

# KCTA PROFILE

## Who Are We

### About Us

The Kenya Coffee Traders Association (K.C.T.A.) was registered on 17th April 2002 under Section 10 of the Societies Act, following changes in the Coffee Act. The Association has enjoyed loyal support from industry stakeholders across the value chain - Millers, Marketing Agents, Dealers, Warehousemen and Coffee Equipment suppliers - and through effective consultations with AFA-Coffee Directorate, Coffee Research Institute and Nairobi Coffee Exchange among others has established itself as a highly respected and professional coffee trade association.

It is the only active legitimate coffee trade association in Kenya, whose member's trade over 90% of the production and is a reliable source of knowledge within the industry.

### Core Objectives

- Provide reliable source of expertise and experience within the Kenya Coffee Industry.
- Advocate and support efforts towards strengthening the Kenya Coffee Industry.
- Promote Kenyan Coffee and its industry in the international market.
- Act as a forum for discussion and exchange.
- Disseminate coffee industry information.
- Promote better trade practices and business efficiency for the benefit of the Kenya Coffee Industry.
- Engage in dialogue with the statutory bodies in Kenya to advise on policy reforms.
- Collaboration for strengthening best practices and a sustainable future for the Kenya Coffee Industry.

### In collaboration with:

#### **Coffee Quality Institute (CQI)**

Coffee Quality Institute appointed Kenya Coffee Traders Association in 2013 as the In-Country Partner (ICP) and Regional Grading Centre to conduct Q and / or R Grading. The ICP is a neutral body to the local coffee industry and maintains integrity in its implementation of the Q Coffee System, promotion and protocols. All Q-Grading is conducted by Certified Q Graders who are competent, experienced and ethical.



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Also in conjunction with Q-Instructors, KCTA has organized Q-Training and Examination to obtain Q-Certification as well as Q-Calibration for renewal of certification for expired Q-graders over the years.

### In collaboration with:

#### **Dedan Kimathi University College of Technology (DeKUT)**

For a number of years now KCTA has supported the coffee industry training program with DeKUT (Dedan Kimathi University College of Technology), firstly by assisting in developing a curriculum for education in coffee, but more importantly by providing placements to students for training within the industry.

Over the years diploma and certificate students have been received well and completed their attachments successfully. All placed as interns, largely thanks to the association members playing an active role in providing on-the-job training for our young people. Many of these students have taken up full time positions in members coffee labs and warehouses, and in time the most successful will provide the next generation of coffee experts.

#### **Agriculture Food Authority-Coffee Directorate Coffee Experts & Coffee Lab Technicians Examinations**

In collaboration with other industry stakeholders, KCTA has also been a key coordinator in reviving and maintaining the coffee experts and coffee lab technicians examinations delivered under the supervision of the AFA-Coffee Directorate.

#### **Kenya National Barista Championship**

This competition is the Olympic Games for master coffee makers or 'baristas' and is organized/sponsored by the African Fine Coffees Association (AFCA) and Kenya Coffee Traders Association (KCTA) as the Account Custodian - in collaboration with the Kenyan Coffee Industry stakeholders including Dormans Coffee, Nairobi Java House and other hospitality outlets such as Sarova Hotels, Serena Hotels, Sankara Hotel, Tribe Hotel, Fairview among others. The event attracts competitors from Kenya's premier hotels, restaurants and coffee houses and the winner further represents Kenya in the Africa Barista Championship as well as the World Barista Championship. This event is highly promoted, as it serves a dual function in promoting coffee consumption and improved quality coffee production as you can see from the following goals;

- Introduce Kenyans to the fact that their coffee is among the best in the world
- Stimulate domestic consumption of coffee by allowing the public to test and taste quality coffee
- Foster improvement of quality in all links of the value chain: From farm to cup
- Introduce value added coffee products into the market for the benefit of all

#### **Africa Fine Coffees Association**

KCTA has assisted in organizing both the African Fine Coffee Conference & Exhibition 2015 and Taste of Harvest Competition.

#### **Kenya Coffee Platform**

KCTA is a member of the Kenya Coffee Platform 'Sauti Ya Kahawa' steering committee. The platform aims to bring the value chain stakeholders together to deliberate on critical issues and develop common approach/strategy to address precompetitive issues in the industry for sustainability of the Coffee sub-sector in Kenya.



### In collaboration with:

#### **Agriculture Industry Network (AIN)**

AIN was formed by Member Organizations in Kenya's agricultural sector for the purpose of championing key agricultural policies and legal reforms. The network represents key players along the entire agriculture value chain including producers, processors, traders, employees and consumers. AIN advocates for strong public-private sector partnership.

KCTA benefits as a member of AIN include but are not limited to:

- Advocacy on legislative and policy issues affecting the agricultural sector.
- Participation in meetings and workshops hosted by AIN.
- Periodic consultations from AIN.
- Access to regular updates on Agricultural statistics and information.
- Networking opportunities with members and stakeholders.

#### **Statutory Bodies**

KCTA has maintained an excellent relationship with the Authorities - Agriculture Food Authority - Coffee Directorate, Nairobi Coffee Exchange, Coffee Research Institute among others. This has led to several joint initiatives including but not limited to:

- Coffee Industry Training and Examinations
- Research and Extension Services
- Mark of Origin Certification
- Coffee Industry Standards and Policy reforms
- Nairobi Coffee Exchange Management Committee participation

### Collaborations in discussion:

#### **UTZ-KCTA Sector Partnership**

Through collaboration we aim to support, promote, and encourage all efforts towards strengthening the coffee subsector through **inclusion, collaboration and positive information**. We seek to address sub-sector issues through;

- Disseminating coffee information.
- Influencing better policy.
- Availing opportunities for succession to the youth.
- Promoting local consumption.
- Promoting coffee quality.

