



TEA BOARD OF KENYA

Realizing the Tea Promise

KENYA TEA INDUSTRY PERFORMANCE HIGHLIGHTS FOR MARCH 2024 PRODUCTION

Tea production for the month of March 2024 was higher by 23.86 Million Kgs from 30.48 Million Kgs recorded during the same period of last year to 54.34 Million Kgs. The increase in production for the month of March compared to the same month last year was attributable to rainfall received over most parts of the country during the fourth week of the month following the onset of the “Long Rains” season and favourable weather conditions in the month of February. The month of March marks the onset of the March-April-May (MAM) “Long Rains” season in the country. The amount of rainfall recorded in March over several parts of the country was near to below the Long-Term Mean for March. However, unlike this year, the onset of the rains in March last year, was preceded by prolonged and adverse sunny and dry weather conditions in most parts of the tea growing areas coupled with high and above average temperatures which caused intense moisture stress within the tea farms.

Owing to good weather conditions in the month of February and March, production in tea growing areas within the West of Rift Block was significantly higher by 15.29 Million Kgs from 20.49 Million Kgs recorded in March 2023 to 35.78 Million Kgs. Similarly, in the East of Rift Block, the output was up by 8.57 Million Kgs from 9.99 Million Kgs to 18.56 Million Kgs. Consequent to good weather conditions both in the West and East of Rift, the Smallholder Sub-sector under the Management of KTDA, recorded significant increase in production by 14.22 Million Kgs from 15.41 Million Kgs recorded during the corresponding month of 2023 to 29.63 Million Kgs. Independent tea producers also recorded increased production by 3.94 Million Kgs from 7.77 Million Kgs to 11.71 Million Kgs. Similarly, within the Plantation sub-sector output was higher by 5.68 Million Kgs from 6.89 Million Kgs to 12.57 Million Kgs. However, the volume of tea manufactured by Nyayo T. Zones remained at more or less at the same level recorded in March year.

Cumulatively up to March, production for the year 2024 was higher by 50.63 Million Kgs from 118.13 Million Kgs recorded during the three months of 2023 to 168.76 Million Kgs. Higher production was due to favourable weather conditions recorded during the first quarter of the year.

Table 1: Production by Sub-Sector and Region (March 2024 vis-à-vis March 2023)

Sector	Block	Mar-24	Mar-23	Var.(+/-)	Var.(%)	Jan-March 2024	Jan-March 2023	Var.(+/-)	Var.(%)
Estates	West of Rift	12,239,679	6,807,182	5,432,497	79.81%	36,948,843	27,561,542	9,387,301	34.06%
	East of Rift	339,444	88,512	250,932	283.50%	1,125,654	703,993	421,662	59.90%
	Total	12,579,123	6,895,694	5,683,429	82.42%	38,074,497	28,265,535	9,808,963	34.70%
Smallholders-KTDA;	West of Rift	13,287,240	6,083,359	7,203,881	118.42%	41,057,179	24,518,690	16,538,489	67.45%
	East of Rift	16,351,800	9,333,434	7,018,365	75.20%	51,854,437	36,043,674	15,810,762	43.87%
	Total	29,639,040	15,416,794	14,222,246	92.25%	92,911,616	60,562,365	32,349,251	53.41%
Independents;	West of Rift	9,999,361	7,264,552	2,734,810	37.65%	31,405,411	25,068,629	6,336,782	25.28%
	East of Rift	1,717,692	506,031	1,211,661	239.44%	5,025,303	2,741,680	2,283,623	83.29%
	Total	11,717,053	7,770,583	3,946,471	50.79%	36,430,713	27,810,309	8,620,405	31.00%
Nyayo T. Zones	West of Rift	260,290	336,859	- 76,569	-22.73%	833,116	1,152,950	- 319,834	-27.74%
	East of Rift	151,893	68,864	83,029	120.57%	511,669	347,093	164,576	47.42%
	Total	412,183	405,723	6,460	1.59%	1,344,785	1,500,043	- 155,258	-10.35%
Estates, Smallholder, Independents & Nyayo Tea.Zones	West of Rift	35,786,570	20,491,952	15,294,618	74.64%	110,244,549	78,301,811	31,942,738	40.79%
	East of Rift	18,560,829	9,996,841	8,563,987	85.67%	58,517,062	39,836,440	18,680,622	46.89%
	Grand Total	54,347,399	30,488,793	23,858,606	78.25%	168,761,612	118,138,251	50,623,361	42.85%

During the month of March, speciality teas produced was 281,761 Kgs, which represented 1% of the total production. Speciality teas were dominated by Orthodox teas at 99% and was largely produced by Plantation and Independents tea factories. The rest of speciality teas consisted of Green and Purple tea types produced by the Cottage tea industries.

