



# NEW KENYA PLANTERS CO-OPERATIVE UNION

.....  
FARMER CENTRIC • TRANSPARENT • ACCOUNTABLE  
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NEWSLETTER ISSUE #4 • DECEMBER 2025

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## FOREWORD FROM THE MANAGING DIRECTOR

A few weeks ago, as I stood on a small hillside farm in the early morning cold, a farmer pointed to a row of young coffee trees and said, “Hapa ndipo matumaini yangu inanzia tena.” — “This is where my hope begins again.”

Those words stayed with me long after I left his farm. They reminded me that the work we do at New KPCU is not just about systems, reforms, or policies. It is about people; about their hope, their faith in the future, and their desire to build something better for their families.

## WELCOME TO ISSUE 4 OF OUR NEWSLETTER.

In this edition, you will find reflections of that hope across the country. You will read about farmers embracing new practices, cooperatives rediscovering their strength, youths stepping into the coffee space, and our dedicated teams walking alongside communities; sometimes on rough roads, sometimes in the rain, but always with commitment.

Each story in these pages is a reminder that the revival of the coffee sector is a journey of many hands and many hearts. It is written in the long days our extension officers spend in the field, the determination of farmers who refuse to give up, and the small but steady improvements we see every day.

As New KPCU, our mission remains personal: to serve with humility, to listen with intention, and to ensure that every farmer feels supported and valued. Change is never easy, but with the unity and resilience I see on the ground, I am confident that we are moving in the right direction.



Thank you for walking this journey with us. May this issue inspire you as much as your stories continue to inspire us. May this season inspire you to celebrate the year's harvest while embracing tomorrow's promise.

*FROM SEED TO SUCCESS,*

**Timothy Mirugi, EBS**



## NEW KPCU IN ACTION

### THE COFFEE REVIVAL PROGRAMME ROLLS ON: 160,000 SEEDLINGS FOR MERU AND A NEW DAWN IN MACHAKOS



*PS Patrick Kilemi and Meru County Governor H.E Rev. Isaac Mutuma Flag Off 160,000 Coffee Seedlings to Meru Farmers*

Kenya's coffee revival continues to gain momentum as New KPCU PLC delivered thousands of high-quality coffee seedlings to farmers in Meru and Machakos counties, strengthening the country's coffee belt one community at a time.

### MERU COUNTY – 160,000 SEEDLINGS DISTRIBUTED

Meru witnessed a major milestone as 160,000 certified coffee seedlings were officially handed over to farmers in a colourful ceremony attended by Principal Secretary for Cooperatives, Mr. Patrick Kilemi, Governor Rev. Isaac Mutuma, and Deputy Governor Hon. Lindah Kiome.

The seedlings mark an important step in revitalising Meru's long-standing coffee heritage. With lower establishment costs, improved yields, and strong technical support from New KPCU, Meru farmers are well positioned to boost production and strengthen cooperative structures.





## NEW KPCU IN ACTION

### MACHAKOS COUNTY – A FRESH START FOR COFFEE FARMING



*Machakos County Governor Wavinya Ndeti receives the first batches of high-yielding coffee seedlings*

In the same month, Machakos County also marked a new chapter.

Governor Wavinya Ndeti received the first batches of high-yielding coffee seedlings destined for Kingoti and Kyaume Farmers' Cooperative Societies.

Farmers turned out in large numbers, ready to plant varieties known for better productivity and higher market returns. The distribution signaled growing confidence in coffee as a viable cash crop in regions where farmers are eager for new economic opportunities.

Through partnerships with county governments, strengthened cooperatives, and farmer-focused support, New KPCU continues to expand access to quality planting materials and improve productivity across coffee-growing regions. One seedling at a time, the roots of Kenya's coffee comeback are spreading, and the future looks promising for thousands of farming families.





## NEW KPCU IN ACTION

### THE NEW CHAMPIONS OF KENYAN COFFEE: 195 YOUTHS TRAINED AND READY TO LEAD



*Second Cohort of ward champions at Kaimosi ATC.*

Between 26th October and 13th November 2025, a new wave of energy swept through Kenya's coffee sector.

