



**CHANGING LIVES  
ENHANCING LIVELIHOODS**  
A Social Perspective...

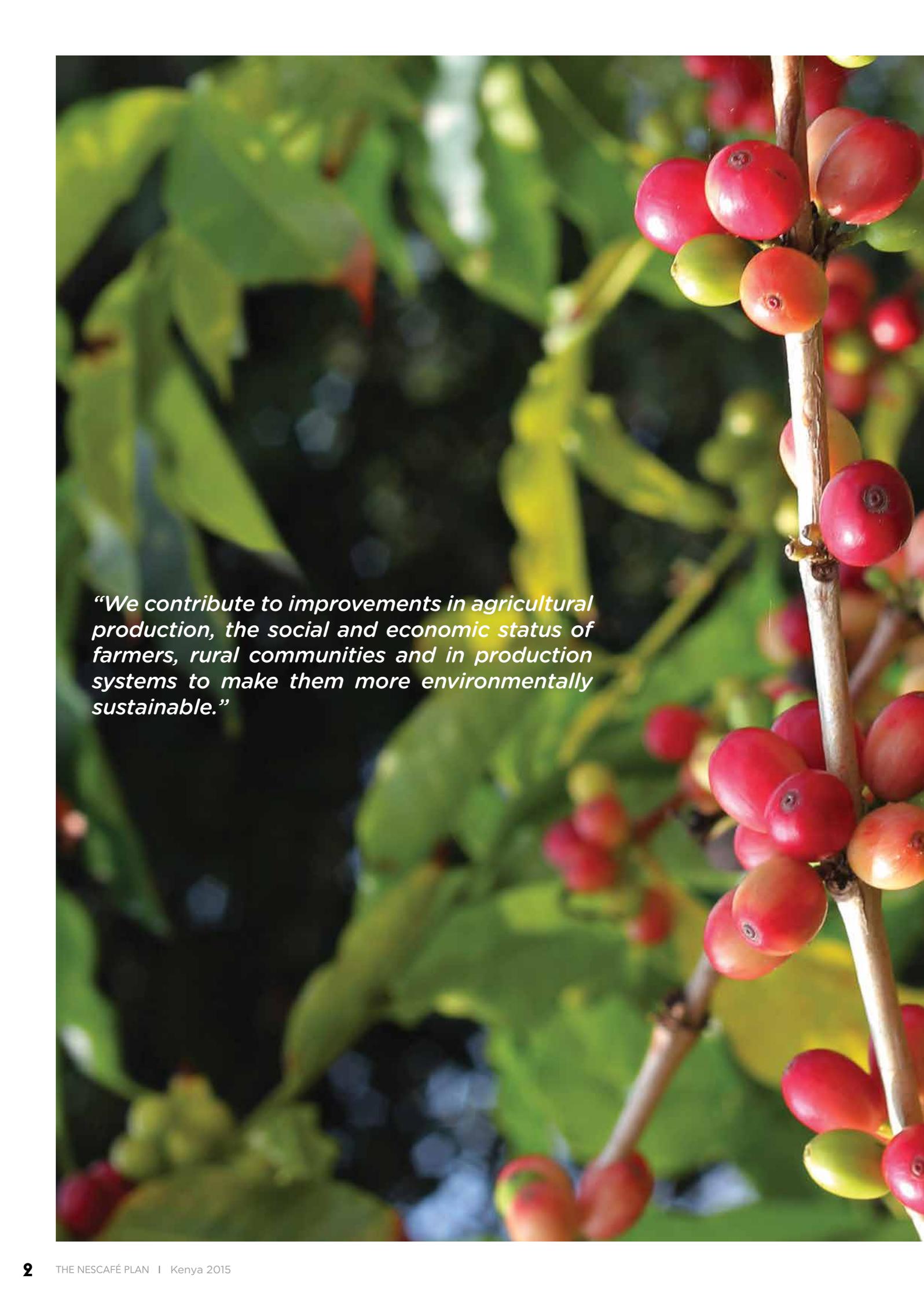


**Beyond  
the cup**

THE NESCAFÉ PLAN



Good Food. Good Life.



*“We contribute to improvements in agricultural production, the social and economic status of farmers, rural communities and in production systems to make them more environmentally sustainable.”*



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**CHANGING  
LIVES,  
ENHANCING  
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Half the world's population now lives in urban locations and this proportion is set to reach two-thirds by 2050. So it's vitally important that there is enough arable land in rural areas to feed this growing urban population who are reliant on food being grown by others.

Agriculture and rural development is one of Nestlé's Corporate Business Principles that form the foundation of all we do. The Principles state: "We contribute to improvements in agricultural production, the social and economic status of farmers, rural communities and in production systems to make them more environmentally sustainable."

The NESCAFÉ Plan in partnership with Coffee Management Services

(CMS) in Kenya is a testimony to Nestlé's commitment towards reducing rural poverty and improving social and economic status of farmers and their families through encouraging farming and agricultural sustainability.

The impact of NESCAFÉ Plan is widespread. On one hand, it increases employment opportunities and enhances the national foreign exchange earnings due to rise in overall export quantities of the Grade 1.0 coffee beans. On the other hand, it is improving the quality of life for farmers who are getting more

***" We are humbled by the life stories of our coffee farmers. It gives us courage to do even better and work even harder..."***

money for their increased per tree yield and improved coffee bean quality.

This report is our humble effort to bring to light some of the stories of our coffee farmers under the NESCAFÉ Plan whose lives have been changed for the better. We cannot claim sole responsibility for this achievement, it is the farmers who saw the value in the knowledge and expertise that we, along with our partners, brought to them.

The NESCAFÉ Plan theme 'Beyond the Cup' explains the philosophy behind our engagement with this initiative. It brings together under one umbrella the commitments of Nestlé which support responsible farming, production



## FOREWORD

and consumption. At Nestlé, we go beyond the obvious to ensure the farmers' well-being and prosperity - this is at the heart of all that we do.

We endeavor to improve lives and enhance livelihoods in order to create sustainable communities.

The purpose of sharing this report with you is to help spread good ideas and to create a ripple effect. We are privileged to get an opportunity to make our contribution towards changing lives and improving livelihoods.

As we move forward, we strongly believe that together we can do even more and better!

Nestlé Kenya would like to thank

its implementing partner CMS (Coffee Management Services) and other stakeholders involved in this project but most of all, the farmers for their cooperation and dedication in making the Nescafé Plan a success. A special thanks is also due to **Unjela Kaleem ([www.urbanics.org](http://www.urbanics.org))** for her research, data collection, writing and production of this report.

Regards,

**Cornel Krummenacher**  
Region Head/CEO  
Nestlé Equatorial African Region

**Ciru Miring'u**  
Managing Director  
Nestlé Kenya & East Africa Cluster



At Nestlé, we rely on more than 5 million farmers to produce agricultural raw materials for our high quality foods and beverages. Their wellbeing, closely linked to rural development, is at the very heart of Nestlé’s philosophy and one of our three CSV (Creating Shared Value) focus areas. Furthermore, as the world becomes increasingly urbanized, the need for a strong rural agricultural resource base to expand and move food into cities is growing. This issue is important to Nestlé and that is why we

constantly endeavour to source raw materials in a responsible and sustainable way.

### NESTLÉ’S 3 KEY CSV AREAS

- ◆ Nutrition
- ◆ Rural Development
- ◆ Water

In many rural communities, a lack of investment in social and agricultural infrastructure diminishes the quality and quantity of the raw materials we rely on. So, Nestlé works on capacity building and training farmers in sustainable production methods to have a positive, long-term impact on local economies and their own standard of living.

