



# **AGRICULTURE AND FOOD AUTHORITY**

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## **REPORT ON COFFEE DIRECT SALES FOR WEEK 1 AND 2 OF FEBRUARY 2026**

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## Direct Sales Distribution by Grade

A total of 6 grades were sold through Direct Sales. Sales were heavily concentrated in premium grades. AB (69,835 kg) and AA (60,245 kg) together account for nearly 89% of total volume and about 90% of total revenue, with AA achieving the highest unit price at US\$ 471.86 per 50 kg for grade AA. PB contributed a moderate share at a comparable price to AB, while lower grades C, T, and HE represent minimal volumes and lower price realizations, ranging from US\$ 357.39 down to US\$ 250.00 per 50 kg.

Table 1: Direct Sales Distribution by Grade

| No           | Grades | Volumes (Kgs)  | Value (US\$)        | USD/50Kg      |
|--------------|--------|----------------|---------------------|---------------|
| 1            | AA     | 60,245         | 568,547.50          | 471.86        |
| 2            | AB     | 69,835         | 594,581.30          | 425.70        |
| 3            | C      | 5,781          | 41,321.10           | 357.39        |
| 4            | HE     | 58             | 290.00              | 250.00        |
| 5            | PB     | 9,899          | 84,086.40           | 424.72        |
| 6            | T      | 719            | 4,314.00            | 300.00        |
| <b>Total</b> |        | <b>146,537</b> | <b>1,293,140.30</b> | <b>441.23</b> |

## Direct Sales Distribution by Cup Score

Direct Sales cup scores in the weeks in focus ranged from Class 3- to Class 5- with the highest prices realized for the top 3 classes of 4++, 4+ and 3- at USD 470, USD 462.03 and USD 451.75 respectively.

Table 2: Direct Sales Distribution by Cup Score

| No           | Class | Volumes (Kgs)     | Value (US\$)        | USD/50Kg      |
|--------------|-------|-------------------|---------------------|---------------|
| 1            | 3-    | 6,749.00          | 60,977.20           | 451.75        |
| 2            | 4++   | 2,467.00          | 23,189.80           | 470.00        |
| 3            | 4+    | 69,325.00         | 640,609.70          | 462.03        |
| 4            | 4     | 57,861.00         | 497,330.60          | 429.76        |
| 5            | 4-    | 3,305.00          | 23,484.70           | 355.29        |
| 6            | 5+    | 4,927.00          | 34,386.70           | 348.96        |
| 7            | 5     | 1,845.00          | 12,871.60           | 348.82        |
| 8            | 5-    | 58.00             | 290.00              | 250.00        |
| <b>Total</b> |       | <b>146,537.00</b> | <b>1,293,140.30</b> | <b>441.23</b> |

## Direct Sales Distribution by County

Total volumes sold through direct sales for the period under review were 146,537 Kgs with a corresponding value of USD 1,293,140.30 and an average price of USD 441.23. The coffee sold was sourced from 5 counties with the highest volumes coming from Kirinyaga (51%) followed by Kiambu (26%) and Murang'a (10%).

Table 3: Distribution of Direct Sales by County

| No | Origin County | Weight (Kgs) | Value (USD) | Avg Price (USD/50Kg) | % Share (Vol) |
|----|---------------|--------------|-------------|----------------------|---------------|
| 1  | Kirinyaga     | 74,555       | 673,224.40  | 451.50               | 50.88%        |
| 2  | Kiambu        | 37,384       | 316,792.70  | 423.70               | 25.51%        |
| 3  | Murang'a      | 15,307       | 137,934.70  | 450.56               | 10.45%        |
| 4  | Kericho       | 13,326       | 113,341.40  | 425.26               | 9.09%         |

| No           | Origin County | Weight (Kgs)   | Value (USD)         | Avg Price (USD/50Kg) | % Share (Vol)  |
|--------------|---------------|----------------|---------------------|----------------------|----------------|
| 5            | Tharaka Nithi | 5,965          | 51,847.10           | 434.59               | 4.07%          |
| <b>Total</b> |               | <b>146,537</b> | <b>1,293,140.30</b> | <b>441.23</b>        | <b>100.00%</b> |

## Direct Sales Destinations

There was a total of 2 destinations with 46% of the volumes being exported to Switzerland and 44% to the United Kingdom. The two destinations posted average prices of USD 441.29 and USD 441.16 for Switzerland and the UK respectively.

Table 4: Direct Sales Destinations

| No           | Destination Country | Weight (Kgs)   | Value (USD)         | Avg Price (USD/50Kg) | % Share (Vol)  |
|--------------|---------------------|----------------|---------------------|----------------------|----------------|
| 1            | Switzerland         | 82,245         | 725,872.80          | 441.29               | 56.13%         |
| 2            | United Kingdom      | 64,292         | 567,267.50          | 441.16               | 43.87%         |
| <b>Total</b> |                     | <b>146,537</b> | <b>1,293,140.30</b> | <b>441.23</b>        | <b>100.00%</b> |

## Comparison between Auction and Direct Sales

During Week 1 & 2, Direct Sales achieved an average price of US\$ 441.23 per 50 kg, representing a 32% premium relative to the Auction average of US\$ 333.95 per 50 kg. Direct Sales transacted 146,537 kg within a price range of US\$ 250.00 to US\$ 500.00.

