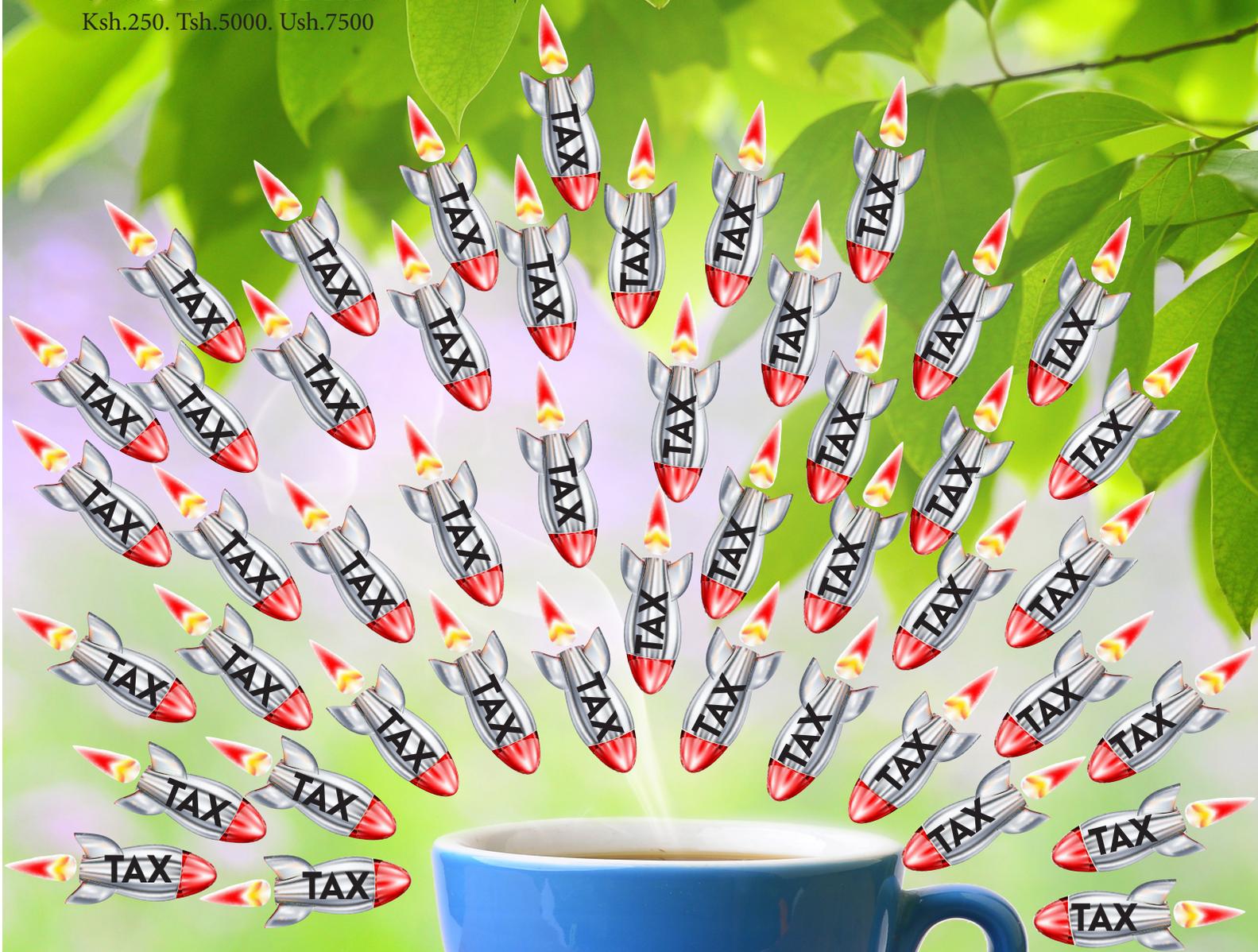


The **TEA** Junction

Oct/ Dec. 2021

A Publication for the East African Tea Trade Association

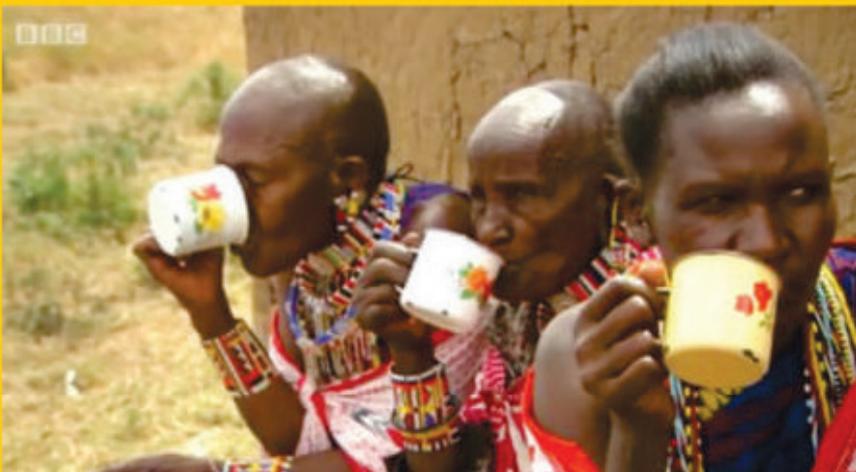
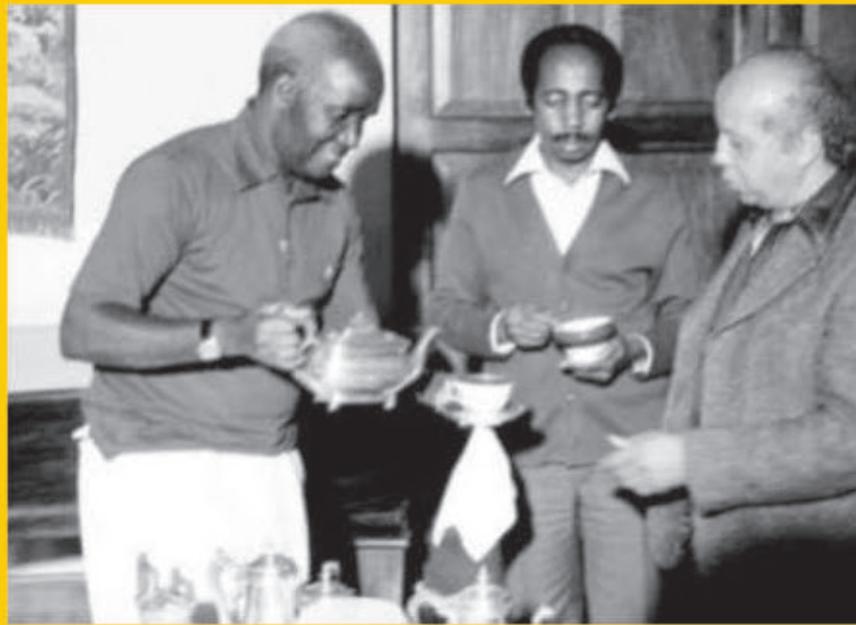
October - December 2021 issue
Ksh.250. Tsh.5000. Ush.7500



EATTA BOSS SAYS HIGH TAXATION AFFECTING KENYAN TEA FARMERS' EARNINGS

Outlook of Kenya's orthodox and specialty teas

TNEA -FOR- ALL



@ The  Junction 



05



08



14



16



20

CONTENTS

TABLE OF

- 5. 14-YEAR LONG TEA EXPORT BARRIER REMOVED
- 8. EATTA ENSURES THE TEA AUCTION RUNS AND TEA SECTOR THRIVES
- 14. EATTA BOSS SAYS HIGH TAXATION AFFECTING KENYAN TEA FARMERS' EARNINGS
- 16. TANZANIA GOVT SAYS TEA AUCTION A BOON TO ECONOMY, FARMERS
- 20. OUTLOOK OF KENYA'S ORTHODOX & SPECIALTY TEAS
- 26. STATISTICS
- 29. EATTA MEMBERSHIP LIST



East African Tea Trade Association

Tea Trade Centre, Nyerere Avenue
 P.O. Box 85174 - 80100
 Mombasa - KENYA
 Tel: [+254] 41 2225823/2220093
 Fax: [+254] 2225823
 GSM Lines: [+254] 722 208 699
 [+254] 733 208 700
 Email: info@eatta.co.ke
 Web: www.eatta.com

PUBLISHER
 EATTA

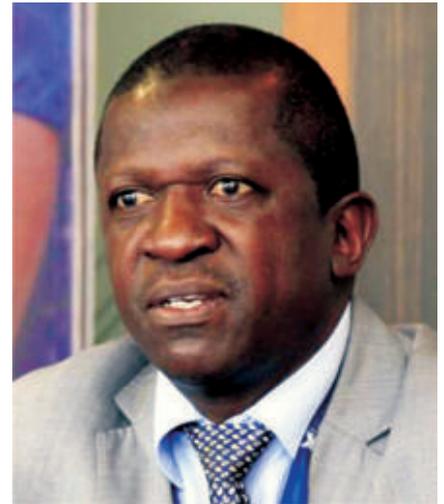
EDITOR
 George Sunguh

DESIGN & LAYOUT
 Churchill Musungu

EDITORIAL CONSULTANTS /
 MARKETING:



P.O. Box 45-80100 Mombasa [KENYA]
 Tel: [+254] 722 703 971
 Email: mediaconcept017@gmail.com



We welcome our readers to yet another edition of the Tea Junction magazine bringing you detailed cross-section information from the tea industry in our region and beyond.

First and foremost, I must, however, convey my heartfelt condolences to the family, friends, and entire EATTA family following the demise of our former chairman Mr. Gideon Mugo who died recently.

During the brief moment he held the chairmanship he exhibited true leadership, the kind of leadership that we hoped would help steer the tea industry out of its current challenges. May the good Lord rest his soul in eternal peace.

On a positive note, we are glad to report that the attestation fees that was imposed on tea export documents by the Pakistani authorities for over a decade was eliminated effective 16th August 2021.

Calculated at .05 percent of the entire tea exporters' volumes, the attestation fee of tea export documents required vetting and approval of exportation paperwork by the Pakistani High Commission in Kenya before freighting the commodity out of the country.

It is indeed our pleasure that the government of Pakistan has graciously agreed to waive the attestation fee.

It is our hope and prayer that the Kenya government will follow this example and waive some of the numerous taxes imposed on tea. From farm to cup we have about 45 taxes and levies making tea, as a product one of the most taxed

commodities in the country. We have taken up this matter time and again with the relevant authorities with little success. We expect the National Assembly to be of help in this aspect.

I am putting 45 because the 44th one is the minimum tax which is now of course is in court. The 45th one is the ad Valorem levy of which we have gone to court to contest. The ad valorem levy was the tax which the Government had removed in 2014. It has been re-introduced. I have dealt with this issue extensively in a Question and Answer in this edition.

In the same issue, we bring you an updated outlook of Kenya's Orthodox and Specialty teas as Kenya and other EATTA member states move with time to produce a product for the niche market that matches changing consumer tastes and preferences in that narrow segment.

Finally, we have set the dates and venue for the 5th African Tea Convention and Exhibition for 20th to 22nd July. Please diarize this date and start making your plans to participate and make this another successful event.

Edward Mudibo
Managing Director EATTA



14-YEAR LONG TEA EXPORT BARRIER REMOVED

BY PATRICK MAYOYO

A long-standing non-tariff trade barrier in Kenya's tea shipments to a leading export destination was finally lifted this year.

Thanks to high-level engagements between Kenya and Pakistan, the attestation fees that were imposed for over a decade on tea export documents by the Pakistan authorities was eliminated effective 16th August 2021.

Calculated at .05 per cent of the entire tea exporters' volumes, the Attestation Fee of tea export documents required vetting and approval of exportation paperwork by the Pakistan High Commission in Kenya before ferrying out of the cargo. Reacting to the development, industry stakeholders said the fee waiver will catalyze efficiencies and further boost trade between the two nations.

"We are glad to report today that the discussions have borne fruit as the government of Pakistan has graciously agreed to waive the attestation fee. This will indeed

go a long way in improving efficiencies within the value chain," said East Africa Tea Trade Association's (EATTA) chairman Charles Kibandi during a media briefing held in Nairobi early September. Representing the Industrialization, Trade and Enterprise Cabinet Secretary Betty Maina during the briefing, the Principal Secretary Department of Trade, Mr John-son Weru described the move as a direct subsidy to Kenyan tea farmers and asked EATTA to ensure the money saved following the elimination of the attestation fee should be used to change the lives of tea farmers.

"We don't have any reason not to appreciate this wonderful gesture from the Pakistan government and this puts us in a strategic position to increase the scope of trade relations between the two countries," said Weru.

The attestation documents fees increased the cost of doing business for tea exporters, in turn making Kenyan tea costlier when it reached Pakistan.

The Pakistan government introduced the fee in response to Kenya's taxation of Pakistan rice imports at 75% under the East Africa Community protocol in the year 2007.

Present at the breakfast meeting organized by EATTA to celebrate the elimination of the fees was also the Pakistan High Commissioner to Kenya, Ms Saqlain Syedah.

The High Commissioner said elimination of attestation documents fees by her government was an appreciation of Kenya as a gateway to Africa and the role the country plays in the export of Pakistan goods in the region led by different brands of Pakistan rice.

"We are exploring the possibilities of expanding our range of products not only in Kenya but in the entire African region to include machinery, fertilizer among other new products and also us importing fruits like avocados and mangoes," She said.

Others at the briefing were EATTA managing director Edward Mudibo, and the Deputy Director of Tea Board of Kenya Mr Wekesa Khisa.

The PS also revealed considerations by Kenya to expand the export products portfolio to Pakistan.

"I cannot understand how people who consume our tea in that country cannot consume our avocados, mangoes and other produce," said Mr Weru.

Present at the breakfast meeting organized by EATTA to celebrate the elimination of the fees was also the Pakistan High Commissioner to Kenya, Ms Saqlain Syedah.

The High Commissioner said elimination of attestation documents fees by her government was an appreciation of Kenya as a gateway to Africa and the role the country plays in the export of Pakistan goods in the region led by different brands of Pakistan rice.

“We are exploring the possibilities of expanding our range of products not only in Kenya but in the entire African region to include machinery, fertilizer among other new products and also us importing fruits like avocados and mangoes,” She said. Others at the briefing were EATTA managing director Edward Mudibo, and the Deputy Director of Tea Board of Kenya Mr Wekesa Khisa.

The PS also revealed considerations by Kenya to expand the export products portfolio to Pakistan.

“I cannot understand how people who consume our tea in that country cannot consume our avocados, mangoes and other produce,” said Mr Weru.

He added that another area of partnership between the two countries was the well established leather industry in the

Asian country. “As a country we need to learn from Pakistan on how they have enhanced their leather industry which is more vibrant compared to ours,” he said. The PS said more enhanced regulation of the tea sub-sector was required to spur improved productivity and eliminate existing trade bottlenecks.

“We need to expand the horizons of people-to-people engagement between traders from the two countries by encouraging trade trips among members of the business community,” he added.

According to EATTA, Pakistan is the leading export market for the Kenyan tea. In 2020, the country bought tea worth almost US\$ 500 million at an average price of US\$ 2.33 per kilo.

