

# THE KENYAN COFFEE VALUE CHAIN & SISTEMA ITALIA



**\$215M**

4th largest source of  
foreign currency (2021)



**6M+**

Kenyans whose  
livelihoods depend on  
coffee



**Priority crop**  
under

Vision 2030 & Coffee  
Strategy 2024–2029

Coffee is one of Kenya's **most vital agricultural sectors** — the fourth-largest source of foreign exchange, generating \$215 million in 2021 and supporting the livelihoods of over six million Kenyans. Despite its importance, the sector faces persistent **structural challenges**: ageing plants and disease, low productivity, a fragmented value chain with heavy bureaucracy, and limited investment in research and market development.

National policies — including **Kenya Vision 2030, the Medium Term Plan IV** (2023–2027), and the **Coffee Development and Marketing Strategy 2024–2029** — place coffee among the priority export crops, targeting higher productivity, better market access, and stronger sector governance. Active since 2018, the **Sistema Italia** (MAECI, AICS, UNIDO, Italian NGOs and private sector) supports Kenya's coffee value chain in alignment with national priorities and with the **Mattei Plan for Africa, Italy's strategic framework for cooperation** with the African continent, which promotes equal and lasting partnerships built on transferring knowledge on the ground, generating positive spillovers, and fostering endogenous, sustainable development in partner countries.

## How Sistema Italia operates



Know-how & technology  
transfer



Cooperative strengthening



Sustainable value chains



Research & innovation



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Nairobi



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ALLO SVILUPPO

# Highlights & achievements of Italian cooperation funded projects

## ARABIKA I

2018–2023 · 7 counties

OSC CEFA – Fondazione AVSI – E4I

- Improved efficiency in management & operations of cooperatives
- Strengthened agronomic knowledge on sustainable agriculture
- 21 cooperatives trained
- ~30,000 farmers reached via cascade training
- 7 cupping & tasting labs equipped
- 8 pulping machines provided
- 210 demonstration fields established
- Traceability platform developed

## Right Coffee

2023–2026 · Kiambu & Embu

CELIM – IPSIA – Caritas Nairobi – IWCA – Kenya Coffee Platform

- Increased efficiency, sustainability and quality of local coffee
- 11,000+ smallholder farmers & 4 cooperatives targeted
- Climate-smart techniques & sustainable post harvesting
- Beekeeping to improve bean quality
- Cascara circular by-products
- Youth & women-led coffee shops & local brands

## Advancing Climate Resilience & Transformation in African Coffee (ACT)

2024 · 5 priority countries

UNIDO

- Flagship initiative under Mattei Plan for Africa & aligned to EU Global Gateway
- Technical assistance to strengthen climate resilience & sustainable industry
- Construction of Coffee Training Centre at CRI Ruiru
- Executive Programme launching July 2026
- IFC & EBRD blended finance dialogue
- Partnerships with Italian coffee industry
- Support to authorities for Italian Climate Fund project design

## ARABIKA II

Approved in 2025 (inception phase)

- Promoting youth employment
- Supporting collaboration & synergies between the value chains actors
- 10 counties of national priority
- Match-making supply & demand coffee & access to markets
- Financial inclusion mechanisms, blended finance and private sector engagement



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