At four training centers; Coffee Research Institute (Ruiru), Dedan Kimathi University of Technology, Kaimosi ATC, and Chebororwa ATC, 195 young men and women from 13 coffee-growing counties completed their training under the second cohort of the Ward Coffee Champions Training Programme.



The programme, a collaboration between KALRO–Coffee Research Institute and New KPCU PLC, and supported by the National Government, aims to train 1,600 Ward Coffee Champions across the country. With this second cohort, the total number of champions trained now stands at 425, following the first and second intakes.

These newly trained youths are now awaiting their formal graduation, after which they will be deployed to their respective wards to support smallholder farmers





## NEW KPCU IN ACTION

### THE NEW CHAMPIONS OF KENYAN COFFEE: 195 YOUTHS TRAINED AND READY TO LEAD



*New KPCU Chairman Mr Daniel K. Chemno addresses ward champions at Kaimosi ATC, Nandi County*

During their training, the champions were equipped with practical skills in coffee agronomy, post-harvest handling, processing, and value addition, all designed to strengthen Kenya's extension services and help farmers improve yields, quality, and income.

Once deployed, the champions will play a key role in:

- Providing hands-on guidance to farmers
- Sharing best practices to reduce losses and improve quality
- Supporting cooperatives in adopting better production systems
- Strengthening Kenya's overall coffee value chain

With 390 champions trained so far and many more to come, the programme is steadily building a strong grassroots network to drive Kenya's coffee revival. These young leaders will help restore productivity, uplift communities, and secure a brighter future for the sector.





## SUCCESS STORY

### A COFFEE AWAKENING IN TRANS MARA: 10,000 TREES AND A COMMUNITY REKINDLED

In the rolling hills of Trans Mara, Narok County, something remarkable is taking shape. At Saiuyah Estate, more than 10,000 thriving coffee trees stand as living proof that the region's coffee potential is returning stronger than ever.



This progress is the result of months of consistent, on-the-ground work by the New KPCU Extension Team. The team has been visiting farmers door to door, providing hands-on training, sharing practical advice, and offering real-time support right in the shambas. Their approach has focused on listening, demonstrating, and walking alongside farmers every step of the way.

And the results speak for themselves.



What's Changing in Trans Mara?

- Four new cooperatives have already formed and are actively engaging farmers
- Farmer groups are becoming more organized and united
- Advisory services are now reaching even the most remote households
- Communities are rediscovering coffee as a genuine pathway to better incomes



At Saiuyah Estate, the thriving trees reflect more than good agronomy, they reflect renewed confidence. For the farmers, this revival means opportunity, stability, and a future that coffee can help secure. This is what meaningful extension work looks like:

New KPCU PLC remains committed to walking with farmers across the country, reviving coffee production one farm, one county, and one farming family at a time.



## SUCCESS STORY

### THE TRANS-NZOIA FARMER HARVESTING 10+ KGS PER BUSH – A STORY OF SKILL, GRIT, AND SUPPORT

In the quiet fields of Wanrich Estate, Trans-Nzoia County, one farmer is rewriting what success in coffee farming looks like. She began her journey with no experience, no mentor, and plenty of trial and error. Every mistake became a lesson. Every challenge became a turning point. And slowly, season after season, she built the confidence and skills that now make her one of the region's standout farmers.



Today, she consistently harvests over 10 kilograms of clean cherry per bush, a yield many experienced farmers aspire to. Her farm is a blend of passion and precision, complete with small fermentation tanks where she experiments with processing methods to produce unique flavour profiles for her growing list of loyal buyers. By carving out her own niche in specialty coffee, she now earns premium prices that reflect the quality she works so hard to achieve.



