

National BDS Seminar

October 3rd and 4th 2006, Simba Lodge, Naivasha

Coffee Apex Presentation:

The Role of the Coffee Apex Committee in
Influencing Policy

By Bridget Carrington

Growing Coffee for 20 years has not lifted 60 year old Maina Kimondo from poverty.

“ This is a stupid job “ he said” “You don’t know how much your coffee was sold for, you don’t know what exchange rate they used at the bank. You are powerless once you hand over your coffee at the factory.”

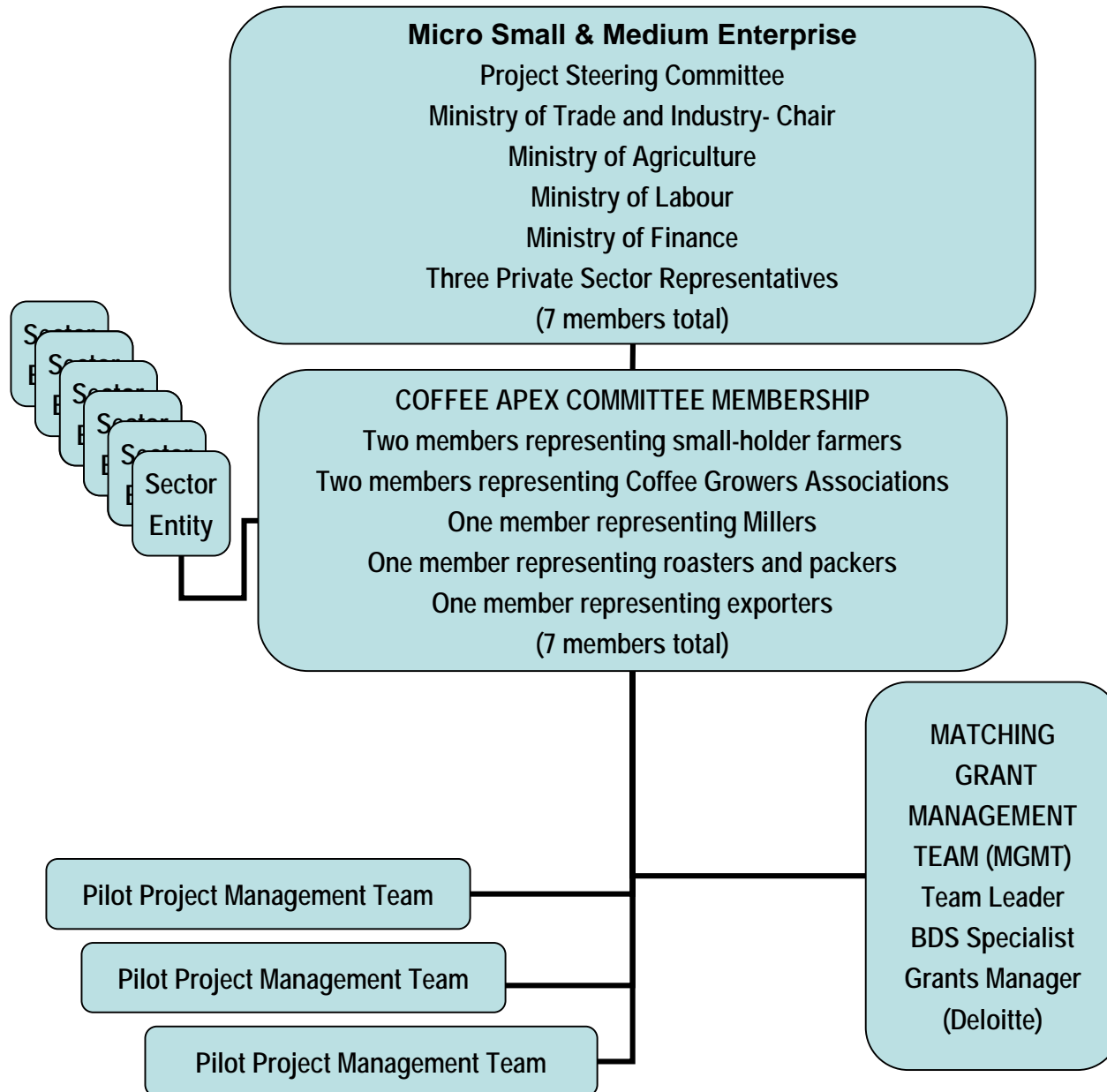
Source: Reuters, 19th September 2006

Role of Apex Committee in influencing policy

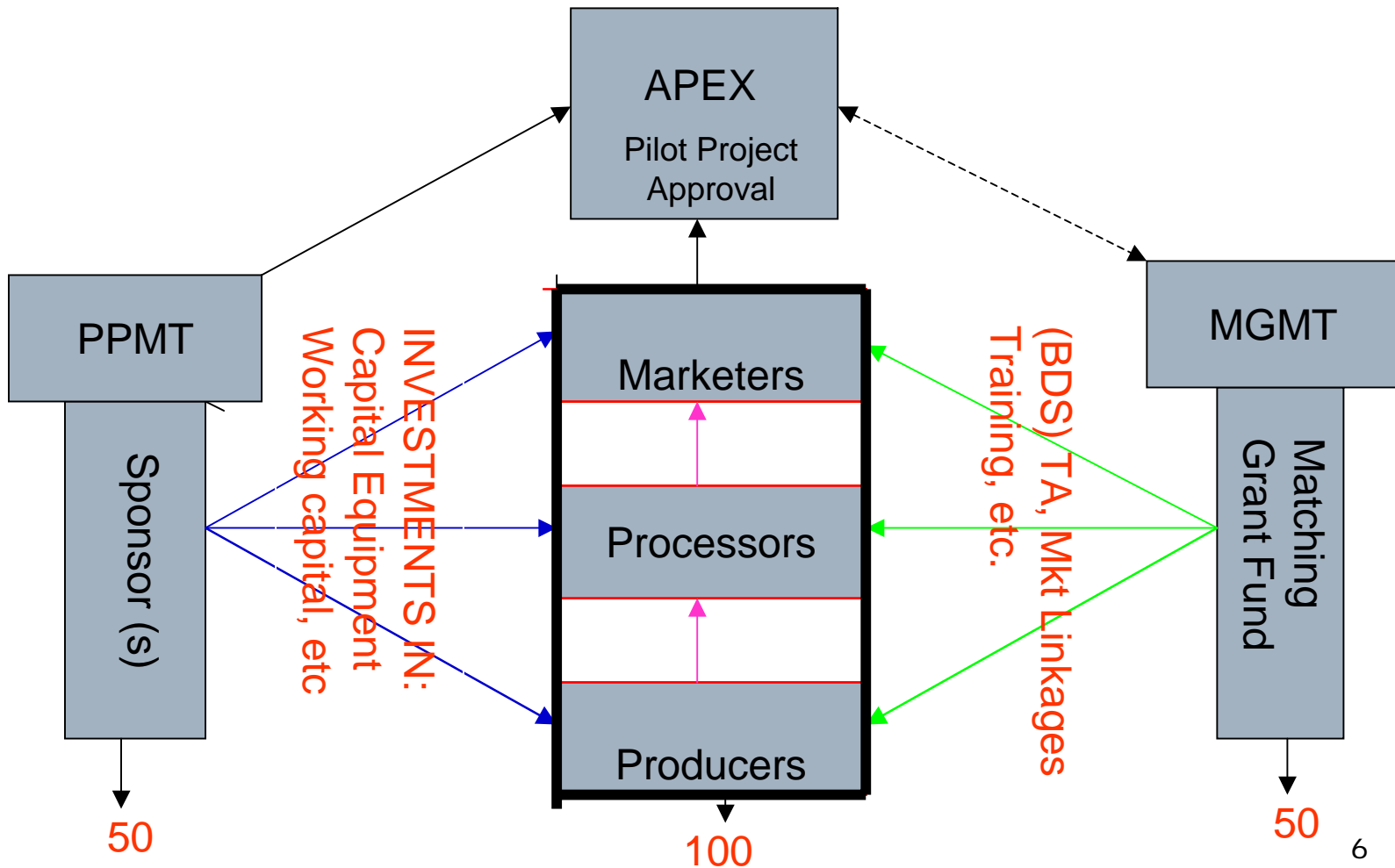
1. Why Coffee Apex Committee?
2. Role of Coffee Apex Committee
3. Objectives
4. Activities and Successes
5. Challenges and Way Forward

Formation of Coffee Apex committee

- Government of Kenya/Ministry of Trade and Industry with assistance of World bank implementing Value Chain Based Matching Grant Fund
- Part of Economic recovery Strategy for Wealth and Employment Creation 2003-1007 (ERS)
- Fund is focusing on coffee, cotton and pyrethrum value chains



MGF Pilot Project Conceptual Model



Coffee Apex Committee

Apex role:

- ✓ Act as a sector wide coordinating body
- ✓ Prepare sector wide strategic plan
- ✓ Act as the principal and central body to develop consensus between various sector entities
- ✓ Assist in implementation of industry wide strategy
- ✓ Identify key areas of knowledge based assistance required at the sector level and approve project concepts prepared by sector entities

Vision and Mission Statement

Vision

“ To position Kenya as the leading producer of high quality coffee” .

Mission Statement

“To promote sustainable production of quality coffee for the benefit of all the stakeholders, especially the farmers, through the integration of the industry, supported by clear government policies” .

Strategic Objectives

- Obtain clarification of Government policy
- Motivate farmers to produce more quality coffee
- Pursue full liberalisation of the sector
- Establish information network and training
- Lobby for infrastructure development
