

# KENYA TEA DEVELOPMENT AGENCY

## DEVELOPMENT OF THE TEA CHANNEL IN KENYA

● Project launched

### 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


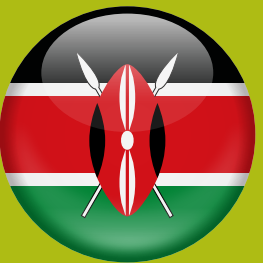
**Specificity:** Producers are shareholders of the agency and train each other

**Impact:** **Income four times higher** than in neighboring countries

### LEVERS

- SOILS
- AGRICULTURAL WATER
- RISK MANAGEMENT
- FINANCING

### SCOPE

**KENYA**

500 000 producers in 2015

### FUNCTIONING

#### SUPPORT TO THE DEVELOPMENT OF TEA PRODUCERS

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.



Volunteer farmers are trained to sustainable agricultural practices...

... and then train their colleagues themselves

### BUDGET


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

### IMPACTS




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

Donors



Partners

### NEXT STEPS

Will to extend Rainforest Alliance's certification to all plants and producers