



NEW KENYA PLANTERS CO-OPERATIVE UNION

.....
FARMER CENTRIC • TRANSPARENT • ACCOUNTABLE
.....

NEWSLETTER ISSUE #2 • OCTOBER 2025



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FOREWORD FROM THE MANAGING DIRECTOR

Dear Friends of Coffee,

I am delighted to welcome you to the second edition of our New KPCU Newsletter. This is more than just a publication. It is a space where we share our journey with you, our farmers, partners, and supporters, as we continue to write the story of Kenyan coffee together.

In the past few months, we have walked side by side with farmers across the country, listening to their voices, addressing their challenges, and celebrating their resilience. We have also seen renewed energy in our coffee sector, with communities coming together to embrace the promise of better days ahead. These are the stories that inspire us and keep our mission alive.

This edition brings you updates on the work we are doing, the progress we are making, and the exciting opportunities ahead. But most importantly, it celebrates you, the farmer, the partner and the consumer whose dedication and belief in Kenyan coffee fuel our determination every single day.

At New KPCU, we believe that when farmers thrive, Kenya thrives. Together, we are restoring pride to our coffee, opening new doors in markets, and building a future where every coffee bean carries with it a story of hope, hard work, and national pride.

Thank you for being part of this journey. Let's keep moving forward hand in hand, bean by bean, cup by cup.



FROM SEED TO SUCCESS,

Timothy Mirugi, EBS

NEW KPCU IN ACTION

INTERNATIONAL COFFEE DAY CELEBRATIONS- 1ST OCTOBER 2025. THEME ; “KENYAN COFFEE, KENYAN PRIDE”



PS Patrick Kilemi at the New KPCU International Coffee Day 2025 celebrations held at Utalii Hotel, Nairobi.

“I celebrate our coffee farmers whose hard work gives Kenya its global reputation for quality. As government, we are committed to revitalizing the sector boosting productivity, expanding markets, and ensuring farmers get fair returns.

Coffee is more than a crop; it is a story of resilience, heritage, and pride. I believe with the reforms underway, we will restore Kenyan coffee to its rightful place as a driver of shared prosperity for our people.”

- State Department for Co-operatives - PS Patrick Kilemi



Managing Director at the New KPCU International Coffee Day 2025 celebrations held at Utalii Hotel, Nairobi.

“This celebration is not about New KPCU alone. It is about all of us: the farmers, the cooperatives, the marketers, the exporters, the roasters, and the consumers. Coffee is a chain, and every link matters. Without the farmer, there would be no coffee. Without the buyer, there would be no market. Without collaboration, there would be no progress. Today, we celebrate that collaboration and the shared belief in a stronger, more sustainable future for Kenyan coffee.

As we mark this inaugural celebration at New KPCU, we also look ahead. Our vision is to make International Coffee Day a signature annual event that brings together all players in the coffee sector to reflect, learn, and recommit. We will continue working to improve quality, increase farmer incomes, expand market access, and position Kenyan coffee at the very top of global excellence. And we will continue to walk this journey hand in hand with you—our farmers, our partners, and our stakeholders.”

- New KPCU MD - Timothy Mirugi, EBS



NEW KPCU IN ACTION

COFFEE REVIVAL PROGRESS ACROSS COUNTIES

Across Machakos, Siaya, Kiambu, and Murang'a counties, farmers are hard at work preparing their farms for the upcoming coffee seedling distribution.



The sight of neatly dug holes, stretching across farms and cooperatives, tells a powerful story of hope, determination, and commitment to a brighter future for Kenya's coffee sector.



These preparations follow sensitization sessions held in the counties, where farmers were trained on best practices for planting and nurturing coffee. The dug holes are more than just spaces in the soil, they represent readiness, shared dreams, and a united drive to increase productivity and improve livelihoods.

In Machakos, Kitwi FCS alone has already prepared more than 17,000 holes ready for planting this October. Similarly, Kingoti FCS has over 40,000 holes prepared, while Mbilini FCS has more than 12,000 holes awaiting seedlings.



Why Farmers Are Motivated

- Sensitization meetings have revived the spirit of coffee farming.
- Tailored trainings at cooperative factories ensured the message reached all corners.
- Farmers are satisfied with the services provided by New KPCU.
- Rising coffee prices have reawakened national interest in coffee.
- Their main concern is whether there will be enough seedlings to meet demand.