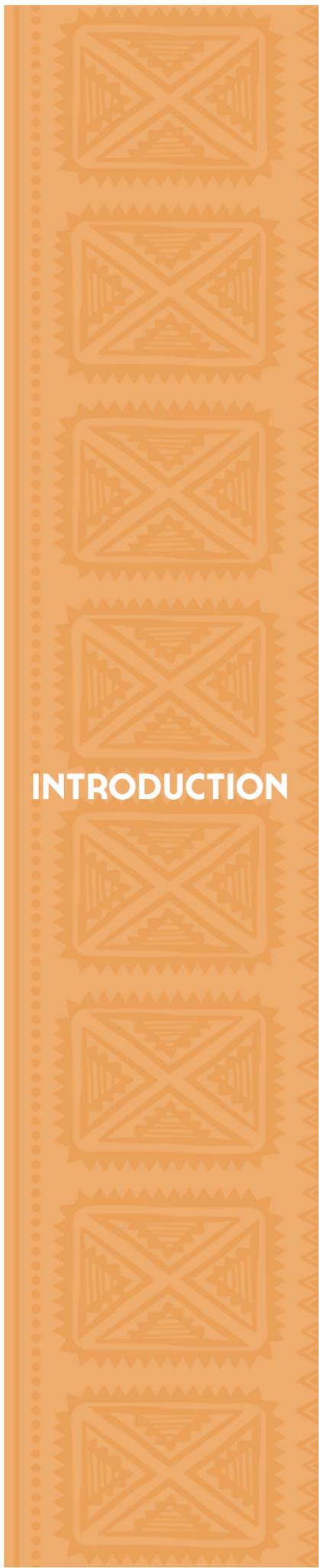
Farmers’ success and wellbeing are important to us. Since we started almost 150 years ago, our business has grown, in



large part through a symbiotic relationship with farmers. This approach has served us well so far, and we are committed to strengthening it further.

### Nestlé's Global Contributions towards Rural Development

- ◆ services worth USD 37.8 million to assist more than 44,000 farmers
- ◆ direct financial assistance totaling USD 23 million to farmers
- ◆ employment of more than 1,180 agronomists and 12,000 support staff to provide advice, training and technical assistance to farmers
- ◆ training of 273,808 farmers through our capacity building programs.



## INTRODUCTION

Nestlé is actively engaged in initiatives to address rural poverty and develop farming skills, which are essential in making farming an attractive occupation. Nestlé has farmer programs in place across the globe where it interacts with more than 690,000 farmers and directly engages them through the 'Farmer Connect' programs in mainly milk and coffee sectors.

In Kenya, Nestlé launched the NESCAFÉ Plan in partnership with Coffee Management Services (CMS) Ltd. as their

The Farmer Connect program is committed to the local sourcing of raw materials, offering technical assistance and ensuring cooperation to meet the highest sourcing standards. Globally, Farmer Connect Program is benefitting;

Dairy: 456,000 farmers  
Coffee: 190,000 farmers  
Cocoa: 43,000 farmers

implementing partner on the ground. The NESCAFÉ Plan is a global initiative by Nestlé S.A. to create value across the coffee supply chain, from farmers to Nestlé consumers.

The project, started in 2011 in Kenya will run for 3 years until end of 2014. It targets over 23,000 farming households through 9 Farmers' Cooperative Societies (FCS) with 26 wet mills and 27 demo plots across different coffee growing zones in Kenya.



A key impact of the NESCAFÉ Plan has been on the lives of the local community as well as overall improvement in the socio-economic indicators of the area. Increased coffee bean yield per tree provided better income that enabled farmers to improve their living standard, provide better education for their children, diversify businesses as well as acquire land and assets. There is visible prosperity in the project areas in terms of business growth and livelihoods.

This report gives us a glimpse of how Nestlé is changing lives and enhancing livelihoods across a diverse section of farmers in Kenya - for Nestlé this is Creating Shared Value.

Peter Kimata (left), Project Manager, CMS

*"The key objectives of the project are to improve productivity, quality, increase production efficiencies, ensure higher incomes for coffee farmers and hence improve the living standards of the farmers community."*

- Mr. Kamau Kuria, Managing Director of Coffee Management Services Ltd.

## DID YOU KNOW?

- ◆ Coffee has been consumed for many centuries
- ◆ More than 900 billion cups of coffee are consumed per year
- ◆ 5,500 cups of NESCAFÉ are drunk in the world every second
- ◆ Coffee ranks in the top 3 most consumed beverages in the world, together with water and tea



Nestlé- CMS Agronomists



Example Of 3 - Shoot Pruning

## CREATING SHARED VALUE AND NESTLÉ

At Nestlé, Creating Shared Value (CSV) begins with the understanding that for our business to prosper over the long term, the communities we serve must also prosper.

It explains how businesses can create competitive advantage, which in turn will deliver better returns for shareholders, through actions that substantially address a social or environmental challenge.

Specifically, business will thrive and society will benefit if business can:

- ◆ Develop products and services that meet societal needs in developed and developing countries
- ◆ Use resources more efficiently across the entire value chain, and
- ◆ Improve the conditions for local economic and social development

Kenya prides itself on producing the best coffee of the Arabica variety in the world. It is the East African powerhouse of the coffee world and produces a high quality coffee bean that is sought after by other producers for blending with their varieties. Coffee is also one of the leading foreign exchange earners for the country, with main export destinations being the US, Germany, United Kingdom, Sweden and The Netherlands, among others.

## ECONOMIC IMPORTANCE OF COFFEE TO KENYA

- ◆ Kenya is a leading global exporter of premium Arabica coffee. On average, coffee earns about KShs.26 billion annually, which is about 10% of the agricultural income.
- ◆ Around six million people are directly or indirectly employed in the coffee sector.



Coffee Pulping

The coffee industry remains a very crucial sector to the Kenyan economy. It is the fifth foreign exchange earner after tourism, tea, horticulture and remittances from Kenyans in the diaspora. Coffee ensures the livelihood of about 60% of the Kenyan rural population.

Most coffee in Kenya is cultivated on very small farms, and the growers are rewarded with high prices for high quality beans. The main growing region in Kenya extends from south of Mt. Kenya to near the capital of Nairobi. Coffee from Kenya is generally wet-processed and classified by bean size, with Grade AA signifying the largest beans, followed by grades A and B. Out of the licensed pulping stations, 1,021 belong to the cooperative societies, 2,229 to small estates, 391 to medium estates and 380 are under large estates.

By 2020, global green coffee demand is likely to be 160m bags. At Nestlé, we are working hard to develop our farmers' capacity to meet future demands.

Through the Nescafé Plan, Nestlé is working with Kenyan coffee farmers on three crucial aspects:

- ◆ **Farmer Connect**  
Designed to improve quality, ensure stable production and increase farmers' revenue
- ◆ **Nescafé Better Farming Practices**  
Aimed at reducing coffee farming footprint, increase yields on existing land and increase farmers' income
- ◆ **Nescafé Plant Expertise and Provision**  
Designed to provide farmers with elite varieties of the coffee plants.

## OBJECTIVES OF THE NESCAFÉ PLAN

- ◆ Improve living standards for over 23,000 coffee farmers in the project
- ◆ Enhance the quality of coffee
- ◆ Increase the quantity of coffee produced from 2.5kgs per tree to 7-10kgs per tree on average
- ◆ Ensure 4C verification
- ◆ Ensure responsible farming, production, supply and consumption
- ◆ Empower women and youth to become leaders in the coffee sector

## HOW DOES IT ALL WORK

### ◆ Establishment Of Demonstration Plots

27 Demonstration plots are established across the 9 Farmer Cooperative Societies (FCS) where some of the training sessions are carried out on topics such as; pruning, soil management, pest & disease control and fertilization methods. The demo plots help agronomists to showcase good agricultural practices and their impact on plant yield in real terms and at the same time farmers can see the practical display of the techniques they are taught during training sessions.

### ◆ Training Promoter Farmers

Promoter farmers are a source of expertise for the farmers who are not able to reach the demonstration plots due to distance. The promoter farmers regularly visit farmers within their clusters. Promoter farmers are provided training at various agricultural institutions to increase their knowledge and expertise. The project as of September 2014 has about 745 promoter farmers with 159 being women. Together with the agronomists, they carry out, on an average, 290 monthly farm visits within their FCS.

### ◆ Employing Agronomists

Six mobile agronomists have been employed under the project to expand the coverage of farmer training and access to knowledge in the 9 FCS. The agronomists attend refresher courses in agricultural institutes and are encouraged to closely work with farmers in their assigned FCS. Over 44,969 farmers were trained on Good Agricultural and Husbandry Practices and Good Processing Practices and other cross cutting issues.

