

Country Updates: Kenya



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**National Markets, Current Scenario:**  
3 Leading supermkets (6 Nakumatt, 4 uchumi, 2 Chandarania) selling branded organic products



3 Organic specialized shops and 2 green groceries with organic sections



3 Basket delivery schemes (Green dreams, Masai Eco and Kalimoni) has reached 150 deliveries per week



3 Private organic farms e.g Masai  
eco

Markets its own brand and buy from farmers



Farmers Owned Market outlets and bulking centers



3 Organic restaurants, 2 in Nairobi and 1 in Mombasa



## Organic farmers market

- Since January 09 every end-month Saturday



## summary

- **Products:** Mostly fresh produce; Processed products vary from honey, teas, jams, milk products, dried fruits, mushrooms, oils
- Marketing scope of most initiatives are local, though there are regional ones (dried fruits from Uganda and coffee from Tanzania)
- **Market chains:** *direct to the consumers*; farmers market; Box schemes;
- To Restaurants, retailers, wholesaler/traders/supermarkets
- **Organic Assurance:** Third party certification (under EAOPS); self claim based on trust; PGS,
- Institutions of higher learning have introduced organic agriculture Modules and some diploma
- There has been a lot of ongoing research



## International Markets

- **Products:** Vary from herbs and herbal teas, coffee, macadamia, tea tree, avocado oil coconut to essential oils
- Main **markets** are Europe, US and Japan. Some exporters also sell to the local markets(Supermarkets)
- Some fresh produce exporters have reduced their production due to reduced orders
- **Certifiers:** Soil Association, Ceres, Bio Swiss, Eccocert and IMO, USDA – NOP and JAS



## Policy

- Bio-safety Bill 08 was passed by parliament under the ministry of Science and technology.
- An organic desk at the ministry of Agriculture and staff have trained.
- The Ministry is facilitating organic field days for farmers in some regions.
- In every major field days organized by the ministry, there are organic information desks



## Standards and certification

- Most of the products sold in the market as organic is certified under the EAOPS and bear the East Africa Organic Mark
- Inspectors Training for NGO and Project staff (internal Inspectors)
- Kenya Bureau of standards is facilitating development of guidelines for Biotechnology.



## Challenges

- Variety in the product range; livestock products are very few
- Low Capacities of farmers on production for the market place; planning, logistics...
- Some of the commercial partners are not comfortable with committing themselves to purchase organic produce from smallholder farmers.
- Recognition and categorization as a sector: Underrating its role and contribution to food security and other national economy goals.
- Success stories from the sector rarely told and known.
- Development of Organic Agriculture Policy



## Opportunities

- Kenya has vast botanical richness, favorable climatic conditions and rich and diverse natural resources in Kenya.
- Informed Consumers are more concerned about their environment, health and demand for organic products.
- There is high demand internationally for high value conservation products and presence of institutions promoting the products here in Kenya.
- Local capacity for certification and inspections is increasing
- There is good will from the government to support organic agriculture (Organic desk at the ministry of Agriculture and also other organs e.g KEBS)
- Awareness is being created about conservation by numerous CSOs and media.



## Future Outlook

The future is Bright, focus will be more on:

- expanding the national and international Markets
- Increasing product range to include commodity crops and high value crops for the export markets.
- Collaborating with the ministry of agriculture to develop an OA policy
- Collaborating with other government organs (Kebs, Kephis e.t.c) to support sector growth
- Partnering with other NOAMs in the review the EAOPS and also to develop regional markets

