



PRESS RELEASE FOR THE 1ST FAIRTRADE COFFEE QUALITY CONTEST IN KENYA



2020/21 CROP SEASON

Fairtrade Africa in collaboration with Kenya Fairtrade coffee product network carried out the first Fairtrade coffee quality contest in Kenya from June 28-30, 2021. The contest carried out with the brand name "Kombe la Dhahabu"; a direct translation of 'Golden Cup' in Swahili language. Kombe la Dhahabu takes a country edition format where it is carried out in every country in Eastern and Central Africa, one month after their main coffee harvest season. The event is managed by an Organizing Committee which constitutes of a representative of the National Coffee Product Networks and members of the Fairtrade Africa coffee team.

The main objective the contest is to contribute to the promotion of Fairtrade coffees nationally and internationally, fostering the expansion of markets for the product and; encourage value addition and income distribution through the production and commercialization of quality coffees, derived from sustainable production processes.

In this 1st Fairtrade coffee quality contest in Kenya 16 certified coffee cooperatives participated with 16 specialty coffee sample lots. The contest category was full container with the following sample specifications: Arabica both washed and sundried/natural, minimum humidity of 9.5 and a maximum of 12 and screen size 14 and above.

TOP 3 WINNER LOTS

Rank	FLOID	Producer Name	Variety	Sub Variety	Process Type	Category	Organic	Ave. Cup score	Taste Note	Ava. Stock in KG
1	37392	Mutindwa Farmers Co-operative Society Limited	Arabica	Ruiru 11	Washed	Full Container	NO	92.08	chocolate; fruity; caramel; creamy	20,000
2	28912	Kapkiyai Multipurpose Co-operative Society Ltd	Arabica	Ruiru 11	Washed	Full Container	NO	92.00	fruity; floral; currant	1920
3	25540	Rungeto Farmers Cooperative Society Ltd	Arabica	Batian	Washed	Full Container	NO	89.17	mollasses; citrus; chocolate	7000

ADDITIONAL TOP 10 WINNER LOTS

Rank	FLOID	Producer Name	Variety	Sub-Variety	Process Type	Category	Organic	Ave. Cup score	Ava. Stock in KG
4	29288	Machakos Co-operative Union Ltd	Arabica	SL 28	Washed	Full Container	NO	88.17	10,400
5	4607	Ndumberi Coffee Growers Co-operative	Arabica	Ruiru 11	Washed	Full Container	NO	88.00	8000
6	25579	New Gikaru Farmers Co-operative Society Ltd.	Arabica	SL 28	Washed	Full Container	NO	87.17	50,000
7	22849	Mwirua Farmers Cooperative Society	Arabica	Ruiru 11	Washed	Full Container	NO	87.00	29,725
8	33351	Inoi Farmers Cooperative Society Ltd	Arabica	Batian	Washed	Full Container	NO	86.67	9000
9	30893	Kagaari North Farmers Co-operative Society Ltd	Arabica	Batian	Washed	Full Container	NO	86.17	5600
10	26907	Ngirambu Farmers Cooperative Society Ltd	Arabica	Ruiru 11	Washed	Full Container	NO	86.00	18,000

The coffees will be available for a total of 30 days, following the announcement of the winning lots. Negotiations should take place directly between producer organizations and interested buyers.

The samples will be available as of July 01, 2021, and can be requested up until July 10th. Following this, all coffee samples will be sent via postal mail. For more information, or to receive samples, please contact your National Fairtrade Organization (NFO) or send an email to the Programme Manager – Coffee & Tea at Fairtrade Africa, Getahun Gebrekidan: g.gebrekidan@fairtradeafrica.net.

Detailed sample information, producer profile and producer organization contact will be shared with all samples.

PRODUCERS TESTIMONY 1



Figure 1 Joseline Kainyu – Mutindwa FCS

PRODUCERS TESTIMONY 2



Figure 3 Peter Koech, Secretary Manager-Kapyikai FCS

PRODUCERS TESTIMONY 3



Figure 2 Isaac Mukundi, Manager Rungeto FCS

“It is a great pleasure to see farmers effort being rewarded. We will keep working harder for their benefit.”

“ All along, we have known that our coffee has always been superior in the region. We are happy to get this affirmation from Fairtrade coffee quality golden cup contest.”

“We owe it to ourselves and our farmers because we work together to deliver quality coffee.”



ABOUT FAIRTRADE AFRICA (FTA) WWW.FAIRTRADEAFRICA.NET

Fairtrade Africa (FTA) is an independent, non-profit, multi-stakeholder member-based organization with the goal of alleviating poverty through the application of fair-trading specifications and certification based on the Fairtrade Standards. Representing over 1 million farmers and workers across 33 countries in Africa and the Middle East. Aligned to the Fairtrade Global Strategy 2021 - 2025, Fairtrade Africa's strategic plan promises to invest in transformation and resilience to impact on farmers' and workers' livelihoods. This promise is anchored in four mutually-inclusive strategic pillars namely: Product and Market Development, Policy & Advocacy, Sustainable Farming Systems and Transformed & Strengthened Producer Organizations.



ABOUT FAIRTRADE INTERNATIONAL (FI) WWW.FAIRTRADE.NET

Fairtrade International is a non-profit, multi-stakeholder association of 22 member organizations – three producer networks and 19 national Fairtrade organizations. Fairtrade's approach enables farmers and workers to have more control over their lives and decide how to invest in their future. As a leader in the global movement to make trade fair, Fairtrade supports and challenges businesses and governments, and connects farmers and workers with the people who buy their products. Fairtrade is a movement that seeks commercial relationships based on dialogue, transparency and respect.



THE JUDGES PROFILE

JUDGE 1: MBULA MUSAU



- Nationality-Kenyan
- Q-Grader
- Has more than 10 years cupping experience
- Q-grader instructor and own CQI accredited coffee lab called UTAKE coffee

JUDGE 2: CECILIA KATHURIMA (PHD)



- Nationality-Kenyan
- Q-Grader
- Has more than 15 years cupping experience
- Researcher scientist, coffee research institute Kenya

JUDGE 3: JUDITH MURIMI



- Nationality-Kenyan
- Q-Grader
- Has more than 10 years cupping experience
- Coffee exporter, Ibroke

WINNERS PHOTO – 1ST FAIRTRDE COFFEE QUALITY CONTEST – KENYA EDITION 2021

