

# 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.



### 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 Kenya Coffee Events with 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 whenever it is held in Kenya and the 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.



### 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 participatio



### 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.

### 2021/2022 Management Committee

<b>NAME</b>	<b>DETAILS</b>	<b>COMPANY</b>
Jay Sondhi	Chairman	Sondhi Trading Co Ltd
Kennedy Keya	Vice-Chairman	C Dorman Sez Ltd
Paras Shah	Treasurer	Diamond Coffee Co Ltd
Jack Marrian	Hon. Secretary	Taylor Winch ( Coffee ) Ltd
David Murunga	Member	Sasini Plc
Faith Karimi	Member	Kofinaf Ltd
Nadikerianda Cariappa	Member	Ibero(K) Ltd
Ms Jackie Muia	Member	Bollere Transport & Logistics





### **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.



## 2021/2022 Members

### Dealers

1. Alanwood Ltd.
2. Africoff Trading Co. Ltd
3. C. Dorman Ltd
4. Coffee Exporters ( Kenya ) Ltd
5. Diamond Coffee Co. Ltd
6. Ibero (K) Ltd.
7. Josra Coffee Co. Ltd
8. Jowam Coffee Traders Ltd.
9. KenyaCof Ltd
10. Louis Dreyfus Company Ltd
11. Servicoff Ltd
12. Sondhi Trading Limited
13. Taylor Winch (Coffee) Ltd.
14. Goldrock International Enterprises Co. (K) Ltd.
15. M A Pandit & Co Ltd
16. Tea & Coffee Connection Ltd
17. Rosie Vam Dyke Company Ltd.

### Marketing Agents

Coffee Management Services Ltd

Sustainable Management Services Ltd

Tropical Farm Management Kenya Ltd

Sucastainability Kenya Ltd





**2021/2022 Members**

**Equipment Suppliers**

Brazafric Enterprises Ltd  
TransGlobal Distributors Ltd

**Financiers**

Commodities Fund  
Co-operative Bank of Kenya



**Millers**

Kofinaf Co. Ltd  
Sasini (Kenya) Ltd

**Warehouse**

Mitchell Cotts Freight Kenya Ltd  
Bollore Transport and Logistics

Kenya Ltd

**Analytical Laboratory**

Bereau Veritas Kenya  
Ltd

**Shipping Lines**

W.E.C Lines



[www.kenyacoffee.or.ke](http://www.kenyacoffee.or.ke)

### **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



[www.kenyacoffee.or.ke](http://www.kenyacoffee.or.ke)



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**Kenya Coffee Traders Association**

[www.kenyacoffee.or.ke](http://www.kenyacoffee.or.ke)

[secretary@kenyacoffee.or.ke](mailto:secretary@kenyacoffee.or.ke)

[Twitter](#)

[Facebook](#)

**+254 786 821 621**