TEA SALES

AUCTION

During the month of March, auction sales volume for Kenya tea stood at 42.35 Million Kgs, which was lower compared to 43.72 Million kgs recorded during the corresponding month of last year. The average monthly auction price for Kenya tea was lower at 2.15 USD per Kg against 2.39 USD in the same period of last year and 2.23 USD realized in February. Lower average prices realized was on account of high number of invoices for particular garden marks offered for sale in the reprints catalogue, which fetched discounted prices as compared to similar teas offered in the main catalogue. Lower prices were also fetched by teas of the secondary grades compared to the primary grades. However, prices of tea followed the quality, with well sorted grades and those with brighter liquors attracting more competitive bids and considerably higher prices while plainer categories across the grades attracted either less interest and thus discounted prices or no bid by the buyers and consequently constituted the highest proportion of teas on offer at the auction that were withdrawn. During the month of March 2023, tea offered for sale by the smallholder tea factories, whose quality is relatively higher fetched an average price of 2.75 USD per Kg for the main grades, compared to an average price of 2.70 USD in the same period of 2023. Though there was generally good demand for tea offered at the auction, the prices continued to be impacted negatively by the effect of global economic shock experienced in most countries due to the Russia-Ukraine crisis and increasing supply of tea occasioned by good weather conditions and application of fertilizer. However, during the month, exporters to Russia, Iran and Sudan, which are some of the affected markets, showed improved participation in tea buying at the Auction.

Table 2: Auction Sales (2024 vis-à-vis 2023)

	2024		2023		Variance.			
	Vol. M. Kgs	Value (USD/KG)	Vol. M. Kgs	Value (USD/KG)	Vol.	%	Value	%
JAN.	42.48	2.19	61.25	2.30	-18.76	-31%	-0.11	-5%
FEB.	39.11	2.23	53.21	2.34	-14.10	-26%	-0.11	-26%
MARCH	42.35	2.15	43.72	2.39	-1.37	-3.1%	-0.23	-10%

EXPORTS

The total export volume for the month of March 2024 was higher by 15% (7.19 Million Kgs) from 47.15 Million Kgs recorded in the same period of last year to 54.34 Million Kgs. It was also higher compared to 53.80 Million Kgs exported during the month of February 2024.

During the month, Kenya tea was shipped to fifty-eight (58) export destinations compared to forty-eight (48) for the same period of last year. Pakistan maintained the leading export destination for Kenya tea having imported 18.35 Million Kgs, accounting for 34% of the total export volume.

Other key export destinations for Kenya tea were Egypt (10.11 Million Kgs); UK (5.65 Million Kgs); UAE (3.10 Million Kgs); Russia (2.16 Million Kgs); Saudi Arabia (2.08 Million Kgs); Yemen (1.51 Million Kgs); Sudan (1.18 Million Kgs); Chad (1.18 Million Kgs) and Iran (1.10 Million Kgs). The top ten export destinations, majority of which are traditional markets for Kenya tea accounted for 86% of Kenya tea export volume.

Apart from Egypt, Yemen and Iran, the other traditional markets recorded increased imports for Kenya tea. Notably, Chad took the 9th position having recently emerged as a key market for Kenya tea and recording consistent increase in exports from Kenya. Prior to the conflict in Sudan, Chad which is a land locked country, would get its commodity supplies including tea through Sudan. However, Since the conflict has led to the blockage of trade routes from Sudan, Chad is now importing directly from Kenya and using

alternative transshipment routes such as Nigeria and Cameroon. Similarly, most of the other traditional and emerging markets recorded higher imports apart from Kazakhstan; Afghanistan; Oman; Nigeria and Peru.

There were also shipments to emerging and seasonal markets such as Kyrgyzstan; South Sudan; Ghana; Zambia; Australia; Myanmar; Iraq; Georgia; Cyprus; Gabon; Guinea; Singapore; Indonesia; and Kuwait. Just like Chad, South Sudan is also rapidly growing as an emerging market for Kenya tea.

During the month of March, value added tea exports was 1.143 Million Kgs, which represented 2% of the total export the volume. The exports in value added form were shipped to twenty-two (22) market destinations which included United Kingdom; Sudan; Yemen; Somalia; United States; Cote Ivoire; Burkina Faso; Russian Federation; Saudi Arabia; Ireland; India; Cyprus; Spain; Poland; Japan; Gabon; Guinea; Italy; Singapore; Indonesia; United Arab Emirates; and Kuwait. Out of the total exports of value-added tea, United Kingdom accounted for the highest volume at 29% and was followed by Sudan, which accounted for 18%. Yemen and Somalia accounted for about 11%, respectively.

