

# MARKETING STRATEGIES

Coffees identical in every respect except for the country/geographical area of origin are perceived differently by consumers

Assigning a certification mark "**Coffee Kenya**" is a way of uniquely differentiating Kenya coffee from its mild coffee competitors in local, regional and international markets.

The implication:

- Consumer **perceptions** - **more aroused** with respect to origin coffee quality and therefore an impact on prices
- **Preference for and willingness to buy Kenya Coffee**
- **Demand expected to continue going up**



The brand Logo registered in Kenya under Trademarks Act as a certification mark

# MARKETING STRATEGIES

## Push – Pull Strategy

Push – CBK to induce value chain players (intermediaries) to carry, promote and trade using the logo to their end users

Pull - Advertise and promote logo and persuade consumers to ask value chain players for the branded coffee



## Branding Strategy

Build brand equity in coffee trade to allow "Coffee Kenya" distinctively stand out among others



## Market positioning

Create an image and identity of the 'Coffee Kenya' brand in the minds of target market - Farm to Cup (Local and importing countries)

# LEGAL PROTECTION STRATEGIES

## Local protection

- To provide legal protection in Kenya, Coffee Board of Kenya, country's coffee industry regulator, registered with KIPI the word "Coffee Kenya" and logo in March 2010 as a certification trademark under the (Kenya) Trademarks Act Cap 506.
- Rules of application of the word and the logo to distinguish Kenya Coffee in respect of origin, quality, mode of processing e.t.c. are on-going



# Legal protection Strategies

## Control of the Supply Chain

- To ensure supply of genuine Kenya Coffee, a compulsory system of certifying authenticity of coffee exported is incorporated in the Coffee Act 2001.
- System makes it compulsory for all value chain players to enter into a license agreement with CBK on payment of an annual license fee.
- The license entails furnishing CBK with information relating to production at farm level, processing at wet and dry mills, marketing and purchase of coffee at the auction as well as the direct sales.
- An agreement between CBK and Kenya Revenue Authority is underway to instruct by a circular all customs checkpoints to check for the certificate of origin accompanying all consignments and not allow export of any Kenya coffee without this certificate



# Legal Protection Strategies

## **International Registration**

Coffee Board of Kenya has also applied through KIPI for registration of the word “Coffee Kenya” and logo at International level under the Madrid Agreement for the Repression of False or Deceptive Indications of Source on Goods.

Kenya became party to the Madrid Agreement in June 26, 1998

The process of registration for the Trademark is in the initial stages.

## **Geographical Indications Bill**

Under review in Kenya

