



Empowering Farmers, Building Resilient Coffee Communities in Kenya

GCP Collective Action in Kenya:
Mid-Program Progress Update (2025-2026)

ABOUT THE PROGRAM

GCP Collective Action in Kenya aims to improve smallholder coffee farmers' livelihoods and climate resilience while strengthening the sustainability of the coffee sector. The program expands access to quality extension services and supports sector preparedness for compliance with evolving market requirements such as the European Union Deforestation Regulation (EUDR) and the Corporate Sustainability Due Diligence Directive (CSDDD).

Coordinated by the Kenya Coffee Platform (KCP), the program focuses on strengthening last-mile extension services by training new Master Trainers

(MTs) and linking them to Kenya's cooperative structure to cascade knowledge on sustainable agricultural practices. These MTs are trained by the Coffee Research Institute (CRI) on the National Sustainability Curriculum (NSC), creating a pool of qualified service providers who can continue delivering extension services beyond the life of the project. In addition, the program enhances price transparency through updates to the Nairobi Coffee Exchange (NCE) tracking tool, which aims to encourage more efficient cooperative practices and enable farmers to better forecast their coffee income.

GOAL

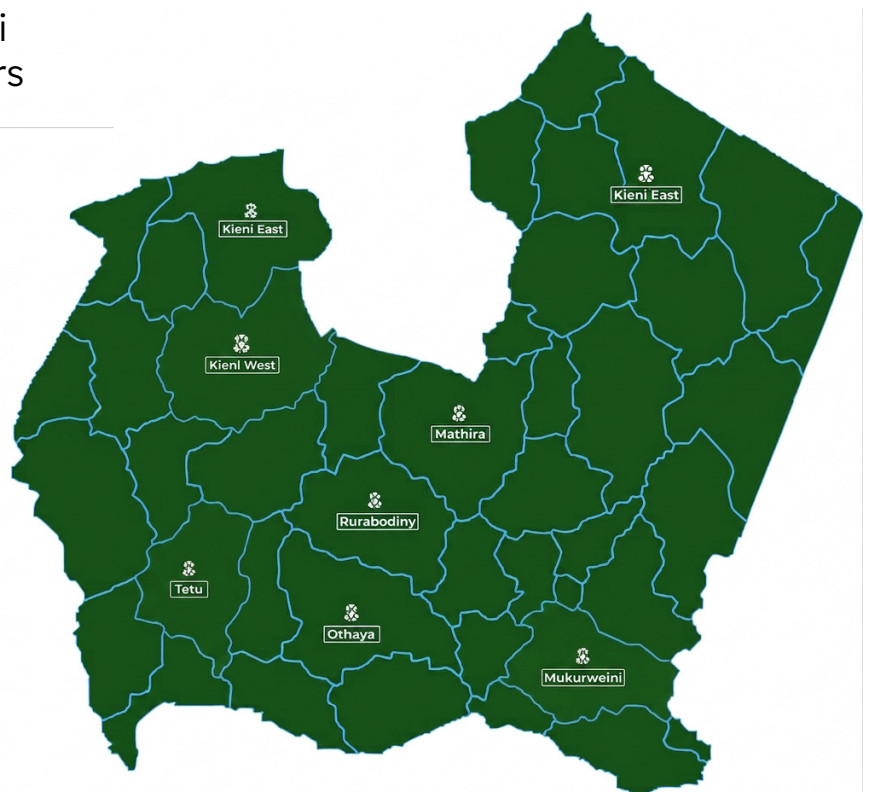
Increase farmers' coffee yields by **20%** and incomes by **10%** by the end of 2027

TARGET GROUP

Othaya Cooperative in Nyeri County, **8,000** active farmers

DURATION

2025-2027



Map of Nyeri County, Kenya

Challenges Being Addressed

- Low productivity: 62% decrease in the past 30 years
- Old coffee trees are not maintained
- Climate change threatens yields
- Uneven governance and management of cooperatives
- Farmers are unprepared for new importing market regulations

Expected Results

40 new Master Trainers

trained by the Coffee Research Institute (CRI)

8,000 farmers

from Othaya Cooperative reached through training on sustainable farming practices

Nairobi Coffee Exchange

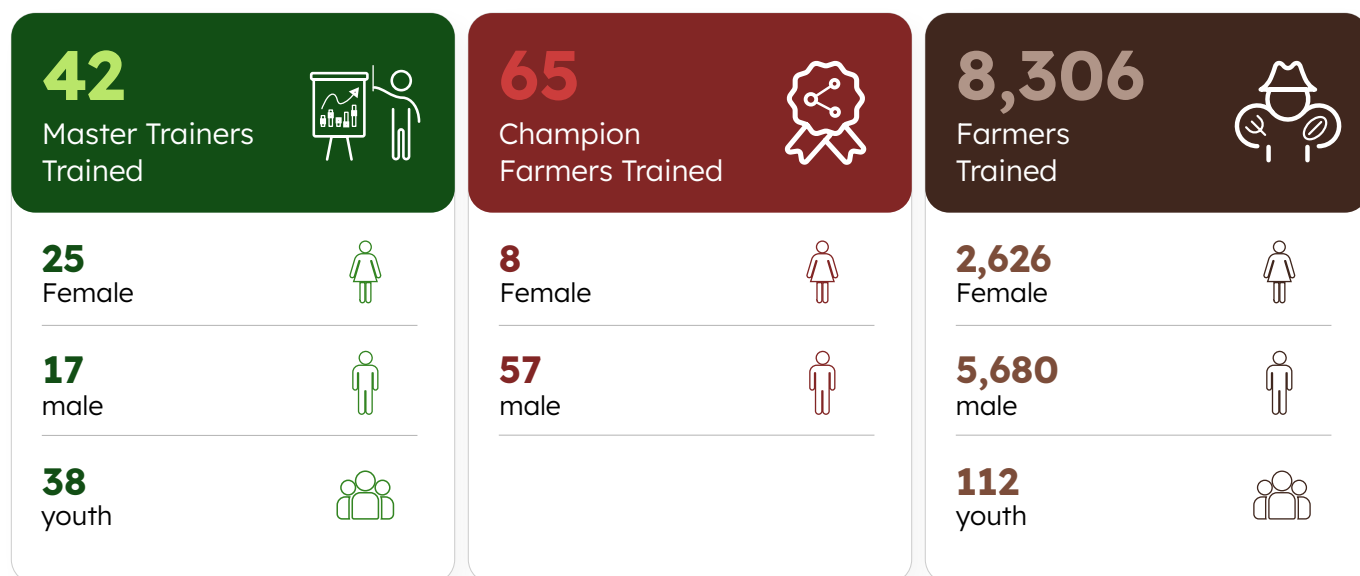
Nairobi Coffee Exchange (NCE) price tracking tool updated & sensitized