As the distribution phase begins, we celebrate the dedication of our farmers, who are laying the foundation for a thriving coffee sector. Together, we are sowing the seeds of prosperity.

COFFEE MARKET UPDATE

NAIROBI COFFEE EXCHANGE WRAPS UP THE 2024/2025 COFFEE SEASON

The 2024/2025 coffee season came to a close last week with Sale No. 42 at the Nairobi Coffee Exchange (NCE). Over the past four auctions, the market has demonstrated both resilience and volatility, reflecting broader dynamics in global demand, exchange rates, and local supply trends.

Trading Volumes

- Sale 39 recorded 9,886 bags, a dip from the previous session.
- Activity picked up in Sale 40 with 13,213 bags, followed by 14,386 bags in Sale 41.
- The season closed strongly in Sale 42, with 15,579 bags, the highest volume in recent weeks.

Price Movements

Average prices fluctuated within a narrow band, highlighting relative market stability:

- Sale 39: USD 349.66 per bag
- Sale 40: USD 354.90 per bag
- Sale 41: USD 368.94 per bag
- Sale 42: USD 365.98 per bag

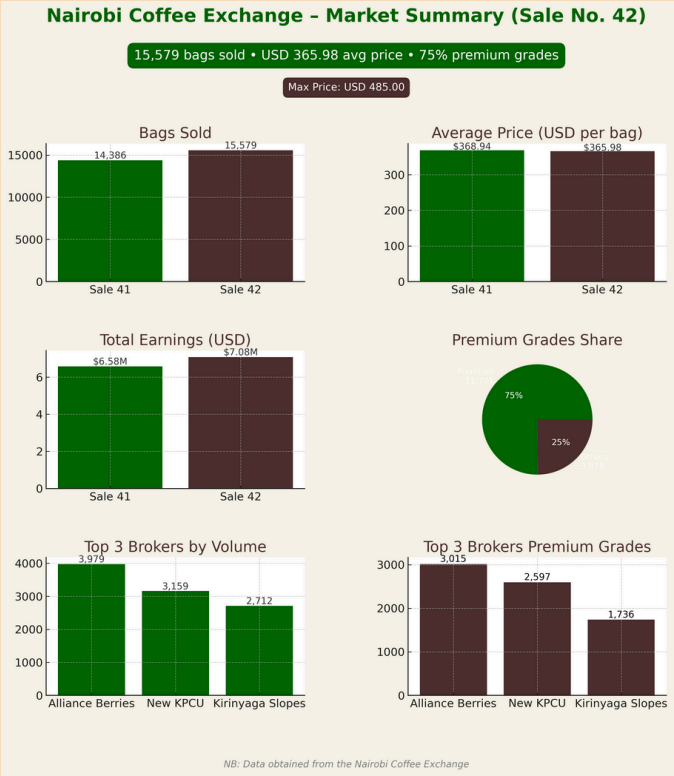
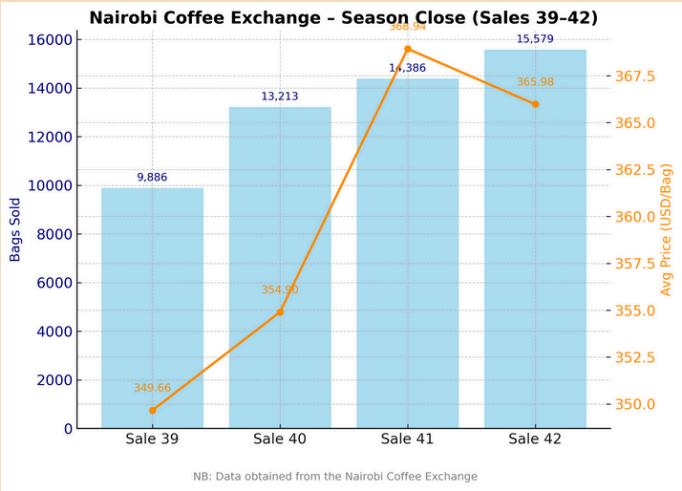
This translated to an equivalent of Ksh 940 per kg of clean coffee at the close of the season.