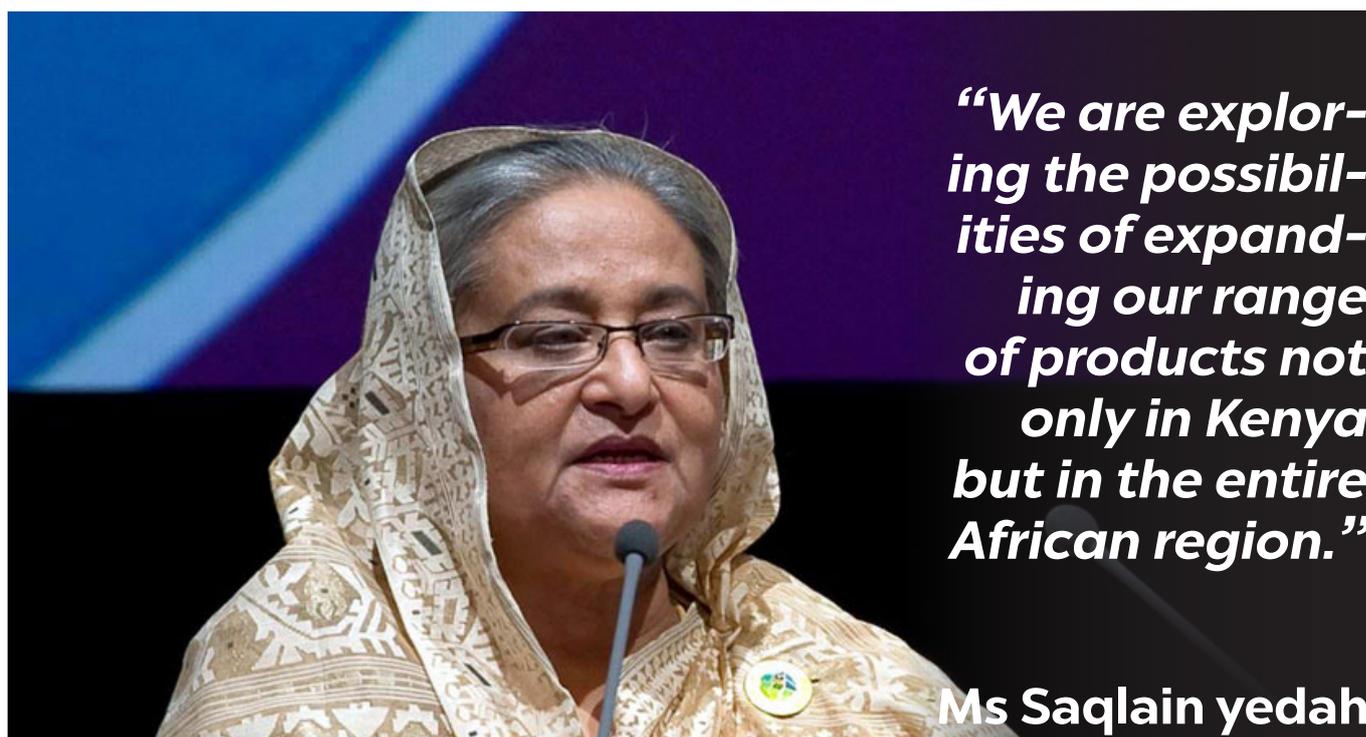
“As an indicator of how important Pakistan is to Kenyan tea exporters, the country has been the leading destination for 18 of the last 30 years and in particular nine of the last 11 years. In 2020, Pakistan imported 36 percent of the teas offered for sale,” EATTA Chairman said.

He also gave a brief historical perspective of tea trade between Kenya and Pakistan, relating how Kenya initially exported low volumes of tea to the Asian country in the early 1970s due to Sri Lanka’s dominance of the market.

Although Kenya’s market share had slightly improved by the late 1970s, a severe drought in Sri Lanka in 1980 adversely affected production resulting to an upsurge in the price of tea.

“Faced with the challenges, offers of teas at significantly higher prices which were out of reach of their consumers, Pakistan tea traders looked South to Mombasa which was able to offer diverse quality teas, for every taste and pocket, eventually finding acceptance across the broad spectrum of tea consumers in Pakistan,” he noted.

He said one tea trader credited with opening up the Pakistan market for Kenyan teas was a Mr M.R.Fazel (now deceased) who sent tea samples to Hassanali and Sons as well as Karachi Tea that resulted to the first export of tea which



was consolidated with larger consignments of spices.

“Some well known names like Phillip Harrison, Brooke Bond among others also played a very key role in the expansion of this market,” he added.

He also thanked Pakistan for reversing a decision to have tea exports to the country from Kenya undergo aflatoxin tests, saying the move had adversely affected tea exporters.

The Plant Protection Board in Pakistan had imposed the requirement in October 2017.

“Other than the increase in cost of doing business, there were long delays in processing of the documents resulting to delays in shipping tea to Pakistan. We are lucky, within two weeks, the Pakistan government reversed its decision,” he observed.

Mr Kibandi said EATTA currently has a membership of 261 companies comprising of tea producers, tea buyers and exporters, tea packers, brokers and warehousemen.

He added that the companies have linkages with other key sub-sectors of the East and Central African economy such as shipping, overland transport, warehousing, packaging and banking among others.

“EATTA members are all actively engaged in growing, buying, broking and warehousing of tea as well as associated businesses,” he emphasized.

The chairman said the body’s principal mandate is the promotion of orderly sale of tea among its members and it is also involved in lobbying and advocacy on behalf of its members.

EATTA is funded by members representing 10 countries that include; Ken-

ya, Uganda, Tanzania, Rwanda, Burundi, Democratic Republic of Congo (DRC), Malawi, Mozambique, Madagascar and Ethiopia.

Meanwhile, the Tea Buyers Association chairman said the government should build a common user value addition tea blending and packaging facility as part of efforts to add value to Kenya’s teas before exportation.

Speaking to the Tea Junction on the sidelines of the media briefing meeting held at Nairobi’s Pan Afric Hotel, Mr William Oyosi said it was expensive for individual tea exporters to set up their own tea blending and packaging plants as the cost was prohibitive. The government should instead establish a common user value addition complex at the Mombasa port, he added.

“If this is done our tea exports are going to earn the country more revenue which will translate into more earnings for tea farmers,” said Oyosi.

The cost of tea blending and packaging machinery and material was out of reach for most tea factories and exporters but the situation could change if the government waived taxes on such equipment.

“Some tea exporters are keen on value addition on tea exported from the country and my appeal to the government is it should consider making this possible by giving tax incentives to those tea exporters ready to invest in such facilities,” he said.

Sri Lanka is the third largest tea exporter in the world but nearly 60% of its exports are comprised of bulk tea. Bulk tea secures the lowest prices in world tea market.

Sri Lanka earned an average value of US\$4.83 per kilogramme from 2014 to 2018 for its tea exports, compared to US\$24.24 per kilogramme in Japan, a highly innovative tea-producing country. About 98 percent of the tea produced

in Sri Lanka is black tea and has mainly focused on incremental innovations in blending, flavouring and packaging than radical innovations.

Japan produces a large number of innovative beverage and non-beverage products from tea. Having a large number of small and medium processing factories (4698), Japan’s product innovation capabilities are mainly attributed to firm-level factors and support services.

A study titled Value Addition as a Strategic Management Practice and Determinant of Performance of Tea Industry in Mount Kenya Region done by Jomo Kenyatta University of Agriculture and Technology (JKUAT), Professor Roselyn Gakure, Dr Charles Gikunju and Dr George Orwa, says that Kenyan tea has not been competitive due to lack of value addition.

“Some tea exporters are keen on value addition on tea exported from the country and my appeal to the government is it should consider making this possible by giving tax incentives to those tea exporters ready to invest in such facilities,”

The study guided by Value Chain Analysis Theory model and Cost Leadership theories says that tea factories should continue investing in value addition strategies in specific operational areas because they are able to control their costs much better and consumers will realize higher tea prices through branding which increases loyalty.

The cost of tea blending and packaging machinery and material was out of reach for most tea factories and exporters but the situation could change if the government waived taxes on such equipment.

EATTA ENSURES THE TEA AUCTION RUNS AND TEA SECTOR THRIVES —MUDIBO

Mr. Edward Mudibo, the Managing Director of East African Tea Trade Association (EATTA), was recently hosted in the Spice FM's 'Situation Room' where he offered a deep conversation on topical issues regarding the Tea industry in the country. Here are the excerpts:

SPICE FM: Let's understand the role that EATTA plays, how old EATTA is, who the members are, and who regulates it?

MUDIBO: East African Tea Trade Association is a premier association representing the interests of tea companies in Africa. It was registered in 1956 and it is one of the oldest associations we have, not only in the country but in East and Central Africa region. The association covers the interests of all members of the tea value chain – starting from producers, warehousemen, the brokers and the exporters that is the buyers of tea, and workers. We also now have lately associate members who have an interest in tea. The key mandates of EATTA are advo-

cacy, representation, and conducting the tea auction. So, EATTA is not only just about the traders, it is about the whole value chain.

We have membership not only in Kenya, but in nine other countries comprising: Uganda, Tanzania, Rwanda, Burundi, DRC Congo, Madagascar, Malawi, Mozambique and even Ethiopia.

SPICE FM: In terms of regulation, are you regulated by any authority or is it just the laws of Kenya through the Companies' Act?

MUDIBO: We are a company limited by guarantee, but for purposes of regulation we are registered as an auction organizer and that is under the Tea Board of Kenya, previously as Agriculture Food Authority (AFA) Tea Directorate. So, we are licensed as auction organizer; and we are governed by the Kenyan laws.

SPICE FM: So, what exactly happens in the industry, let's go through that right now with tea: by the time this process

gets to EATTA, what's going on now at this point?

MUDIBO: Some of the issues are currently in court and therefore I'll be limited to some of the issues at hand. We felt that from 2013 when the Tea Board was put under consolidated AFA we had lost that flavour, that clout in terms of running the tea matters. Tea is very important to this country and the African region.

So, instead of consolidating and upgrading tea, we were, consigned to a department under AFA where there were ten (10) directorates. Based on that we sought audience and the Senate gladly had a Private Members Bill sponsored by Hon Cheruiyot to the extent that we now have a Tea Act. It has been a process. Some contentious issues were never fully subjected to public participation in the first place. That is what brought us to where we are currently. But indeed, we have been very supportive and still stand supportive of the Tea Act purely because we knew we would now have our



Tea Board of Kenya back and we would also have the Tea Research Foundation back. So that these functional entities would help us drive the tea sector ahead.

SPICE FM: Do I hear you to be saying when you were put under a certain department you lost some autonomy, is this what you are saying?

MUDIBO: Yes, this is exactly what I'm saying. Let's compare ourselves with some countries like India and Sri Lanka, which even have ministries of plantation and tea. In Kenya where we had the Tea Board of Kenya up to 2012, it was robust and functioning well. Why did we have to take the tea sector which is self-sustaining to a consolidated experiment called AFA? That's where we lost it!

SPICE FM: Who else was in AFA apart from the Tea Industry?

A: In AFA we had other directorates – coffee, pyrethrum, all the other commodities such as cashew nuts. They came to about 10 directorates. I chaired Agricultural Industry Network in 2013. We were actually pleading with the Government not to have AFA in the form it is currently. We were lobbying against it. Initially it was Agriculture, Livestock, Fisheries and Food Authority (ALFFA). When we lobbied the Government, livestock was dropped. Thereafter fisheries were dropped and finally, it was Agriculture and Food authority where we still have directorates.

It therefore follows that all this was a mistake and I think in recognition that it was an error, the Government is now again restructuring AFA so that we don't have AFA in the form it is. Because now we have tea and coffee out of AFA, sugarcane will be out of AFA. We are seeking to have

Tea Board function in the best interest of the tea sector.

SPICE FM: What percentage of tea is actually produced by small-scale farmers?

MUDIBO: The tea produced by the small-scale farmers, the wananchi, comprises of about 55 per cent, 35 per cent comes from the commercial tea plantations and 10 per cent from the independent tea factories.

SPICE FM: Would you say that the tea farmer in this country gets a fair share for his work and his produce?

MUDIBO: Indeed. We want to reaffirm that the farmers get a fair share. We have done the tea value chain study, we had a study conducted about three (3) years ago, and out of it on average for small-scale holder, you find that more than 70 per cent goes to the farmer. Then the other cost which was quite large would come to issues to do with energy, labour, the factory processes, these comprise also another key cost. Contrary to assumption that much of these costs are lost through the trade, I would want to say that even for the brokers who are sometimes vilified, they only take home about 0.92 per cent. Warehouses remains with about 1 per cent and management fees about two (2) per cent.

We have to be fair. We have these facts and figures that you cannot change. Many of the small-holders have about a quarter of an acre, half an acre, or an acre of tea. To this end we appreciate, because at the end of the day, we also need to recognize that they have a take home on a monthly basis. How many other crops can assure farmers of a regular income? Better get that little you have but get it regularly than not get it at all!

SPICE FM: The complaint by the farmers is not that they get a little, but that the little has been reducing over the years. So, what are these factors that have led to reduction in earnings for the tea farmer?

MUDIBO: We have various factors in play in terms of the take home. Looking at the declining tea prices, so many factors have been at play. For instance, the quantity – there have been some quite overproduction of tea. Way back in 2012, for example, the production of tea was 360 million kilogrammes, currently it stands at more than 560 million kilogrammes. Within a span of that period, 2012 to 2020, eight years, now we are in the ninth year. We have had substantial quantity. Kenya leads in Africa in terms of production. So, one factor is the quantity and we normally look at the more the production cost and without resultant demand, then the prices are likely to come down. But we also have the fluctuations in prices. I would not want to believe that it is not only declining, there are times it fluctuates, we have high prices, we have low prices, and it keeps on fluctuating like any other commodity. The factors of supply and demand are what dictates. The other one, there are both external and internal factors, we have issues of cost of production, rising cost of production, taxes, myriad taxes. From farm to cup we have about 45 taxes and levies, and nobody is talking about that. We are looking at a concentration of five markets which are taking more than 70 per cent of the market share. We are not also not looking at that because when you have a few concentrated markets then the prices are not likely to be that attractive because now we are price takers. The rest of the world takes the other 30 percent. So, these again are some of the factors we really have to look at.

SPICE FM: Back on that tax issue Mr. Mudibo, unless I heard wrongly, you said 45 taxes? Why so many?

A: This has been a matter we have taken up time and again and apparently, we would have expected the National Assembly to also be of help, but the fact that taxes are paid, I would say they feel so long as we can fund our normal day-to-day operations as a country, then pay taxes, you know. They are beneficiaries also, so I don't think this is something they would scrutinize. But other than looking at taxes as the militating aspect, we look for scapegoats. The realities are very clear, we have clear parameters to

gauge and confirm. The recent introductions are the minimum tax and ad valorem levy which are matters in court. The ad valorem levy was the tax which the Government had removed in 2014. It has been re-introduced. We are not opposed to paying a levy, all that we are opposed to is being charged on quantum. When you talk about ad valorem levy, you are charging the same farmers you are purporting to help 1 per cent of the value of tea as opposed to charging based on the quantity of production. If it is quantity of production, we would be looking at about 550 million shillings which I can now confidently say would not be a pinch to the farmers, or producers, but 1 percent of the value of exports we'll be looking at 1 percent of 120 billion and that comes to 1.2 billion that would be taken from the farmers, so we really need to be realistic when we are saying we are doing all these reforms for the benefit of the farmer when on the other hand we are pinching the same farmer.

Q: Is there a general reluctance to actually deal with this once and for all?

A: Every time we have hope that the Government will at least listen. One of the areas, just to demonstrate, Kenya exports 95 percent of the tea and we only consume 5 percent of the tea. The 95 percent we export and we are pleased that the Government has done that, is free of VAT. Any tea that comes through the auction, is not charged VAT unless if you are buying from the factory and then exporting, then of course you will claim back VAT. The per capita of tea Kenya's drink is 500 grammes. Now, our question is, why can't you free the populace of this 5 percent if you can allow 95 percent to be exported without any tax. You can as well also encourage the consumption of tea to be beyond that 500 grammes per person per year. Countries like Ireland consume about 2 kilogrammes per person. We are only consuming 500 grammes and yet we are producing the best of the qualities of tea. So, who do we blame? If we don't have confidence in drinking our best quality of tea, why do we blame others for low prices? So, this should be a concerted effort, as a nation we need to shore up local consumption, we need to encourage people to drink tea locally and maybe it may make a difference. India for example produces 1.2 billion kilogrammes of tea, but they consume 1 billion kilogrammes. They only export 200 million kilogrammes. So, you can see the case situations we can learn from.



