

REMARKS BY THE TEA BOARD OF KENYA CHAIRMAN, MR. TITUS G. KIPYAB, MBS, DURING THE "CHAI NI AFYA" MARATHON ON 26TH MARCH 2011 IN KERICHO

- **Our Chief Guest, Chairman of the National Olympic Committee of Kenya (NOCK), Dr. Kipchoge Keino**
 - **Managing Director of the Tea Board of Kenya,**
 - **Tea industry stakeholders and partners**
 - **Athletics Kenya officials,**
 - **Athletes,**
 - **Distinguished Guests,**
 - **Ladies and Gentlemen;**
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- It is a great pleasure to have all of you here in Kericho this morning. I wish to recognize and appreciate the presence of the Chief Guest, Dr. Kipchoge Keino, an accomplished athlete in his own right and an icon in the history of athletics in this country. Your presence here today is a great honour to Tea Board of Kenya, the tea industry and participants of the "Chai Ni Afya" Marathon.
 - As you are aware, the Kenya tea industry is one of the key pillars for the socio-economic development of this country. It is a source of livelihood for over 3 million Kenyans, directly and indirectly. Last year, export earnings from tea hit a record Kshs. 97 million, making it the top earner amongst Kenya's flagship products. Production was at a record 399 million Kgs following favorable weather conditions experienced during the year. Among the key beneficiaries of this sterling performance are the farmers, who received average earnings of Kshs 43/= per Kg of green leaf.
 - I wish to indicate that Kenya tea industry's success story arises from consistent efforts and collaboration by industry stakeholders in sustaining quality attributes that have earned the country a position of pride, honour and good returns. The Kenya Tea Industry Promotion Strategy whose implementation TBK is spearheading is a collective platform for charting the industry's growth path. This strategy is anchored on the need to build on the strength of the Kenya tea brand through value addition initiatives and markets expansion. Among the key markets that we seek to grow includes

our own – Kenya. It is part of the reason we are here today. Since we are all convinced of the premium quality of the tea we produce, moving to the next step of consuming more will be much easier.

- Let me also recognize and appreciate the role of the Government in facilitating the growth and development of the tea industry. The support we continue to receive from the Ministry of Agriculture has been instrumental in moving us forward. We appreciate the policy, legal and regulatory guidelines that have been formulated for the industry in conjunction TBK and stakeholders. The industry is now gearing up for new developments and transformation following the passage of the Tea Amendment Act 2010. It is my hope that the industry stakeholders will continue working together towards implementation with a view to achieving the desired benefits.
- Coming back to our event today, I am happy to note that the partnership we started last year is growing as demonstrated by the presence of tea industry stakeholders, partners and the sporting fraternity here today. It is our hope that this partnership will be sustained and enhanced for the benefit of the tea industry and development of sports in the country. On behalf of the Tea Board of Kenya, I wish to express our commitment to this partnership. We are confident that the continued collaboration will go a long way in contributing towards Kenya's economic growth. We look forward to seeing all of you again next year during the next edition of the marathon.
- Finally, I wish to express my deep appreciation and thanks to all our partners and sponsors for supporting us.
- It is now my pleasure to welcome the Chief Guest, Dr. Kipchoge Keino to give his remarks and flag off the "Chai Ni Afya" Marathon.
- Thank you

Titus G. Kipyab, MBS
CHAIRMAN
TEA BOARD OF KENYA