

Message from KTDA Chairman

Pushing for a more sustainable tea industry

The last six months have seen a number of reform initiatives by KTDA, in a bid to help farmers earn better from their tea. Some of these initiatives include setting of a minimum reserve price at the auction; supply of fertilizer and subsequent negotiation of a subsidy of the same; increase in monthly payment to farmers from Kshs 16 to 20; payment of farmers' dues before the 5th of the month and reduction of interest rates on loans to farmers.

The singular objective of these initiatives is to put more money into farmers' pockets. When we started the push for the reforms, we met a lot of resistance from various quarters who said change could not happen. Six months later, I'm happy to report that prices of tea at the auction have improved by more than 50%, and farmers are slowly but surely enjoying the fruits of the reforms.

As we begin the new year, the journey ahead to full realization of the benefits of reforms still continues. To this end, we now want to shift focus to making tea farming sustainable for farmers. Through the KTDA Foundation, we are running programmes to help farmers improve their health for better productivity. A healthy farmer produces more and earns more.

The Foundation is also running a financial literacy programme that teaches farmers how to improve their money management skills and instill better financial discipline. This way, the income they get from tea can stretch longer and become more useful.

The Foundation's Scholarship programme is currently sponsoring more than 500 secondary school students from tea growing areas. The idea is to empower these young bright minds to access good education to help their communities develop more. Through the scheme, we hope that these students will one day also become tea farmers and contribute in the building of the country's economy.

To ensure we improve customer service to farmers, we have enhanced our customer service mechanisms by instituting a toll-free whistle-blower service where farmers and other stakeholders can report any issues or difficulties they are facing in the course of our service to them.

Our teas have always been known to be of the best quality in the world. This is evident from the fact that Kenyan teas always fetch the best prices globally. We urge our farmers to continue plucking only the standard 'two leaves and a bud', which forms the basis of this renown quality.

We continuously train our farmers to ensure only the best agricultural practices are applied at the farm. While in transit to the factory, the tea leaves are ferried in specially designated leaf carriers that ensure the leaves arrive for processing at factories in a hygienic manner, while fresh and bruise-free. At the factory, the tea is manufactured using modern equipment and under strict hygiene standards. All our factories are ISO-certified guaranteeing traceable quality for our customers.

With this focus on sustainability and quality, the future for tea farmers can only get better.



David Ichoho
Chairman
KTDA Holdings Limited

Why KTDA teas are superior



Our farmers plant tea clones that produce high quality tea that fetch better prices



Continuous training for farmers ensures best agricultural practices are applied



Application of high quality fertilizer to boost leaf quality and quantity



Strict adherence to KTDA's unique plucking standard of two leaves and a bud for best quality



Use of specially designated leaf carriers that ensure leaf is ferried to factories in a hygienic manner, bruise-free and fresh



Tea is manufactured using modern equipment and under strict hygiene standards



Maintaining quality control practices to ensure consistency in tea quality