SPICE FM: When I hear you talk about the local consumption yet in every Kenyan home you are going to be served tea, and that is only 5 percent of what we produce, is it because of VAT really? Or is it because tea is one of the less expensive items on shopping basket?

MUDIBO: It appears to be, but look at across the borders, Tanzania is not charging VAT on tea. Why don't we follow that good example, those good case examples? If I was at the border point and I was to buy Kenyan tea or Tanzania tea, that small difference for a peasant, the local low-income earner would go for what is cheaper. That is natural even for those who are well to do as they would be comparing what is cheaper, so let's give it a trial. I think it is something the National Treasury should consider even if it can make a difference. Can we have a national campaign to promote local consumption, even as we seek for other markets abroad?

SPICE FM: Mudibo, how transparent is the process that EATTA oversees? The buying of tea, the warehousing, the selling of it abroad, the information as to the quantities sold, where they go to, how much is realised: how transparent is EATTA in this regard?

MUDIBO: In terms of the governance, EATTA is self-regulating. First and foremost, we have 5 sub associations across the value chain being members of EATTA. We have the tea producers' associations, tea buyers, tea brokers, tea warehousemen, and tea packers' association. They meet quarterly, and are responsible for the election of directors.

Out of the 10 countries, where our members are drawn from, five countries – Kenya, Uganda, Tanzania, Rwanda and

Burundi, have directors on the Board of EATTA. So, their interests are also protected. What I'm exemplifying is the transparency process in the electoral process, getting the leaders to guide their affairs. We also need to appreciate that we have got board committees – finance, audit, ICT, rules and strategy committee; all these committees again speak on behalf of their members. It is done through a clearly transparent process.

When tea is dispatched to the auction, we have systems that are working with clear regulations, and for any rule to be changed, it must be approved by all the members through a majority vote of the members of sub-associations.

So, that tells you how things work out clearly. When teas are also provided to the auction, again it is a competitive process – the one who bids highest, takes the tea, a clearly transparent process.

In fact, this has now been enhanced electronically. So, we used to have an open outcry system until May last year (2020), but through the support of Trade Mark East Africa, we have now automated the auction process. So, buyers can purchase tea from the comfort of their offices, and homes. So,

I would like to vouch that in deed we have a clear transparent system, it is open to audit anytime, it can be verified, because there is really nothing to hide.

But what comes out is that when prices are good nobody complains. When

prices come down, then they look for scapegoats.

SPICE FM: Is it EATTA or is it the brokers or who is the cause of the problem?

MUDIBO: Let's be realistic, the figures are there to show, we have figures for as long as the auction was initiated. Average prices are done and provided on a weekly basis, we have market reports which are also made public on a weekly basis, who bought what and in what quantities, what are the trends in the world. So, there is really nothing to hide in this context.

SPICE FM: Why is it that tea growers in Rwanda are making six (6) dollar per kilogramme, while tea growers in Kenya are making three (3) dollars per kilogramme. First of all, is this the case and why?

MUDIBO: There are quite a number of factors at play in terms of what one earns. One is, we are looking here at issues of quality. If the quality of the tea is good, then it will attract buyers of tea who are ready to pay any price for it. The other one is demand for specific teas by the respective buyers of the tea. When we look at Rwanda, we could be looking at 20 to 30 million kilogrammes on an annual basis, what we have for Kenya is more than 550 million kilogrammes. Of course, that is not to say that we should be complacent. Let's also admit that Rwanda got it right in terms of policy, Kenya itself does not have a National Tea Policy; Rwanda came, realised Kenya was trying to develop one in 2013, they picked the cue, they came up with a National Tea Policy. They are implementing, and are very clear on where they want to go on matters of tea. There are Kenyans in some of the factories in Rwanda. But they appreciate to learn, once they learn, they internalize it and their own people proceed on with it. There are many factors at play, we want to admit Rwanda has got it right in terms of the co-issues to do with quality.

SPICE FM: Something else is about what have said an overproduction which is also impacting on our prices. But I want to look at it this way, in 2012 we were doing about 350 million kilogrammes per year, in 2021 we are doing over 550 million kilogrammes per year. So, there is improvement in terms of production. Just the other day were having a conversation with the person in-charge of New Kenya Planters Cooperation Union talking about coffee, and he was giving us the other conver-

sation that one of the things happening in the coffee sector is that there is a reduction in terms of production, moving from 150,000 tonnes per year to 35,000 tonnes per year, and that is also impacting our position in the global trade. So, how is it then in the tea, doing well in production is affecting our prices? Yet we are looking at India doing 1.2 billion kilogrammes per year; Sri Lanka is producing less than us and taking less than us to the market yet they are earning more than us in the market?

MUDIBO: I think one thing that we have to appreciate is that people have realized that tea is the only reliable commodity. Looking at the country right now, we know of many other commodities which are really in ICU or are struggling. Coffee used to be the leading export earner; talk of cotton, pyrethrum; sugarcane all are having issues, even maize which we expect to be so basic to manage has issues. More people are going into tea and even the number of counties that are growing tea have increased to 21. So, we have to appreciate there is something good in tea that makes more people move into it to earn a livelihood that is dependable. High quantities is what is also making the prices to come down. So long as we can maintain quality and quantity, we can have less of leaf hawking. And then we also have the mushrooming of a number of tea factories, some of which do not even have adequate tea to process and at

times sub-standard tea processing machinery. All these connive to contribute to declining quality. So long as we can maintain good quality standards, we will get it right as a country. So, at least what we are saying is that small-holders earn small but sustainable income.

SPICE FM: Who is to ensure the quality of tea production and end result or is it a collective one?

MUDIBO: Currently the Tea Board of Kenya are the regulators. But we ask ourselves, how many officers do they have? The then AFA Tea Directorate and current Tea Board is seriously understaffed. I really doubt they have more than 5 officers who are supposed to oversight the whole tea sector in the country. So, it starts from there. The regulator does not have the required resources and so can't provide the required oversight on matters of tea. Of course, it should be everyone's responsibility to do that, farmers need to pluck two leaves and a bud.

It depends on what you produce and what you deliver. You only get as much as the quality of what you deliver. So, there are so many factors that are at play in that regard.

SPICE FM: What determines the quality of tea? What is it that would make tea or some tea good, some better, some best, some medium, some mediocre, what determines this?

“I think one thing that we have to appreciate is that people have realized that tea is the only reliable commodity.”



MUDIBO: There are so many factors at play in terms of actually determining the qualities of tea. This is where now the broker comes in to assess the quality of tea. They normally do sampling of the tea to assess it in terms of taste and in terms of appearance after which the broker makes out what price can be assigned or a reserve price, we can assign to a given tea.

Granules would be the first and then there are others. The appearance, the liquor, there are many factors which are at play in determining what really would make a good cup of tea. It also goes by the various markets and what the buyer wants. So, what you deem as good as good quality may not be good to another.

SPICE FM: When we talked about Rwanda, that's when the issue of the quality of tea came in – is it only quality or are we also talking about value addition to this tea? And if we are talking of value addition, are we saying that if there is value addition the farmer also benefits from this value addition, because with this value addition you definitely get a better price?

MUDIBO: Yes, indeed, I concur. Value addition is also important but it depends also on how you conduct it. How do you want to arrive at that? Because then it means over and above, the black CTC teas, we need to be also looking at diversifying orthodox tea, purple tea, and also other forms of value addition. We need to

diversify because we are predominantly known for the black CTC tea. But also, for you to enhance value addition, which we are seeking and striving to do, we also need to look at issues to do with tariffs. If you value add and you have to export, you need know that there are those countries which may impose quite punitive taxes and levies that will militate against value addition.

There are so many factors at play in terms of actually determining the qualities of tea. This is where now the broker comes in to assess the quality of tea.



There is also high levy on imported packaging materials that is a matter the Government also has to look at. There are also limited incentives given by Government when we benchmark with Sri Lanka. For them to reach the 50 percent value addition, the Government has invested for over 20 years to attain the level they are. So, you have to put money where you get returns. But for tea what we have had are those myriad taxes and levies and we keep on adding more and more, and nobody is ready to invest in this lucrative area. So, value addition is the way to go, but it has to be done the right way.

SPICE FM: Looking at value addition, would that guarantee the farmer a better place in terms of what they earn? Because if it is not, and I'm almost conscious to say, then it really wouldn't be their cup of tea?

MUDIBO: One thing we need to appreciate the quantities we are we looking at? If you are having a quarter of acre or half an acre, and your earnings, what would be the difference? Sometimes what is contributing to all this is quantum. You can only get so much in a quarter acre or half an acre annually and it will continue to replicate. How much are they making from this quarter of an acre or half an acre? And how many farmers are involved? Most of the small-holder farmers actually fall within the bracket of less than one acre. So, even on an annual basis, if it is about Sh8,000 you are making



on a quarter of acre or even for acre for that purpose on a monthly basis, if you are lucky too, then you can see. We are looking at very nominal amounts which you cannot blame anybody for.

SPICE FM: Not really Mr. Mudibo, let me interrupt you here; the issue here isn't the acreage that one has, but perhaps the kilos that you produce because we cost this thing per kilo. So, whether I have an acre and my acre produces 10 kilos and someone else's acre produces 100 kilos, it shouldn't matter because what I get from my 10 acres will be commensurate or for my one acre, should be commensurate with what I have produced. The issue here I think is the beef that has been brought forth and what we keep reading about is what is priced per kilo. The farmers have been crying that this price that they will be paid is not commensurate to the input, and in terms of time they also have to wait for this payment. By the time some of this payment actually comes to them, they find themselves in debt.

MUDIBO: Yes, I hear you in that regard. The main objective of size of land is the kilos that you take. But also, you have to look at all factors of production which have to be there and are constant. We have to appreciate the cost of production which you will have labour, people who do the plucking for some of the farmers, because they are not doing it themselves, the transportation cost, processing at the factory level and transportation to Mombasa.

SPICE FM: Are farmers members of EATTA?

MUDIBO: Through their respective farm factories. Because the farmers elect their directors as their respective companies, once they elect their directors, those are their representatives. We only deal with teas which are offered at the auction. So, farmers, in that context, are quite well represented.

SPICE FM: So, as a body that brings all these people together, does the farmer understand this thing in the details? So that when he gets his money, he understands that this thing has nothing to do with other players, it has to do with cost of production, it has to do with the cost of transportation, it has to do with the cost of inputs, taxes and all that? Have efforts been made to get them to understand all these things you are saying?

MUDIBO: Thank you. I do believe. I may



not speak for the management agencies, but I do believe that the management agencies have a docket or department or a section that deals with outreach to the farmers. We have the farmers field schools, where they are taught different things, I'm sure they are sensitized on a regular basis. May be more needs to be done so that they are clear on these matters.

SPICE FM: It is clear they are not sensitized adequately?

MUDIBO: Yes, may be more sensitisation needs to be done, because you would find, I mean, some of the questions and some of the issues being raised you would expect them to understand in the first place. They shouldn't be asking some of the questions being asked. You expect them to be obvious.

A CALLER: Mombasa Tea Auction is what the New York Stock Exchange is in the financial market, this is the biggest tea auction in the world, it sets benchmark prices for tea prices in the whole world, and then the other day they send City County askaris to go and raid the place. I think that is the lowest they have gone in these tea reforms. Send guys to go and raid international tea auction? I rest my case brother.

SPICE FM: What were the reasons for the raid?

MUDIBO: That was an order the A-G obtained through the Magistrates Court, is matter being heard today. We may not say much about it but as intimidated by the caller, it is most unfortunate. You don't

get into a fishing expedition so that you can find out if there are faults. If there were material issues that had been done wrongly, then you charge the offenders on specific charges. If you have material things, we have an open system here, we have the whole world which can look at what we are doing and I don't think we would have anything to hide and up to now, we have nothing to hide and the future will vindicate what I'm putting through. Good a thing, we have a functioning judiciary and this matter is something which has taken place whereby a determination shall be made. And I believe we will be vindicated.

SPICE FM: Thank you very much. Mr. Edward Mudibo is the Managing Director the East African Tea Trade Association (EATTA). Asante for sharing the information you have shared with us. And as we conclude the show, listen to today's proverb, it is Somali proverb: "If you can't resolve your problems in peace, you can't resolve war" – Edward do you relate with this?

MUDIBO: Okay, and yes, I hear you very well, and this is where we are and tea people are very calm and we are doing a lot for the public and this is why despite all that we make sure the auction has to run, the tea sector has to thrive, we don't want to go the path others have done. We have been self-regulating over the years and we have managed to have fair rules and regulations. We really want to appreciate public support and assure you we shall continue working and striving to give you the best. Thank you very much.



EATTA BOSS SAYS HIGH TAXATION AFFECTING KENYAN TEA FARMERS' EARNINGS

BY A CORRESPONDENT

The Managing Director of the East African Tea Trade Association (EATTA), Mr Edward Mudibo, has decried high taxation of Kenyan tea noting this was greatly affecting the farmers' earnings from the commodity.

Speaking during an interview with a local radio station, the MD noted that currently there were about 45 taxes levied on tea in the country and that the association had been forced to go to court to challenge some of them, including the Ad volerem levy.

He said Government had removed Ad volerem levy in 2014 and has re-introduced it, but EATTA was opposed to it as it was being charged on quantum.

Mr Mudibo explained that the levy entailed the farmer was being charged 1 per cent of the value of tea as opposed to charging it based on the quantity of production.

The MD explained that by charging 1 per-

cent of the value of exports, this translated to 1 percent of 120 billion shillings, which comes to 1. 2 billion shillings that would be taken from the farmers.

If it is charged on quantity of production, would be looking at about 550 million shillings which would not be a pinch to the farmers



Mr Mudibo equally noted that there were various factors contributing to the declining tea prices in the global market including quantity offered for trade, especially in relation to overproduction.

He stated that in 2012 tea production stood at 360 million kilogrammes, but currently it stands at more than 560 million kilogrammes, adding that with a higher production and related cost against less demand, the prices were likely to come down.

Besides declining prices, he said, tea prices are at times also fluctuating which results in higher and low prices just like happens with other commodities – in keeping with the dictates of supply and demand.

The MD stated there were also external and internal factors, including rising cost of production, myriad taxes along the value chain; and a concentration of five markets taking more than 70 per cent of the market share, with the rest of the



*"THERE WERE ABOUT 45 TAXES
LEVIED ON TEA IN THE
COUNTRY"*

"If the quality of the tea is good, then it will attract buyers of tea who are ready to pay any price for it"



world taking the other 30 percent. "When you have a few concentrated markets then the prices are not likely to be that attractive because now we rendered price takers," he said.

On tea earnings, Mr Mudibo said there were a number of factors at play key of which is the quality of the commodity. "If the quality of the tea is good, then it will attract buyers of tea who are ready to pay any price for it," he said. The other factor, he stated, is demand for specific teas by the respective buyers of the commodity.

On the overall tea sector, he said it was time Kenya like other countries in the region like Rwanda, developed a National Tea Policy, which would give clear directions on where the country wants to go on matters of tea.

The MD equally decried the limited incentives the Kenya government offered in the tea sector, compared to countries like Sri Lanka the country always uses to benchmark, whose government gives in a lot of incentives to the sector.