### ◆ Coffee/Shade Tree Nurseries

Farmers in each of the 9 FCS are provided with subsidized high variety (Batian) coffee seedlings through their FCS nurseries. The cost of seedlings to farmers is only one fifth compared to the seedlings available in local nurseries. This reduces the input costs of farmers and increases their monetary benefits. To date, a total of 238,593 mature Batian and shade trees have been provided to 9,015 farmers at subsidized rates.

### ◆ Conducting Soil Analysis

Aside from training farmers on the upkeep of the coffee plant, the agronomists regularly collect soil samples to assess the exact fertilization requirements in order to minimize waste and maximize plant output. Soil analysis is done at the Coffee Research Foundation (Kenya) with a variety of soil samples collected from farms located within the 9 co-operatives. During the training sessions, the farmers are taken through various soil requirements based on the soil analysis for their farm and the right inputs needed for a good harvest.

## THE NESCAFÉ PLAN KENYA STORY

## TRAINING AREAS

- ◊ Pruning, soil analysis, handling/de-suckering, canopy management
- ◊ Nutrition and weed control
- ◊ Farm record keeping
- ◊ Waste management/ environmental conservation
- ◊ Water conservation – soil erosion, control use of water basins
- ◊ Chemicals /pesticides applications
- ◊ Coffee certification

Prior to the launch of the Nescafé Plan, many small coffee farmers were losing interest in coffee farming due to low-income margins, coffee berry disease (CBD) and low yield plant varieties. They did not see it as a viable source of income generation. A number of FCS recorded an increase in the number of dormant coffee farmers. In addition, majority of the farmers relied on age-old methods of farming and lacked technical knowledge about modern day farming practices. This resulted in a decline in coffee production as some of them decided to opt for more lucrative occupations. A number of farmers also abandoned their farms and went to cities in search of work.

## KENYAN FARMERS CHALLENGES

- ◊ Lack of extension services
- ◊ Generational change in farming community
- ◊ Low lending to agricultural sector
- ◊ Climate change



Cognisant of the importance of coffee to Kenya, Nestlé Kenya tackled this declining trend head on. The Nescafé Plan is focusing on improving farmers' skills through trainings on good agricultural production and processing practices. On average, 3 training sessions with about 240 farmers are carried out monthly in each of the nine cooperatives aside from the regular farm visits.

NESCAFÉ Plan is not only arming farmers with the latest knowledge to improve their farming skills to ensure 4C quality but is also making sure that farmers have access to the right seedlings for high quality yield. Provision of nurseries in each of the cooperatives with high yield, disease resistant coffee seedlings (Batian and Ruiru 11 varieties) at highly subsidized rates, is aimed at lowering farmers input costs. The nurseries are also a source of livelihood for female workers who are employed for their regular maintenance and upkeep.

Increasing the yield and enhancing the quality per plant is crucial for Nestlé as higher production translates into more income for our farmers, which enables them to provide their families with better education, good food, and a quality standard of living. To ensure there is minimal impact on the environment from post harvest processing, disease and pest control activities, the farmers are taken through responsible farming and processing methods and are taught ways to reduce farming waste and maximize efficient use of water.



## ACHIEVEMENTS TO DATE

A common Community Code for Coffee or 4C verification means the coffee is being produced, processed and traded in a sustainable manner. 4C compliant coffee attracts better prices at the coffee market.

- ◇ MOUs signed with all the 9 Farmers Cooperative Societies (FCS)
- ◇ On-ground presence of 6 motor cycle facilitated Agronomists
- ◇ Regular training sessions in all the 9 FCS
- ◇ Promoter Farmers in the 9FCS
- ◇ Implementation of coffee cycle of activities in the 27 demo plots
- ◇ Establishment of Coffee/Shade tree Nurseries in the 9 FCS
- ◇ Establishment of regular farmer training programs on the demo plots
- ◇ Soil analysis exercise in the 27 wet mills - in progress
- ◇ 238,593 high quality, disease resistant seedlings have been distributed to date amongst farmers



Coffee / Shade Tree Nurseries

## WOMEN IN COFFEE

Another key impact of the project in coffee farming is the inclusion of women in coffee farming. Traditionally, women remained in the background and did not take an active role in coffee farming or management due to prevalent cultural norms. Accepting the challenge, Nestlé and CMS Ltd, recently launched the 'Nestlé Gender Project' for improving opportunities for women and youth in coffee farming.

A 'train the trainer program'

targeting women and youth promoter farmers within the NESCAFÉ Plan has been incorporated. Women and youth are drawn from the 9 co-operatives and given training on best practices for coffee farming. These master trainers are then expected to train the women and youth within their specific co-operatives.

Due to these efforts, women and youth are encouraged to participate in the coffee farming training sessions

and the efforts have already started to show results with a significant number of women coming forward to join coffee farming. Currently, CMS in partnership with Nestlé are working together to empower women within the current CSV project with the aim of reaching 1,000 women. By the end of 2014, it is envisaged that women and youth participation in coffee farming and management would increase from the current 5% to 33%.

### OBJECTIVES OF THE WOMEN IN COFFEE INITIATIVE

- ◊ Increase knowledge on good agricultural practices
- ◊ Build confidence through leadership development
- ◊ Equip women coffee farmers with new market trends e.g. 4C certification
- ◊ Empower through basic business management trainings
- ◊ Encourage self knowledge on sensitive matters like HIV/AIDS skills

### TRAINING MODULES OFFERED TO WOMEN FARMERS

#### Coffee Production

farm establishment, nutrition, pruning and handling, harvesting and primary processing, coffee pest and diseases

#### Cooperative Leadership

financial literacy, management

#### Coffee Certification

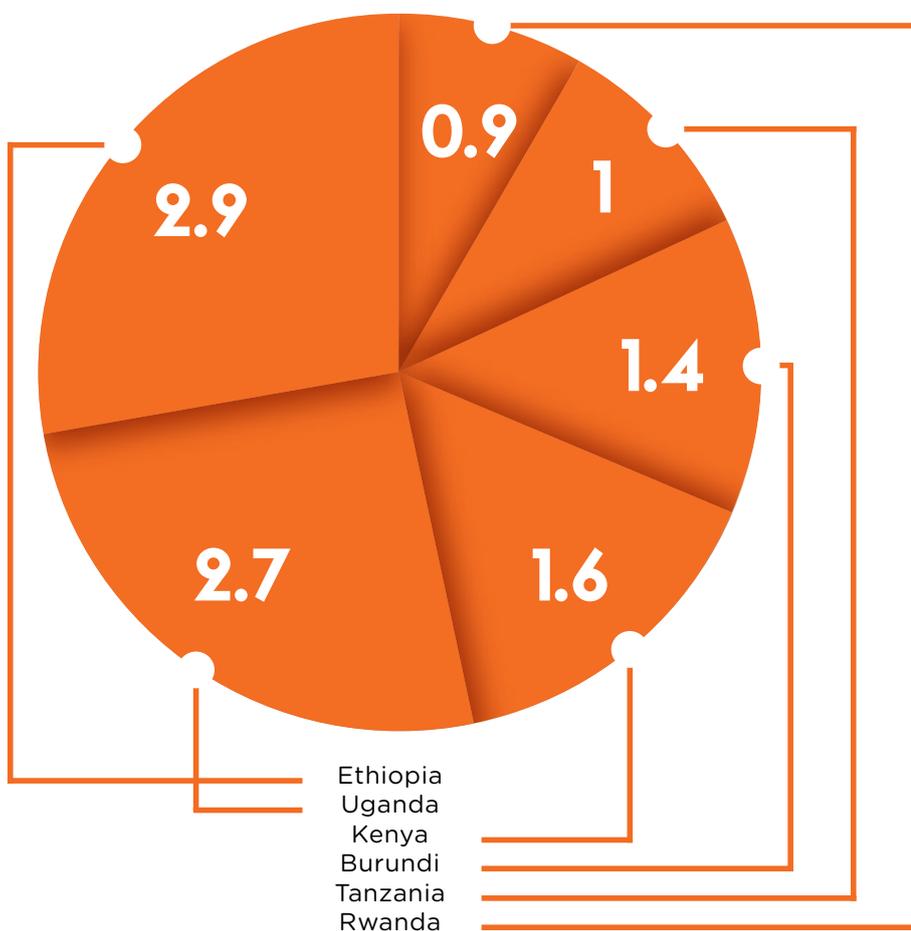
4C, Fairtrade, Rainforest Alliance, UTZ certified

