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In cooperation with

**Chepsanger Hills**  
COFFEE



Woman holding coffee beans being processed  
at the wet mill of the Sorgaba Union in Metu.  
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## COFFEE INNOVATION

Integration of AgriPay Digital Network within the  
Coffee Value Chain for Enhanced Market Access

# OVERVIEW: CHEPSANGOR HILLS COFFEE LTD. (KENYA)

## CHALLENGE

Women and young people are particularly marginalized in rural Kenya, and their participation is critical to the industry's survival and continuance.

## INNOVATION

### DIGITAL APP AGRIPAY USED TO CONNECT COFFEE COMMUNITY-BASED ORGANIZATIONS WITH GOOD PRACTICES TO THE EU MARKET

By using AgriPay (an existing tech solution) in Chepsangor Hills Coffee's supply chains, farmers are able to deliver and receive payment for their coffee through a mobile application system or SMS. Features were added to enhance efficiency and information availability across the chain such as farmer input support which improves supply of essential farm inputs, improves digital tracking of recommended inputs, as well as training provided by Chepsangor or other stakeholders. Integration of a farm production module will allow the app to manage farmer information, farm details and productivity in every farm and make recommendations to improve yields.

## COMPANY DESCRIPTION

Chepsangor Hills Coffee Ltd situated in Nandi Hills Kenya is an umbrella organization that provides management of coffee ecosystem service. Our mission is to connect coffee growers with coffee consumers by delivering a unique experience of Kenya through specialty coffees from the region and help local communities achieve sustainable social, environmental, and economic empowerment.

## KEY COMPANY STATS

### NUMBER OF PRODUCER PARTNERS

627

### NUMBER OF STAFF

Six permanent and 50 seasonal

## COST

### COSTS

Could not be determined

### EFFECTS ON REVENUE

Increased revenues were not yet realized because of the timing of the project.

## PREPARATION

### TIMELINE

Two years, mostly for training and lead time for software development and equipment

### MATERIALS AND EQUIPMENT

- Smartphone
- Marketing strategy and branding
- Coffee processing equipment
- Coffee lab and quality testing equipment

### STAFFING REQUIREMENTS

Six

## LESSONS LEARNED

### CHALLENGES

- Lab testing could not be completed so cup quality cannot be consistently analyzed.
- Administrative hurdles including delays in procurement and contracting processes impacted the fulfilment of major project outputs.
- Political Climate during election period rendered most community meetings irrelevant as they would turn into rallies.
- Budget constraints at the closing end of the project resulted in cancellation of several activities causing dissatisfaction with our farmers.
- Because of harvest cycles, identifying key results take longer than the projects can accommodate, thus impossible to attain or measure within the project lifespan.

### TAKEAWAYS

- Farmers were surprised that coffee productivity can be improved with simple management measures.
- Partnerships are important to bring resources together to be able to make significant strides in the coffee sector.
- Social media marketing and activation created a lot of hype around Chepsangor Hills Coffee's brand and has led to a few business contacts.
- Managing community and farmer expectations is difficult when delays and budgetary limitations mean that the project cannot be fully realized.

# RESULTS: CHEPSANGOR HILLS COFFEE LTD. (KENYA)

As a result of Chepsangor Hills Coffee's AgriPay Digital Network:



Around Nono Sale. © GIZ/ Silas Koch



**160 FULLY TRACEABLE FARMS**

and farmers are now registered



**FOUR DIRECT COFFEE BUYERS**

were contracted



**AGRIPAY IS NOW ACCESSIBLE**

via a web platform and mobile application



**627 FARMERS WERE TRAINED**

on better and sustainable coffee production with climate change mitigation



**CHEPSANGOR HILLS LEARNED TO PLAN AND LAUNCH A MARKET ACTIVATION**

to raise awareness for the Chepsangor Tilon Coffee and AgriPay digital Network

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The project was premised on innovations and digital solutions in the coffee value chain. The Chepsangor Hills Coffee initiative focused on the integration of the AgriPay Digital Network within the coffee value chain for improved quality of coffee leading to enhanced market access.

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The COFFEE INNOVATION FUND has been developed and funded by the German Federal Ministry for Economic Cooperation and Development (BMZ), and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

**MISSION:** The Fund's objective is to increase the profitability of smallholder coffee farmers, and foster greater, more equitable value distribution along the supply chain through promoting innovative farming systems, transparent and inclusive business models, and access to new markets.

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