He added: "Sri Lanka has even ministries of plantation and tea. They see the importance of tea, to the extent that they even have a Ministry of Tea. In Kenya where we had the Tea Board of Kenya up to 2012, it was robust and functioning well. Why did we have to take the tea sector which is self-sustaining to a consolidated experiment called AFA? That's where we lost it!"

"When you have a few concentrated markets then the prices are not likely to be that attractive because now we rendered price takers,"

Mr Mudibo explained that currently the tea produced by the small-scale farmers in Kenya comprises of about 55 per cent of total production, with 35 per cent coming from the plantations and 10 per cent from the independent tea factories, tea companies - which are business-people owned, family-owned, and even by individuals.



TANZANIA GOVT SAYS TEA AUCTION A BOON TO ECONOMY, FARMERS

BY A CORRESPONDENT

Tanzania's launching of own tea auction in Dar es Salaam, is touted by the Government as a move to stimulate economic growth and empower smallholder farmers.

Stakeholders in the tea sector, however, see Tanzania's move as offering a direct competition with the auction in Mombasa, hitherto the only one serving the entire East Africa region and beyond run by the East African Tea Traders Association (EATTA). In other words, they say Tanzania auction is primarily opened to rival that of Kenya.

Prior to the Dar auction, the country has been auctioning its tea for export at the Mombasa Tea Auction in Kenya. In launching its own tea auction in Dar es Salaam, Tanzania is effectively pulling out of the Mombasa auction, the second largest in the world, after Colombo.

Tanzania's move is equally set to destabilise incomes, coming at a time that production and prices in the region have been falling, experts say.

By Tanzania pulling out from EATTA, the Mombasa tea auction is projected to lose about 12,000 tonnes annually. Tanzania tea sold through Mombasa auction is estimated at between 5,000 and 8,000 tonnes per year, depending on the harvest season and the weather in major production areas.

The Mombasa tea auction has more than 70 buyers worldwide, with Pakistan being the largest market, accounting for 40 per cent.

Stakeholders attribute the wrangling that has bedeviled the tea sector in Kenya as promoting the search for alternative channels of selling the cash crop by countries that have depended on the Mombasa tea auction.

In fact, Rwanda and Burundi, who are tea producers, are reported to have already indicated they will start selling their products through the Dar es Salaam auction, in essence quitting the Mombasa auction.

The move by these two countries comes in the wake of an aggressive marketing campaign by TBT which has written to various tea buyers around the world and within the region urging them to consider opting to participate in their (Tanzania) auction.

The Dar es Salaam auction is to be conducted via an online system by the Tanzania Mercantile Exchange (TMX), and is aimed at according buyers from across the world an opportunity to participate. Kenyan tea industry players, however, believe that the move by Tanzania to open a parallel auction to Mombasa one, which serves the region, with offerings from at least 10 countries as far afield as Madagascar, Zimbabwe and the Democratic

Republic of Congo, is infeasible due to low volumes from its market.

East African Tea Traders Association (EATTA) managing director Edward Mudibo had stated in a previous interview that Dar es Salaam cannot sustain an independent auction.

This was in reaction to an announcement two years back by Tanzania that it was planning its own tea auction in Dar es Salaam; and by Uganda that it was planning to market its own tea directly to buyers as it sought better prices, effectively pulling out of the Mombasa auction. Kampala, however, rescinded the decision.

"Quantity makes a tea auction sustainable, which Kenya enjoys. The Mombasa auction is unique because it is the only one with 10 countries including Madagascar, Ethiopia, Mozambique, Burundi, Tanzania, Rwanda and Uganda," Mr Mudibo said then.

As at June 2018, the Kenyan tea output was 198,000 tonnes, which sold at an average price of \$2.6 per kilogramme, followed by Uganda's 30,000 tonnes which fetched an average of \$1.57 a kilo. Rwandan tea, which recorded the third highest volume of 10,000 tonnes fetched the highest price of \$2.897 per kilo, while Tanzania's 7,000 tonnes fetched \$1.65 for a kilogramme of the leaf. Burundi sold 5,000 tonnes of the product at an average \$2.62 per kilo, while Mozambique sold



446 tonnes, each averaging \$1.24 a kilo. The Ethiopian tea stood at 286 tonnes fetching \$1.53 a kilo, while 15 tonnes of Madagascar tea was sold at the auction at an average price of \$1.47 per kilogramme.

“This is what went through at the auction and the average prices. For Tanzania, the average price was \$1.65 when Rwanda was fetching the highest at \$2.97. From the economics, it will be difficult to compete with the lower quantity,” Mr Mudibo had stated, adding that there must be enough produce for another regional auction to thrive.

“What has made the Mombasa auction thrive is the fact that we have tea from 10 countries and different varieties from 67 KTDA factories that gives you a big framework. The threshold is minimal for Tanzania. If they move out, it would not significantly change the trading at our auction floor,” Mr Mudibo said then.

He added: “If you need an auction there must be uniqueness; it must be multi-origin; 10 countries offer their tea in Mombasa. A wise buyer or exporter would rather go to a one-stop shop than going to 10 destinations to buy tea.”

He cited the case of Malawi which has a tea auction but it still trades at the Mombasa auction, noting it shows the complexities of the tea trade.

“Limbe auction in Malawi is small. It takes about an hour due to the small volumes. There are only two brokers and six serious buyers but only four are active. There are producers in Malawi who still believe in the Mombasa auction and are ready to bear the transport costs because they still make a profit. So what is the statement there? The late President Idi Amin Dada attempted to have an auction in Kampala and it failed due to dynamics,” Mr Mudibo said during the interview.

Tanzania Board of Tea (TBT) managing director Nicholas Mauya had in September 2021, announced the move to open the Dar es Salaam auction, stating then that the board was only awaiting the approval of the Warehouse Receipts Regulatory Board for acquisition of two warehouses with a capacity to store 13,000 tonnes of tea.

“We are just waiting for the Warehouse Receipts Regulatory Board to allow use

of two large warehouses that will provide assurance to buyers on where the tea is,” Mr Mauya said then.

Tanzania farmers have a capacity to produce 6 to 7 million tonnes of tea per month, according to TBT estimates. There is currently more than 32,000 smallholders’ farmers engaged in the sub-sector whereby 40,000 to 60,000 people are on average employed in farms and factories; with a total of over 2 million engaged in the tea value chain.

The European Union (EU) through the Agri-connect project is reported to have agreed to finance a major conference to bring together tea stakeholders and professionals from the region to help train local people on running the auction.

It is also reported that TBT was in talks with professionals from Sri Lanka and Kenya to help increase the knowledge of local experts on how to identify the best tea for foreign markets.

TBT has equally issued guidelines to tea farmers and traders on how to conduct their tea business – including ways and means of effectively exploiting the tea export potential, relatively untapped in the country.

What has made the Mombasa auction thrive is the fact that we have tea from 10 countries and different varieties from 67 KTDA factories that gives you a big framework.

With the tea auction guidelines, TBT says Tanzania was now in the final stages of having its own global tea auctioning system.

According to Geneva-based International Trade Centre – a joint agency of the United Nations and World Trade Organisation (WTO) - Tanzania has more than \$27.3 million (about Sh63.3 billion) in tea exports potential which is yet to be fully tapped.

TBT thus projects that the country will produce about 40,000 tonnes of processed tea in the 2020/21 harvest season, up from the 37,000 tonnes in 2018/19.

Meanwhile, in response to Tanzania government's call to increase production and value addition to the country's cash crops, including tea, DL Group announced it was working in conjunction with the TBT to make Dar es Salaam a strategic international tea marketing and transit hub.

The company with its global headquarters in Nairobi is a leading investment group, investing in various high value sectors including agribusiness in the East African

“It is a huge ambition, but we are on course,” the DL Group chairman, Dr Da-

Quantity makes a tea auction sustainable, which Kenya enjoys. The Mombasa auction is unique because it is the only one with 10 countries



vid Langat said, further explaining: “The Government of Tanzania has a clear position on honest investors and it is very positive on decent private sector initiatives.

“This kind of government's stand is very, very important in making Tanzania one of Africa's tea production and trading hub.”

In the Budget speech covering the current fiscal year, tea was one of the eight key traditional cash crops listed by Tanzania's Agriculture ministry and which the ministry said was seeking serious production and processing attention under the Agricultural Sector Development Programme (ASDP II), Phase Two. Other crops are cotton, pyrethrum, cashew nut, sisal, sugar, coffee and tobacco.

Dr Langat said prospects for stepped up tea production and processing were bright because, tea was not a new crop to Tanzanian growers and already the country was a key exporter of tea in East and Central Africa and the international market.





OUTLOOK OF KENYA'S ORTHODOX & SPECIALTY TEAS



Mercyllynete Rotich

Kenya is a key territory on the Global

Map, rich in vast natural resources and commercial cash crops including Tea. Africa has now ventured into and is focusing on Orthodox & Specialty Tea Manufacture. Almost every Tea Producer is considering and giving a second thought to diversification in manufacture of unique teas to serve niche markets and new market territories.

African tea producers, including Kenya, Uganda, Tanzania, Rwanda, Burundi, Malawi, DRC, Ethiopia, Mozambique and Ethiopia, are predominantly known for manufacture of Black CTC (Cut, Tear, Curl) Teas.

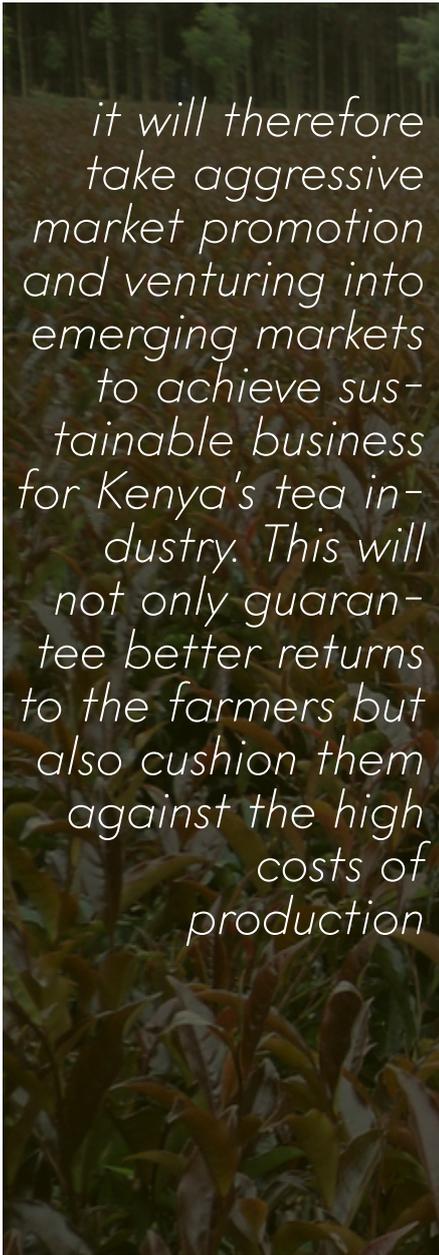
Global tea production for Black CTC has been on the rise on average over the last 10 years in most African countries in-

cluding Kenya. This has led to a decline in average price following tea quality.

What are Specialty Teas?

A good definition of a genuine specialty tea is one that has either been hand-processed and is rare in the industry or that specific market. What is rare to a tea-buyer in the UK is possibly an everyday tea to someone in China or India. When we refer to rare, we don't mean an exotic blend of fruits, we usually mean a tea that is uncommon.

Specialty tea is high-grade loose leaf tea, usually from small tea estates. It is the segment of the tea industry that produces high-quality tea, single estate tea, fair trade, organic tea, and rare tea such as



it will therefore take aggressive market promotion and venturing into emerging markets to achieve sustainable business for Kenya's tea industry. This will not only guarantee better returns to the farmers but also cushion them against the high costs of production

Purple Tea, Green Tea, Yellow Tea, Oolong Tea, Special Hand-Rolled Tippy Black Tea, White Tea and Silver Needles.

What are Orthodox Teas?

Orthodox teas are loose leaf tea produced using traditional methods which begins with plucking of wet leaf from the farm, withering at the factory, rolling on the roller tables, oxidation and drying. Orthodox teas are leafy (can be Black, Green, White or Purple Tea) and when brewed opens up the roll into full leaf if not in broken category.

Orthodox tea differs from CTC tea with regard to processing methodology and the outcome of made tea appearance, cup

quality, the content of chemicals, taste and aroma. Freshly produced orthodox tea benefits its drinker in far more positive ways than CTC tea, especially in regard to health and wellness.

CTC tea is ideal for mass production and produces strong, dark liquor with a distinctly astringent flavor profile. However, CTC tea accommodates additions like milk and granule flavors far better than orthodox teas.

Rationale For Diversifying to Orthodox & Specialty Teas

Kenya is the leading exporter of black tea accounting for about 22% of the global export volume. The major five market outlets for Kenyan tea are Pakistan, Egypt, United Kingdom, Sudan and Afghanistan. These markets account for about 71% of the total export volume and as we celebrate them as long-term partners in trade and consumers of our tea. However these countries have unfortunately, had internal challenges. There has been political volatility in Egypt, Yemen and Syria; Devaluation of Pakistan Rupee and re-introduction of import duty as well as Sudan currency challenges; - scarcity of US Dollars, trade sanctions and oil tensions.

Factually, Mombasa Auction tea prices were progressively dearer and dearer between 2009 to 2013 leading to good returns to the farmers and particularly end of year bonus. This led to high industry attractiveness and encouraged many farmers to plant more and more; justifying even the establishment of new private factories.

The result was oversupply to traditional markets with no market expansion into new markets. Meanwhile, many farmers were able to access financial facilities to improve their livelihoods, but with sharp decline of bonus pay-out in year 2013-2014, many farmers were unable to honor their financial obligations. This brought about turmoil in the industry and widespread negative publicity necessitating strategy and rethinking of marketing Kenya's tea. These include recent initiatives by the Government to set up minimum reserve prices for Black CTC tea at the auction and also reforms in the tea industry.

Globally, demand for good quality Black CTC tea continues while that of Specialty tea is small albeit growing slowly, and

it will therefore take aggressive market promotion and venturing into emerging markets to achieve sustainable business for Kenya's tea industry. This will not only guarantee better returns to the farmers but also cushion them against the high costs of production and ever rising inflation.

MARKETING OF KENYA'S NEW TEA VARIANTS

Kenya's bulk product is the manufactured through Black CTC (Cut, Tear, Curl) technology. While appreciating that a business needs 'to focus on the production of a limited scope of product or services in order to gain greater degree of productive efficiency'

It is time Kenya's tea industry moved with time to produce a 'product for the niche market' that matches 'changing consumer tastes and preferences in that narrow segment.



Such trends have been observed in consumer's appreciation of tea as a healthy beverage and the growing appetite for tea infusions, ice tea, specialty teas, flavored teas and hence the rising interest in alternative manufacturing technologies like Black-orthodox, Oolong, White tea,

Green tea, Organic tea and Purple tea.

Purple clones produce made tea called purple CTC, purple orthodox, purple oolong, purple silver needles and special purple hand rolled tea. The predominant green clones can be used to manufacture Black CTC, Black Orthodox, Yellow Tea, Green Tea, White Tea, Silver Needles and Special Hand-rolled tea. Both Green and Purple leaf with hard bhanji, coarse leaf or mang'irito are best for Oolong tea.

The Tea Directorate (Now Tea Board of Kenya) has licensed Tea Factories & Cottages of small-scale farmers to diversify into production of such unique teas. But the greatest challenges and questions are: What are the markets for Specialty teas? And if so, which markets should we target, what is the size of the market, How shall we promote the tea, how shall we deliver to the market place and what are the vital strategies for market penetration, entry and how can they all be implemented. These are the questions that need to be answered.