Key Insights

- 1. Steady Price Recovery:** Prices climbed steadily from Sale 39 through Sale 41, before easing slightly in the final auction.
- 2. Rising Volumes:** The progressive increase in volumes suggests improved farmer participation as the season advanced.
- 3. Stable Market:** Despite global uncertainties, Kenya's coffee maintained competitiveness, underlining the strength of its quality

As we look ahead to the 2025/2026 season, Kenya's coffee sector remains well-positioned to sustain demand, with quality and traceability as its strongest value propositions.

NB: Data obtained from the Nairobi Coffee Exchange



NEWS FROM AROUND THE GLOBE

GLOBAL BOOM MEETS LOCAL HUSTLE: SPECIALTY COFFEE DRIVES KENYAN DEMAND

The U.S., the world's largest coffee importer, is undergoing a major shift: specialty coffee has overtaken traditional brews for the first time.

According to the National Coffee Association's 2025 report, 41% of Americans who drank coffee yesterday chose premium options like espressos, cold brews, and lattes. Overall, 66% of adults—over 170 million people—drink coffee daily, the highest in 14 years.

This surge is led by younger consumers, with two-thirds of millennials and Gen Z enjoying specialty coffee weekly. Medium roasts, preferred by 62% of specialty drinkers, have grown sharply in popularity, reflecting a demand for nuanced, origin-driven flavors.

For Kenya, this is welcome news. Kenyan arabica, known for its bright acidity and blackcurrant notes, fits perfectly into this evolving market. U.S. roasters are increasingly seeking traceable, high-quality lots, and demand for Kenyan coffee could grow by 20% in the near term.

Cafés are driving discovery, with specialty drinks consumed out-of-home nearly twice as often as traditional brews. From pour-overs to nitro infusions, Kenya's unique profile is gaining ground. Consumers also see coffee as a wellness choice, aligning with Kenya's sustainable farming and agroforestry practices.

As specialty coffee becomes America's favorite, Kenya has the chance to secure a larger role in premium markets, offering both farmers and cooperatives stronger returns.

BRAZIL'S COFFEE STRUGGLES CREATE OPENINGS FOR KENYA

Recent U.S. trade tariffs on Brazilian coffee have reshaped the global coffee market, creating new opportunities for Kenya. In August 2025, Brazil's instant coffee exports to the U.S. dropped nearly 60% after a 50% tariff was introduced. This left U.S. roasters searching for new suppliers. At the same time, global arabica prices steadied at \$3.60 per pound, giving Kenyan coffee—celebrated for its bright acidity and fruity flavours—a competitive edge in premium blends.

Brazil, which normally supplies a third of U.S. coffee demand, has been hit hard. Attempts to reroute exports through other countries offer little relief. Meanwhile, Kenya, which already sells most of its coffee to Europe but is steadily growing its U.S. presence, stands to benefit. Traders like New KPCU, with transparent and sustainable sourcing practices, are especially attractive to American buyers seeking traceability. This could help Kenyan farmers secure prices up to 20% higher than standard market rates.

Industry experts predict Kenya's exports to the U.S. could rise by 15–20% in the coming months, particularly as Brazil also faces lower yields from bad weather. To seize this moment, exporters are encouraged to focus on value addition, such as soluble and roast coffee processing, while keeping a close watch on international market trends.

Kenya's ability to adapt quickly may turn this global disruption into a lasting advantage, positioning the country as a strong player in the high-value coffee market.

COFFEE UNCOVERED

NEW KPCU SHOWCASES KENYAN COFFEE AT NITF 2025

Kenya's coffee pride was on full display at the Nairobi International Trade Fair (NITF) 2025, held at the Jamhuri Showgrounds under the theme “Promoting Climate Smart Agriculture and Trade Initiatives for Sustainable Economic Growth.”

Amid more than 1,000 exhibitors, New KPCU PLC stood out inside the Ministry of Cooperatives & MSMEs pavilion, showcasing Kenya's world-class Arabica coffee and championing sustainable, climate-smart farming. Visitors were treated to interactive discussions and displays that highlight Kenya's coffee journey—from smallholder farms in the Kenyan highlands to export markets in Tokyo, New York and all over the world.