Through this initiative, In line with UTZ key themes for coffee: Productivity, inclusivity and farmer group strengthening, climate change, living wage, youth and gender, KCTA will have addressed the needs of the subsector for sustainability.

Together we will foster best practices whilst adding value resulting to lasting impact in the coffee subsector.

#### **Roasters Chapter**

In order to address specific needs of the various categories and widen KCTA scope of influence we consider amending the structure to include a Roasters Chapter focusing primarily on roaster/barista activities within the local market.



A Roasters Chapter would operate with its own sub-committee under the banner of the KCTA as relatively independent and self determining, but can draw on the greater resources of the trade as a whole – having an organized platform that would add value to the blossoming local roaster community. Most importantly have an all inclusive approach to coffee trade.

**Kenya Coffee Producers Association**

We jointly recognize the need for sustainability in the industry and are willing to assist and support the stakeholders in the coffee value chain in endeavours to create an enabling environment. The collaboration has a **Mission** to improve the quality and quantity of coffee production in Kenya by:

- Distributing positive and beneficial coffee information through existing and new channels of communication.
- Advocating for stable, enabling and confident business environment.
- Promoting corporate governance throughout the cooperative sector.
- Exploiting group dynamics for certification and marketing purposes.



**Management Committee**

The Management Committee (eight members) is elected each year at the Association Annual General Meeting, held in October / November. The Chairman and Vice-Chairman are both eligible to run for office for two subsequent years, following which they must step down. This ensures a rotation of office bearers and hence a dynamic leadership.

**2016/2017 Management Committee**

NAME	DETAILS	COMPANY
Jay Sondhi	Chairman	Sondhi Trading Ltd
Dirk Sickmueller	Vice-Chairman	Taylor Winch ( Coffee) Ltd
Paras Shah	Hon. Treasurer	Diamond Coffee Co. Ltd
Faith Karimi	Hon. Secretary	Kofinaf Ltd
Danilo Pucci	Member	Ibero Kenya Ltd
Kennedy Keya	Member	C. Dorman Ltd
David Murunga	Member	Sasini Ltd
Grace Mayiani	Member	Bollore T & L Kenya Ltd



## **Benefits to Members**

**Expertise and Experience:** Members have a platform to network and enhance business relations with experts who are knowledgeable and passionate about coffee. Engagement with other stakeholders creates togetherness, mutual understanding and unity within the coffee value chain.

**Market Information:** Members receive relevant constant information to stay abreast with what is going on in the Coffee Industry i.e. Reports, Statistics and Industry updates.

**Advocacy:** Through collaboration, we are constantly working to advocate and support efforts towards strengthening the coffee subsector through **inclusion** across the value chain. Together we influence better trade practices and policies; for instance – Guidelines on Certified Coffee and Best Practices on Weight. We also effectively represent the coffee subsector matters that pertain to the objects for which the Association is established in accordance to the KCTA Constitution.



**Code of Conduct:** Members subscribe to a code of conduct that ensures best practice in the industry and fosters trust with potential customers whilst doing business in Kenya and Internationally.

**Website and Social Media:** KCTA website incorporates a news page that presents members with an information sharing platform to harness the power of media. Members have an avenue to feature articles on their projects and upcoming events on both the website and social media platforms.



## 2016/2017 Members

### Dealers

1. Africoff Trading Co. Ltd.
2. Alanwood Ltd.
3. Engelhart CTP (Kenya) Ltd
4. C. Dorman Ltd
5. Diamond Coffee Co. Ltd
6. Export Trading Company Ltd
7. Ibero (K) Ltd.
8. Josra Coffee Co. Ltd
9. Jowam Coffee Traders Ltd.
10. KenyaCof Ltd
11. Louis Dreyfus Company Ltd.
12. M.A. Panju & Brothers Ltd.
13. Merali Dewji & Sons (K) Ltd
14. Nairobi Java House Ltd.
15. Rashid Moledina & Co. (Msa) Ltd.
16. Servicoff Ltd
17. Sondhi Trading Limited
18. Taylor Winch (Coffee) Ltd.
19. Coffee Exporters ( Kenya ) Ltd
20. Goldrock International Enterprises Co. (K) Ltd.
21. M A Pandit & Co Ltd
22. Shah Meghji Hirji Ltd



## **2016/2017 Members**

### **Equipment Suppliers**

Brazafric Enterprises Ltd  
Linkage Africa Ltd  
TransGlobal Distributors Ltd

### **Marketing Agents**

Coffee Management Services Ltd  
Sustainable Management Services Ltd  
Tropical Farm Management Kenya Ltd.



### **Millers**

Kofinaf Co. Ltd  
Sasini (Kenya) Ltd

### **Warehouse**

Caf'e Logistiques Ltd.  
Bollere Transport and Logistics Kenya Ltd

### **Shipping Lines**

W.E.C Lines Kenya Ltd



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## **Coffee Varieties Produced and Marketed in Kenya**

All Kenyan traditional commercial coffee varieties (SL 28, SL 34 & K7) have their lineage from French Mission coffee. Coffee farms established prior to 1930's are generally French Mission.

French Mission coffee on the other hand is a bourbon derivative and therefore by extension, the traditional Kenyan coffee varieties have Bourbon in their pedigree.

Blue Mountain is also as old in Kenya as French Mission coffee. There are many farms in Kisii including CRF substation with Blue Mountain Coffee.

The main commercially grown varieties can be described as follows:

SL 28 Variety

SL 34 Variety

K7 Variety

Ruiru 11

Batian

## **Other Coffee Varieties Grown in Kenya**

1. French Mission
2. Blue Mountain
3. Robusta

Source: Dr. Gichuru  
Director  
Coffee Research Institute



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