Table 5: Direct Sales and Auction Comparisons

| Week                  | Window              | Weight    | Min Price (USD/50 Kg) | Max Price (USD/50 Kg) | Value (USD)   | Avg Price (USD/50 Kg) |
|-----------------------|---------------------|-----------|-----------------------|-----------------------|---------------|-----------------------|
| <b>Week 1 &amp; 2</b> | <b>Direct Sales</b> | 146,537   | 250.00                | 500.00                | 1,293,140.30  | 441.23                |
|                       | <b>Auction</b>      | 5,145,829 | 104.00                | 442.00                | 34,368,726.40 | 333.95                |

By comparison, the Auction channel managed a significantly larger volume of 5,145,829 kg, generating US\$ 34,368,726.40, with prices ranging between US\$ 104.00 and US\$ 442.00. While the Auction delivered scale, Direct Sales demonstrated comparatively stronger price realization during the period.

### Annex 1: Direct Sales by Outturn

| NO | OUTTURN NO | GRADE | VOLUME (KGS) | VALUE (US\$) | US\$/50KG | DESTINATION COUNTRY |
|----|------------|-------|--------------|--------------|-----------|---------------------|
| 1  | 08KF10051  | AB    | 1,963        | 13,937.30    | 355.00    | SWITZERLAND         |
| 2  | 08KF10051  | C     | 1,698        | 11,546.40    | 340.00    | SWITZERLAND         |
| 3  | 08KF10051  | HE    | 58           | 290.00       | 250.00    | SWITZERLAND         |
| 4  | 08KF10051  | T     | 479          | 2,874.00     | 300.00    | SWITZERLAND         |
| 5  | 09CL0005   | AA    | 1,106        | 9,954.00     | 450.00    | UNITED KINGDOM      |
| 6  | 09CL0005   | AB    | 2,818        | 24,234.80    | 430.00    | UNITED KINGDOM      |
| 7  | 09CL0005   | PB    | 284          | 2,414.00     | 425.00    | UNITED KINGDOM      |
| 8  | 09KF1007   | AB    | 521          | 3,490.70     | 335.00    | SWITZERLAND         |
| 9  | 09KF1007   | C     | 399          | 2,633.40     | 330.00    | SWITZERLAND         |
| 10 | 09KF10091  | AA    | 131          | 1,048.00     | 400.00    | SWITZERLAND         |
| 11 | 09KF10091  | AB    | 1,150        | 8,165.00     | 355.00    | SWITZERLAND         |
| 12 | 09KF10091  | C     | 859          | 5,841.20     | 340.00    | SWITZERLAND         |
| 13 | 09KF10091  | PB    | 192          | 1,382.40     | 360.00    | SWITZERLAND         |
| 14 | 09KF10091  | T     | 240          | 1,440.00     | 300.00    | SWITZERLAND         |
| 15 | 10KF0064   | AA    | 2,784        | 26,726.40    | 480.00    | UNITED KINGDOM      |
| 16 | 10KN0043   | AA    | 4,144        | 39,368.00    | 475.00    | SWITZERLAND         |
| 17 | 10KN0043   | AB    | 2,430        | 20,412.00    | 420.00    | SWITZERLAND         |
| 18 | 10KN0043   | C     | 249          | 1,867.50     | 375.00    | SWITZERLAND         |
| 19 | 11CL0002   | AA    | 319          | 2,902.90     | 455.00    | UNITED KINGDOM      |
| 20 | 11CL0002   | AB    | 1,311        | 11,274.60    | 430.00    | UNITED KINGDOM      |
| 21 | 11CL0002   | PB    | 127          | 1,066.80     | 420.00    | UNITED KINGDOM      |
| 22 | 12CL0001   | AA    | 1,856        | 16,332.80    | 440.00    | UNITED KINGDOM      |
| 23 | 12CL0001   | AB    | 163          | 1,418.10     | 435.00    | UNITED KINGDOM      |
| 24 | 12CL0002   | AA    | 1,342        | 12,480.60    | 465.00    | UNITED KINGDOM      |
| 25 | 12CL0002   | AB    | 2,003        | 17,626.40    | 440.00    | UNITED KINGDOM      |
| 26 | 12CL0002   | PB    | 392          | 3,371.20     | 430.00    | UNITED KINGDOM      |
| 27 | 12K0178    | AA    | 5,609        | 51,467.80    | 458.80    | UNITED KINGDOM      |
| 28 | 12K0178    | PB    | 850          | 6,970.00     | 410.00    | UNITED KINGDOM      |
| 29 | 12KF0062   | AA    | 4,467        | 41,543.10    | 465.00    | UNITED KINGDOM      |
| 30 | 12KF0062   | AB    | 6,493        | 57,138.40    | 440.00    | UNITED KINGDOM      |
| 31 | 12KF0062   | PB    | 1,844        | 16,042.80    | 435.00    | UNITED KINGDOM      |
| 32 | 12KN0026   | AA    | 4,428        | 42,066.00    | 475.00    | SWITZERLAND         |
| 33 | 12KN0026   | AB    | 3,267        | 27,442.80    | 420.00    | SWITZERLAND         |
| 34 | 12KN0027   | AA    | 3,999        | 37,990.50    | 475.00    | SWITZERLAND         |
| 35 | 12KN0027   | AB    | 2,480        | 20,832.00    | 420.00    | SWITZERLAND         |
| 36 | 12KN0028   | AA    | 4,427        | 42,056.50    | 475.00    | SWITZERLAND         |
| 37 | 12KN0028   | AB    | 4,683        | 39,337.20    | 420.00    | SWITZERLAND         |
| 38 | 12KN0031   | AA    | 1,663        | 15,798.50    | 475.00    | SWITZERLAND         |
| 39 | 12KN0031   | AB    | 1,594        | 13,389.60    | 420.00    | SWITZERLAND         |
| 40 | 12KN0034   | AA    | 3,643        | 34,608.50    | 475.00    | SWITZERLAND         |
| 41 | 12KN0034   | AB    | 3,097        | 26,014.80    | 420.00    | SWITZERLAND         |
| 42 | 12KN0040   | AA    | 3,913        | 39,130.00    | 500.00    | SWITZERLAND         |
| 43 | 12KN0040   | AB    | 4,920        | 44,280.00    | 450.00    | SWITZERLAND         |
| 44 | 12KN0040   | PB    | 673          | 6,057.00     | 450.00    | SWITZERLAND         |
| 45 | 13CL0003   | AB    | 1,762        | 15,505.60    | 440.00    | UNITED KINGDOM      |
| 46 | 13CL0003   | PB    | 701          | 6,028.60     | 430.00    | UNITED KINGDOM      |

