



Coffee Innovation Fund – Kenya

Supporting innovative and scalable solutions to increase profitability and market access of small-holder coffee farmers

The Eva's Coffee Eco Lodge

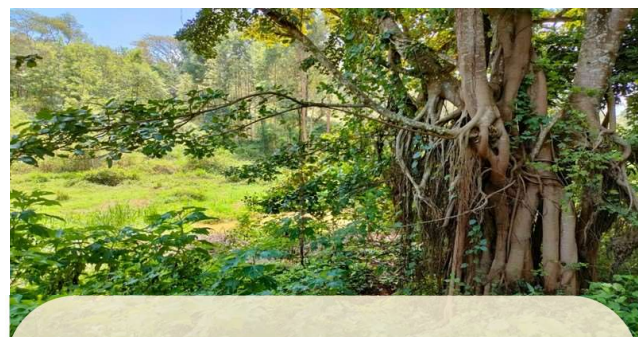
Kenya is a well-established coffee producing origin. However, the sector is experiencing challenges to secure a sustainable livelihood for farmers. First, quality and production volumes are reducing due to climate change and lack of price incentives for farmers to produce high quality. Coffee cooperatives struggle to secure long lasting, sustainable commercial relationships with international buyers. The local coffee market represents an interesting alternative to export markets, but local consumption is still low. Lastly, the sector is disproportionately designed to support male farmers, while female farmers and the youth are usually excluded from the decision-making process and have limited access to the revenues generated through coffee sales.

Raising to the challenge through the launch of Eva's Coffee Eco Lodge.

Eva's Coffee is a registered trademark of E-Logistics Limited, a company licensed by the Coffee Board of Kenya as a Coffee Dealer. Eva's Coffee is a local roaster and distributor. It sources directly from coffee cooperatives and sells roasted coffee for the local market. With this project, Eva's Coffee seeks to build an Eco-Lodge to promote coffee tourism and increase roasted coffee sales to tourists. The lodge will also serve as a training center for the cooperatives and farmers who supply Eva's coffee.

Executing Eva's Coffee Eco-Lodge vision

Eva's Coffee Eco Lodge will be a destination for tourists interested in a coffee 'farm to cup' experience. Secondly, the lodge will serve as a training space for farmers to strengthen their expertise in good agriculture practices (GAP) with a special focus on women and youth. The lodge also plans to partner with Kenya Methodist University to offer roaster & barista training to undergraduate students interested in pursuing a career in the coffee sector and work towards increasing local consumption.



Project overview

Term: April 2022 to March 2023
Region: Kenya
Partner: E-logistics Coffee
Volume: 50,000 Euros - (Supported by the fund)
100,500 Euros – (Total volume)

Goals

- ❖ Build an eco-lodge to provide a farm to cup experience and market Meru coffee to tourists
- ❖ Train 600 farmers in good agricultural practices to increase volume and quality by 35%
- ❖ Host an internship and mentoring program to Kenya Methodist University to train 300 students in roasting and barista skills

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