#### Confidence Building

self respect and basic etiquettes, CV writing

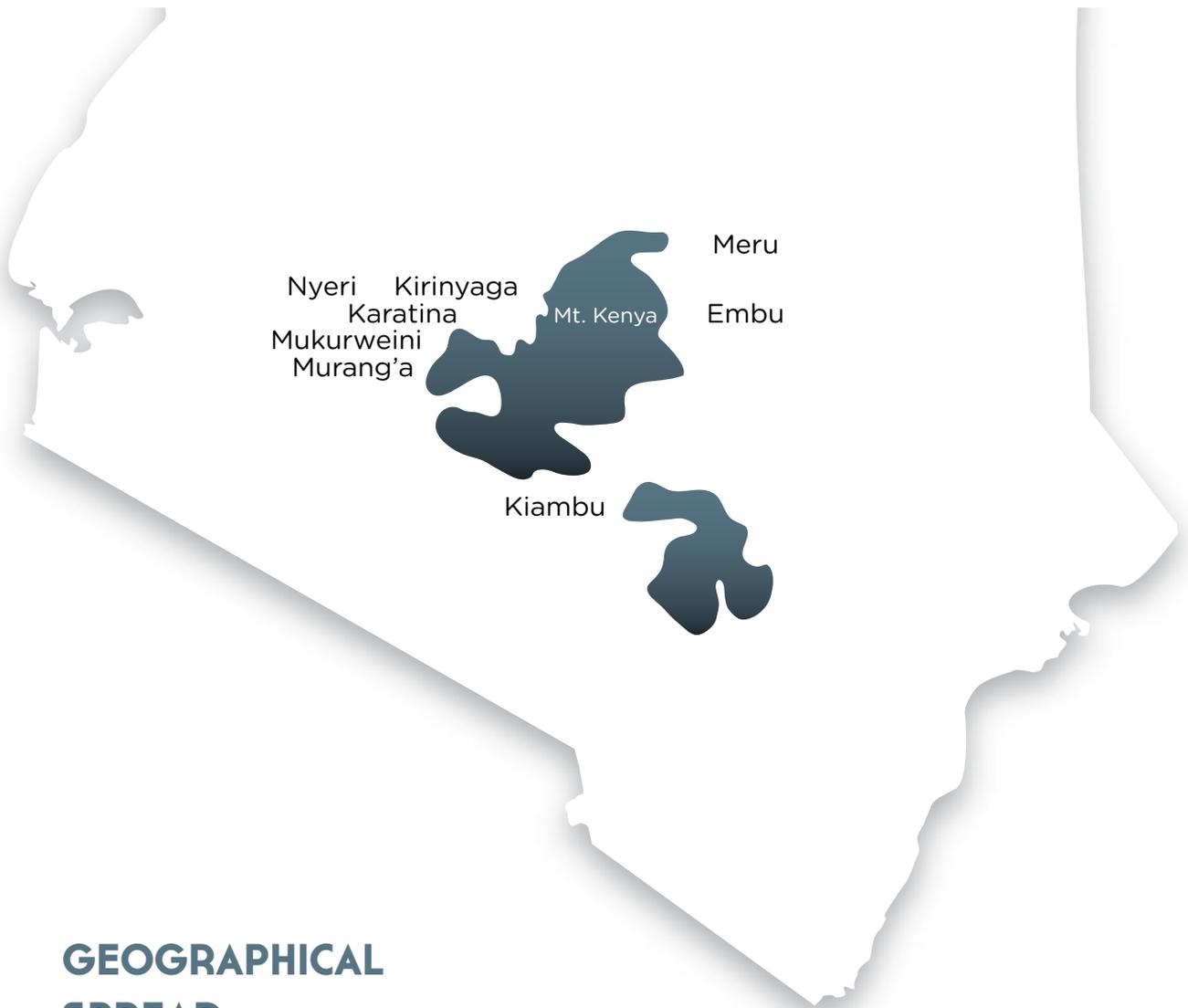
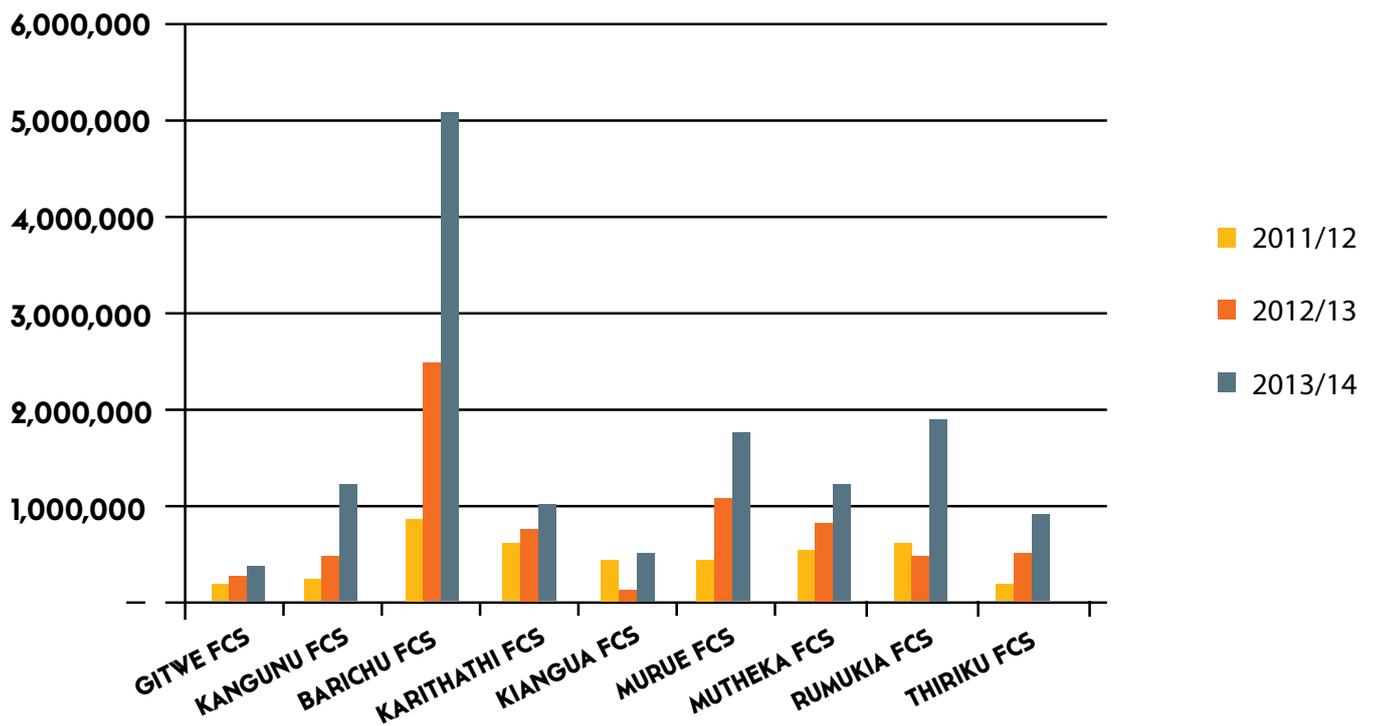
#### Self Development

reproduction health issues, HIV and AIDS awareness



**WOMEN  
REPRESENTATION  
IN COFFEE  
FARMING**

# HIGHER PRODUCTION - HIGHER INCOME FOR FARMERS



## GEOGRAPHICAL SPREAD

## EXPECTED RESULTS

- ◊ Improved productivity
- ◊ Improved quality-more Grade 1.0
- ◊ Increased production/yields
- ◊ Higher incomes
- ◊ Improved living standards
- ◊ Sustainably produced and certified coffees (4C)
- ◊ Long term producer relationship



## NUMBER OF FARMERS IN EACH FCS

SOCIETY	REGION	MEMBERSHIP
GITWE	Kiambu, Central Kenya	2,003
BARICHU	Karatina, Central Kenya	3,702
MUTHEKA	Nyeri, Central Kenya	4,598
THIRIKU	Nyeri, Central Kenya	2,200
RUMUKIA	Mukurweini, Central Kenya	2,363
KANGUNU	Muranga, Central Kenya	1,646
MURUE	Embu, Eastern Kenya	2,842
KARITHATHI	Kirinyaga, Central Kenya	2,547
KIANGUA	Meru, Eastern Kenya	1,162
<b>TOTAL</b>		<b>23,073</b>

## GEOGRAPHICAL SPREAD

As the Nescafé Plan is moving towards the end of its 3 year cycle, it is crucial for Nestlé to know the impact of this initiative not only on the production and quality of coffee beans but most importantly, on the lives of the coffee farmers. At Nestlé, it is important for us to understand the social impact of our CSV initiatives on the communities that we operate in.

