



AGRICULTURE AND FOOD AUTHORITY

REPORT ON COFFEE DIRECT SALES FOR WEEK 3 AND 4 OF DECEMBER 2025

Direct Sales Week 1 & 2 of December 2025

Total volumes sold through direct sales for the period under review were 161,944 Kgs with a corresponding value of USD 1,503,891.64 and an average price of USD 464.32. The coffee sold was sourced from 6 counties with the highest volumes coming from Narok (56%) followed by Kiambu (17%) and Meru (5%).

Table 1: Distribution of Direct Sales by County

No	Origin County	Weight (Kgs)	Value (USD)	Avg Price (USD/50Kg)	% Share (Vol)
1	Narok	90,000.00	855,000.00	475.00	55.57%
2	Kiambu	55,522.00	494,416.40	454.27	16.68%
3	Meru	8,160.00	79,972.74	490.03	5.04%
4	Nandi	4,429.00	39,395.00	444.74	2.73%
5	Kericho	3,833.00	35,107.50	457.96	2.37%
Total		161,944.00	1,503,891.64	464.32	100.00%

Direct Sales Destinations

There was a total of 4 destinations with the highest volumes being exported to Jordan (56%), United Kingdom (30%) and Switzerland (8%) as shown on table 2 below. The highest average price was recorded for the USA market at USD 496.27 per 50 Kg.

Table 2: Direct Sales Destinations

No	Destination Country	Weight (Kgs)	Value (USD)	Avg Price (USD/50Kg)	% Share (Vol)
1	Jordan	90,000.00	855,000.00	475.00	55.57%
2	United Kingdom	48,391.00	443,211.50	457.95	29.88%
3	Switzerland	13,353.00	104,441.40	391.08	8.25%
4	United States	10,200.00	101,238.74	496.27	6.30%
Total		161,944.00	1,503,891.64	464.32	100.00%

Comparison between Auction and Direct Sales

Overall the highest price was recorded for direct sales in week 3 and 4 with an average price of US\$ 902.12 per 50 Kg. in comparison. The highest price at the auction was USD 520.00.

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
Week 3 & 4	Direct Sales	161,944.00	340.51	902.12	1,503,891.64	464.32
	Auction	1,733,257.00	130.00	484.00	13,687,045.62	394.84