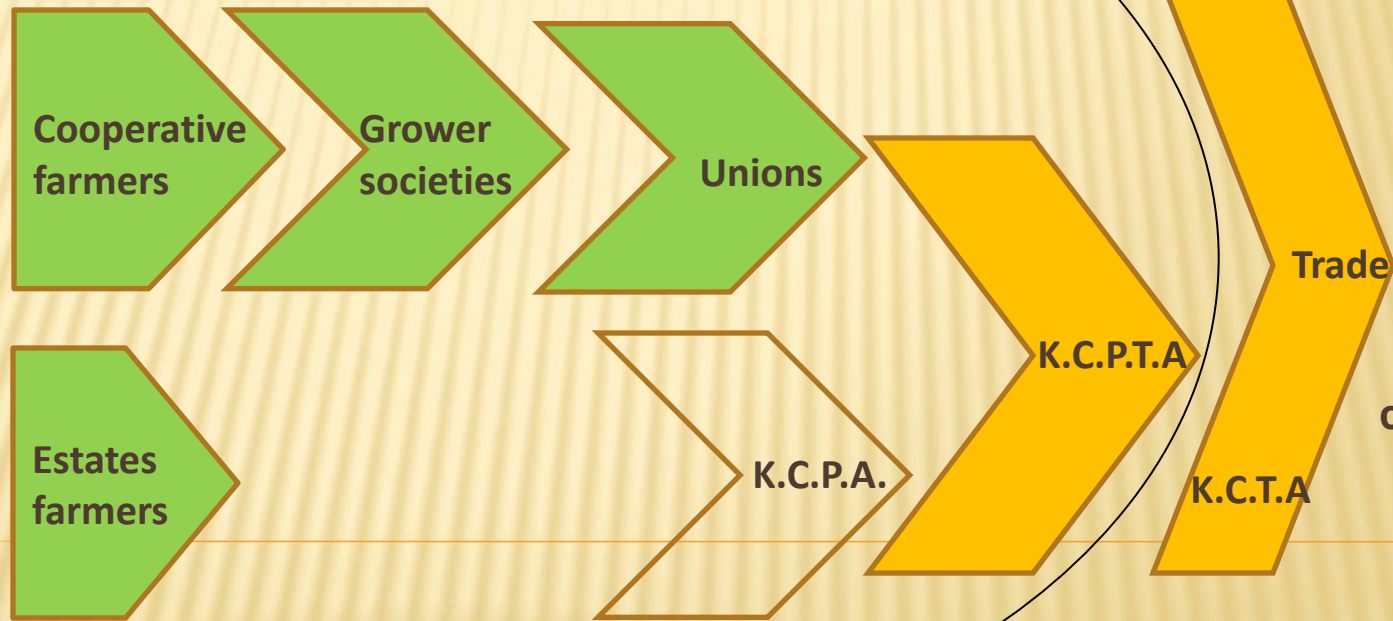


PRODUCER' ASSOCIATION PARTICIPATION TO GIS APPROACH

Producer associations in Kenya



PRODUCER' ASSOCIATION PARTICIPATION TO GIS APPROACH

- ✘ **Co-operative farmers** – Basic unit that constitutes a coffee grower defined by the Coffee Act 2001



- ✘ **Co-op Societies** – Growers who have come together within a locality composing of 10 farmers and over with the purpose of processing coffee together.

- ✘ **Co-op Unions** – Associations at district/county level of all co-op societies. Membership is voluntary
- ✘ **Estate farmers** – Coffee growers with at least 5 acres and over of land under coffee. They pulp coffees within their premises.



VALUE CHAIN PLAYERS TO THE GIS APPROACH

- ✘ **Kenya Coffee producers Association (K.C.P.A.)** – All co-operatives and estate growers voluntarily join the association.
- ✘ **Millers and Marketing agents Association** – Service providers along the coffee supply chain
- ✘ **Kenya Coffee Producers and Traders Association (K.C.P.T.A.)** – Growers and Traders form the association to run the auction/trading floor.
- ✘ **Kenya Coffee Traders Association (K.C.T.A.)** – Local traders come together to plan and boost their trading (roasting and exporting) activities.

Consistent
quality
production &
processing
Promotions

- **Growers** – In a particular agro-ecological zones (Co-ops and Estates)
- **Wet mills(Factory)** – Uniform processing

Blending
Packaging
Labelling
Promotions

- **Dry mills & Marketing Agents** – milling & blending maximization
- **Warehousemen** – Storage to preserve quality

Blending
Packaging
Labelling
Promotions

- **Traders (Exporters)** – selling origin branded and labelled coffee
- **Importers/Roasters** – sell and promote origin branded coffee

VALUE CHAIN PLAYERS TO THE GIS APPROACH

Traders and consumers conscious of origin coffee and are inquisitive.



THANK YOU