- Promote increased local consumption
- Seek recognition of the Apex Committee
- Establish a quality certification body

Activities and Successes

- Monthly meetings
- Strategic planning forums
- 9 pilot projects approved/implemented
- Field visits
- Export Assistance Workshop
- Lobbying for policy issues affecting the sector.
- Consultation with development partners

BDS ACTIVITIES

- Good agricultural extension services
- Facilitation of rural credit with existing MFIs
- Soil and leaf analysis
- Machinery installation and maintenance
- Assistance with certification
- Institutional and farm level capacity building
- Establishment of information systems
- Data collection and dissemination
- Establishment of market linkages

Policy Related Activities

- Strategic Plan
- Met the Inter ministerial task force on coffee sector reforms.
- Met the PS Ministry of Agriculture to press for release of direct sales rules
- Have sought audience with Parliamentary Agriculture and Natural Resources Committee

Coffee Sector Challenges

- Smooth implementation of new marketing rules
- Increase production of quality coffee
- Provide access to affordable credit for farm inputs
- Speed up payment of sales proceeds to farmers
- Resolve the issue of debts owed to and by coffee growers
- Build capacity and know how within industry Associations
- Improve technical training and effective extension services
- Increase commercial collaboration and linkage

Way Forward

- Continue engaging the GOK to implement policy changes and support the coffee sector
- Build capacity at all steps in the value chain to improve coffee production as a competitive business
- Involve coffee growers more in understanding the market and its quality requirements
- Increase commercial collaboration and linkage
- Enhance access to BDS

Expected outcomes

- Improved coffee production and quality
- Development of quality systems
- Increased incomes
- Improved market linkages with a view to shorten payments to the farmers(at least within 14-21 days)
- Better process practices
- Certified coffees attracting premium prices

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