CURRENT MARKET OUTLOOK

Market intelligence and research have shown that there is a potential to serve markets like Germany, Russia, USA, Turkey, Japan, China, UAE, UK, Poland, Morocco and Iran among others with New tea variants (Orthodox and Specialty) Teas. These are high value markets with existing consumers of these types of tea.

Kenya's main channels for tea marketing are the local market and international markets. The international market which caters for over 90% of Kenya's Tea Produce is sold through EATTA's Momba-

The international market which caters for over 90% of Kenya's Tea Produce is sold through EATTA's Mombasa Tea Auction. The Market outlook for Orthodox and Specialty Teas need be approached with minimal volumes and high-quality tea

The market concept for orthodox and specialty tea is of great importance to producers in tea cottages and factories. It demonstrates the potential return in investment and sustainability of diversification

sa Tea Auction. The Market outlook for Orthodox and Specialty Teas need be approached with minimal volumes and high-quality tea. This is a key requirement that shall communicate Kenya and Africa's potential to the niche market segment. While the Black Orthodox tea has a wide market segment. Diversifying to mass production of orthodox in Kenya may erode supply and hence bring down tea prices.

MARKETING CONCEPT FOR SPECIALTY TEA

This is a significant section that highlights the road map of specialty tea to the end user, the consumer of the product. It is important to appreciate that the market for these types of teas is relatively small but with average high returns per kilogram compared to Black CTC. However, with production of very high quality and rare tea, aggressive promotion and strategic marketing initiatives, it is expected that this market segment will grow gradually.

East African Tea Trade Association (EATTA) has partnered with the International Trade Centre (ITC) and Purple & Specialty tea Association of Kenya (PSTAK) to look into modalities of Developing a Specialty Tea Sale Platform that will be availed virtually to promote sale of orthodox and specialty teas, The initiative is still at its early stages but very promising to support diversification of Kenya's tea in the sales and marketing end.

The market concept for orthodox and specialty tea is of great importance to producers in tea cottages and factories. It demonstrates the potential return in investment and sustainability of diversification. The basis is that all policies and practices of manufacturing style and technology should be based upon the goal of satisfying the customers. That will involve carrying out and achieving the following:

MARKET RESEARCH

This will be done to determine demand for specialty tea and the needs of the customers for Black Orthodox, Green Tea, White Tea, Oolong, Organic Tea and Purple Tea. Information will be gathered and analyzed regarding the present and prospective customers, their needs, size of the market and geographical presentation. Research methodology will use secondary information already available in statistical form on specialty tea demand, consumption, preference and pricing. Primary data will be done through use of questionnaires, surveys and possibly in-person visit to the tea destinations accordingly.

Findings from Market research should inform the type of orthodox tea to be produced, preferred origin, quantities, quality standards, packaging, meeting desired certifications and value addition. Producing orthodox and specialty teas blindly will not be effective of this key requirement of market research is not done.

MARKET STRATEGY

The focus of the market strategy is analysis of the competitive advantage. Owners of Factories and Cottages can gain a competitive advantage over large Black CTC producers by carefully selecting specialty tea category and tailoring their products to meet the demands of the individual customer. This tailoring can be done through the means in which specialty tea will be offered, price determination, promotion, and design of route to market. Further, the marketing function of these teas should offer a more personalized interaction with the customers so as to refine the product to match expectations. This will be strongly complimented by the fact that New Tea regulations exempt orthodox and Specialty tea from Mass Market Auction.

TARGET MARKETING

Target marketing entails selecting specific markets to serve. Given that the existing market for specialty tea is on global scale, it is expected that Producers from Facto-

ries and Cottage owners may have constraints or limitations to the amount of resources available for marketing their tea products overseas. As such, initial market offerings should target a few specific markets in which to concentrate their efforts. In order to choose the optimal market(s) to target, a segmentation of the total market is needed. The two relevant ways to segment markets for specialty tea are:

Customer Segmentation

identifying and marketing to the group(s) of people that will be the heavy consumers of the tea by category. This will result in establishing the concentration of consumers for Black Orthodox, Green Tea, White Tea, Oolong, Organic Tea and Purple Tea.

Geographical Segmentation - identifying and marketing to the specific geographical area(s) that contain the heavy consumers. Available information from global producers of such specialty tea indicate that geographically, consumers of existing specialty tea are concentrated in China, Japan, USA, Germany, Middle East and North African Countries among others.

MARKET MIX

This will combine different functions to determine how Cottages with different offerings will serve the needs for the target markets. This involves defining the proper mix of Orthodox & Specialty tea categories by:-

Orthodox/Specialty Tea Category Offer – Producers will need to select category of tea to produce from Black Orthodox, Green Tea, White Tea, Oolong, Organic Tea or Purple tea categories. Ideally, it is more viable to combine one or two types so as to achieve economies of scale and to benefit from target consumer's preference. Portions of Black CTC could also be retained as a generic product, manufactured to high quality standards since it has a ready market.

Promotion- A defined Promotion strategy has to be outlined on how information will reach consumers. Available offers need to be communicated to target market segments while communicating the message regarding quality, origin and specific characteristics that match those markets. These are the specific attributes that are attractive to those consumers. Since Kenya is a renowned World Tea producer, immediate communication

may be done through Weekly Tea Market Reports, direct mail correspondence, social media and dynamic websites that will increase exposure through search engine optimization (SEO) and search engine marketing to generate traffic on all specialty tea inquiries.

Pricing

One of the objectives for establishing Orthodox & Specialty Tea Sub-Sector is to improve earnings for Kenyan farmers. Price of the tea is an important aspect for this realization. But determination of price for Orthodox/Specialty tea would also require detailed pricing mechanism and informed decision to settle for a price. The most appropriate mechanism is value based pricing. This means that a producer will consider the value of its specialty tea, as opposed to the cost the company incurred to create and produce it. To do this, the producer determines how much money or value the tea will generate for the customer. This value could originate from factors such as increased efficiency, happiness or social class.

If the orthodox/specialty tea will be availed through the tea sale platform, previous hammer price, present demand, upcoming volumes, weather pattern and situation in buyer/consumer countries

will determine price.

Distribution

Distribution function will be determined at industry level since it will provide direction on how Orthodox/ Specialty tea will be taken to the market place. This forms the crucial Route to Market (RTM) model for Black Orthodox, Green Tea, White Tea, Oolong, Organic Tea or Purple Tea categories.

Due to unique method of production for orthodox/specialty tea, the offerings will be in small quantities. This suggests that Route to Market for these teas need be shortened. The following are the options for availing teas to markets:

Orthodox/Specialty tea can be provided through *Specialty Tea Platform* domiciled at EATTA Mombasa but accessed virtually. This will allow both producers to access the platform, load the tea and offer them for sale. Considerations may be made to allow buyers globally to access the Portal too and make purchases for the tea. This exposes Africa's Orthodox / Specialty tea to a global scale and buyers around the world will be informed of the consistent availability of such tea through EATTA-Mombasa.

Direct Sale Contracts

This can be another method of availing orthodox/specialty tea to markets. However, this method will require higher marketing investment and will pose more risks in dealing with global buyers with barriers such as language, time zones and culture. Direct Sale contracts can also be activated for local sales by encouraging local consumption of these teas. There shall be need for Government intervention by providing exemptions on VAT for all Specialty Tea. As such, SMEs/Buyers can buy directly from the Cottages for export or for interesting the local market with little offerings.

Strategic Partnerships

Certain players in the global market have ready consumes for Specialty tea categories Orthodox, Green Tea, White Tea, Oolong, Organic Tea or Purple tea. Such buyers may be keen to enter into strategic agreements with buyers/producers to produce for the market. As such Factory/Cottage Owners need to be sensitized on contract law, high commercial acumen and risk management.

Mercylynate Rotich is the Managing Director at Prime tea Brokers Ltd, Mombasa

One of the objectives for establishing Orthodox & Specialty Tea Sub-Sector is to improve earnings for Kenyan farmers. Price of the tea is an important aspect for this realization.

STATISTICS

ANNEX

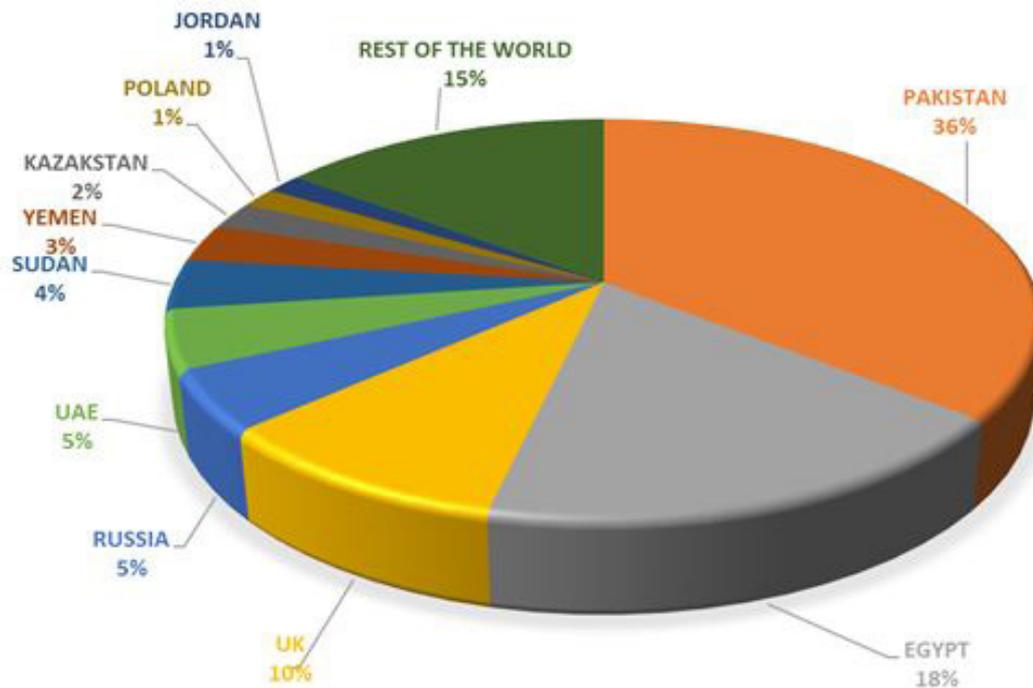
Kenyan Exports to Pakistan from 2011 to May 2021

Period	Year	Quantity	Value (Billion Kshs)	Top 10 Ranking Position
Jan-May	2021	93,756,950.80		1
Jan - Dec	2020	186,135,080.00		1
Jan - Dec	2019	176,387,270.00		1
Jan - Dec	2018	177,769,577.00	56,289,715,420.24	1
Jan - Dec	2017	153,678,618.00	51,132,053,736.92	1
Jan - Dec	2016	137,032,502.00	35,842,352,239.86	1
Jan - Dec	2015	116,435,448.00	35,696,309,695.00	1
Jan - Dec	2014	105,679,860.00	21,335,357,532.00	1
Jan - Dec	2013	95,055,555.00	22,195,111,799.43	2
Jan - Dec	2012	90,394,302.00	24,506,487,559.78	1
Jan - Dec	2011	80,810,694.00	21,813,741,923.67	1



STATISTICS

2020 TOP TEN AND REST OF THE WORLD EXPORT MARKETS

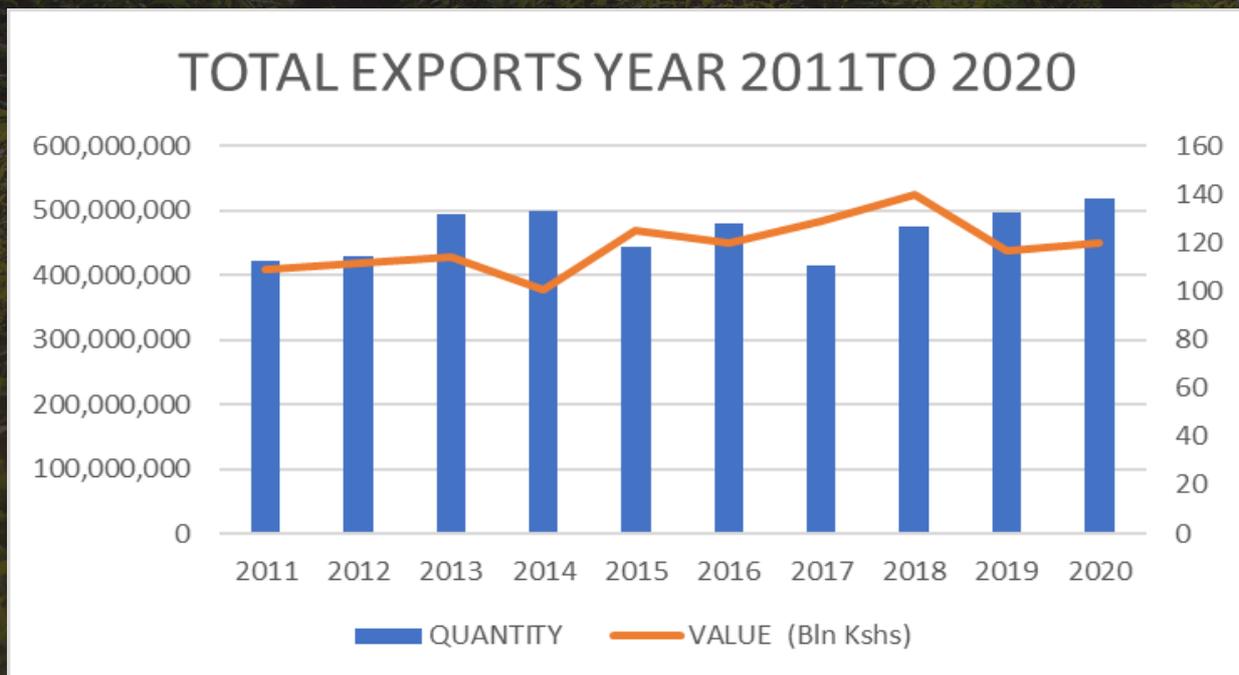


2020 Global Exports

Destination	%
Pakistan	35.87%
Egypt	17.70%
UK	9.67%
Russia	4.85%
UAE	4.75%
Sudan	4.04%
Yemen	3.06%
Kazakhstan	2.19%
Poland	1.60%
Jordan	1.54%
Rest of the World	14.74%
Total	100%

Total Kenyan Tea Exports from 2011 to 2020

	Quantity	Value (Billion Kshs)
2011	421,272,373	109
2012	430,204,569	112
2013	494,346,983	114
2014	499,379,622	101
2015	443,461,219	125
2016	480,330,230	120
2017	415,715,284	129
2018	474,861,590	140
2019	496,754,877	117
2020	518,920,937	120