LOCAL TEA SALES

Local tea sales for March 2024 was marginally lower at 2.94 Million Kgs against 2.97 Million Kgs in March 2023 and 2.97 Million Kgs recorded during the corresponding month of 2022. However, cumulative tea sales for the first quarter of 2024 was much higher at 9.07 Million Kgs against 8.91 Million Kgs for the same period of 2023.

Table 3: Kenya Tea Exports by Destination (March 2024 vis-à-vis March 2023)

DESTINATION	2024- QUANTITY KGS	2023- QUANTITY KGS	QUANTITY VARIANCE KGS	%AGE VARIANCE
PAKISTAN	18,350,083	11,951,635	6,398,448	54%
EGYPT	10,110,595	11,520,212	-1,409,617	-12%
UK	5,657,212	3,759,817	1,897,395	50%
UAE	3,105,747	1,252,329	1,853,418	148%
RUSSIA	2,166,290	1,668,834	497,456	30%
SAUDI ARABIA	2,081,494	1,102,457	979,037	89%
YEMEN	1,518,973	2,786,428	-1,267,455	-45%
SUDAN	1,188,150	1,110,187	77,963	7%
CHAD	1,184,136		1,184,136	
IRAN	1,106,347	3,079,185	-1,972,838	-64%
CHINA	746,963	206,316	540,647	262%
POLAND	690,017	376,585	313,432	83%
IRELAND	664,740	625,275	39,465	6%
INDIA	637,312	639,683	-2,371	0%
SOMALIA	578,481	441,913	136,568	31%
KAZAKHSTAN	512,546	715,663	-203,117	-28%
SWITZERLAND	445,724	316,091	129,633	41%
UKRAINE	440,560	128,893	311,667	242%
USA	364,656	128,180	236,476	184%
AFGHANISTAN	347,426	1,695,810	-1,348,384	-80%
SOUTH AFRICA	315,508	169,680	145,828	86%
SRI LANKA	221,789	103,137	118,652	115%
NETHERLANDS	199,544	94,730	104,814	111%
QATAR	196,186	147,756	48,430	33%
MALAYSIA	185,324	102,812	82,512	80%
OMAN	154,188	275,553	-121,365	-44%
GERMANY	131,824	139,501	-7,677	-6%
TURKEY	123,976	177,774	-53,798	-30%
JAPAN	108,040	190,383	-82,343	-43%
KYRGYZSTAN	86,940		86,940	
COTE D'IVOIRE	72,442	46,228	26,214	57%
BURKINA FASO	51,746	42,379	9,367	22%
NIGERIA	51,376	363,112	-311,736	-86%
PERU	50,400	368,436	-318,036	-86%
TAIWAN	48,160	85,662	-37,502	-44%
EPZ	47,842		47,842	
SOUTH SUDAN	42,600		42,600	
CANADA	38,280	87,136	-48,856	-56%
SPAIN	35,565	111,269	-75,704	-68%
MAURITIUS	28,000	29,780	-1,780	-6%
DJIBOUTI	27,040	125,686	-98,646	-78%
NEW ZEALAND	25,880	19,059	6,821	36%
GHANA	25,464		25,464	

ZAMBIA	24,840		24,840	
AUSTRALIA	24,000		24,000	
MYANMAR	23,972		23,972	
IRAQ	22,010		22,010	
HONG KONG	15,618	33,770	-18,152	-54%
GEORGIA	13,500		13,500	
UZBEKISTAN	11,440	71,472	-60,032	-84%
CYPRUS	10,286		10,286	
GABON	5,174		5,174	
GUINEA	5,174		5,174	
ITALY	4,600	6,849	-2,249	-33%
BRAZIL	4,164	17,360	-13,196	-76%
SINGAPORE	3,000		3,000	
INDONESIA	2,600		2,600	
KUWAIT	2,038		2,038	
BAHRAIN		12,650	-12,650	-100%
FRANCE		744	-744	-100%
ISRAEL		35,736	-35,736	-100%
JORDAN		712,766	-712,766	-100%
ROMANIA		70,519	-70,519	-100%
VIET NAM		134	-134	-100%
TOTAL	54,337,982	47,147,565	7,190,417	15%

Table 4: Kenya Tea Exports by Destination (Jan.- March 2024 vis-à-vis Jan.- March 2023)

