



**STAKEHOLDERS' BRIEFING BY DR. RICHARD LESIYAMPE, Phd,  
CBS, THE PRINCIPAL SECRETARY, STATE DEPARTMENT OF  
AGRICULTURE, DURING SENSITIZATION MEETING ON THE  
UPCOMING ORIGIN TRIP BY GLOBAL COFFEE BUYERS ON 25<sup>TH</sup>  
OCTOBER 2016, AT LAICO REGENCY HOTEL, NAIROBI**

**Coffee Industry Stakeholders Present;**

**Members of Press;**

**Ladies and Gentlemen;**

I am pleased to join Coffee Stakeholders in preparation for Kenya's participation in the upcoming Specialty Coffee Association of America (SCAA) Portrait sponsorship 2017. The portrait event will indeed be a landmark for our coffee sub-sector as it will immensely contribute towards Kenya's efforts to regain the recognition and preference of Kenyan coffee in the international market and subsequent increase of our market share in the global market. I have been informed that a number of programmes have been prepared in order to sensitize the potential coffee customers in the United States of America and Kenyans as well, on the upcoming event.

**Ladies and gentlemen;**

Kenya is known for her high quality coffee all over the world, a fact owed to the unique environment Kenya offers for coffee growth. The high altitude, volcanic (acidic) soils, ideal Temperatures and good rains constitute what one can rarely get anywhere else. These unique conditions are reflected in the superior Kenya coffee cup characteristics – the balanced acidity, full bodied, rich in aroma, fruity citrus flavours, the list endless. These characteristics endear Kenya Coffee to roasters for blending coffees from other destinations.

### **Ladies and Gentlemen;**

The Government is aware of the current challenges facing the coffee subsector which include among others; inadequate value addition, high cost of production, narrow markets, negative climate change impacts and inadequate affordable credit and infrastructure in the coffee producing areas.

In order to address the challenges, the Government is undertaking a number of intervention initiatives to revitalize coffee sub-sector and reposition coffee in the international arena as a top product of high repute. Some of these interventions include; addressing internal challenges, growing our current coffee markets, while venturing into new markets through participation in various expos, both locally and internationally.

We also leverage on platforms provided by various global partners due to our membership in such international bodies, as a way to improve the visibility of Kenyan coffee in the global arena. One such partner is the **Specialty Coffee Association of America (SCAA)**.

### **Ladies and gentlemen;**

As you may be aware, every year, the SCAA organizes a global coffee **Symposium and Exhibition**, in the United States of America. This event provides the largest coffee marketing avenue in the world, where coffee producers meet buyers and consumers. In 2016 SCAA Symposium and Exhibition held in Atlanta, Georgia, over 12,000 participants from more than 100 countries attended.

I am pleased to inform you that it was during this event that Kenya successfully applied for the rights to be the '**Portrait Country**' in the upcoming SCAA Symposium and Exhibition to be held from **17<sup>th</sup> to 23<sup>rd</sup> April, 2017** in Seattle, Washington State, in the United States.

Kenya being the 'Portrait Country' will provide an opportunity to enhance the visibility and unlock more market opportunities for our coffee as Kenya will be given exclusive rights in marketing her coffee in the United States of America during the period of the Symposium and Exhibitions.

Other Benefits include:

- Kenya will have an opportunity to address the symposium during the official opening Session.
- American coffee buyers will visit Kenyan coffee growing regions, processing plants, Nairobi Coffee Exchange and order coffee to be brewed during the Portrait Country Event. The Origin Trip dubbed "**The Kenya Coffee Safari**" is slated for November, 2016.
- Kenyan coffee will be brewed and served in major hotels and coffee houses in the City of Seattle, Washington during the event.
- The event provides direct marketing linkages between Kenyan coffee producers and with America coffee buyers

- Kenya will place information about Kenyan coffee under the umbrella of SCAA in the identified American media for six months.
- Kenyan coffee brands will be placed on the SCAA website for six months, where we expect to gain visibility and order enquiries.

I urge the Kenya Coffee Industry Stakeholders to optimize and make use of this opportunity of the upcoming event to increase Kenya's Coffee market share in the USA, the leading coffee consumer in the world as well as the neighbouring coffee consuming countries.

### **Ladies and Gentlemen,**

Kenya Government is preparing to host a group of coffee buyers from the US, with an aim of building a marketing relationship between the US coffee dealers and the Kenyan coffee growers and traders.

This **Country of Origin** trip, known as "**Kenya Coffee Safari**", which is being organized in partnership between Kenya and the SCAA will take place from 28<sup>th</sup> November, 2016 to 3<sup>rd</sup> December, 2016. The buyers will interact and appreciate the production, processing and marketing of Kenyan coffee for the international markets, a process that continues to give the world the renowned and internationally acclaimed Kenyan Premium Coffee.

In order to prepare for the coming visit, we have put together a planning committee, whose membership is drawn from coffee subsector stakeholders, both at national and county level, under stewardship of Mr. Alfred Busolo Tabu, the Interim Director General, AFA.

I wish to express my gratitude and satisfaction to the good work that this Committee has been doing to ensure that we provide the best hospitality to our expected guests. I assure you of the Ministry's total support as we continue to prepare.

**Lastly, ladies and Gentlemen,**

I am informed that the Planning committee has reached out for support to various stakeholders in order to facilitate holding a successful Country of Origin 'Kenya Coffee Safari', as well as to prop Kenya as the Portrait Country during the SCAA 2017 Symposium and Exhibition.

I look forward to your positive response to this very worthwhile cause. Success in these events will be success to each one of us, coffee sector, the Agriculture sector and the country at large.

With these for remarks, Ladies and Gentlemen, I want to thank you for coming and hope that you will accord the visiting team from USA a memorable experience in the country.

THANKS AND GOD BLESS YOU!