New KPCU also used the platform to share innovations transforming the sector, including:

- The Revival of Coffee Through Co-operative Societies Programme that aims to distribute 20 million seedlings per annum to coffee farmers in all 33 coffee growing counties.
- Climate-smart practices such as drought-tolerant varieties and regenerative farming.
- Youth empowerment programs, training over 5,000 young people in modern coffee farming and agro-tech solutions.

These initiatives directly support Kenya's smallholder farmers while ensuring transparency, fair pay, and resilience against climate change as global demand for speciality coffee continues to rise,

New KPCU's presence at NITF was not just about showcasing beans—it was about igniting a movement to restore Kenya's place as a coffee powerhouse, while building a sustainable future for generations of farmers.



COFFEE UNCOVERED

BREWING GLOBAL CONNECTIONS: NEW KPCU SHOWCASES KENYA AT SCAJ 2025

Kenya's speciality coffee took center stage at the SCAJ World Speciality Coffee Conference & Exhibition 2025, held in Tokyo from September 24–27. Organised by the Speciality Coffee Association of Japan, the event is Asia's largest coffee trade show, attracting over 450 companies from 70 countries and more than 70,000 visitors.

New Kenya Planters' Cooperative Union (New KPCU) PLC represented Kenya under the theme "Belong Together in Coffee!", highlighting the country's world-class arabica varietals, known for their bright acidity and berry-like notes.

Japan, a market where speciality coffee consumption has grown by 15% year-on-year, provided an ideal platform to connect with roasters, importers, and innovators. New KPCU used the opportunity to strengthen partnerships, explore new technologies such as AI-driven sorting, and learn from global leaders in precision brewing.

Beyond business, the exhibition was a space for building meaningful connections. Discussions on direct-trade models and farmer empowerment highlighted how Kenya can deliver more value to its smallholder coffee growers.

With fresh insights, stronger networks, and renewed energy, New KPCU returns ready to expand Kenya's footprint in Asia's growing speciality market—helping ensure that Kenyan coffee continues to command a premium place on the global stage.



COFFEE UNCOVERED

INTRIGUING FACTS BEHIND YOUR MORNING BREW

- Arabica and robusta may be the two most popular species, but there are actually 25 to 100 different species of coffee . These include *Coffea liberica*, *Coffea stenophylla*, *Coffea mauritiana*, and *Coffea racemosa*, some of which are becoming specialty varieties around the world.
- Robusta has roughly two times more caffeine content (average of 2.09%) than Arabica (average of 1.09%) but is less popular, in part due to a more bitter flavor profile
- Coffee fruits can be harvested by machine or by hand. The coffee fruits aren't all ripe at the same time, so selective hand-picking is considered to produce higher quality coffee than machine-harvesting
- Currently, over 125 million people depend on coffee to make a living . At least 12.5 million producers are small farms growing coffee
- Instant Coffee was invented in the 50s. It's made by brewing a large vat of coffee, which is then spray-dried or freeze-dried to preserve its flavor.

NESCAFÉ produced the first instant coffee



COFFEE MILLING AND WAREHOUSING

Our Mills and Warehouses are operating at full Capacity in the following locations.

- New KPCU Dandora Mills
- New KPCU Sagana Mills
- New KPCU Meru Mills
- New KPCU Tala Mills
- New KPCU Bungoma Mills
- New KPCU Nakuru Warehouse
- New KPCU Nanyuki Warehouse

**Visit our website at
www.newkpcuplc.go.ke
for more information!**



CLOSING NOTE

As we close this second issue of our newsletter, we take pride in reflecting on the strides made over the past weeks. Together, we celebrated International Coffee Day, proudly represented Kenyan coffee at the SCAJ 2025 World Specialty Coffee Conference and Exhibition in Japan, and engaged thousands of stakeholders during the Nairobi International Trade Fair.

Equally important, our ongoing preparations for the distribution of coffee seedlings with farmers already setting aside and preparing their lands mark a significant step in laying the foundation for increased production and a vibrant coffee future. These activities, combined with our outreach and partnerships, reflect the renewed energy driving the revival of our coffee sector.

We are deeply grateful to our farmers, partners, and stakeholders for their continued dedication and support. Your commitment remains the heartbeat of our progress.

With optimism, we look forward to even greater milestones in the coming months as we work together to restore Kenyan coffee to its rightful place of pride.

New KPCU Corporate Communications Team

Kahawa Ni Dollar!



















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