Her journey has been strengthened by the support of New KPCU PLC, which walked beside her through:

- Agronomy training that sharpened her farm management skills
- Timely financial support that kept her operations stable
- Market linkages that helped her access better-paying buyers

This partnership, her determination and New KPCU's support, has transformed her farm into a model of what is possible when farmers have the right tools and guidance. Her story is a reminder of what the coffee revival looks like at ground level: real farmers achieving real results.





COFFEE MARKET UPDATE

NAIROBI COFFEE EXCHANGE UPDATE: MARKET TRENDS FROM SALE 5 TO SALE 8

The Nairobi Coffee Exchange (NCE) continued to demonstrate strong performance through Sales 5 to 8 of the 2025/2026 coffee trading season.

Sale 5 recorded 7,147 bags traded, valued at USD 3.47 million ( KSh 448 million, rate: 129.21).

Average prices remained firm at USD 389.50, translating to KSh 1,006/kg clean coffee.

The top bid reached USD 465 ( KSh 1,202/kg) for AA grade.

<div><div><p>NEW KENYA PLANTERS CO-OPERATIVE UNION</p></div><div><p>NAIROBI COFFEE EXCHANGE SALE NO. 5 SSN 25/26</p><p>TUESDAY, OCTOBER 4TH, 2025</p><p>OUR AVERAGE SALE PRICES</p><p>50 Kg Bag - Sale in USD</p><div></div><p>FARMER CENTRIC. TRANSPARENT. ACCOUNTABLE</p></div></div>			
GRADE	Min price	Max price	Average price
AA	340.00	458.00	426.61
AB	386.00	423.00	409.34
C	323.00	394.00	385.86
MH	204.00	353.00	318.22
ML	172.00	208.00	194.23
NH	319.00	332.00	321.87
PB	377.00	398.00	391.06
T	169.00	352.00	250.80
TT	216.00	385.00	363.78
UG1	227.00	351.00	337.48
UG2	198.00	237.00	230.28
TOTAL:	169.00	458.00	366.29
<p>Our Total Average Price = 366.29 \$</p> <p><small>*Data obtained from Nairobi Coffee Exchange</small></p>			

Sale 6 posted a significant jump in volume, with 13,786 bags sold, nearly double the previous week. The auction earned USD 6.87 million (KSh 887 million, rate: 129.21). The average price rose to USD 401.05, equivalent to KSh 1,036/kg, while the highest price climbed to USD 523 ( KSh 1,351/kg) for AA coffee.




<div><div><p>NEW KENYA PLANTERS CO-OPERATIVE UNION</p></div><div><p>NAIROBI COFFEE EXCHANGE SALE NO. 06 SSN 25/26</p><p>TUESDAY, NOVEMBER 11, 2025</p><p>OUR AVERAGE SALE PRICES</p><p>50 Kg Bag - Sale in USD</p><div></div><p>FARMER CENTRIC. TRANSPARENT. ACCOUNTABLE</p></div></div>			
GRADE	Min price	Max price	Average price
AA	243.00	465.00	443.16
AB	329.00	428.00	412.51
C	261.00	402.00	374.84
MH	280.00	381.00	339.77
ML	182.00	199.00	193.96
NH	347.00	347.00	347.00
NL	195.00	197.00	195.31
PB	296.00	403.00	384.61
T	147.00	279.00	229.05
TT	205.00	388.00	356.38
UG1	213.00	394.00	366.99
UG2	165.00	203.00	192.24
UG3	161.00	161.00	161.00
TOTAL:	147.00	465.00	387.67
<p>Our Total Average Price = \$ 387.67</p> <p><small>*Data obtained from Nairobi Coffee Exchange</small></p>			

Sale 7 maintained strong momentum with 12,296 bags traded, valued at USD 5.89 million ( KSh 765 million, rate: 129.75). The average price settled at USD 386.01 ( KSh 1,001/kg), while the highest price reached USD 474 ( KSh 1,230/kg) for AA grade.