*“It is all because of the coffee money”* – this is how our farmers described to us the progress they made during the past couple of years. A significant improvement has been witnessed during the past years in the ‘per kilo price’ of coffee as the quality is consistently being improved. Due to higher production, farmers’ purchasing power has been increased, which has had a direct impact on the overall local economy. There are visible signs of progress in terms of improved infrastructure, growth in small and medium sized entrepreneurs as well as inclusion of women in the coffee farming and harvesting industry. Farmers have also diversified businesses and are now providing money to their family members to start up small businesses such as motorcycle taxi services and grocery stores.

The following pages illustrate some of the life stories of our farmers and the impact this project has had on changing lives and enhancing livelihoods. As you go through the stories in the next pages, we will leave it to you to decide whether we have lived up to our commitment of Creating Shared Value!



## GITWE FARMERS COOPERATIVE SOCIETY KIAMBU, CENTRAL KENYA

***“The NESCAFÉ Plan not only taught us good practices theoretically but provided practical demonstration of the good practices in their demonstration plots. This was very helpful for farmers to see the impact of teachings in reality.”***

- George, Manager Gitwe FCS

- ◆ Total number of active farmers: 2,003
- ◆ Number of female farmers: 702
- ◆ Number of male farmers: 1,301
- ◆ Number of factories: 3
- ◆ Badian seedlings/shade trees distributed as of September, 2014: 26,830
- ◆ Beneficiary farmers: 873



Farmer Moses

*“Coffee money brought happiness to me – it improved the quality of my son’s life.”*

For Moses, the ‘coffee money’ was a life saver. It not only enabled him to put his three children to school but most importantly to pay for his youngest child’s medical needs. He suffers from epilepsy and Moses could not afford regular visits to the local doctor. Previously his per plant yield was restricted to 3kgs per tree only. His per tree yield doubled within one year by adopting simple techniques that he learnt during the training sessions. With the increase in the quantity and quality of coffee beans, he now gets more money from his harvest. He proudly says that with the money he got from coffee sales this year, he not only could afford to plant 300 more coffee trees of the Batian variety but also renovated his house and bought a cow and new utensils for his wife.



Farmer Peter Gachihi Mucheru

*“Coffee is low maintenance compared to other agricultural crops and dairy, yet it brings more money.”*

Peter is a young farmer who inherited his coffee farm from his mother. He is very proud of his 8000 coffee-cherry laden trees that are ready to be harvested. Prior to the launch of the NESCAFÉ Plan, his harvest was suffering from coffee berry disease (CBD) and low yield. However, he says with a beaming smile that his last harvest stood at 30,000kgs, an increase of about 8000kgs from before. He is expecting an even bigger harvest (up to 32,000kgs) this season. He has planted 300 Batian trees this year and is slowly replacing the old trees with the new better quality variety. Despite having other sources of income such as dairy and agriculture, Peter’s focus remains in coffee. He is very optimistic that his next harvest would be in the range of 35,000-40,000kgs. His future plans include extending his farm to 10,000 trees. With his determination, this dream does not seem too far away from reality.

**CHANGING  
LIVES,  
ENHANCING  
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## BARICHU FARMERS COOPERATIVE SOCIETY KARATINA, CENTRAL KENYA

*"A key impact of the NESCAFÉ Plan is that it brought dormant farmers back to coffee farming. In a span of only one and a half years, at least 500 dormant farmers have become active and productive."*

- John Gatere, Manager

- ◆ Total number of active farmers: 3,702
- ◆ Number of female farmers: 1,624
- ◆ Number of male farmers: 2,078
- ◆ Number of factories: 4
- ◆ Batian seedlings/shade trees distributed as of September, 2014: 31,796
- ◆ Beneficiary farmers: 1,179



Farmer Esther Kiragu



Farmer Purity Kabue

*“I want to visit my children and go to the church in my car, I know I will buy it soon with coffee money.”*

Esther has been in coffee farming since 1978. For her, coffee farming was something more of a hobby than as a main source of income. She never considered that coffee could bring her prosperity. However, things started to change when in 2011, she was approached by the local FCS to attend training forums, organized in collaboration with Nestlé and CMS. Out of curiosity, she went to one of the training sessions and started to apply the simple techniques that she learned at the sessions.

Her first surprise came when her 350 coffee trees bloomed in full. In the past, she had never harvested more than 1,500kgs in total from her trees but in 2013, it jumped to 6,000kgs, nearly 4 times more yield than the previous years. Very happily she says that due to the increased income, they have met all their financial needs and most importantly,

school fees for their grand children. They have electricity now and recently purchased a TV. Moreover, they also contribute financially to their local church for the benefit of their community.

Esther’s husband also supports her in coffee farming and together, they have planted 100 more seedlings of the new Batian variety. Esther’s husband proudly shows the area he has paved in front of their house for the car.

Esther’s heartwarming story of success and perseverance shows us an example of how grandparents are also able to successfully lead a positive change in a mature stage of their lives. The positivity in their eyes leaves one convinced that they would fulfill their dream very soon and become living proof that it’s never too late to change your destiny.

*“Coffee is sacred, it brings prosperity - the coffee money enabled me to send my daughter to Mount Kenya University.”*

Purity’s farm comprising 150 trees is a labour of love and hard work. Each tree looks healthy and well looked after. She is one of the promoter farmers and has been an inspiration for many women in her community. Purity has been into coffee farming for a few years but was tending to her farm the traditional way. It was only a couple of years back that she attended the training sessions at her FCS and started to apply the learnings on her farm. As a result, her ‘per tree yield’ doubled from 10kgs within one season.

Purity and her husband are very happy with their progress. They feel that their standard of living has gone up significantly. Although, their farm is not very big as they can’t have more trees on it, they plan to buy more land and build a bigger house in the coming years. They feel confident that with the coffee money, they will do it soon!



## THIRIKU FARMERS COOPERATIVE SOCIETY NYERI, CENTRAL KENYA

*“NESCAFÉ Plan introduced us to Ruiru 11 variety, which is a high yield and Coffee Berry Disease resistant variety. The presence of an agronomist in our area is a great benefit to our farmers who now have access to latest information and trainings – thank you Nestlé for supporting us.”*

