KENYA TEA DEVELOPMENT AGENCY
DEVELOPMENT OF THE TEA CHANNEL IN KENYA

KEY MESSAGES
Description: The Kenya Tea Development Agency organizes the collection, transformation and export of 60% of the domestic tea production, collected with half a million producers who are shareholders and receive training and financial services.
Specificity: Producers are shareholders of the agency and train each other.
Impact: Income four times higher than in neighboring countries.

FUNCTIONING
Training to good practices: Development of Farm field schools, where farmers learn to cultivate their tea.
Production of tea of better quality: And application of Rainforest Alliance’s environmental criteria.
Sales beyond market price: 15 to 20% premium on sales thanks to superior quality.
Offering of protection services: Micro-credit with low interest rates, various insurances, etc.

IMPACTS
Agricultural productivity: Up to 36% increase of harvests thanks to better agricultural practices.
Climate change: Use of wood coming at 50% from forests sustainably managed in KTDA heaters.
Sustainable dev. goals: Income four times higher than for producers in neighboring countries (2010).

BUDGET
$ 600 M of export sales ($ 180 M of structure expenses, $ 420 M paid back to the producers)

PLAYERS
Donors
UNICOR
Partners
Volunteer farmers are trained to sustainable agricultural practices...
And then train their colleagues themselves

NEXT STEPS
Will to extend Rainforest Alliance’s certification to all plants and producers.

SCOPE
KENYA
500 000 producers in 2015

LEVERS
SOILS
AGRICULTURAL WATER
RISK MANAGEMENT
FINANCING

PROJECT LAUNCHED

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