<div><div><p>NEW KENYA PLANTERS CO-OPERATIVE UNION</p></div><div><p>NAIROBI COFFEE EXCHANGE SALE NO. 07 SSN 25/26</p><p>TUESDAY, NOVEMBER 18, 2025</p><p>OUR AVERAGE SALE PRICES</p><p>50 Kg Bag - Sale in USD</p><div></div><p>FARMER CENTRIC. TRANSPARENT. ACCOUNTABLE</p></div></div>			
GRADE	Min price	Max price	Average price
AA	224.00	449.00	429.80
AB	343.00	443.00	401.78
C	319.00	397.00	383.45
E	354.00	354.00	354.00
MH	182.00	314.00	275.87
ML	120.00	170.00	158.91
NH	265.00	329.00	311.02
NL	120.00	120.00	120.00
PB	361.00	406.00	388.95
T	182.00	315.00	257.23
TT	227.00	378.00	318.03
UG1	251.00	360.00	302.25
UG2	173.00	176.00	175.14
TOTAL:	120.00	449.00	379.48
<p>Our Total Average Price = \$ 379.48</p> <p><small>*Data obtained from Nairobi Coffee Exchange</small></p>			

Sale 8 delivered one of the strongest performances of the season, with 14,024 bags traded, the highest volume since the season began. The auction generated USD 6.92 million (KSh 893.9 million, rate: 129.23).

The average price was USD 387.67 ( KSh 1,002/kg), and the top price reached USD 464 (KSh 1,199/kg) for AA coffee.

<div><div><p>NEW KENYA PLANTERS CO-OPERATIVE UNION</p></div><div><p>NAIROBI COFFEE EXCHANGE SALE NO. 08 SSN 25/26</p><p>TUESDAY, NOVEMBER 25, 2025</p><p>OUR AVERAGE SALE PRICES</p><p>50 Kg Bag - Sale in USD</p><div></div><p>FARMER CENTRIC. TRANSPARENT. ACCOUNTABLE</p></div></div>			
GRADE	Min price	Max price	Average price
AA	327.00	437.00	409.64
AB	362.00	416.00	394.68
C	280.00	393.00	368.59
E	382.00	384.00	383.05
MH	285.00	294.00	289.58
ML	117.00	182.00	151.08
NL	222.00	249.00	239.93
PB	313.00	410.00	390.63
T	130.00	258.00	189.57
TT	319.00	380.00	361.80
UG1	283.00	371.00	346.73
UG2	133.00	214.00	160.23
TOTAL:	117.00	437.00	375.83
<p>Our Total Average Price = \$ 375.83</p> <p><small>*Data obtained from Nairobi Coffee Exchange</small></p>			



## NEWS FROM AROUND THE GLOBE

### PRICES TAKE A TUMBLE: TRUMP TARIFF CUTS FLOOD US WITH BRAZILIAN BEANS

Global arabica coffee prices dropped sharply yesterday, down 2% to \$403.85 per pound, after U.S. President-elect Donald Trump announced tariff cuts on Brazilian coffee imports. As the world's largest producer, Brazil supplies nearly a third of U.S. demand, and traders are already redirecting shipments to take advantage.

Robusta prices also fell 2.7% to \$4,506/MT. Analysts expect prices may fall further but note that supply shortages and La Niña risks could limit the decline. While U.S. roasters may benefit from cheaper beans, Brazilian farmers could face tighter margins just as the harvest season ends.

### EU DELAYS CONTROVERSIAL DEFORESTATION LAW AMID MAJOR MAPPING ERRORS

The European Union's highly contested Deforestation Regulation (EUDR) has been pushed back once again.

- Large companies now have until December 2026 to comply.
- Small operators have until June 2027.

The delay follows global backlash after analysts revealed that flawed EU mapping tools had incorrectly classified up to 50% of coffee-growing areas in countries like Colombia, China, Guatemala, and Mexico as "forests." Such mislabeling threatened to block thousands of smallholder farmers from accessing the EU's lucrative market.

This week, researchers released Sample Earth, an open-access mapping dataset built from 20+ years of satellite observations aimed at correcting these errors and improving traceability.

