



TEA BOARD OF KENYA

*Realizing the Tea Promise*

**KENYA TEA**

Uniquely Refreshing...



...Exceptionally Healthy



## TEA BOARD OF KENYA

*Realizing the Tea Promise*

### **Our Vision**

To make Kenya tea the preferred beverage of the World.

### **Our Mission**

To sustainably develop and promote tea value chain through effective regulation for economic growth and transformation

### **Our Core Values**

- a) Integrity;
- b) Customer focus;
- c) Commitment;
- d) Responsiveness;
- e) Innovation and continuous learning; and
- f) Collaboration and teamwork.

# Facts on Kenya

## The Country

Situated astride the Equator on the East Coast of Africa.

A country with fascinating features ranging from the snow-capped Mt. Kenya, the Great Rift Valley with some geothermal activities, the vast plains teeming with wildlife, to the sunny and sandy beaches along the coastline.

Capital city, Nairobi, situated at the heart of the country is the business and communication hub for East and Central Africa. Kenya's historic coastal city of Mombasa has a natural harbour, Kilindini, and serves as the regional gateway.

## The Climate

Pleasant diverse climate, from the hot and humid coast, the often cold and wet highlands and the low plains. Temperatures range from a high of 37°C to freezing point at the top of Mount Kenya.

## The Economy

Agricultural economy, accounting for 24% GDP, employing two thirds of the population and accounting for 70% of export earnings.





## Facts on Kenya

### The History

The First Tea (*Camellia Sinensis*) seedlings were introduced to Kenya from India by G. W. L. Caine in 1903, and planted in Limuru near Nairobi.

The first Tea Bushes have grown into large trees, forming a historical feature on what is now Unilever's Mabroukie Tea Estate.

Commercial cultivation of Tea in Kenya began in 1924. Currently, Kenya prides itself as one of the world's leading black Tea producers.

### Tea Growing in Kenya

Kenya is the third largest producer and the leading exporter of Tea in the world (23%).

Tea is grown in the Highlands (1,500m – 2,000m), with alluvial soils, giving it a unique quality and taste.

No application of pesticides and chemicals, therefore guaranteeing health and safety to customers.

## Growing Conditions

Kenya's Tea growing regions are endowed with ideal climate; tropical volcanic red soils; well distributed rainfall ranging between 1,200mm to 1,400mm per annum; long sunny days are some of the climatic features of the Tea growing regions.

## Planting Material

Vegetative propagation of high-yielding, well-adapted clones. Over forty nine (49) varieties so far developed by the Tea Research Institute (TRI).

No chemicals used. Fertilizers are regularly added to replenish nutrients.



## **Plucking, Manufacture and Quality**

Distinct, high quality Teas made from the upper two leaves and a bud. Young shoots are plucked in regular cycles ranging from seven (7) to fourteen (14) days.

Tea is manufactured using Cut, Tear and Curl (CTC) method to ensure maximum cuppage per unit weight.

Good agronomical and manufacturing practices are ensured, making Kenya the leading producer of the best Black Tea in the world.

Kenya Teas are of medium to very fine qualities; attributes that them the most sought after beverage in the world.

## **Planted Area, Production and Export**

Planted Area - 269,430(Hectares)

Kenya Tea Export - 558,925 Metric tonnes

Production - 569,535,476Metric tonnes





## **Background and Mandate the Tea Board of Kenya**

It is the apex body of the Tea Industry established by the AFA Act (2013) of the Laws of Kenya.

The responsibility of the Directorate is to regulate and promote the Tea Industry and facilitate research into all aspects of tea growing, manufacture and pest and disease control.

The Directorate oversees the smooth and orderly functioning of the Tea Industry through policy guidance, licensing, registration and trade development.

## **Promotion and Marketing of Kenya Tea**

- Promotion of Tea consumption locally and internationally.
- Market exploration and surveys for Kenya Tea exports
- Generic promotion of Kenya Tea in the overseas markets through participation in trade fairs and exhibitions
- Collaboration with international bodies in Tea promotion and pursuit of mutual interests.
- Working closely with Kenya's Diplomatic Missions abroad
- Subscription to Tea Councils and Associations.





## Branding of Kenya Tea

### Mark of Origin

The Mark of Origin is a voluntary product certification system owned by the Tea Directorate.

It is a third party assurance that the content of the Tea packets are 100% Kenya Tea, produced under conditions that fulfil the Tea Industry Code of Practice and meet the Kenya standards specifications of Tea.





# Steps to Register your Products for the Mark of Origin

## Step 1

Register with the Tea Board of Kenya

## Step 2

Document your system to comply with the Tea Industry Code of Practice

## Step 3

Fill in the application form for the Mark of Origin

## Step 4

Third party audit organized by Tea Board of Kenya

## Step 5

Certification awarded

## A few of listed Mark of Origin Certified Brands:



Sasini

Finlays



Alnoor  
The Tea Experts



## Key Tea Industry Institutions in Kenya

- **Tea Research Institute (KARLO – TRI)**  
[www.tearesearchkenya.org](http://www.tearesearchkenya.org)

Institution mandated to carry out research on Tea and advice growers on the control of pests and diseases, improvement of planting material, general husbandry, yields and quality. It has so far developed and released over 49 well-adapted Tea varieties to growers.

- **Kenya Tea Development Agency Ltd. (KTDA)**  
[www.ktdateas.com](http://www.ktdateas.com)

The management agency of the smallholder Tea growers.

Responsible for the management of Smallholder Tea Subsector through provision of extension services, production inputs, green leaf collection, processing and marketing of processed tea on behalf of the smallholders.

Currently manages sixty seven (67) Tea factories in the smallholder sub-sector serving over 500,000 growers.

- **Kenya Tea Growers Association (KTGA)**  
[www.ktga.or.ke](http://www.ktga.or.ke)

An association of large-scale Tea producers established to promote the common interests of the members.

The plantation/estate sub-sector maintains thirty nine (39) tea factories

- **Nyayo Tea Zones Development Corporation (NTXCD)**  
**[www.teazones.co.ke](http://www.teazones.co.ke)**

A State Corporation established to manage the Tea belts around the forest zones, planted to create buffer zones meant to protect the natural forests from human encroachment.

- **East African Tea Trade Association**  
**[www.eatta.co.ke](http://www.eatta.co.ke)**

Association of Tea Producers, Brokers, Buyers and Packers and is the auspices under which the Mombasa Tea Auction is conducted.





## TEA BOARD OF KENYA

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