EATTA MEMBERSHIP LIST

EATTA-RMR-01

MEMBERSHIP LIST AS AT FEBRUARY JULY 2021

CATEGORY	COMPANY	ENTRY DATE	CODES	POSTAL ADDRESS	TELEPHONE	EMAIL ADDRESS 1
PRODUCER						
KENYA						
	1 Bureti Tea Company Ltd	(02/2021)	BTCL	Box 1450 Kericho	072600043	kcchenriyet@yahoo.com
	2 Chebango EP2 Tea Company Ltd	(07/2015)	CTCL	Nairobi	0722743669	chebango@chebango.co.ke
	3 Chemalal Tea Factory Ltd	(08/2020)	CHFL	Kericho	0722600043	chemalalchai@gmail.com
	4 Chemusian Tea Estates Ltd	(02/2020)	CTEL	Olunguruone	0722560206	kambanya@chemusiantea.co.ke
	5 Chepkumia Tea Factory Co. Ltd	(11/2018)	CTFL	Box 943, Nandi, Kenya	0726052259/0722103019	info@chepkumiatea.co.ke
	6 DL Koisagat Tea Estate Ltd		DKTE	Box 284, Nandi Hills, Kenya	(Mombasa)	moses@thedlgroup.com / info@thedlgroup.com
	7 Eastern Produce Kenya Ltd		EPKL	Box 45560, 00100 Nairobi	020 4440115/ 0733 600931	mail@easternproduce.co.ke
	8 Elgon Tea and Coffee Limited	(07/2015)	ETCL	Box 317 Kitale	0722899814	contact@elgontea.com
	9 Emrok Tea Factory (EPZ)	(06/2012)	ETFE	Box 47 NANDI HILLS	020-3860579/20	evyk@africanonline.com
	10 Evergreen Tea Factory Ltd	(07/2016)	EGTF	P.O. Box 567-20406, Sotik	0720884441	info@evergreen tea.co.ke
	11 Greenfields Tea Factory Ltd	(11/2019)	GTFL	P. O. Box 205 – 20400	0722899814	info@greenfieldtea.co.ke
	12 James Finlay (Kenya) Ltd		JFKL	Box 223- 20200, Kericho	052 20155-9/0722202365	info@finlays.co.ke
	13 Kaisugu Ltd		KAIL	Box 37-20200, Kericho	052-30623/20027/0722-208827/0735-539747	kaisugu@kaisugu.co.ke/information@kaisugu.co.ke/kaisuguthd@gmail.com
	14 Karirana Estates Ltd		KARL	Box 39-00217 Limuru	+254 (20)2458752/4 /254 0722 203323, 0733	info@karirana.co.ke
	15 Kibwari Ltd		EPKI	Box 45560, 00100 Nairobi	053 643017	kibwari@nandi.easternproduce.co.ke
	16 Kipkebe Ltd		KIPL	Private Bag, Sotik 20406	052 30250/20780/ 0734 200707/0722	kkipkebedtd@sasini.co.ke
	17 Kapchebet Tea Factory Ltd	(02/2007)	KATF	Box 172-20200, Kericho	0725 043439/020 2348547/052 650890	info@kapchebetdtea.co.ke
	18 Kabianga Tea Factory Ltd	Nov-12	KPTF	Box 1808-20200 Kericho	0736 836827, 0725 244344.	info@kabiangateam.com
	19 KTDA Management Services Limited		KTDA	Nairobi	020 3227000/221441-4	info@ktdateas.com
New	20 Kibwari Tea Factory Ltd	(07/2021)		Box 579 - 30300 Kapsabet	729676806	
	21 Kipsigis Highlands Multipurpose Co-operative Society Ltd	(02/2018)	KHML	1371-20200 Kericho	0715481628	kipsigishmsl@yahoo.com/wilson.agenas@khighlands.co.ke
	22 Kiptagich Tea Estate Ltd	(05/1996)	KTEL	Nakuru	051 850884	kkipitgic@africanonline.co.ke
	23 Korara Highlands Tea Limited	(02/2020)	KHTF	Box 10645-00100, Nairobi	0722825624	info@korarahighlandtea.com
	24 Kuresoi Tea Factory Ltd	(01/2015)	KUTF	Box 1314 Kericho	722745814	info@kuresoittea.com
	25 Mara Tea Factory (EPZ) Ltd	(10/2018)	MFLK	Box 4533 - 40200 Kilgoris	798363277	hansley@maratea.co.ke
	26 Maramba Tea Factory Ltd	(02/2002)	MTFL	Box 1412-00217, Limuru	020 2116393	info@maramba.co.ke
	27 Mau Tea Multipurpose Co-operative Society Ltd		MTMC	Box 377, Kericho	Te: 020-2383123	mauteacooperativesociety@yahoo.com
	28 Mbogo Valley Tea Factory Ltd	(07/2017)	MVFL	P.O.Box 2184 Nandi	0722745814	mbogovalleyteafactory@gmail.com
	29 Mogeni Tea Factory Ltd	(06/2012)	MOFL	Box 12 IKONGE - KENYA	254 020-8064873	kerumbestate@yahoo.com
	30 Nandi Tea Estates Ltd		NTEL	Box 26 - 30301 Nandi Hills	020 8013453/0721654012/0734774759	info@nanditea.co.ke
	31 Ndarawetta Tea Factory Ltd	(02/2017)	NTEL	Box 429 Bomet	722712282	info@ndarawetta.com
	32 Njeru Industries Ltd	(07/2015)	NJTL	Box 241 - 60200 Meru	0720847894	ind@njeruindustriestd.com
	33 Nyayo Tea Zones Devt. Corporation		NTZD	Nairobi	020 315650/020 2217489	info@teazones.co.ke
	34 Ngorongoro Tea Company Ltd		NTCL	Box 364-00900, Kiambu	020-2098557	info@ngorongoro.com
	35 Sangalo Tea Factory Ltd	(11/2019)	STFC	Nandi	0722745814	sangaloteafactory@gmail.com
	36 Siret Tea Company Ltd		EPSI	Box 45560, 00100 Nairobi	020 4440115-9/ 0733 600931/ 0722 205342	mail@easternproduce.co.ke
	37 Sisio Tea Factory	(03/2016)	STFL	Box 249-30100	0532062251/0736663333/0728254888	kipsfarm@gmail.com/kpisabella@yahoo.com
	38 Sotik Highlands Tea Estate		SHTE	Private Bag, Sotik - 20406	052 30579/20853	sotiktea@africanonline.co.ke
	39 Sotik Tea Company Ltd		STCL	Private Bag, Sotik - 20406	2383220/254 723 310048/737 435466	info@sotiktea.co.ke
	40 Siomo Tea Factory (EPZ) Ltd	(11/2016)	SOFL	Box 667, Kericho	254733612918	info@siomotea.com/gm@siomotea.com
	41 Sireet Outgrowers Empowerment and Producer Co. Limited	(02/2021)	SOEL	Box 301 -30100 Nandi Hills	0722464547	osp@sireetop.co.ke
	42 Tachasis Tea Factory Ltd	(09/2018)	TFCL	Nakuru, Kenya.	254720357882	info@tachasitea.co.ke
	43 Tet Tea Factory Company Ltd	(02/2021)	TTCL	Box 1314 Kericho	0722745814	tetteafactory20@gmail.com
	44 Unilever Tea Kenya Ltd		UTKL	Box 20 Kericho - 20200	052 20146-9/0722 307394/5 0733 604837	John.Mutua@unilever.com/Niaz.Tarmahomed@unilever.com
	45 Williamson Tea Kenya PLC		WTKL	Box 42281-00100, Nairobi	0722-284596/0733-967481	info@williamson.co.ke/shipping@williamson.co.ke
UGANDA	46 Eagle Investments Ltd	(11/2014)	EAIL	506, Jinja	0776740055	eagletea@gardentea.co.ug
	47 Global Village Tea Company Ltd	(11/2016)	GVTL	Uganda	6756430709	chairman@globalvillagetea.co.ug/info@globalvillagetea.com
	48 McLeod Russel Uganda Ltd		MRUL	Box 371, Fort Portal	006 382 420000	fisseguia@mcleodrusssel.co.ug
	49 Kigezi Highland Tea Ltd	(06/2018)	KHTL	Box 8867, Kampala	414 266130/0701403735/0754743015	twinasasiko@yahoo.co.uk/ahimb.denis@gmail.com
	50 Kijura Tea Factory Ltd	(07/1999)	KTFL	Box 58, Fort Portal	+256 787230311	kijurateaco@gmail.com. ashoknenawati@yahoo.co.in
	51 Kinkiizi Development Co. Ltd	(07/2008)	KDCL	Box 8867, Kampala	006 382 277633	twinasasiko@yahoo.co.uk
	52 Kyamuhunga Tea Company Ltd	(03/2013)	KYTC	Uganda	772701013	softie_bomukama@mecel.co.ug
	53 Mabale Growers Tea Factory Ltd		MGTF	Uganda	006 483 425078/427349/ 772 462281	mabaletea@iwafrica.com
	54 Mpanga Growers Tea Factory Co. Ltd		MGTL	Uganda	006 392 722441/256 754280306	mpanatea@iwafrica.com
	55 Mweru Tea Estate		MWTE	Uganda	256752799888/256752799888/256752788101	gm.tea@madhvanitea.co.ug. fc.tea@madhvanitea.co.ug
	56 Namayiba Tea Estate Ltd	(26/2010)	NMTE	Box 30172, Kampala	006 312 108180/256 772568390	namayiba@yahoo.com
	57 Nyambya Tea Company Limited		NTCO	Box 1052, Kyenjojo	0772 220168/0722 732006	nyambya@gmail.com
	58 Rwenzori Commodities Ltd	(05/1996)	RWCL	Box 20072, Kampala	006 41 349069/70	admin@mukwanotea.com
	59 Rusekere Growers Tea Factory Ltd	(09/2010)	RGTF	Box 308, Fort Portal	0483422090 / 0772486239/256 (0) 772603898	rusekeretea@gmail.com
	60 Swazi Highland Tea Co. Ltd	(11/2016)	SHTC	Uganda	256772444494/256701331845	swazitea@gmail.com
	61 The Toro & Mityana Tea Co. Ltd		TMTL	Box 6641, Kampala	256 414 259885 /256 414 232622	tea@torotea.com
	62 Uganda Tea Corporation		UTCL	Box 8955, Kampala	006 752 743232/006 392 743232	info@ugandateacl.com
	63 Uganda Tea Development Agency Ltd		UTDA	Box 6204, Kampala	006 414 343633	admin@ugatea.com
TANZANIA	64 Bombay Burmah Trading Corporation Ltd.	(11/03)	BBTC	Box 22, Soni	255 27 2640413/255 784 622501	bombayburmah@kaributanga.com
	65 East Usambara Tea Company Ltd		EUTC	Tanga	007 27 2641456/457	info@cutcaco.com
	66 Ikanga Tea Company Limited	(03/2013)	ITCL	Tanzania	255 222123550	mufta@intafica.com
	67 Kibena Tea Ltd	(02/2002)	KBTL	Box 1344, Dar es Salaam	007 026-2782162	emwainbindi@rifvalley.com
	68 Mohammed Enterprises (T) Ltd Agriculture Division	(05/2008)	METL	Tanzania	007 22-2121866/2118930/31	agriculture@mel.net
	69 Muhindi Tea Company Ltd	(01/2000)	MTCL	Tanzania	007 22 2123550/2123576	mufta@intafica.com
	70 Unilever Tea Tanzania Ltd		UTTL	Box 4955, Dar es Salaam	007 22-2863400/2863443	Magreth.Mdemu@unilever.com/Allawi.Mdee@unilever.com

