



Gititu Farmers Cooperative Society

Kiambu County, Kenya

Partner since: 2018

Traceable to: 900 Members

Altitude: 1400 - 1800 MASL

Varietals: SL 28, SL 34, Riuru
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Processing: Cherries are floated before and after pulping, the latter using gravity channels and recirculated water. Parchment is then soaked overnight, washed again and dried on raised beds.

Harvest: October November December

Booking: March April May

Arrivals: May June July

The Gititu Farmers Cooperative Union was formed to represent farmers from the regions surrounding Gititu. This area stretches between the towns of Kiambu and Githunguri – dense coffee country. Because this is Kenya’s coffee heartland, Gititu must deliver the best services, and premiums, to its members. Their strategy is to focus on quality. And this is what they’ve done – growing up to nearly 900 active members, and representing the region’s top farmers.

Kenya is an enigma. It occupies a top spot in specialty – Kenyan top lots are always amongst the most expensive of any harvest. But yet it’s a country where coffee production is dropping year over year. Kenya is a place where traceability is given, but knowing what you want and how to get it are two different things. Rarely do we find partners more capable, and loyalties more difficult to navigate than we do in Kenya. For all the aforementioned reasons, competition in Kenya is fierce, making prized coffees feel like even more of a success.

However, no matter how formally the industry is structured, coffee still remains a system of people. And in a country where farmers own their own cherry production, there is additional power to connecting with coffee’s most important stakeholder. Farmers can, for example, point you to the best collections from every harvest, or delay sending their lots to auction to give you another week to

sample. At request they can change the way they separate lots, bringing new products to market in a year that would take other countries nearly a decade to do.

But experimentation is not the name of the game. With washed coffees working so well, you won't find many a manager willing to mess around with different fermentations, flotation, drying times or with certifications like organic.

The experiment instead is that of business model. How do cooperatives normalize earnings to keep their members engaged in coffee? How do we take away red tape to encourage more farmers to plant more coffee, as opposed to corn or dairy? How can small estates split off and succeed under their own pulping license? Is it better to sell through auction or directly to an international buyer – can you afford to cut out your marketing agent? Once you speak to these problems you are speaking the language of coffee in Kenya – this is a country that already knows how to coffee.