EUDR & CSDDD improved preparedness

enabling EUDR working group convenings and sector sensitization via KCP



Mid-Term Program Progress Update





Stories from the Field

Virginia Watetu Kariuki – Gatuyaini Coffee Factory

After her husband passed away, Virginia Watetu Kariuki decided to reduce the size of her coffee farm to make it easier to manage. At 80 years old, she grows 115 Batian coffee trees, personally pruning trees and supervising major operations such as manure applications.

Virginia joined the GCP Collective Action program in Kenya to learn new skills that help improve productivity and coffee quality. By applying the good agricultural practices shared through the training, she has transformed her farm into a learning site for other farmers. In 2025, she harvested 723kg of coffee cherries and is aiming to increase her yield to 1,000kg in 2026.

Faith Nyambura Wambui – Gura Coffee Factory

The passion of Faith Nyambura Wambui for coffee began on her family farm, where she learned from her grandfather at a young age. After completing high school, she started working on coffee, avocado and macadamia production while pursuing a Diploma in Civil Engineering. In August 2025, at 26 years old, Faith was appointed Factory Manager at Othaya Cooperative's Gura Coffee Factory, overseeing a team of four permanent employees and up to 15 seasonal workers processing the coffee from more than 500 farmers.

While leading factory operations, Faith is also building her own coffee farm. She secured a five-years lease on 103 SL variety coffee trees and is working on rehabilitating them after years of poor management, with a goal of producing 800kg of coffee by the third year. Through the GCP Collective Action program, she is expanding her knowledge of coffee processing, particularly natural processing methods and solar drying technologies. Faith hopes to establish herself as a skilled coffee farmer and use her role and new knowledge to involve other youth.

International Year of the Woman Farmer

Stories like these are especially relevant in 2026 – the United Nations's International Year of the Woman Farmer, which spotlights the essential roles women play across agrifood systems that often go unrecognized. These examples show what's possible when women farmers and young women leaders gain access to training and technical support, empowering them with the confidence to lead change. These stories are among many emerging from Kenya's coffee sector and show the value of investing in women across the coffee value chain.

Lessons Learned

Adapted training implementation from Training-of-Trainers to Community Mobilizers

The program took the unusual step of adapting its farmer training model even before implementation began. During onboarding sessions with Othaya Cooperative, a best practice emerged: engaging community mobilizers to encourage farmers to attend trainings, demonstrate good agricultural practices, and inspire adoption among their peers.

As a result, the program shifted from a Training-of-Trainers (ToT) model to direct farmer training by MTs. This change was enabled through additional adaptive management, including zoning MT assignments and implementing a hybrid training model between individual and factory farms. Beyond improving the quality and consistency of training delivery, this program adaption has benefited Master Trainers and Champion Farmers in two ways.

Master Trainer sustainability – learning from South-South exchange

The revised model directly connects MTs to the cooperative and its farmers, helping to foster long-term sustainability. With 89% of the program's MTs being youth, the model turns training delivery

into a sellable expertise – providing rural youth a source of income that can continue well beyond the program's timeframe.

This builds on learnings from the Uganda component of this program, where the Uganda Coffee Platform (UCP) implements a Youth Business Unit model. The South-South learning exchange between the two GCP Country Platforms demonstrates the strength of multi-country programs to facilitate the sharing of knowledge, experiences, and best practices.

Improved collection of post-training feedback

The engagement of Champion Farmers has helped address challenges in gathering post-training feedback. As they are not responsible for delivering the trainings, Champion Farmers can administer feedback questionnaires without a conflict of interest.

In addition, early trainings demonstrated farmers' discomfort with using digital tools, as the majority of Othaya Cooperative's active farmers are older adults. Champion Farmers have been key for managing paper-based post-training questionnaires, though this has also highlighted the need for improving farmers' digital literacy as an important next step.

About the partnership

Through a collective €2 million investment, the Global Coffee Platform (GCP), leading coffee companies, and the German Federal Ministry for Economic Cooperation and Development (BMZ) are working together pre-competitively to improve smallholder farmers' livelihoods, strengthen climate resilience, and promote more sustainable coffee supply chains in Kenya and Uganda.

The program is part of GCP's Collective Action for Farmer Prosperity and done in partnership with participating GCP members and the Sustainable Agricultural Supply Chains Initiative (SASI). SASI, funded by BMZ and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, focuses on improving social, environmental, and economic conditions throughout agricultural supply chains.

GCP-affiliated Country Platforms in Kenya (Kenya Coffee Platform) and Uganda (Uganda Coffee Platform, hosted by Café Africa Uganda) coordinate the implementation and help ensure that lessons learned inform national coffee sector discussions and future action.



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