- Erastus Mathenge, Chairman, Thiriku

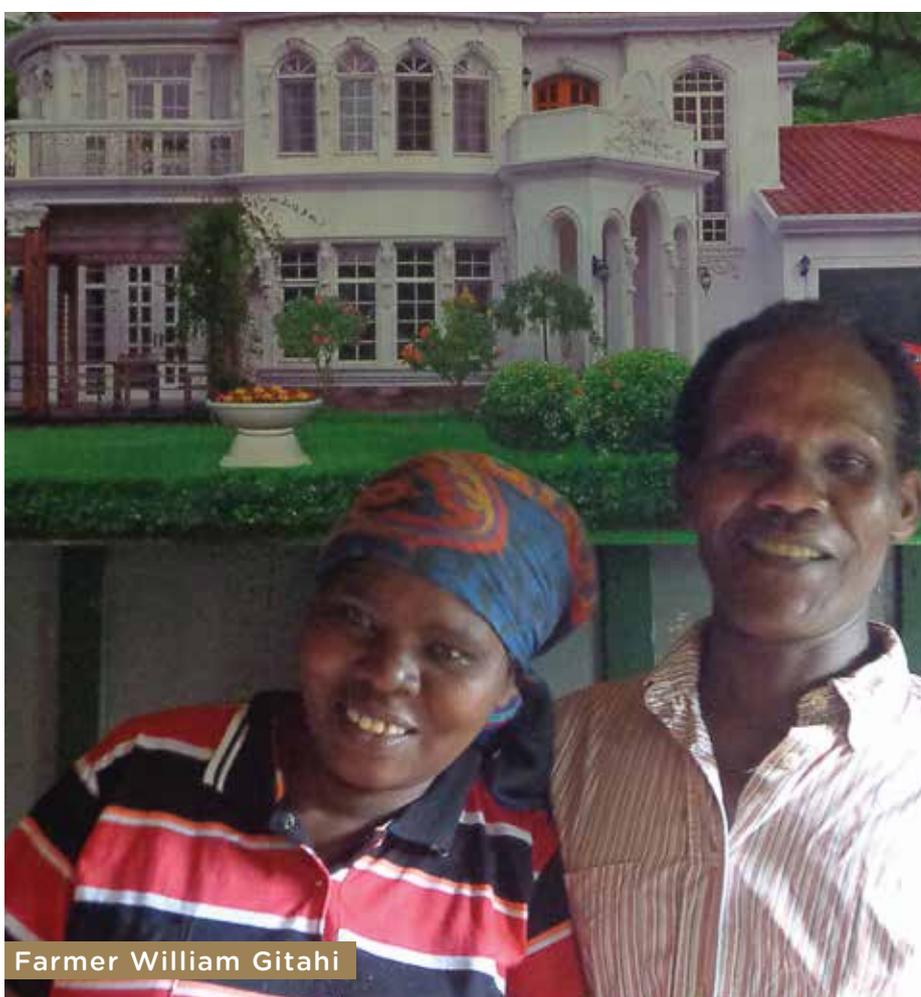
- ◆ Total number of active farmers: 2,200
- ◆ Number of female farmers: 570
- ◆ Number of male farmers: 1,630
- ◆ Number of factories: 1
- ◆ Batian seedlings/shade trees distributed as of September, 2014: 24,055
- ◆ Beneficiary farmers: 668



Farmer Joyce Nyokabi

*“Coffee money is helping me educate my children and live a better life.”*

Joyce’s demeanor is synonymous with her name. She happily shows her newly renovated house adorned with new lace curtains and a sofa set that she says is because of coffee money. Not a stranger to coffee farming, Joyce started in 1999 but her coffee farm suffered with CBD and resulted in very low yield. Her lack of technical knowledge resulted in further neglect of the farm. She was at the verge of abandoning her farm when the Nestlé-CMS agronomist started to work closely with her and helped revive her 150 tree coffee farm. Within a year, the farm started to pick up and produced 700kgs of coffee cherry and more than double the following year. The income from the coffee farm changed her life completely and brought her out of poverty. She managed to pay off school fee balances of over a year and secured her children’s school enrolments. Her aim is to get electricity and buy a TV and also plans to acquire more land so that she can plant more coffee trees.



Farmer William Gitahi

*“I learned about intercropping from coffee trainings and planted Macadamia trees on my coffee farm, both earn me money. I am a happy man!”*

William and his wife want to build a big house just like the one they have in the picture that hangs on the wall in their house. He has a 150-tree coffee farm. A few years back, his farm was infested with CBD that resulted in very low produce. He took the help of the Nestlé-CMS agronomist and followed his advice diligently. Soon, his hard work combined with pruning, weeding and right amount of fertilizer use resulted in higher produce of 1500kgs of coffee cherry. On the advice of the agronomist, William also planted other trees such as macadamia and avocado, which earns him additional money. Aside from supporting his own family, William is also paying school fees for his grand children.



## MUTHEKA FARMERS COOPERATIVE SOCIETY NYERI, CENTRAL KENYA

*“The project has had a huge impact on the quality of the coffee produced, especially the concept of promoter farmers which is very helpful. They provide continuous on-farm support and guidance to farmers who adopt the learnings more effectively.”*

- Ephantus Kihia, Manager

- ◆ Total number of active farmers: 4,598
- ◆ Number of female farmers: 1,629
- ◆ Number of male farmers: 2,969
- ◆ Number of factories: 6
- ◆ Batian seedlings/shade trees distributed as of September, 2014: 31,379
- ◆ Beneficiary farmers: 1,128



Farmer James Maina

*“I bought a motorbike and my family eats well - coffee gives good money. I am very happy now.”*

James does not get tired of saying how happy he is now with coffee money. While telling his story he points out that despite being in coffee farming for 13 years, his coffee production from 130 trees stood at about 200-300kgs only. However, since he adopted best practices and followed the advice on pruning, manure and fertilizer use, his yield has increased to 1,340kgs – about 4 times more than before. He says that this has changed his life completely. He pays his children’s school fee in full now without any delays and is also able to feed them well. In addition, he has benefitted from advice on intercropping techniques and planted macadamia trees that also earn him more money.

The NESCAFÉ Plan encourages intercropping to supplement income. Perhaps this is why James realizes that while farming is hard work, the returns are definitely worth the effort!



Farmer Jane Njambi

*“I want to buy a maroon color car and wear a maroon dress - I know my coffee money will soon help me fulfill my dream.”*

An owner of 400 coffee trees, Jane is full of energy and dreams. She has a secret spot surrounded by coffee trees in her farm where she likes to sit and rest during the day. Jane’s farm was suffering due to her lack of technical knowledge about coffee farming and giving low quality and quantity of produce. She pointed out that Nestlé-CMS agronomist conducted the soil analysis and advised her on pruning and the right amount of fertilizer use. As a result, the coffee production improved from just 500kgs to 1700-3000kgs. With the increased income she is able to pay for her son’s university fees and live a comfortable life.

Jane has huge ambitions for her son, whom she feels she’s been able to give a head start in life through tertiary education. A proud mom and an accomplished farmer, we wish Jane the very best of luck.



Farmer Samuel Kamunu

*“Coffee gave me hope and good money... It brought me back into farming.”*

Samuel was working in the city but seeing his neighbors improve their lives with coffee farming, decided to give it a try too. Earlier, his wife was farming using traditional methods. As a result, the yield remained low. Samuel attended training sessions and with the support of the agronomist, he harvested 3000kgs of grade A coffee.

According to Samuel, the NESCAFÉ Plan has had a very positive and personal impact on the quality of his life. He now feels proud to be living in his ancestral village and spends quality time with his family and community - something he was unable to do in his previous life in the city.

The story of Samuel shows us a positive reversal in the rapid rate of urbanization, which sees more and more small farmers leave their farms behind to seek a ‘better’ life in the urban areas of Kenya.



## RUMUKIA FARMERS COOPERATIVE SOCIETY MUKURWEINI, CENTRAL KENYA

*“One of the biggest visible impacts of the NESCAFÉ Plan is that one hardly sees children loitering on the streets during the school time. Earlier, farmers did not have enough to feed themselves let alone paying the school fees, but now a huge majority of children are going to schools, thanks to farmers’ increased income from coffee.”*

- John Muriuki, Rumukia FCS Manager

- ◆ Total number of active farmers: 2,363
- ◆ Number of female farmers: 857
- ◆ Number of male farmers: 1,506
- ◆ Number of factories: 3
- ◆ Batian seedlings/shade trees distributed as of September, 2014: 22,092
- ◆ Beneficiary farmers: 1,125



Farmer Purity Wanjiku

*“My coffee farm is my bank that gives me more money every time I need it. I dream of buying things and my coffee trees make it happen.”*

Mother of 3 school going children, Purity has a 126-tree coffee farm. Like many others in her village, the coffee trees were requiring more maintenance and input costs in terms of fertilizers and pesticides yet the yield remained poor with only about 500kg production every season. However, things began to change for her by 2011 with the start of the training program under the NESCAFÉ Plan. Purity pruned her trees and applied the right amount of fertilizers based on the soil analysis conducted by the agronomist. Her efforts paid off with the first crop of 1800kgs, 3 times more than before. Increased income enabled her to clear the school fees balance and also afforded to buy a cow with the coffee income. She is expecting an even higher harvest this season and plans to install electricity in her home.



Farmer Charles Kahama

*“I would encourage other farmers to enroll into the training program started by Nescafé Plan. It is a blessing from God as it has changed my family’s life - I have a car, a TV and a computer now, all because of coffee money.”*

Charles inherited his 500-plant coffee farm from his father. He points out that coffee has always been a great source of income for his family - his father supported his education from coffee. Pointing out the difference from before, he says that previously, his total yield was about 2,500 kgs. The Nescafé Plan helped him double the yield and thus gave him more money.

