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# Agriculture, Fisheries and Food Authority

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## Coffee Directorate

Coffee Kenya Mark of Origin

Presentation by: Grenville K. Melli, Coffee Directorate

**When you think of Kenya.....**

# Think of our Talents



# Our Diversity in Wildlife



# Think of Arabica Coffee



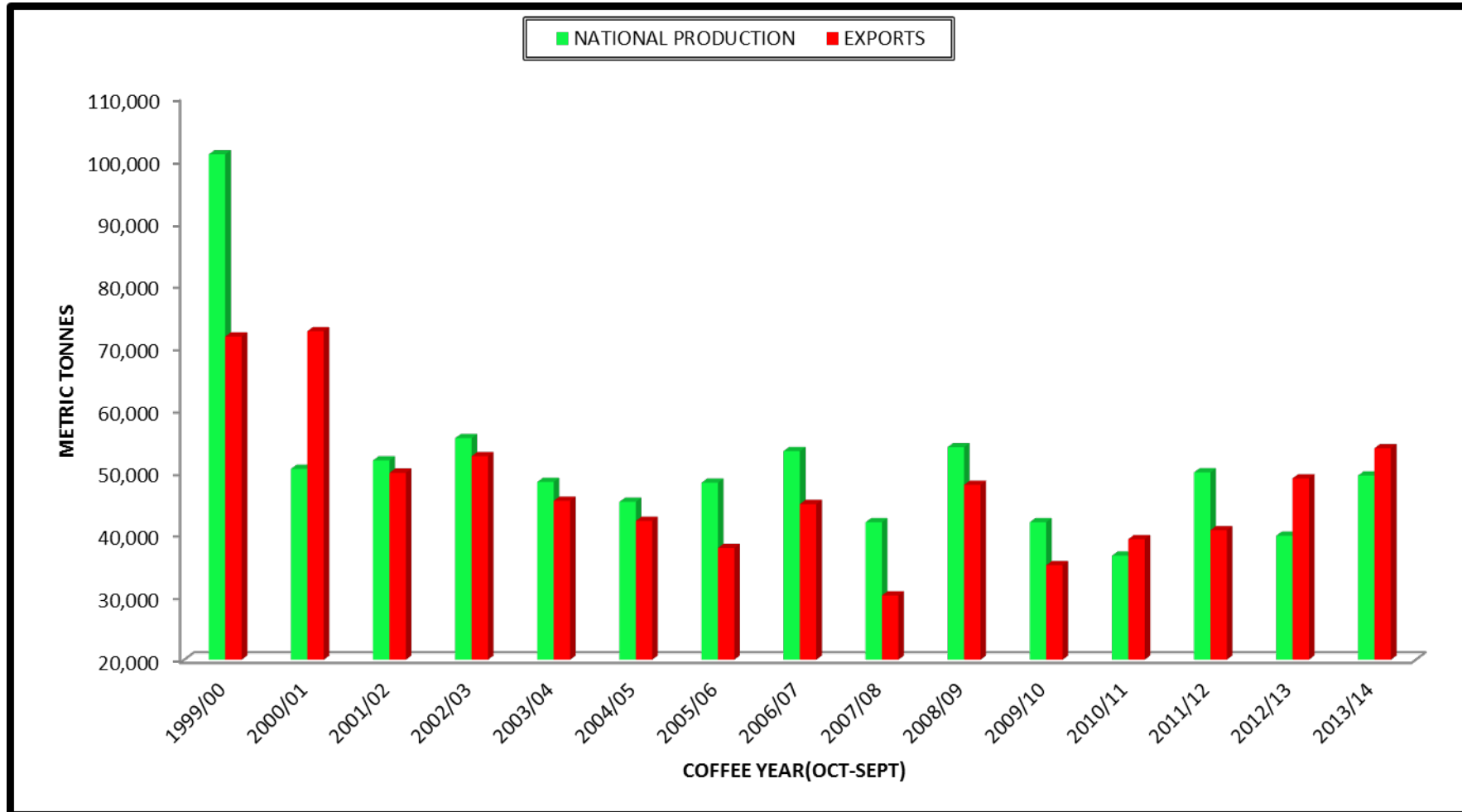
# COFFEE INDUSTRY IN KENYA

- Coffee industry plays a key role in the Kenyan economy.
- The sub sector is central in the agricultural sector's contribution towards the **Kenya Vision 2030**.
- It has an effective trickledown effect, thus rendering the industry as an effective vehicle to eradicate poverty and improve the living standards of the people.

