



KENYA EXPORT  
PROMOTION & BRANDING  
AGENCY

# Tradealert

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## Leveraging Direct Sales for Kenyan Coffee Producers and Exporters

The ongoing Coffee Reforms in Kenya present a unique opportunity for coffee producers and exporters to capitalize on direct sales to international markets. By forgoing traditional intermediaries, coffee producers and exporters can capture a larger share of the market and establish stronger relationships with international buyers.

Below are key strategies for Kenyan coffee stakeholders to effectively leverage direct sales and maximize their impact.

### Understanding direct sales

Direct sales involve selling coffee to international buyers, by eliminating intermediaries such as brokers or agents.

According to The Crops (Coffee) (General) Regulations, 2019 a licensed grower or any other legal entity representing a grower that is Cooperative Societies, Estates, Unions

and Associations can conduct direct sales

This approach offers several advantages:

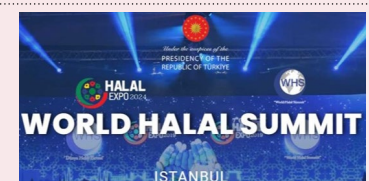
- **Increased Revenue:** Producers can secure higher prices by negotiating directly with buyers and avoiding commission fees.
- **Improved Transparency:** Direct relationships foster greater transparency and accountability in the supply chain.
- **Stronger Brand Building:** Direct sales enable producers to build their own coffee brands and establish direct connections with consumers.
- **Enhanced Sustainability:** Direct sales can facilitate the implementation of sustainable farming practices and traceability initiatives.

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