| NO | OUTTURN NO | GRADE | VOLUME (KGS) | VALUE (US\$) | US\$/50KG | DESTINATION COUNTRY |
|----|------------|-------|--------------|--------------|-----------|---------------------|
| 47 | 13CL0004   | AA    | 1,192        | 11,204.80    | 470.00    | UNITED KINGDOM      |
| 48 | 13CL0004   | AB    | 2,385        | 20,988.00    | 440.00    | UNITED KINGDOM      |
| 49 | 13CL0004   | PB    | 727          | 6,252.20     | 430.00    | UNITED KINGDOM      |
| 50 | 13KN0021   | AA    | 2,168        | 20,596.00    | 475.00    | SWITZERLAND         |
| 51 | 13KN0021   | AB    | 3,469        | 29,139.60    | 420.00    | SWITZERLAND         |
| 52 | 13KN0021   | C     | 507          | 3,802.50     | 375.00    | SWITZERLAND         |
| 53 | 13KN0056   | AA    | 3,024        | 30,240.00    | 500.00    | SWITZERLAND         |
| 54 | 13KN0056   | AB    | 3,336        | 30,024.00    | 450.00    | SWITZERLAND         |
| 55 | 13KN0056   | PB    | 586          | 5,274.00     | 450.00    | SWITZERLAND         |
| 56 | 14K0001    | AA    | 1,889        | 17,378.80    | 460.00    | UNITED KINGDOM      |
| 57 | 14K0001    | AB    | 3,805        | 32,723.00    | 430.00    | UNITED KINGDOM      |
| 58 | 14K0001    | PB    | 1,098        | 9,003.60     | 410.00    | UNITED KINGDOM      |
| 59 | 14KF0043   | AA    | 1,726        | 15,534.00    | 450.00    | UNITED KINGDOM      |
| 60 | 14KF0043   | AB    | 4,117        | 35,406.20    | 430.00    | UNITED KINGDOM      |
| 61 | 14KF0043   | C     | 1,126        | 8,557.60     | 380.00    | UNITED KINGDOM      |
| 62 | 14KF0043   | PB    | 753          | 6,325.20     | 420.00    | UNITED KINGDOM      |
| 63 | 15K0001    | AA    | 1,099        | 10,110.80    | 460.00    | UNITED KINGDOM      |
| 64 | 15K0001    | AB    | 2,150        | 18,490.00    | 430.00    | UNITED KINGDOM      |
| 65 | 15K0001    | PB    | 390          | 3,276.00     | 420.00    | UNITED KINGDOM      |
| 66 | 15KN0035   | AA    | 4,331        | 41,144.50    | 475.00    | SWITZERLAND         |
| 67 | 15KN0035   | AB    | 6,030        | 50,652.00    | 420.00    | SWITZERLAND         |
| 68 | 15KN0035   | C     | 943          | 7,072.50     | 375.00    | SWITZERLAND         |
| 69 | 15KN0035   | PB    | 551          | 4,628.40     | 420.00    | SWITZERLAND         |
| 70 | 16K0162    | AA    | 985          | 8,865.00     | 450.00    | UNITED KINGDOM      |
| 71 | 16K0162    | AB    | 3,888        | 32,659.20    | 420.00    | UNITED KINGDOM      |
| 72 | 16K0162    | PB    | 731          | 5,994.20     | 410.00    | UNITED KINGDOM      |