RWANDA	71	Cyato Tea Plantation & Factory Company Ltd	(02/2020)	CTPF	Box 8242, Kigali Rwanda	250788356395	cyatotea@gmail.com / cyatotea@cyatotea.com
	72	Gisakura Tea Company Ltd	(06/2012)	GITC	Rwanda	250788300701/250 788446531	irutakenge@rwandanountaintea.com
	73	Gisovu Tea Company Ltd		GTCL	BP 7266, Kigali Rwanda	250784575503	manager@gisovitea.com
	74	Karongi Tea Factory Ltd (Manages Muganza Kivu)	(02/2012)	KART	Box 1896, Kigali	+250 78 861 2977 / +250 78 830 4630	info@karongitea.com
	75	Nshili Kivu Tea Factory S.A.R.L.	(05/2008)	NKTP	Box 4191, Kigali	000 250 788 308776	diddy.love@gmail.com
	76	Mata Tea Company Ltd	(06/2012)	MACL	Box 1576, Kigali	250 – 788446531	irutakenge@rwandanountaintea.com
	77	Mulindi Factory Company Limited	(03/2013)	MFCL	Box 5915 Kigali-Rwanda	250 788 388 355	Sanjay.Kumar@thewoodfoundation.org.uk / patrick.niuguna@thewoodfoundation.org.uk
	78	MultiSector Investment Group Limited (MIG Ltd)(Manages Mushubi)	(02/2014)	MIGL	Box 7421, Kigali Rwanda	250252588086	migald2004@yahoo.fr
	79	Pfunda Tea Company Ltd	(11/2004)	PTCS	Box 206, Gisenyi	250 255112051	pf@mmonline.rw/manager@pfundatea.org
	80	Rwanda Mountain Tea(Manages Rubaya, Nyabihu, Kitabi, Rutsiro & Gatara)			Box 1576, Avenue Des		
	81	Tea Factories	(09/2006)	RWMT	Poids Lourds, Kigali	250 575870/571935	rwanda_mountain_tea@yahoo.fr
	82	Shagasha Tea Company Limited	(03/2013)	SHTL	Box 5915 Kigali-Rwanda	250 788 388 355	@thewoodfoundation.org.uk
	83	Sorwathe Ltd	(05/2002)	STHE	P.O. Box 1136, Kigali	2500788302834/+2500788300532	sorwathe@gmail.com / rohittheiris@gmail.com
	84	Kawalazi Estate Company Limited	(05/2001)	KECL	Southern Africa	(265) 992976018/995971171/993840849	gen.manager@kawalazi.com
	85	Makandi Tea & Coffee Estates Ltd	(11/2010)	MTCE	Box 5598 LIMBE MALAWI	265 1471001	lawrence@makanditea.com
REPUBLIC OF CONGO	86	Complexe Theicole de Butuhe	(11/1998)	CTDB	Box 91, Butembo, N-Kivu,	243 98833124/248 810595059	sclyt@yahoo.com
	87	Great Lake Plantations (SARL)	(07/2014)	GLPS	Box 532, M'bayo	243 819403555/814000047	abhijit_saha@mktea.in / ih-shah@mktea.in
BURUNDI	88	Prothem-Usine S.A.	25/2011	PUSA	Box 176 Bujumbura	257 220780	prothem_usine@yahoo.fr
	89	Office du The du Burundi		OTDB	Box 2680, Bujumbura	257 224228/224288	otdb@chmf.com
MADAGASCAR	90	Sidexam SA	(09/1998)	SISA	Enceinte Societe,	+261 26 094 25	directiondesang@yahoo.fr
MOZAMBIQUE	91	Cha de Magoma Joao Ferreira Dost Santos, S.A.R.L.	(06/1999)	CHDM	Gurue, Mozambique	258 24 910213	cdm.gm@hjalangroup.in / cdm.dem@hjalangroup.in
	92	Sociedade de Desenvolvimento da Zambesia, Limitada (SDZ CHA Ltd)	(03/2002)	SDZL	Province	258 24 950002 /254-722713064	mustan.taibali@etgworld.com / nina.patel@etgworld.com
ETHIOPIA	93	Ethio Afri-Ceft PLC	(07/2015)	EACP	P.O.Box 1006 Addis Ababa	251113690379	ethiosrice@ethionet.et
BUYER	1	Abbas Traders Ltd	(01/1986)	ATL	Mombasa	2047888/020	com
	2	Aeon Tea Kenya Ltd	(07/2017)	ATK	Box 89430 Mombasa	0723179892	info@aekema.com / peterash@aeokema.com
	3	Afribridge Trade Exporters Ltd	(01/1999)	ATE	Mombasa	2699314/2693329/0412220244	afri@ae.com / afri@kenyanweb.co.ke
	4	Africa Tea and Coffee Company Ltd	(03/2008)	ACC	Mombasa	2048435	atcc@africaworld.com / logistics@atccld.co.ke
	5	Afro Teas Ltd	(09/2010)	AFL	Mombasa	254 752 322367/041 4470972	afroteaslimited@yahoo.com / info@afroteas.com
	6	Almco Enterprises Limited	(07/2009)	AES	40973-80100, Mombasa	254 41 2222374/0722 897009/0728856255/	
	7	Al Buraq Ltd	(07/2015)	ABL	Mombasa	0724443997/0716777770	buraqlimited@gmail.com / badaw137@gmail.com
	8	Al Khalifa Enterprises Ltd	(07/2013)	AKE	Kenya	254 722886075	alkhalifaenterprises@gmail.com
	9	Al-Emir Ltd	(02/82)	AEL	81254, Mombasa	2226830/2314369	esport@al-emir.com
	10	Alibhai Ramji (Msa) Ltd		ARM	80398-80100, Mombasa	020 231 9508/ 231 9518/ 0788 880 261	alibhai@alibhairamji.com
	11	Al-Ithhad Ltd	(07/2014)	ALL	87228, Mombasa	2226821/2230218/ 020 3549429	alithadtd@yahoo.com
	12	Apt Commodities Ltd	(11/2000)	ACL	41037-80100	+254 790 009 040 or + 254 774 409 040	info@aptees.com / tea@aptees.com
	13	Axis Tea & Services Limited	(02/2021)	ATS	Box 40184 Mombasa	0722107795/0706901975	info@axisites.com
	14	Black Dew Ltd	(02/2007)	BDL	88178-80100, Mombasa	736057534/ 041 2240 222	blackdewlimited@gmail.com
New	15	Black Gold Africa Traders Limited	(07/2021)	BGT	42964-80100, Mombasa	0721273100	
	16	Bryson Tea Limited	(02/2016)	BTL	99556- 80107	0719861688/0723448175	hrvontea@outlook.com
New	17	Capital Tea Traders Limited	(07/2021)	CTR	97187-80100, Mombasa	0726702827	
	18	Cargill Kenya Ltd	(05/1999)	CKL	90403-80100, Mombasa	2225701	mombasa_kenya@cargill.com
	19	Cemtraders Ltd	(02/2014)	CTL	Mombasa	0722869779	cemtraders13@gmail.com
	20	Chai Trading Company Limited	(09/2003)	CTC	93324-80102, Mombasa	333369/0722 203433	info@chaitrading.com
	21	Chamu Supplies	(01/2006)	CSS	85831, Mombasa	0722 797225	room.jandunross@gmail.com
	22	Classic Tea Traders Ltd	(02/2020)	CTT	Box 66975-00100, Nairobi	0723458832	info@classictea.co.ke
	23	Coffea Agencies Ltd	(11/1992)	CFT	217-80100, Mombasa	2227584/2313982/ 020 2039632	mombasa@coffea.net
	24	Cropwell Commodities Ltd	(07/2003)	CCL	68265- 00200, Nairobi	020 312993/ 0722 512327	dr@cropwell.co.ke
	25	Crystal Links Ltd	(11/2017)	CLL	43330-80100	0722603229/0722850243	crystalinks17@gmail.com / broadnettraders@gmail.com / cryst
	26	Cup of Joe Ltd	Nov-15	CIL	9437-00100, Nairobi	0723365894/+254 412 221386	info@cupofjoe.co.ke
	27	Delsta Tea Ltd	(03/2019)	DET	Mombasa	792522661/0743989490	info@delstatea.com
	28	Devchand Keshavji (Kenya) Ltd		DKL	80478-80100, Mombasa	2225776/2221957	dk@africaworld.com
	29	DHL Supply Chain Kenya Ltd	(11/2016)	DHL	78609-00507, Nairobi	0202647169	Aila.Aliougo@dhl.com
	30	Drinco International Ltd	(11/2020)	DRL	Box 92606-20066, Mombasa	0728841558	trading@drincointernational.com / henry.chese@drincointernational.com
	31	Empire Kenya (EPZ) Ltd	(11/2016)	EKL	92130-80102, Mombasa	710877047/254 789112209	info@empirekenya.com
	32	First Cup Coffee Ltd	(11/2019)	FCC	Box 102954-00101 Nairobi	0714304838	firstcupcoffeehd@gmail.com
	33	Global Tea & Commodities (K) Ltd	(01/1991)	GTC	98459- 80100, Mombasa	205583	mail@globaltea.co.ke
	34	Gold Crown Beverages (Kenya) Ltd	(02/2021)	GCB	Box 89103 Mombasa	2223404/5	info@goldcrown.co.ke
	35	Gold Crown Foods (EPZ) Ltd	(02/2021)	GCF	Box 89103 Mombasa	2223404	info@goldcrownfoods.com
	36	Gokal Beverages (EPZ) Ltd	(05/2008)	GBL	99351-80107, Mombasa	2317804/5	info@gokalbverages.com
	37	Gokal Trading (Kenya) Ltd	(03/2005)	GOK	99351-80107, Mombasa	2317804/2317805/ 0736 550366/0721 531190	kelvin@gokalbverages.com
New	38	Golden Cup Kenya Limited	(07/2021)	GCK	97187-80100, Mombasa	0722512248	
	39	Gomonstec Company Limited	(11/2019)	GCL	Mombasa	0722870322	info@gomonsteclimited@gmail.com
	40	DL Redwood Limited	(07/2014)	DLR	Box 80242-80100	254 41 2227204/0722 969808	info@dlredwood.com / gtonga@dlredwood.com
	41	Green Leaf Trading Co. Ltd	25/2011	GLT	83713- 80110, Mombasa	041-0722309812/0722491413	greenleafmsa@gmail.com / info@greenleaf.co.ke
	42	Great White Packers Ltd	(11/2020)	GWL	Mombasa	0713227378	info@greatwhitepackerhd.co.ke
New	43	Habtam Limited	(07/2021)	HAL	62993-00200, Nairobi	0722670995	
	44	Hanbal Tea Trading Ltd	(03/2019)	HTT	Box 16594-80100	0722113737/0780113737	hanbal92@gmail.com
	45	Home Comforts Investments Ltd	(11/2019)	HCL	Box 72167-00100, Nairobi	722778015	brian@homecomforts.co.ke
	46	Indo-Africa	02/2012	ITC	80100	254 777100401	p.com
	47	Imperial Teas (EPZ) Ltd	25/2011	IMT	17091- 80100, Mombasa	020-2342457/0734715011	imperial@impratea.co.ke / info.impratea@gmail.com
	48	Jaleel Trading Ltd	(07/2019)	JCL	Mombasa	0726838999	devman04@gmail.com / trading@jaleel@gmail.com
	49	James Finlay Mombasa Ltd	(07/95)	JFL	84619-80100, Mombasa	2224057/ 020 2057565	jfmsa@jamesfinlay.co.ke

50	Jarish Tea Ltd	(04/1997)	JAN	17004, Mombasa	2493241/ 0722 867992	jarishtea@yahoo.com	
51	Jawai Tea Ltd	(03/2005)	JTL	99467, Mombasa	0722 839092	gnjoro@yahoo.com	
52	Kentea Grinline Ltd		KRC	98640-80100 Mombasa	254725551110/020610244	kentea1997@yahoo.com	
53	Kirindo Traders Ltd	(05/1999)	KIR	90517, Mombasa	2492302/ 0722 874407/566507	kirindoteas@yahoo.com	
54	KTC Tea & Commodities Limited	(08/2020)	KTC	Mombasa	0711425150/0738411716	kctea@gmail.com	
55	L.A.B. International (K) Ltd	(12/1995)	LAB	99883, Mombasa	2227989/2221708	Trading@LABema.com	
56	Lindop & Company (Kenya) Ltd	(07/2005)	LCL	41696-80100, Mombasa	2222188/2221882/2222985	tea@lindop.com	
57	Lula Trading Co.	(05/2003)	LTC	40313, Mombasa	2493952	lula@wasunchi.com/Julone2003@vabso.com	
58	Lutex Limited	(07/1994)	LUT	16957-80100, Mombasa	2223040/0731279627	lutex@lutex-td.com	
59	M.J. Clarke Ltd	(82)	MIC	42802-80100, Mombasa	2226114/0639/2317130/ 020 2036241	mjclarke@africanonline.co.ke	
60	Maisha Commodities	(08/2020)	MAL	Mombasa	0717511191	info@maishacommodities.com	
61	Manuchar Kenya Ltd	(07/2019)	MKL	P.O.Box 37182 Nairobi	0722704427/0206005282/5	kenya.contact@manuchar.com	
62	Mara Chai Limited	(11/2014)	MAC	99143-80107 Mombasa	041 2319870/721414931	admin@marachai.co.ke	
63	Maymun Enterprises Ltd	(09/1999)	MAY	3516, Mombasa	2229692/2224261/0722 713626	maymun43@yahoo.com	
64	McLeod Russel Africa Limited	(11/2014)	MRA	41184-80100 Mombasa	0709749831	faith.amitta@mcleodrussel.com	
65	Mombasa Coffee Ltd	(05/1986)	MCL	88623, Mombasa	414141	momcof@africanonline.co.ke	
66	Mombasa Tea Traders Ltd	(05/2004)	MTT	81015-80100, Mombasa	2228412/ 0722 433210	mombasa_tea@yahoo.com	
67	Nala Tea Company Ltd	(08/2020)	NTL	Mombasa	0721840246	salaseacompany@gmail.com	
68	Pearl Tea Traders Ltd	(02/2020)	PTT	Box 87517 Mombasa	0711886689	muhimlunzi@gmail.com	
69	Peshwood Enterprises Limited	(02/2018)	PEL	3349 - 80100 Mombasa	0722757149	peshwood@gmail.com/pseshwood.com	
70	Pwani Hauliers	(09/2007)	PWS	Box 87517 Mombasa	0722 765162	pwanihauliers@gmail.com	
71	Ranfer Tea (Kenya) Ltd	(03/2001)	RTK	90342, Mombasa	2316476/2311424/ 0722 732691	ranferaskit@ranfertea.co.ke	
72	Rauf Coffee & Tea Exporters Ltd	(03/1986)	RAU	81672, Mombasa	0722 999345	rakullied@yahoo.com	
73	Riotana Trading Limited	(09/2001)	RIO	81336, Mombasa	2493173/0722 321430	riotanateaders@yahoo.com/riotanateaders2000@gmail.com	
74	Salim Merchandise Company Limited	(11/2019)	SMC	Nairobi	0711834244	salimrmerchandise@gmail.com	
75	Sanica Limited	(06/2021)	SAN	Box 63345-00619 Nairobi	0727543716	info@sanicasystems.com	
76	Sardia International Co. Ltd	(01/2006)	SIC	42389, Mombasa	2318550	info@kansardia.com/srdainternational@gmail.com	
77	Sasini PLC	(09/1996)	SLD	97979, Mombasa	2228404/2228408 to 020-2169008/9	sasims@sasini.co.ke	
78	Seline Investments Limited	(02/2018)	SIL	43020 - 80100 Mombasa	0722426734	info@selineconsultant.co.ke/selineinvestments@yahoo.com	
79	Shakab Imports Exports Co. Ltd	(03/1996)	SKB	2078-80100, Mombasa	254 41 2491713	shakab@ikenva.com	
80	Sonshi Trading Ltd	(02/2002)	SON	80066, Mombasa	2229062/222088/2230836	tea-srl@mbaraki.com	
81	SSOE (Kenya) Ltd	(11/2014)	SSO	90553-80100 Mombasa	0735209490	amanea_w@adivabirfa.com	
82	Stansand (Africa) Ltd	(1978)	SAL	90683-80100, Mombasa	2224673/ 0723 468971/ 0733 600037	stansand_kenya@tataglobalbeverages.com	
83	Summer Liner Company Ltd	(03/2008)	SIC	80332-80100, Mombasa	9930380775243324	info@summertea.co.ke/catalog@summer.com	
84	Suwad Enterprise Limited	(07/2009)	SEL	Mombasa	2222444/2229555	suwad_enterprises@yahoo.com	
85	Tanjali Tea Company Ltd	(07/2012)	TTC	Box 88999, Mombasa	020 2037926/0722 200507	tanjalitea@hotmail.com	
86	Tanzili Trading Ltd	(07/2016)	TAL	Mombasa	0722411591	tanzilitea1@outlook.com	
87	Tea Scape Africa Ltd	(02/2018)	TSA	9287 - 00100 Nairobi	0412244880	info@teascapefrica.co.ke	
88	Teavana Tea Store Ltd	(11/2018)	TTS	Mombasa	0715982849	Teavana2@gmail.com	
89	Tecof Ltd	(03/2019)	TEL	Box 241-60200 Meru	0720847894	info@meruindustriesltd.com	
90	Tecof Trading Ltd	(07/2013)	TEL	O. Box 529 - 80100 Mombasa	254 720973213	info@tecof.net/mombasa4@gmail.com	
91	Toga Limited	(07/2015)	TOG	Box 70460 - 00400 Nairobi	0722461346	info@toga.co.ke	
92	Trans-Atlantic Trading Co. Ltd	(02/2019)	TAT	Nairobi	020-2004959/0791071920	info@tat.co.ke	
93	Tropical Crops & Commodities	05/2011	TCC	Mombasa	0722 733 063/ 0722 750 317	newstarcentrasa@yahoo.com/tcccommodities@yahoo.com	
94	Trust Tea Traders East Africa Ltd	(08/2002)	TTT	Mombasa	041 2015126	info@trusttea.co.ke	
95	Tusha Tea Limited	(02/2018)	TUL	777-80100 Mombasa	0743836238	sunil menon@tushatea.com	
96	Unilever Tea Kenya	(03/2016)	UTKL	Mombasa	0709 050700/0792765604/0725161440	John.Mutua@unilever.com	
97	United (E.A) Warehouses Ltd	(11/2011)	UWL	Mombasa	2230182/2315144/0722 919912/0733402468	tea@unitedwarehouses.co.ke	
98	Van Rees Kenya Ltd	(9/2014)	VKL	Mombasa	220395/0738 496010	Trading-KE@vanrees.com	
99	Waso Tea Enterprise Ltd	(08/2012)	WTE	Box 333-00517 Nairobi or Box 34053-80118 Mombasa	0722916921/0794220073	info@wasotea.co.ke	
New	100	Zeytun Commodities Limited	(07/2021)	ZCL	Box 86665-80100 Mombasa	0722775358	zcl@zev.com/zev@zev.com
BROKER	1	Africa Tea Brokers Ltd		ATBL	Mombasa	2312407/2312410/08/441	info@atbltd.com/africateabrokers@gmail.com
	2	Atlas Tea Brokers Ltd	(07/2015)	ATLS	Box 3445-80100, Mombasa	041-4471226/0729 404044/0782404044	atlateabrokers@gmail.com
	3	Anjeli Ltd		ANIL	Mombasa	2221682/2223749	info@anjeli.co.ke
	4	Besty Tea Brokers Ltd	(11/2020)	BTBL	Box 1192-00606, Nairobi	0722299112	sales@besty.co.ke/careline@latet.co.ke
	5	Bicom Exim Tea Brokers Ltd	(11/1989)	BICL	Mombasa	2312171/2227849/020 2058171	info@bicomexim.co.ke
	6	Centrelina Tea Brokers Ltd	(07/1996)	CENT	Mombasa	205999/2224715/2316922	info@centrelina.co.ke
	7	Choice Tea Brokers Ltd	(05/1994)	CTBL	Mombasa	632006/0734 752025	choicetea@africanonline.co.ke
	8	Combrok Ltd		COMK	Box 87411-80100, Mombasa	2227600/0202151299/0202379002/3/0710 513324/0741 399995	tea@combrok.co.ke/combrok@africanonline.co.ke
	9	Prime Tea Brokers Ltd	(11/2020)	PRME	Box 22250-00505, Nairobi	0722458357	info@primeteabrokers.com
	10	Prudential Tea Brokers (E.A.) Ltd	(05/1993)	PTBL	Box 87193, Mombasa	2312169/2315056/0786-838526	info@prudentialtea.com
	11	Tai Tea Brokers Ltd	(11/2019)	TTB	P. O Box 62743 - 00200	0722854224	tateabrokers@gmail.com
	12	Tea Brokers East Africa Ltd		TBEA	Box 87296, Mombasa	2221953/4 0735 221953/0729 403507	mail@teal.co.ke
	13	Union Tea Brokers Ltd		UNTB	Mombasa	2220415/2316280/0721 786986/0735 786986	info@uniontea.com
	14	Venus Tea Brokers Ltd		VENS	Mombasa	786557/020 2354333/ 020 2608410/	info@venustea.com
WAREHOUSES							
New	1	Abss Warehouses Ltd	(07/2021)	AWL	Box 1314, Kericho	0722745814	absswarehouses.com
		Abss Warehouses Ltd		AWL001			
	2	Bahari (T) Company Ltd		BCL	Box 81829, Mombasa	2048297/0717511191/0208070598,02080703	ops@teahandle.com
		Bahari (T) Company Ltd Mwatate Street Transit Warehouse No. 61		BCL061			
		Bahari (T) Company Ltd Mashundu Street Transit Warehouse No. 82		BCL082			