It is encouraging to see how the NESCAFÉ Plan is helping communities maintain and improve on a lifestyle they have followed for generations. It is this aspect of sustainability that is a true illustration of how the Nescafé Plan will have long term benefits to the small farming communities in the Kenyan coffee highlands.



Farmer Patrick Kanyua

*“Coffee farming is my ancestral tradition but sadly farming was done in old ways - I have benefitted greatly just by following simple methods... My new house is all because of coffee.”*

Patrick is a medium sized coffee farmer and is also the chairman of the Rumukia FCS. He has been a very active member of the cooperative and encourages his community farmers to adopt best practices. Aware of the potential of coffee farming, he is investing intelligently into his coffee farm. In addition to the 100 mature coffee trees on his farm, Patrick has planted about 650 more trees of new varieties that will mature next season and bear fruit. He is expecting the yield to be between 15-20000kgs within the next 2 years.

His coffee farm has truly been a harbinger of change in his life. He is looking forward to shifting into his new home soon which he is currently building and where he foresees many happy moments with his family and community.



## KANGUNU FARMERS COOPERATIVE SOCIETY MURANGA, CENTRAL KENYA

*“ NESCAFÉ Plan has educated our farmers on pruning, fertilizer use, new plant varieties and most of all provided farmers with healthy coffee seedlings at highly subsidized rates. Our FCS’s overall production has increased from before and farmers are getting double the rates per kilogram of coffee now. We are happy with the agronomist who is always present to educate farmers. Thanks Nestlé for helping us.”*

- Eston Muchiri-Chairman

- ◆ Total number of active farmers: 1,646
- ◆ Number of female farmers: 500
- ◆ Number of male farmers: 1,146
- ◆ Number of factories: 1
- ◆ Batian seedlings/shade trees distributed as of September, 2014: 21,789
- ◆ Beneficiary farmers: 784



Farmer Roda Wamaita

*“My coffee money gave me electricity and a cow.”*

Roda is a strong woman and a very hardworking farmer. She tends her 220 coffee trees with love and care. She regularly attends the training sessions and applies her learnings on the farm. Prior to the project, her total yield was 450 kgs. She is very proud of her achievement and owes her success to the NESCAFÉ Plan agronomist who regularly visits her farm to monitor her progress. She shows us the house that she’s renovating as well as the new sofa set that she’s bought. With the increased yield, she’s expecting next season, she plans to buy even more land and plant more coffee trees.

Roda is a living example of how women have prospered through the CMS-Nescafé initiative. It also pays tribute to the resilience, dedication and acumen of women who have improved their lot in life on small plantations in the Kenyan coffee highlands.



Farmer Ezekiel Kinyati

*“Nescafé’s training brought me out of poverty. I was about to abandon my coffee trees but thanks to the agronomist’s advice, my plants are now disease - free and giving high yield.”*

Ezekiel’s story is heart warming. Just a year back, his 140 plants were disease ridden and hardly bearing any fruit (only 24kgs) and that too was of very low quality. His financial situation was very bad and his family was on the verge of starvation. The FCS enrolled him into the training program and provided additional support through on-farm visits of the agronomist. He followed on the learnings from the training sessions and within the first season, Ezekiel harvested 1500kgs and 2500kgs the following season. This time round, he is expecting about 3000kgs. His income increased and he was able to clear the school fee balance, buy some clothes for self and family and also paid off the loan that he took for household expenses. He says with a smile that he now eats well and is very hopeful of the future.



Farmer Beatrice Gathoni

*“With coffee money I installed a water tank and a pump, I don’t have to fetch water from far any more. My children are eating well and are healthier and this is saving me money on medicine.”*

Beatrice has a beaming smile when she stands next to the water tank and the pump that she installed this year with her coffee income.

She points out that in the past, her coffee income was barely meeting her basic necessities. However, with the increased produce from her 233 coffee plants, she can now afford to buy things other than just food and paying the school fees.

Following diligently on the best practices, her total yield increased from 1,200kgs to 2,000kgs and as a result, she was able to save enough money to buy a cow as well as cold weather bedding for her children. Beatrice is very happy that her children’s nutrition has been positively impacted with the daily availability of fresh milk.



## KARITHATHI FARMERS COOPERATIVE SOCIETY KIRINYAGA, CENTRAL KENYA

*“Thanks to NESCAFÉ Plan, farmers are technically more knowledgeable now and the financial benefits of coffee farming have increased an interest amongst youth and they are coming into coffee farming. It has created employment opportunities for our youth.”*

- Patrick Munyi, Kirithathi FCS Manager

- ◆ Total number of active farmers: 2,547
- ◆ Number of female farmers: 850
- ◆ Number of male farmers: 1,697
- ◆ Number of factories: 2
- ◆ Batian seedlings/shade trees distributed as of September, 2014: 24,340
- ◆ Beneficiary farmers: 855



Farmer Juma Karanja

*“Coffee money brought happiness to me and my family. I bought a cow which gives me Ksh300 everyday from milk.”*

Juma’s enthusiasm about coffee farming is written all over his face. He greets with a broad smile and shows around his coffee berry farm.

Hard to believe that not long ago, Juma was struggling with low yield and did not know what to do. His annual yield was limited to 400-500kgs from 104 trees.

In 2012, he started attending the training sessions and focused on pruning canopy management, and soil erosion techniques. His hard work paid off with a bumper harvest of 2,600 kgs the following season! Following the advice of the agronomist, he invested back into his farm by building a pit for organic fertilizer. This has proven to be a wise decision.

He now sends his child to a private school and dreams of buying more farmland.



Farmer Samuel Muriuki

*“My farm yield doubled just by spraying pesticides at the right time. Production and quality have also increased, giving me a better price.”*

Samuel’s 150 tree farm was infested with CBD. He approached the FCS for support and followed the agronomist’s advice very closely. As a result, the following season his trees gave a better crop and he harvested 2,000 kgs, double the previous harvest.

Along with under developed agricultural practice, coffee disease is a major factor negatively impacting the fortunes of small farmers.

Samuel’s story shows us how, with simple yet valuable training, the destiny of small farmers is changing. Financially, he is much better off now and has already started to invest money in other businesses. He is building a shed for cattle and planning to buy 2 cows this year to increase his income.



Farmer Samuel Mugo Kathendu

*“Coffee money gave me options to buy things - I bought a cow, goats, a radio, built a new house and next year I will buy a car. Life has never looked so much better before.”*

Samuel cannot believe that his 230 coffee trees have changed his family’s fortunes. Only two years back, his trees were producing only 200-300 kgs of coffee cherry but now the yield has jumped to 2,500kgs. Samuel points out that pruning was the most crucial technique in improving production of his trees combined with the right amount of fertilizer use. He is very happy with his training sessions and the on-farm support of the agronomist.

Samuel’s story shows us how even the very elemental aspects of good agricultural practice, such as pruning, can have such a huge impact on quality and yield. Samuel has increased his income eightfold; with the increased income he is planning to buy more land to extend his coffee farm.



## MURUE FARMERS COOPERATIVE SOCIETY EMBU, EASTERN KENYA

*“The biggest benefit of the NESCAFÉ Plan is that it has united farmers under their area cooperatives. Farmers are the direct beneficiaries of the trainings and they are happy with the increase in production as improved quality and quantity has brought them prosperity and happiness. We are very happy with Nestlé and CMS for thinking about the good of the farmers.”*

- John Maruku, Chairman, Murue FCS

- ◆ Total number of active farmers: 2,842
- ◆ Number of female farmers: 1,400
- ◆ Number of male farmers: 1,482
- ◆ Number of factories: 4
- ◆ Batian seedlings/shade trees distributed as of September, 2014: 34,231
- ◆ Beneficiary farmers: 1,680



Farmer Justus Muriithi Njeru

*“I wasted my time in the city working for others, when I had my own coffee gold mine. I invested time in training and applied the learnings on my farm and now the production is over 4000kgs. My life has changed beyond imagination, my family is financially well off now.”*

Justus tells his story with the same passion with which he invests his time and money in improving his 400-plant coffee farm. About four years back, unable to sustain his family on the farm income alone, he went to Nairobi to look for employment opportunities. However, his hardships did not end as most of his income was consumed in

sustaining his city living. He heard from his village friends how some of the farmers were benefitting from trainings organized by Nestlé at the cooperative society. He left his job in the city and came back to his village to look after his abandoned farm. He regularly attended the training sessions at the FCS and closely followed the agronomist’s advice on

pruning, weeding and improving the soil fertility. Within a year he harvested 2600kgs and since then, his produce has continued to increase and this season it peaked to 4000kg. His beaming smile and his berry-laden farm are a testimony of his hard work, dedication and application of good practices.



