



SPEECH BY MR WILLY BETT, CABINET SECRETARY, MINISTRY OF AGRICULTURE, LIVESTOCK AND FISHERIES DURING THE WELCOMING BREAKFAST MEETING WITH GLOBAL COFFEE BUYERS FOR ORIGIN TRIP TO KENYA ON 28th NOVEMBER, 2016 AT SERENA HOTEL, NAIROBI

Our Distinguished Guests;

Kenyan Coffee Industry Stakeholders;

Fellow Kenyans;

Ladies and Gentlemen;

Good Morning!

It gives me immense pleasure to welcome you to this great Country, Kenya. I sincerely thank you for taking interest and making this 'Origin trip' visit possible. The visit will provide an opportunity for our guests to interact with Kenya Coffee Industry stakeholders.

Ladies and Gentlemen;

In Kenya's (national) economy, coffee is the fourth leading foreign exchange earner after Tea, Tourism and Horticulture. Coffee industry directly and indirectly supports close to FIVE million Kenyans because of its transformative nature right from farm to cup along the value chain.



Ladies and Gentlemen;

In 2015/ 16, we exported a total of 44,400 MT (95% of the production) of clean coffee valued at US (\$) 206Million to 39 destinations, an improvement from 41,000 MT of clean coffee valued at US\$ 191 Million to 58 market destinations in 2014/ 15. Kenya is a specialty coffee producer, whose 100% Mild Arabica Coffee has cut a niche for itself in the international arena. Our coffee is preferred due to its unique quality. However, not all importing countries pay premium price for Kenyan coffee. The top ten market destinations for Kenyan coffee in terms of volume are: Germany; Belgium; United States of America; Sweden; Finland; Korea Republic; United Kingdom; Norway; Netherlands and Canada.

I am happy to note that among the top importers of Kenyan coffee, the United States pays the highest price per 50Kg bag of Kenya. In the coffee year 2015/2016, the USA, which came third in terms of volume purchased, paid Kenyan coffee an average of US \$240.10 per 50 Kg bag of clean coffee compared to the top ranked buyers which paid an average of US\$ 235.51. During the coffee year 2014/2015, the USA was number two in terms of volume purchased and paid an average of US \$ 264.76 per 50 Kg bag of clean coffee compared to Germany, which was number one but paid an average of US \$216.30 per 50 Kg.

Ladies and Gentlemen;

As you are aware, the international markets are mixed based on taste and preferences of the consumers. However, Kenya produces Mild Arabica



coffee which gives a balanced cup with fruitiness, balanced acidity of citrus acid, full rounded body, nutty toasty with spicy flavor and hints of black currant flavor. These are unique cup quality characteristics that are hard to find within other coffee producing countries. Most roasters blend Kenyan coffee with inferior coffees from other regions. Blending does not give the consumer the cup quality attributes described above about Kenyan coffee. That is why it is also extremely hard when one walks to a coffee house in a coffee consuming country to find 100% pure Kenya coffee.

Ladies and Gentlemen;

The volume and value of coffee exported to the US market has been increasing gradually in the last six years. The growth of Kenya's coffee export to US over the years has been due to persistent promotional campaigns done in US during the SCAA exhibitions.

I am happy to inform you that we have realized growth in volumes of Kenya's coffee Exports to the US from slightly over **Four Million Kilograms** of coffee in the year 2010/ 2011 to over **Seven Million Kilograms** of coffee exported to the US market in 2014/15, with respective rise of **value of Thirty (30) Million US dollars** in 2010/2011 to **over Thirty Nine (39) Million US dollars** in 2014/15.



Ladies and Gentlemen;

The secrets behind the quality of Kenya coffee are hidden in God given nature: red alluvial volcanic soil, unique varieties of Kenyan coffee- SL varieties and Blue Mountain, unique agronomic cultivation, hand picking of only red ripe cherry, hand sorting and wet processing of Kenyan coffee dried under the equatorial sun drying.

The qualities are coupled with the stringent cupping to establish the cup profile in quality analysis, Kenyan coffee is second to none in the world. These attributes will be established from today by our distinguished guests during this visit.

Ladies and Gentlemen;

It is important to note that Kenya is a member of Specialty Coffee Association of America (SCAA) and has been participating in SCAA exhibitions for the last fourteen years; since 2002. Owing to this participation, in 2016, Kenya won the 2017 SCAA Portrait Country status for the SCAA Symposium and Exposition and this event will enable Kenya give its top quality coffee to the world. Already, negotiations are on-going with US coffee roasters to have Kenyan coffee brewed in most of the hotels and coffee houses in the City of Seattle, during the Event.

This will help our esteemed clients who are conscious of specialty coffee have a floral, berry, winery chocolate vanilla fruity hints tastes of Kenyan coffee. We promise to give the world the best.



Ladies and Gentlemen;

As preamble, the Kenyan Government requested the SCAA management under the leadership of the Executive Director Mr Ric Rhinerhat, on prospect of engaging American coffee buyers in an Origin Trip to Kenya. The trip is to help Kenya have the world sample Kenyan coffee in its original form before being blended.

In addition, the trip would help buyers understand better the production, processing, marketing, transportation and exportation of Kenyan coffee for the international markets by directly interacting with the Coffee industry value chain players. For us as a country to increase our global market share we understand the need to have a closer and healthier working relationship with the buyers, current and prospective.

Ladies and Gentlemen;

We have organized for you to visit the entire coffee value chain players in the Kenyan coffee industry. This Origin Trip locally known as the Kenya Coffee Safari is meant to give a true variety of who is who in the coffee value chain in Kenya. It includes interaction with small scale and large scale producers, the co-operatives, the millers, multinationals, the roasters, the dealers, the transport logistics and warehousing and the Kenyan coffee houses.

Thus from today, we have started the " virtuous circle" journey, in this case early adoption of our coffee products and services that will help us



build momentum for future adoption of our coffee produce/ products and services not only in Seattle, but in the entire world. Our guests will be our true Ambassadors, who will give us the verdict that we shall take to Seattle, come April, 2017

FINALLY, to my fellow Kenyans, and our Coffee Industry stakeholders;

I implore that you accord our guests the best hospitality possible. As we are well known for, let us make our Guests' stay in our country a memorable event. To our distinguished guests;

Welcome to Kenya!

Karibu Kenya!

Kenya Hakuna Matata!

Thank you and GOD BLESS.