While producers and origin countries welcome the breathing room, sustainability groups caution that postponement is not progress, and that the coffee sector must still move toward robust, transparent, and equitable supply chain verification.

### GLOBAL COFFEE OUTPUT SET FOR RECORD SURGE IN 2025/26

Global coffee production is projected to soar to a historic 178.7 million 60-kg bags in the 2025/26 season, driven by strong rebounds across major origins.

- Uganda: Output expected to jump 10% to 6.9 million bags, powered mainly by robusta.
- Ethiopia: Targeting 7.8 million bags in exports, supported by improved value chain structures.
- Vietnam: Rising to 31 million bags, tightening its grip as the world's top robusta producer.

While Brazil's arabica is set to decline 12.4% due to adverse weather, global supply is still trending upward, potentially creating a +7.3 million bag surplus in 2025/26. After several years of tight stocks and price volatility, this surplus could offer some relief to global markets.

The USDA's full report drops on December 18, with updates expected after post-harvest assessments.





## COFFEE UNCOVERED

### INTRIGUING FACTS BEHIND YOUR MORNING BREW

- Coffee was banned 5 times in history: The Ottoman Empire, 16th-century Italy, and even Sweden tried to outlaw it, calling it everything from “Satan’s drink” to a threat to public order. Clearly they never had a deadline.
- A single coffee tree can live over 100 years: Those 1930s SL mother trees at Scott Labs? Still producing the beans that break auction records today.
- Beethoven was a coffee perfectionist: He counted exactly 60 beans per cup, every single time, because 59 was too weak and 61 was chaos.
- Espresso means “pressed out” in Italian, because it’s forced through the grounds under pressure, but in the 1940s it also meant “made just for you, right now” – like an express train.
- Your morning cup is older than the wheel: Wild coffee plants were being chewed for energy in Ethiopia as early as 850 AD, centuries before the wheel reached East Africa.

**Espresso means “pressed out” in Italian, because it’s forced through the grounds under pressure.**



### COFFEE MILLING AND WAREHOUSING

Our Mills and Warehouses are operating at full Capacity in the following locations.

- New KPCU Dandora Mills
- New KPCU Sagana Mills
- New KPCU Meru Mills
- New KPCU Tala Mills
- New KPCU Bungoma Mills
- New KPCU Nakuru Warehouse
- New KPCU Nanyuki Warehouse

**Visit our website at  
[www.newkpcuplc.go.ke](http://www.newkpcuplc.go.ke)  
for more information!**





## A NOTE FROM THE COMMUNICATIONS DIVISION

### AMPLIFYING THE VOICE OF KENYA'S COFFEE ONE STORY, ONE EVENT, ONE FARMER AT A TIME.

In the quiet hum of Kenya's coffee fields, stories rise like morning mist; soft, persistent, and full of promise.

Here at the Communications Division, we gather these stories gently, the way one might pick ripe cherries at dawn; with care, with intention, and with deep respect for the hands that nurture them.

Each month, we weave your voices into a tapestry; threads of resilience, threads of renewal, threads of hope.

From the rustle of farmer trainings to the rhythm of seedlings taking root, from cooperatives finding their strength to communities rediscovering the pride of their craft; every moment becomes part of our shared melody.

And so we write, not just to inform, but to honour.

To echo the laughter in the farms, the courage in the fields, and the quiet victories that often go unseen.

We write to remind you that this journey is a living poem.

One where every farmer is a storyteller, every harvest a stanza, and every sunrise a fresh page waiting to be filled.

As New KPCU continues to grow, transform, and uplift, we remain your faithful narrators; listening closely, celebrating loudly, and carrying your stories with a full heart.

**Warm regards,  
The Communications Division  
New Kenya Planters Cooperative Union  
(NKPCU)**







## PICTORIAL

# KENYA DAY CELEBRATIONS AT THE 25TH EAC MSMEs TRADE FAIR!







## PICTORIAL

### NEW KPCU AT THE NYERI INTERNATIONAL COFFEE EXPO(NICE)







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