



AGRICULTURE AND FOOD AUTHORITY

REPORT ON COFFEE DIRECT SALES FOR JANUARY 2026

Direct Sales January 2026

Total volumes sold through direct sales for the period under review were 730,662 Kgs with a corresponding value of USD 6,068,586.31 and an average price of USD 415.28. The coffee sold was sourced from 4 counties with the highest volumes coming from Trans Nzoia (39%) followed by Kiambu (31%) and Kirinyaga (30%).

Table 1: Distribution of Direct Sales by County

County	Weight (Kgs)	Value (USD)	Avg Price (USD/50 Kg)	% Share (Vol)
Trans Nzoia	283,554	2,230,843.74	393.37	38.81%
Kiambu	226,756	1,879,030.16	414.33	31.03%
Kirinyaga	219,392	1,951,137.27	444.67	30.03%
Kericho	960	7,575.14	394.54	0.13%
Total	730,662	6,068,586.31	415.28	100.00%

Direct Sales Destinations

There was a total of 4 destinations with the highest volumes being exported to Switzerland (58.65%), United Kingdom (40.65%), Hungary (0.57%) and UAE (0.13%) as shown on table 2 below. Hungary offered the highest average price per 50 Kg at USD 609.73.

Table 2: Direct Sales Destinations

Destination Country	Weight (Kgs)	Value (USD)	Avg Price (USD/50 Kg)	% Share (Vol)
Switzerland	428,522	3,423,664.27	399.47	58.65%
United Kingdom	296,991	2,586,263.67	435.41	40.65%
Hungary	4,189	51,083.23	609.73	0.57%
United Arab Emirates	960	7,575.14	394.54	0.13%
Total	730,662	6,068,586.31	415.28	100.00%

Comparison between Auction and Direct Sales

The average direct sale price was USD 415.28 which was 7% higher as compared to the auction average for January. The Lowest and Highest prices for direct sales were 55% and 7% higher as compared to the auction's prices.

Table 3: 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)
Week 1 & 2	Direct Sales	730,662	183.33	537.04	6,068,586.31	415.28
	Auction	8,382,741.00	83.00	500.00	64,764,466.92	386.30