



AGRICULTURE AND FOOD AUTHORITY (AFA)
COFFEE DIRECTORATE



RESOLVED SERVICE CHARTER

March 2020 edition

Contents

FOREWARD 3

1.0: INTRODUCTION..... 4

2.0: DIRECTORATE’S PROFILE..... 4

 2.1: Vision..... 4

 2.2: Mission..... 4

 2.3: Core Values 4

 2.4: Mandate..... 4

 2.5: Core Functions:- 4

3.0: OUR CUSTOMERS/STAKEHOLDERS..... 5

4.0: CUSTOMER RIGHTS 6

5.0: CUSTOMER OBLIGATIONS..... 6

6.0: OUR DUTIES AND OBLIGATIONS 6

7.0: NATIONAL VALUES AND PRINCIPLES OF GOVERNANCE 7

8.0: COMPLAINT HANDLING 7

9.0: REVIEW OF THE SERVICE CHARTER..... 7

10.0: MONITORING PERFORMANCE..... 7

11.0: FEEDBACK..... 8

12.0: RESOLVED SERVICE CHARTER 9

FOREWARD

Coffee Directorate (former Coffee Board of Kenya) is one of the Directorates established under Agriculture and Food Authority (AFA) through the Agriculture and Food Authority Act 2013. The Directorate is mandated to develop, regulate and promote the Coffee Sub sector in Kenya within the context of its mandate, Mission, Vision, Core Values and set service delivery standards.

The Directorate operates by the provisions of the Kenya Constitution (2010), AFA Act (Act No. 13 of 2013), Crops Act (Act 16 of 2013) and other relevant laws and regulations as well as partnerships with other public and private institutions.

This service charter is a commitment by Coffee Directorate to deliver timely and high quality service to our customers, partners and the general public.

We look forward to your feedback to enable us continually improve our service delivery.

ISABELLA G. NKONGE

Interim Head of Coffee Directorate

1.0: INTRODUCTION

The objective of the service Charter is to communicate and provide feedback mechanisms to our stakeholders on our mandate, vision, mission and core values. This service charter clearly states coffee directorate's stakeholders/customers' rights and obligations . We commit to deliver high quality services to our customers in accordance with our quality policy and national values.

2.0: COFFEE DIRECTORATE PROFILE

The following strategic elements are the corporate identity of the Directorate:

2.1: Vision

To be a World Class Regulator in the Agriculture sector

2.2: Mission

To sustainably develop and promote scheduled crops value chains through effective regulation for economic growth

2.3: Core Values

- Professionalism
- Integrity
- Customer focus
- Teamwork
- Innovativeness

2.4: Mandate

To develop, regulate and promote the coffee industry.

2.5: Core Functions:

- a) Maintain a register of all coffee value chain players
- b) Conduct inspections and surveillances to ensure compliance with the regulatory framework, industry coffee standards and the Industry Code of Practice;
- c) Carry out capacity needs assessment and building of County governments to enhance their technical capabilities on matters pertaining to crop husbandry, agro-processing and marketing industry on compliance with coffee standards and any emerging technologies.
- d) Arbitration of disputes within the Coffee industry.

- e) Licensing of coffee buyers, coffee agents, cuppers and warehousemen.
- f) Identify and advise on market opportunities and trends.
- g) Conduct Local and International coffee promotion.
- h) Undertake regular market research including gathering and disseminating market intelligence reports.
- i) Enhance visibility of Kenya products through branding.
- j) Liaising between coffee farmers and Research Extension Services and disseminating institution for easy adoption.
- k) Collect, collate, store and disseminate data.
- l) Promote coffee grower excellence recognition .
- m) Conduct Coffee Cupping & laboratory Technician Examinations.
- n) Carrying out Coffee Barista Competition .
- o) Monitoring and evaluation of the coffee directorate activities .

3.0: OUR CUSTOMERS/STAKEHOLDERS

The Directorate offers services to partners in the agricultural sector who include:

- Coffee Growers and Associations
- Coffee buyers/Exporters
- Coffee Millers
- Coffee Agents/importers
- Agro Processors
- Suppliers of goods, works and services
- Government ministries and departments
- State corporations
- County governments
- Development partners
- Universities, tertiary colleges and related research and training institutions
- Financial organizations
- International associations affiliated to coffee
- General public

4.0: CUSTOMER RIGHTS

Our customers have a right to:

- Quality service
- Access to information
- Courteous treatment
- Timely response
- Privacy and confidentiality
- Conducive environment
- Effective communication

5.0: CUSTOMER OBLIGATIONS

To enable us deliver better service and work in the spirit of sustaining mutual relationship and support, our customers are obliged to:

- (a) Be courteous and respectful
- (b) Provide precise information
- (c) Provide feedback on our services
- (d) Adhere to stipulated regulations, procedures and policies
- (e) Observe integrity and ethical behaviour
- (f) Embrace innovative and competitive agricultural practices.