	Bahari (T) Company Ltd Mwatate Street Transit Warehouse No. 61					
3	Bryson Express Ltd	(09/2000)	BEL	Mombasa	2494087/2493087	brysonexpress@gmail.com
	Bryson Express Ltd Unga St. Bonded Warehouse No. 475		BEL475			
	Bryson Express Ltd Unga St. Bonded Warehouse No. 122		BEL122			
4	Byline Swift Services Ltd	(05/2017)	BSS	Box 2216-80100, Mombasa	0722107795	admin@bylineswift.com
	Byline Swift Services Ltd		BSS001			
5	Cargill Kenya Ltd		CKL	Mombasa	2225701/5	mombasa_kenya@cargill.com
	oriental Tea Expo Ltd		CKL003			
	Cargill Kenya Ltd Mwinini Mpate Road Godown No.5		CKL005			
	Cargill Kenya Ltd Unga St. Road Godown No.7		CKL007			
	Cargill Kenya Ltd Godown No.8		CKL008			
	Cargill Kenya Ltd Dar-es-Salaam Road Transit Warehouse No. 66		CKL066			
	Cargill Kenya Ltd Dar-es-Salaam Road Transit warehouse No. 92		CKL092			
	Cargill Kenya Ltd Dar-es-Salaam Road Transit warehouse No. 109		CKL109			
	Cargill Kenya Ltd Bonded Warehouse No.444		CKL444			
6	Chai Trading Company Ltd		CTC	Mombasa	020 2037927/2048431/2033676/ 0733 333369	info@chaitrading.com
	Chai Trading Company Ltd Miritini Complex		CTCMT1			
	Chai Trading Company Ltd Shimanzi Complex		CTCSHZ			
	Chai Trading Company Ltd Farmers Complex Changamwe		CTCFMR			
	Chai Trading Company Ltd Farmers Complex Annex		CTCANX			
	Chai Trading Company Ltd Miritini Annex		CTCJMV			
	Chai Trading Company Ltd Miritini Annex 2		CTCJM2			
	Chai Trading Company Ltd Mengo Road Changamwe Complex		CTCMRD			
	Chai Trading Company Ltd Chai Shimanzi Zanzibar Road		CTCSH2			
	Chai Trading Company Ltd Liwatoni Warehouse		CTCLWN			
	Chai Trading Company Ltd Mengo Road Annex		CTCMRA			
	Chai Trading Company Ltd KTDA Complex Mombasa/Nairobi Highway		CTCKTD			
	Chai Trading Company Ltd Mengo Annex2		CTCMX2			
7	DHL Supply Chain Kenya Ltd	(11/2016)	DHL	78609-00507, Nairobi	0202647169	Aifa.Ahongo@dhl.com
	DHL Supply Chain Kenya Ltd		DHL001			
8	DL Koisagat Tea Estate Ltd	(11/2014)	DLC001	81737-80100 Mombasa	2220085/2312146/2220324	admin@thedgroup.com
9	James Finlay Mombasa Ltd		JFL	Mombasa		jflmombasa@jamesfinlay.co.ke
	James Finlay Mombasa Mashundu St. Godown No.1		JFL001			
	James Finlay Mombasa Mashundu St. Godown No.2		JFL002			
	James Finlay Mombasa Mashundu St. Godown No.3		JFL003			
	James Finlay Mombasa Mashundu St. Godown No.4		JFL004			
	James Finlay Mombasa Mashundu St. Godown No.5		JFL005			
	James Finlay Mombasa Chai St. Godown No. 7		JFL007			
	James Finlay Mombasa Transit Warehouse No. 110		JFL110			
	James Finlay Mombasa Bonded Warehouse No. 456		JFL456			
10	Kipkebe Limited	Nov-15	KWL	Mombasa	0208070430	kipkebe@swiftmombasa.com
	Kipkebe Warehouse Site 001		KWL001			
	Kipkebe Warehouse at Sasini Ltd off Dar Es Salaam Road		KWL002			
11	Mitchell Cotts Freight Kenya Ltd		MCK	Mombasa	831404/0733 604159	ales@mitchellcotts.co.ke
	Mitchell Cotts Freight Kenya Voi St. Godown No.1		MCK001			
	Mitchell Cotts Freight Kenya Voi St. Transit Warehouse No. 58		MCK058			
	Mitchell Cotts Freight Kenya Voi St. Bonded Warehouse No.63		MCK063			
	Mitchell Cotts Freight Kenya Dar es salaam Road		MCK002			
	Mitchell Cotts Freight Kenya Makupa Courseway		MCK003			
	Mitchell Cotts Freight Kenya - Ali Punjani Road		MCK004			
	Mitchell Cotts Freight Kenya Jomvu Warehouse No 05		MCK005			
	Mitchell Cotts Freight Kenya Ltd Mahindi Street		MCK006			
	Mitchell Cotts Freight Kenya Ltd Dar es Salaam Road		MCK007			
	Mitchell Cotts Freight Kenya Ltd adjacent to NCPB Depot Changamwe - Transit Warehouse No. 183		MCK008			
12	Pacmac Holdings Ltd	(11/2018)	PAH	Mombasa	0729999777	info@packmac.net
	Pacmac Holdings Ltd		PAH001			
13	Rift Valley Tea Solutions Ltd	(11/2018)	RVT	Box 78078, Dar es Salaam	000255222864019	rvtreception@dfteaz.co.ke
	Rift Valley Tea Solutions Ltd		RVT001			
14	Bollere Transport & Logistics Kenya Ltd	(09/1992)	BAL	Box 90263, Mombasa	2221703/2228917/2221138	tea.msa@bollere.com
	Bollere Transport & Logistics Kenya Ltd Changamwe Tea Complex Transit Warehouse No. 7		BAL078			stephen.mullinge@bollere.com
	Bollere Transport & Logistics, Airport North Road, Embakasi		BAL079			stephen.mullinge@bollere.com
15	Siginon Group Ltd		SGL	Mombasa	620699	info@siginon.com/corporate@siginon.com
	Siginon Group Ltd Shimanzi		SGL001			
	Siginon Group Ltd Liwatoni		SGL002			
	Siginon Group Ltd Changamwe		SGL003			
	Siginon Group Ltd Shimanzi		SGL180			
	Siginon Group Ltd Liwatoni Transit Warehouse No. 191		SGL191			
	Siginon Group Ltd Ali Punjani Road in Shimanzi Area		SGL004			
16	Tea Warehouses Ltd		TWL	Mombasa	2494481/5 /0722 206485/020 357 6639/40	info@teawhse.com
	Tea Warehouses Ltd Mengo Road Changamwe Godown No.1		TWL001			
	Tea Warehouses Ltd Mengo Road Changamwe Transit Warehouse No.105		TWL105			
17	Ufanisi Freighters (K) Ltd	(02/1993)	UFK	Box 980-80100, Mombasa	2038303	enquiries@ufanisi.co.ke
	Ufanisi Freighters (K) Ltd Transit Warehouse No. 77		UFK077			
	Ufanisi Freighters (K) Ltd Bonded Warehouse No. 197		UFK197			
18	United (EA) Warehouses Ltd	(12/1999)	UWL	Mombasa	2230182/2315144/0722 919912/0733402468	uwa@unitedwarehouses.co.ke

	United (EA) Warehouses Ltd Mashundu St. Godown No. 420		UWL420			
	United (EA) Warehouses Ltd Mashundu St. Transit Whse No. 72		UWL072			
Transit Warehouses	19 Abbas Traders		ATL	Mombasa	2047888/020	hbastraders.com
	20 Aimco Enterprises Ltd		AES	40973-80100, Mombasa	254 41 2222374/0722 897009/0728856255/	office@aimcoenterprises.com edle2005@hotmail.com
	21 MJ Clarke		MJC	42802-80100, Mombasa	2226114/0639/2317130/020 2036241	mjclarke@africaonline.co.ke
	22 Green Leaf Tea		GLT	83713-80110, Mombasa	041-0722309812/0722491413	greenleafmsa@gmail.com
	23 Lula Trading Co.		LTC	40313, Mombasa	2493952	lula@wananchi.com lulaone2003@yahoo.com
	24 AL-Khalifa Enterprises Ltd		AKE	Kenya	254 722886075	alkhalifaenterprises@gmail.com
	25 Alibhai Ramji (Msa) Ltd		ARM	80398-80100, Mombasa	020 231 9508/ 231 9518/ 0788 880 261	alibhai@alibhairamji.com
	26 Maymun Enterprises Ltd		MAY	3516, Mombasa	2229692/2224261/0722 713626	maymun43@yahoo.com
	27 Summer Liners Co. Ltd		SLC	80332-80100, Mombasa	9930380775243324	info@summerliners.co.ke catalog@summerliners.co.ke
	28 Global Tea & Commodities Ltd		GTC	98459-80100, Mombasa	205583	mail@globaltea.co.ke
	1 Chai Trading Company Ltd	(06/2012)	CTL		254 020-2037927	info@chaitrading.com
	2 Chippendales Kenya Ltd	(11/2010)	CHK	Nairobi	254 20 2053120	chippendalesupdate@yahoo.com
3 Coffea Agencies Ltd	(03/2017)	CAL	Mombasa	2227584/2313982	mombasa@coffea.net	
4 Gold Crown Beverages (Kenya) Ltd	(05/2001)	GCB	Box 16453, Mombasa	2229413/2230119	goldcrown@africaonline.co.ke	
5 Great White Packers Ltd	(03/2019)	GWP	Mombasa	0729420568	greatwhitepackersltd9@gmail.com	
6 Karirana Estates Ltd	(07/2013)	KEL	P. O. Box 39 – 00217	254 020 2458752/4	info@karirana.co.ke	
7 Kenya Nut Co. Ltd	(09/1996)	KNC	Box 1369, Thika	254(20)8006271/2/3	mana@kenyanut.com	
8 Kenya Tea Packers Ltd	(01/2000)	KTP	Box 413-20200, Kericho	0722205582/072655552	info@ketepa.com	
9 Majani Bora Packers Ltd	(05/1999)	MBP	Box 205-00610, Nairobi	0723084002	majanihor2010@yahoo.com 072317191908@gmail.com	
10 One Touch Ltd	(11/2019)	OTL	Mombasa	0722879232	onetouchltd@gmail.com	
11 Sasini (K) Limited	(03/2006)	SSK	Mombasa	254 0202169008/9	sasinimsa@sasini.co.ke	
12 Tower Bridge Tea Company Ltd	(05/1999)	TBC	Box 1017, Kericho	052 32064/20211/ 0733 620047/020 2050448	info@bridge.co.ke	
ASSOCIATE	1 ABC Bank Ltd	(02/2018)	ABC-E	88827-80100 Mombasa	0701700700	talk2us@abcbank.com
	2 ABSA Bank Kenya PLC	(11/2019)	ABK-E	Box 30120-00400, Nairobi	0204254000	James.Mwangangi@absa.africa
New	3 Bureau Veritas Kenya Ltd	(07/2021)	BVK-C	Box 41622 Mombasa	0412314463/2314022	Walter.mwambi@bureauveritas.com 0412314463@bureauveritas.com
	4 East African Packaging Industries Ltd	(11/2020)	EAL-C	Box 30146-00100, Nairobi	254203955000	sales@eapl.co.ke
	5 Equity Bank (Kenya) Ltd	(07/2016)	EBK-A	Box 75104 Nairobi	0736026000/0763063000	info@equitybank.co.ke
	6 Family Bank Ltd	(11/2019)	FBL-E	Box 74145-00200, Nairobi	0203252000/0703095000	info@familybank.co.ke
	7 Interek Testing Services	(11/2020)	ITS-C	Box 611-80100, Mombasa	0729474369	hilliard.potua@interrek.com
	8 KCB Bank Kenya Ltd	(03/2019)	KCB-E	Nairobi	0203270000/0711012000	cbcashmpayment@kcbgroup.com
	9 Kenya Tea Growers Association (KTGA)	(11/2019)	KTG-E	Kericho	0725-277792/0733-507697	info@ktga.or.ke
	10 National Agriculture Export Development Board (NAEB)	(03/2013)	NAE-B	Box 104 Kigali	251 252 57 56 00	kanyalex@yahoo.co.uk
	11 Nedbank Ltd	(11/2018)	NED-E	Box 39218 Nairobi	0208045102/8010774/5	kemacmason@nedbank.co.ke
	12 NCBA Bank Kenya PLC	(07/2019)	NCB-E	Box 44599-00100	020288000/0711041000	Paul.Ojola@ncbagroup.com
	13 Polucon Services (K) Ltd	(01/2015)	PSL-C	99344 -80107, Mombasa	733 229945	polucon@polucon.com nairobi@polucon.com
	14 SBM Bank (K) Ltd	(03/2019)	SBM-E	Nairobi	020-2774000	paul.ses@sbmbank.co.ke
	15 Sidian Bank Ltd	(07/2021)	SBL-E	BOX 25363-00603, Nairobi	0711058907/0721354597	info@sidianbank.co.ke
	16 Stanbic Bank Kenya Ltd	(11/2016)	SKL-A	90131-80100	041-2123000	joe.alaro@stanbic.com

SUMMARY	Numbers
Producers	92
Broker	14
Buyers	100
Warehouse	28
Packers	12
Associate	16
Total Membership	262



**BOOK YOUR
SPACE NOW!**

**ADVERTISE
WITH US**



**THE
TEA JUNCTION
Magazine**



The Tea Junction Magazine is the official mouth piece of the East African Tea Trade Association (EATTA) and the African tea industry by extension. It's readership is drawn from the stakeholders, business community, government and non-governmental executives and the general public keen on keeping a pulse with the happenings in the tea industry across the globe.

For inquiries on Advertising, Editorial Contribution and/or Subscription contact:
 George Sunguh email: gsunguh@gmail.com Tel 254 722703971
 Brian Ngwiri email: brian@eatta.co.ke Tel 254 724 209 295

The **AFRICAN TEA** 5th CONVENTION & EXHIBITION

**The Most Iconic
Tea Event in Africa.**

Learn and celebrate all things
Tea with industry leaders
and experts from all
over the world.



20th – 22nd JULY 2022
Bujumbura, Burundi

Organised By:
EAST AFRICAN TEA TRADE ASSOCIATION

www.africateaconvention.com



CLIMATE CHANGE

HANDLE CLIMATE CHANGE WITH A CLEVER WAY

MediaCONCEPT Ltd.

MAGAZINE PUBLISHERS | MEDIA LIAISON | BIOGRAPHERS

Tel +254 722 703 971
email: info@mediaconcept.co.ke

Global
Warming

is disastrous for all.

Never turn loose the climate change