DESTINATION	2024- QUANTITY KGS	2023 - QUANTITY KGS	QUANTITY VARIANCE KGS	%AGE VARIANCE
PAKISTAN	50,836,927	39,389,668	11,447,259	29%
EGYPT	27,265,792	24,357,966	2,907,826	12%
UK	18,048,178	13,433,384	4,614,794	34%
UAE	9,303,586	6,956,427	2,347,159	34%
RUSSIA	6,265,535	4,676,897	1,588,638	34%
SAUDI ARABIA	5,655,511	2,375,995	3,279,516	138%
YEMEN	3,983,593	6,539,887	-2,556,294	-39%
IRAN	3,498,996	7,145,063	-3,646,067	-51%
CHAD	2,899,406		2,899,406	
POLAND	2,719,757	1,208,570	1,511,187	125%
SUDAN	2,390,952	3,106,160	-715,208	-23%
CHINA	2,161,896	433,140	1,728,756	399%
IRELAND	2,025,425	1,599,210	426,215	27%
SOMALIA	1,817,879	706,746	1,111,133	157%
INDIA	1,775,664	1,159,650	616,014	53%
SWITZERLAND	1,559,016	1,217,831	341,185	28%
UKRAINE	1,374,663	868,100	506,563	58%
KAZAKHSTAN	1,365,437	2,106,923	-741,486	-35%
AFGHANISTAN	1,156,384	4,325,230	-3,168,846	-73%
NIGERIA	903,834	742,448	161,386	22%
OMAN	853,006	507,265	345,741	68%
USA	848,294	487,405	360,889	74%
NETHERLANDS	842,595	639,768	202,827	32%
SOUTH AFRICA	716,189	371,770	344,419	93%
SRI LANKA	606,394	355,294	251,100	71%
JAPAN	563,202	300,515	262,687	87%
MALAYSIA	560,730	407,330	153,400	38%
TURKEY	457,055	300,052	157,003	52%
GERMANY	447,517	360,922	86,595	24%
SOUTH SUDAN	442,548		442,548	
QATAR	407,261	508,516	-101,255	-20%
CANADA	197,592	239,984	-42,392	-18%
KYRGYZSTAN	134,940		134,940	
COTE D'IVOIRE	131,946	88,596	43,350	49%
DJIBOUTI	128,265	169,784	-41,519	-24%
TAIWAN	114,120	194,512	-80,392	-41%
BURKINA FASO	103,492	107,800	-4,308	-4%
MAURITIUS	94,000	84,902	9,098	11%
HONG KONG	81,832	95,919	-14,087	-15%
ETHIOPIA	79,828		79,828	

GHANA	79,264	14,074	65,190	463%
PERU	74,400	368,436	-294,036	-80%
VIET NAM	54,595	134	54,461	40640%
AUSTRALIA	48,500	3,170	45,330	1430%
KENYA	47,842		47,842	
GEORGIA	42,050		42,050	
SINGAPORE	41,332	67,679	-26,347	-39%
IRAQ	36,239		36,239	
SPAIN	35,565	225,409	-189,844	-84%
UZBEKISTAN	34,840	166,666	-131,826	-79%
MYANMAR	26,189	128,437	-102,248	-80%
NEW ZEALAND	25,880	19,059	6,821	36%
ANGOLA	25,380		25,380	
ROMANIA	25,280	98,107	-72,827	-74%
MALI	25,200	8,870	16,330	184%
ZAMBIA	24,840	34,234	-9,394	-27%
CENTRAL AFRICAN REPUBLIC	24,218		24,218	
GUINEA	20,696	6,708	13,988	209%
ISRAEL	20,080	68,809	-48,729	-71%
AZERBAIJAN	18,360		18,360	
BAHRAIN	15,696	12,650	3,046	24%
NIGER	15,522	6,708	8,814	131%
CYPRUS	10,286		10,286	
ITALY	9,200	12,813	-3,613	-28%
MEXICO	9,000		9,000	
BANGLADESH	7,200	108,304	-101,104	-93%
INDONESIA	5,200	123,284	-118,084	-96%
GABON	5,174		5,174	
BRAZIL	4,164	25,139	-20,975	-83%
KUWAIT	2,038		2,038	
SWAZILAND	778	1,072	-294	-27%
FRANCE	300	744	-444	-60%
CZECH REPUBLIC	200	130	70	54%
BENIN		6,708	-6,708	-100%
CHILE		48,135	-48,135	-100%
CONGO DRC		23,990	-23,990	-100%
ERITREA		179,148	-179,148	-100%
JORDAN		1,825,521	-1,825,521	-100%
SENEGAL		20,124	-20,124	-100%
TOTAL	155,634,745	131,173,887	24,460,858	19%