated with EU consumption and production practices in Europe and its supply chains. It focuses on forest-key commodities such as cocoa, coffee, cattle, soy and palm oil.

The regulations are designed to ensure products that are exported to or placed on the EU market are deforestation free, thereby minimizing the EU's contribution to global deforestation and forest degradation.

The EUDR came into force on 29 June 2023 and will become applicable to most companies on 30th December 2024, with a provision for long established small or micro-enterprises permits a later date of 30th June 2025. This means that products exported to the EU market will need to meet higher sustainability standards.

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