



AGRICULTURE AND FOOD AUTHORITY

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

Direct Sales Week 1 & 2 of December 2025

Total volumes sold through direct sales for the period under review were 97,284 Kgs with a corresponding value of USD 864,233.50 and an average price of USD 443.90. The coffee sold was sourced from 6 counties with the highest volumes coming from Kericho (27%) followed by Kiambu (17%) and Migori (10%).

Table 1: Distribution of Direct Sales by County

No	Origin County	Weight (Kgs)	Value (USD)	Avg Price (USD/50Kg)	% Share (Vol)
1	Kericho	24,790.00	222,441.70	448.65	25.66%
2	Kiambu	19,133.00	172,442.70	454.27	16.68%
3	Migori	9,960.00	77,062.20	386.86	10.31%
4	Murang'a	12,228.00	108,062.70	441.87	12.66%
5	Nandi	13,983.00	123,213.00	440.58	14.47%
6	Nyeri	16,530.00	154,609.20	467.66	17.11%
Total		96,624.00	857,831.50	443.90	100.00%

Direct Sales Destinations

There was a total of 2 destinations with the highest volumes being exported to the United Kingdom (96%) and Switzerland (4%) as shown on table 2 below.

Table 2: Direct Sales Destinations

No	Destination Country	Weight (Kgs)	Value (USD)	Avg Price (USD/50Kg)	% Share (Vol)
1	United Kingdom	92,897.00	826,921.90	445.07	96.14%
2	Switzerland	3,727.00	30,909.60	414.67	3.86%
Total		96,624.00	857,831.50	443.90	100.00%

Comparison between Auction and Direct Sales

The average price in the auction was USD 398.35 which was 8% lower as compared to two week's Direct Sales against a total volume and value of 2,452.32 MT and USD 1 million.

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	96,624.00	386.86	467.66	857,831.50	443.90
	Auction	2,452,323.00	125.00	520.00	19,537,875.66	398.35