Farmer Silvester Muriithi

*“Nestlé has brought back my faith in coffee farming. I was very poor but now am financially better off and my progress graph is gradually moving up.”*

Silvester owns 300 coffee trees but like many others, he was suffering from low yield and poor quality crop. Not sure of how to improve, he attended the training sessions and applied learnings on pruning, weeding and correct

use of pesticides on his farm. His farm yield drastically improved from barely 1000kgs per season to 3500kgs last season. He is expecting even a lusher crop during next harvest. He proudly says that with the coffee money he bought a

cow and makes a decent living. His children go to a private school now and he also constructed his house. Next season, with the coffee money he wants to buy more land and plant more coffee trees.



## KIANGUA FARMERS COOPERATIVE SOCIETY MERU, EASTERN KENYA

*“In 2006 when I joined, Kiangua’s overall production was only 15000kgs. We worked hard to increase the production each year but it is only since the last 2 years that our production has increased to 400,000kgs. Our high production is a testimony to the positive impact of the NESCAFÉ Plan. The change in production also changed our lives at all levels.”*

- Eustace Mugendi, Manager

- ◆ Total number of active farmers: 1,162
- ◆ Number of female farmers: 500
- ◆ Number of male farmers: 662
- ◆ Number of factories: 2
- ◆ Batian seedlings/shade trees distributed as of September, 2014: 22,098
- ◆ Beneficiary farmers: 722



Farmer Joseph Muriithi

*“Coffee brought me happiness - I installed fresh water pipes on my farm, bought a cow and a motorcycle. I never thought I would be able to do all this in my lifetime.”*

A father of two school going children, Joseph’s life and that of his family, has taken a significant turn for the better.

Back in 2009, Joseph was struggling to meet his family’s needs. His 600 tree coffee farm could only produce 1,000kgs of cherry per year due to low yields. The same farm today gives him a bumper crop of 4,000 to 5,000 kgs per season.

He is very grateful for the training and support of the agronomist who taught him better farming practices. The increased earnings from coffee have now enabled him to buy a motorcycle, which he rents out as a taxi during the day, supplementing his family’s income on a daily basis. His future plans include buying a new farm and planting the new ‘batian’ variety of coffee trees. His quaint little farm, full of cherry-laden coffee trees is a true testament to his success and to the future well-being of his family.



Farmer Reuben Munyua

*“My wife is very happy with coffee money. She has started her own small business from the coffee income we got last year.”*

In a short period of time, Reuben has become quite an accomplished farmer. He has a 185 acre farm of coffee trees. An active member of the FCS, he regularly attends all the training sessions. He has applied his learnings well and as a result, was able to harvest 2,500kgs last season.

Reuben stands as a true example of success in his community; an example of how a farmer once bordering on subsistence has now been able to grow and develop. He has increased his income from his existing farm, bought more land to further supplement his income and even bought a cow and managed to enroll his 2 children at a private school. When asked what next, Reuben has already made up his mind. He’s got his heart set on a gleaming new motorcycle which he intends to buy next year.



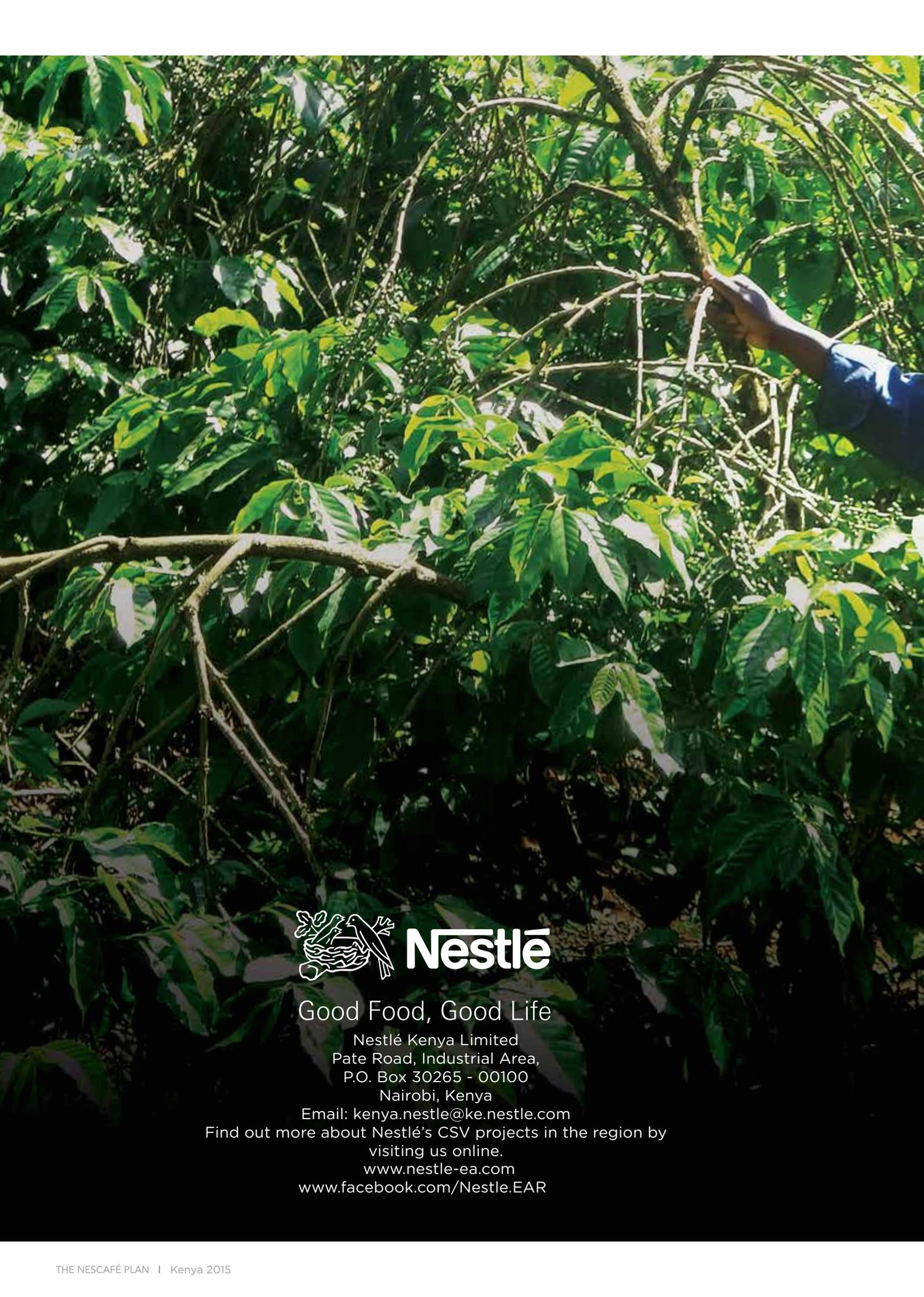
Farmer Kaburu Muriithi

*“A year back, I had never even thought that I could build a house. Today, my coffee income makes the impossible possible!”*

With over 600 coffee trees, Kaburu is an established small farmer. Where his trees once yielded approximately 1,500kgs per season, the same farm today produces around 3,500kgs of coffee cherries. While he is a strong believer in the CMS-Nestlé initiative, having seen its impact on his farm, he also harbors a true sense of community and believes that the prosperity he has witnessed should also be shared with others.

In this regard, Kaburu has already made many suggestions about how the program can reach out to even more farmers through ‘farmer visits’ at key stages of the coffee season. Equally important he believes is for farmers to collaborate and share knowledge, so that the learning takes place on a continual basis and remains true and current to the experiences that farmers like him are picking up through their immersion into practices passed on from the CMS-Nestlé initiative.

Standing next to his new house, Kaburu is an example of how this initiative has truly touched the lives of coffee farmers in the region.



**Nestlé**

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