## COFFEE INDUSTRY CONTD...

- Coffee contributes about 1% to the GDP, 8% of the total agricultural export earnings and up to 30% of the total labour force employed in Agriculture.
- Kenya is primarily producer of washed Arabica coffee, accounting for less than 1% of the total world production.
- An estimated 700, 000 families draw their livelihood from coffee earnings and (5) million people are involved in coffee business.

# COFFEE PRODUCTION AND EXPORT 1998/99 -2013/14





## PRODUCTION, EXPORTS AND EARNINGS FROM 2005-15

Year	National Production (60 Kgs bags)	Export (60kgs Bags)	Average Auction Prices (USD/ 50 Kgs bag)
2005/06	805,050	620,500	135.06
2006/07	889,470	792,020	133.98
2007/08	700,000	627,296	177.23
2008/09	900,330	704,800	154.64
2009/10	700,000	507,580	236.69
2010/11	610,480	654,874	329.24
2011/12	832,670	745,303	220.00
2012/13	663,750	821,031	166.70
2013/14	824,580	786,516	212.76
2014/15*	666,670*	650,000*	210.69*

**Notes:**

\*Asterisk means projections and data is subject to revision at the end of the coffee year 2014/15.

# COFFEE KENYA MARK OF ORIGIN



- **SO RICH**

*Coffee Kenya is extraordinarily rich in acidity and flavor, full body and deep in sensual aroma and hints of chocolate, floral and citric undertones.*

- **SO KENYAN**

*Coffee Kenya belongs to the Arabica variety and is grown on rich volcanic soils, found in the highlands of Kenya between 1,400 and 2,100 meters above sea level.*

# Development of Coffee Kenya Mark of Origin

- Coffee Kenya Mark of origin was launched in Nairobi, Kenya on 14<sup>th</sup> February, 2015.
- The Mark is aimed at giving distinctiveness of the Kenyan coffee and promote consumer loyalty in the importing countries.
- It envisaged to accord Kenya Coffee the much needed visibility in the market arena.



- This is part of the larger market positioning strategy for Kenyan coffee.
- Consuming 100% pure unblended Kenyan coffee by our importing countries will mean more volumes of Kenyan coffee consumed.
- The brand will also improve on coffee traceability since the coffee mark of origin will act as a Geographical Indicator (GI).

- The Mark is a Geographic Indication (GI) for use by industry stakeholders both in Kenya and Internationally.
- It is used as a certification Mark with regard to coffee whose origin is Kenya and has been produced in accordance to the Kenya Coffee Standards and Coffee industry Code of practice.
- Rules governing the application of the mark were developed in consultation with various stakeholders for their input and ownership.

- Coffee Kenya Mark has been officially registered by the Kenya Industrial Property Institute (KIPI) which is a government agency for Trade Mark patenting in Kenya.
- With this registration, the coffee industry envisages the Mark as a strong brand communicating to the minds of potential clients the rich attributes of Kenyan coffee.

- The country has also applied for international registration of the Mark with World Intellectual Property Organization (WIPO) and confirmation of receipt from WIPO has been received.
- Currently, the Kenya has registered nine (9) coffee stakeholders to use the Mark on their packaging material both locally and internationally.

- In the near future, the Kenya intends to launch and promote the use of the Mark in one major Kenyan coffee importing country preferably Germany. This will create awareness of the Coffee Kenya Mark of Origin to traders, dealers, roasters, retailers and consumers in the country of preference.



# Try 100% Unblended Kenyan Arabica Coffee and feel the difference



**THANK YOU ALL  
AND  
GOD BLESS**