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In cooperation with



Cooperative movement featuring women and youth.
© Eva Muthuri



COFFEE INNOVATION

The Eva's Coffee Eco-Lodge

Commercialize coffee culture, enhance market penetration
and inclusion of women and youth in the coffee supply chain

OVERVIEW: E-LOGISTICS LTD. (EVA'S COFFEE) (KENYA)



CHALLENGE

Eva Muthuri, a former Family Health, Gender and Institutional Systems Strengthening consultant, was inspired by the Sustainable Development Goals. She decided the future was in expanding their vision for family health to reflect sustainability. The vision to go into agribusiness to improve family health was born. They knew they wanted to truly make the coffee value chain fair and gainful for all.

INNOVATION

EVA'S COFFEE CREATES A NETWORK OF HIGHER VALUE OPPORTUNITIES IN COFFEE FOR WOMEN AND YOUTH

Starting with training on Good Agricultural Practices (GAP) and the use of farmer training networks, Eva's Coffee has created infrastructure for the local coffee community to share knowledge and to support higher quality and higher value production through trainers and engaging youth as entrepreneurs in connecting local farmers to inputs and knowledge. In the off-seasons and to further engage women, Eva's Coffee has also planned an eco-tourism hub and cupping lab where both local farmers and tourists can learn about Kenya's coffee history and quality.



COMPANY DESCRIPTION

Eva's Coffee is a registered trade mark of E-Logistics Limited, a Company headquartered in Nairobi Kenya and fully licensed by the Coffee Board of Kenya as a coffee dealer. Our brand essence is to put the aspirations and needs of those who produce coffee at the heart of our business. Ours is a story of fulfillment of purpose and vision, to deliver transformative social, economic and environmental change. It is a story of the protagonists of the women's movement and the captains of industry in coffee, joining hands to deliver better performance, price, produce and competitiveness for financial inclusivity, health and well-being for women coffee farmers in the places where we work.

KEY COMPANY STATS

NUMBER OF PRODUCER PARTNERS

3,000 farmers (600 women farmers, 300 youth farmers)

NUMBER OF STAFF

Six



COST

COSTS

100,000,000 Kenya shillings for construction of the lodge and related training and materials

EFFECTS ON REVENUE

Increase from a production of 200,000 kg per year to 1,000,000 kg per year



PREPARATION

TIMELINE

The lead time is five to six years from entry into community to construction, equipment and brand building

MATERIALS AND EQUIPMENT

- Smartphone
- Land
- Buildings
- Equipment
- Marketing
- Branding
- Sales
- Roaster
- Training room
- Packing materials

STAFFING REQUIREMENTS

13 full time (including community engagement, investment and business case building, coffee experts, a cupper etc.)



LESSONS LEARNED

CHALLENGES

- Due to inflation, the cost of the sachet packaging machine for coffee was too expensive, opting for a realignment of the project milestone.
- Prolonged procurement processes.
- The milestone on increasing market access and promoting Kenyan coffee through the eco-lodge was never realized due to lack of the largest cog which was the coffee cupping equipment as well as budget for implementation of the marketing strategy.

TAKEAWAYS

- For projects that create community infrastructure, like eco-tourism, one needs to include time to bring local stakeholders (including local government and newly elected politicians, the project's case) up to speed on the current environment, challenges, projects and support needed.
- Because of budget and procurement challenges, Eva's looked to partnerships to help engage women and youth in coffee. They can strengthen the partnership between Dedan Kimathi University of Technology on encouraging youths to venture into coffee supply chain courses to improve their participation in that space.

RESULTS: E-LOGISTICS LTD. (EVA'S COFFEE) (KENYA)

As a result of Eva's Coffee:



Team debriefing meeting. © Eva Muthuuri



398 FARMERS WERE TRAINED

through a training of trainers (TOT) module that targeted 20 farmer facilitators tasked with training at least 30 farmers each



600 FARMERS EQUIPPED ON GAP

in coffee production



330 YOUTH WERE EXPOSED TO COFFEE BUSINESS FUNDAMENTALS

entrepreneurship skills and trained on opportunities in coffee, including a manual on opportunities in coffee and coffee succession plans



INCREASED LIVELIHOODS

by fivefold



UPSURGE OF LOCAL CONSUMPTION

of coffee in Kenya

IMPLEMENTATION: E-LOGISTICS LTD. (EVA'S COFFEE) (KENYA)

Other cooperatives/ farmer groups can design an eco-lodge and training of trainers model by:

Preparatory work



Eva training local youth and coffee farmers. © Eva Muthuri

STEP

1

Mobilization

STEP

2

Training

STEP

3

Formation of teams

STEP

4

Elections

STEP

5

Registration

STEP

6

Negotiation of space for women and youth to enter a male dominated space

Execution

STEP

1

Grow the coffee

STEP

2

Environmental protection

STEP

3

Harvest and process

STEP

4

Route to market

STEP

5

Compliance with regulation

STEP

6

Brand building

STEP

7

Construction of the lodge

STEP

8

Equipping and furnishing the lodge

STEP

9

Promotion for consumption

STEP

10

Measuring the return on investment

STEP

11

Monitoring and evaluation

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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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