6.0: OUR DUTIES AND OBLIGATIONS

The Directorate is committed to the following:

- Objectivity in decision making.
- Continuous improvement of skills, knowledge, experience and exposure of our staff to ensure quality service delivery
- Provision of timely and quality services to our customers
- Responsive to customer needs
- Zero tolerance to Corruption
- Compliance with legal and statutory requirements
- Maintain privacy and confidentiality of customer and any classified information
- Impartial handling of disputes

7.0: NATIONAL VALUES AND PRINCIPLES OF GOVERNANCE

In line with Article 10 of the Constitution of Kenya 2010, we subscribe to national values and principles of governance which bind all State organs, State officers, public officers and all persons. These national values and principles of governance include:

- Patriotism, national unity, sharing and devolution of power, the rule of law, democracy and participation of the people;
- Human dignity, equity, social justice, inclusiveness, equality, human rights, non-discrimination and protection of the marginalized;
- Good governance, integrity, transparency and accountability; and
- Sustainable development

In the event that any of these values and principles are breached in the course of our service delivery, report the same through the provided complaints handling channels.

8.0: COMPLAINT HANDLING

Confidentiality is guaranteed where necessary in respect to complainant's identity and substance of complaint to safeguard the rights of the customer/stakeholder and the service provider as well. However, complainants are encouraged to identify themselves to facilitate timely feedback and follow up.

The Directorate shall acknowledge receipt of complaint within seven working days, document, evaluate and handle genuine complaints/conflicts as per laid down regulations.

9.0: REVIEW OF THE SERVICE CHARTER

In order to continuously meet and exceed the expectations of our stakeholders, this Service Charter shall be reviewed from time to time. Such review would take into consideration customer feedback and emerging issues.

10.0: MONITORING PERFORMANCE

The Directorate shall ensure that the commitments of the charter are upheld through regular customer satisfaction surveys and monitoring and evaluation. In addition, there shall be regular review of performance and communication of the same through regular reports and other publications.

11.0: FEEDBACK

Coffee Directorate welcomes any feedback including complaints, compliments recommendations and suggestion about improvements to our services. Feedback can be in writing via email, letter, telephone or by completing the feedback form and returning to reception desk.

For comments or suggestions please write to:

The Head
AFA - Coffee Directorate,
Exchange Lane, Coffee Plaza Bldg 10th Floor
P.O Box 30566-00100, NAIROBI, KENYA
directorcoffee@afa.go.ke, coffeedirectorate@gmail.com .

or

Contact Customer Care Desk: 254 020-3342717 or 254710670026
254788109426,254788494579.

For more information log on www.afa.go.ke

Office working hours:
Monday – Friday :8 :00 Am -5:00 Pm

12.0: RESOLVED SERVICE CHARTER

SERVICE	REQUIREMENTS/ CONDITIONS	CHARGES	TIMELINE
General written inquiries	Customer's written inquiry	Free	7 working days from the date of receipt of inquiry
Telephone inquiries	Customer's telephone inquiry	Free	A maximum of 24 hours from time of inquiry
Email inquiries	Customer's email inquiry	Free	A maximum of 24 hours from receipt of email.
Public Complaints	Customer's complaint	Free	A maximum of 7 working days from the date of receipt of the complaint
Provision and Renewal of licenses	Compliance to set regulations	At the prevailing rate	A maximum of 90 working days from the date of application.
Registration of stakeholders in Coffee sub-sector	Compliance to set regulations	Free	A maximum of 10 minutes
Provision of clean coffee movement permits	Registered coffee millers or coffee buyers	USD 1 per leaf	A maximum of 10 minutes
Approval of International Certificate of Origin (ICO)	Registered licensed coffee buyers	KSH 3500 for 50 leaves	A maximum of 10 minutes
Coffee Kenya Mark of Origin Logo(brand)	Certified coffee stakeholders	KSH 10,000	A maximum of 90 working days from the date of application
Provision of technical and advisory services	Customer's request	Free	Continuous
Dissemination of information	Customer request	Free	1 day for readily available information and 2 days for information that needs retrieval
Provision of quality assurance service	Customer request	Free	Continuous
Arbitration	Customers request Emerging industry disputes	Free	Within 60 working days

Compliments, complaints and any suggestion for better services delivery shall be addressed to:

The Head
AFA - Coffee Directorate,
Exchange Lane, Coffee Plaza Bldg 10th Floor
P.O Box 30566-00100, NAIROBI, KENYA
TEL: 254 020-3342717 or 254710670026
254788109426,254788494579.

The Director General
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