



# Expanding Eco-Friendly Domestic Consumption to Increase Farmer Incomes

**Utaka Coffee Limited**

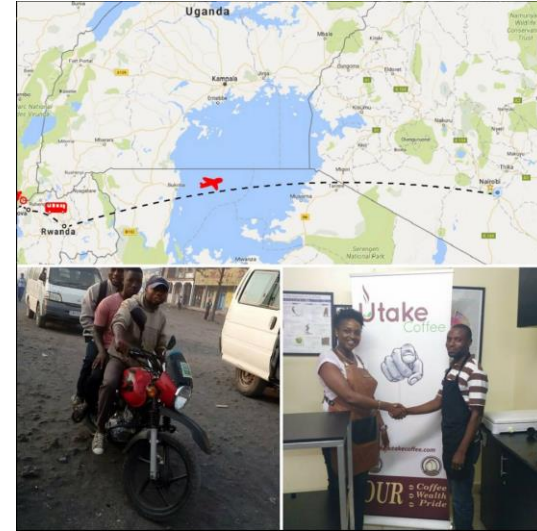
*Coffee That Empowers*

# Ideal Scenario

The **Farmer** who needs to make a **living income and be prosperous**.

The **consumer**, who wants **convenience** and is **conscious** about the impact she/he is making on the environment and socially to the stewards of the coffee.

The **young coffee professional** looking to make a **decent living** from coffee business





## The challenge:

- What makes it hard to push for value addition & local consumption
  - Dislike for local products in preference to foreign
  - Lack of skills and equipment to value-add and to prepare great farmers' coffee
  - Perceived Competition from other beverages like tea
  - Lack of access to affordable capital
  - Lack of Convenience and Environment- Conscious consumption
  - Availability of cheap low-grade coffee from outside

# NAME, ROLE & FUNCTION

C.E.O and Founder Utake Coffee Limited

Social entrepreneur with focus on African specialty coffee.

Envisions Africa enjoying specialty coffee like other nations, through equitable economic and social gains. How?

- Empowering
  - ✓ customers- through promoting specialty local specialty coffee consumption
  - ✓ coffee quality professionals and stakeholders- to improve their skill and participation in the coffee industry
  - ✓ Farmers- through promoting their great quality coffees and ensuring they make a higher incomes with the least impact to the environment.





## Pillar 1 - Eco-Friendly Drip Coffee Bag

High-quality coffee, conveniently without having to invest in costly equipment, while taking care of your environment and consumer conscience.

Giving discerning people an alternative to instant low-quality coffee, or pods that require additional equipment

Biodegradable filter and bag goes back to nature in 180 days faster than coffee bean matures.





A person wearing a white lab coat is shown from the chest down, standing behind a dark surface. They are using a Utakedrip coffee brewing device, which consists of a brown, porous, cylindrical filter held in a white plastic frame. This device is placed inside a clear glass cup filled with dark coffee. The cup has a white paper tag hanging from the top. In the background, there is a blurred image of a person's hand and a black object. In the foreground, there is a white paper bag with the word "Utakedrip" printed on it, and a pair of orange-handled scissors.

Here is how to brew a fresh cup of coffee  
wherever, whenever with Utakedrip  
#BringYourOwnBrew



## Pillar 2- Higher prices for farmers

Increased sales of value-added, locally processed coffee in eco-friendly convenient packaging. Thus creating shared value, especially with the farmer and farmers children!

Consistently paying more than average to ensure farmers have more to meet the living income

**2022**

**5<sup>th</sup>** Highest price at auction

**27%** above national average

**2023**

**3<sup>rd</sup>** Highest price at auction

**37%** above national average

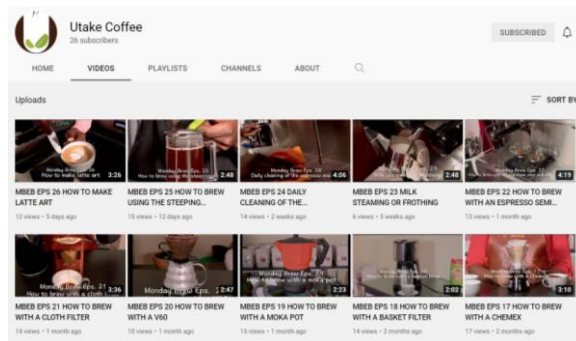
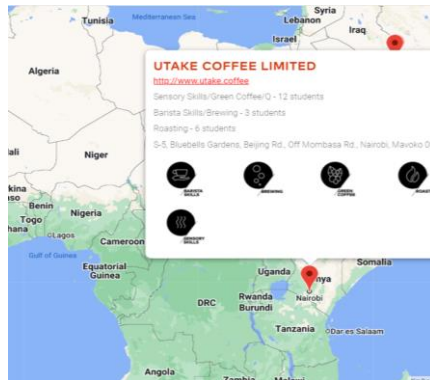


## Pillar 3- Empower Youth, Women and Consumers

International training for youth at the first certified Specialty Coffee Association, Premier Training Campus in Africa, for all 5 modules of the Coffee Skills program. Training youth and farmers on coffee roasting

Consumer training Videos, for 52 weeks on all things coffee, including home brewing.

Subsidized and professional roasting for 5 women in coffee brands







## Pillar 4 – Empowering with Excellence

Kenya Beverage Excellence Awards 2023-2024:

- Most Preferred Coffee Beans
- Sustainability Achievement Awards

First Carbon Neutral Coffee Brand in Africa.

The roastery and Coffee academy fully runs on recently installed 20 Kw solar power capacity so far.





# Main success/highlights of our projects

1. Increased income to farmer  
The high-value product enables us pay consistent above average payout to farmers in the system - SDG 1, 2.3 and 8 (double income of small-scale food producers)
2. Empower women to run specialty coffee businesses and brands- SDG 8
3. Sustainably built capacity through training and Monday Brew videos to empower the consumer- SDG 5
4. First carbon-neutral coffee from Africa SDG 13



# Major learnings from the project to consider



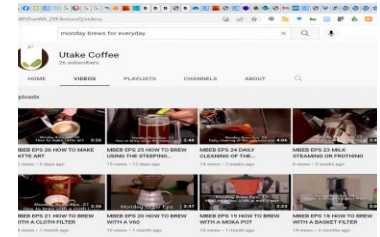
Needs more greening.



When power is cut,  
avoid use of  
generator



Logistics use of  
motorbikes, get  
electric.



Knowledge and  
Empowerment  
shifts perceptions



**Thank you for participating!**

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