



AGRICULTURE AND FOOD AUTHORITY

REPORT ON COFFEE DIRECT SALES FOR WEEK 1 AND 2 OF NOVEMBER 2025



AFA Kenya



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REPORT ON COFFEE DIRECT SALES FOR NOVEMBER 2025 - WEEK 1 & 2

Total volumes sold through direct sales for the period under review were **128,491 Kgs** with a corresponding value of **USD 1.11 million** and an average price of **USD 433.29**. The coffee sold was sourced from 7 coffee producing counties with the highest volumes coming from **Kiambu** at **45%**, followed by **Kirinyaga** at **26%** and **Kericho** at **13%** as shown on Table 1 below:

Table 1: Distribution of Direct Sales by County

No	Origin County	Weight (Kgs)	Value (USD)	Avg Price (USD/50Kg)	% Share (Vol)
1	Kiambu	57,689	487,015.04	422.10	44.90%
2	Kirinyaga	32,861	284,201.48	432.43	25.57%
3	Kericho	16,828	149,018.40	442.77	13.10%
4	Muranga	12,881	115,066.00	446.65	10.02%
5	Nyeri	5,355	50,489.10	471.42	4.17%
6	Meru	2,557	24,547.20	480.00	1.99%
7	Embu	320	3,136.00	490.00	0.25%
Total		128,491	1,113,473.22	433.29	100.00%

Direct Sales Destinations

There was a total of 4 destinations with the highest volumes being exported to the United Kingdom (54%) and Switzerland (40%). Russia despite taking the lowest volumes had the highest price per 50 kg at USD 700 as shown on table 2 below.

Table 2: Direct Sales Destinations

No	Destination Country	Weight (Kgs)	Avg Price (USD/50Kg)	Value (USD)	% Share (Vol)
1	United Kingdom	69,727	432.57	603,241.70	54.27%
2	Switzerland	51,077	425.95	435,120.32	39.75%
3	Spain	7,317	477.87	69,931.20	5.69%
4	Russia	370	700.00	5,180.00	0.29%
Total		128,491	433.29	1,113,473	100.00%

Comparison between Auction and Direct Sales

The Direct Sales price was 9% higher as compared to the auction price in the period under review. The average price in the auction was USD 397.10 against a total volume and value of 1,301 MT and USD 10.33 million as shown in Table 3 below.

Table 3. Comparison between Auction and Direct Sales

Window	Weight (Kgs)	Min Price (USD/50 Kg)	Max Price (USD/50 Kg)	Value (USD)	Avg Price (USD/50 Kg)
Direct Sales	128,491	315	700	1,113,473.22	433.29
Auction	1,300,844	120	523	10,331,246.56	397.10





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