

MURANG'A COFFEE

Geographical Indication

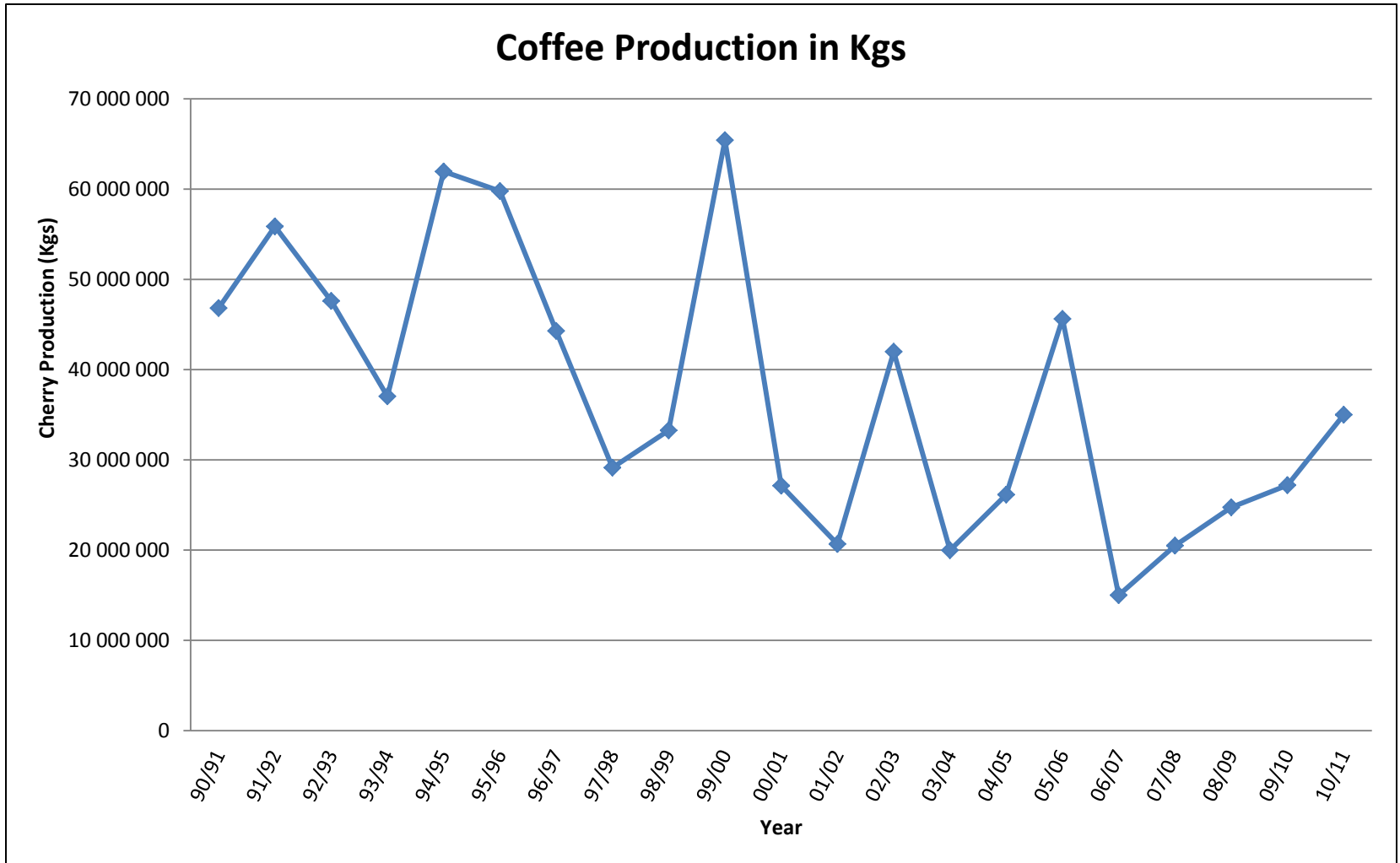
Murang'a Farmers Co-op Union

- Apex Co-op body representing agri-marketing co-ops in Murang'a County with a base of 100,000 plus farmers.
- MFCU registered in 1960.
- Owned and managed by the farmers through democratically elected directors from the grassroot co-op leaders.

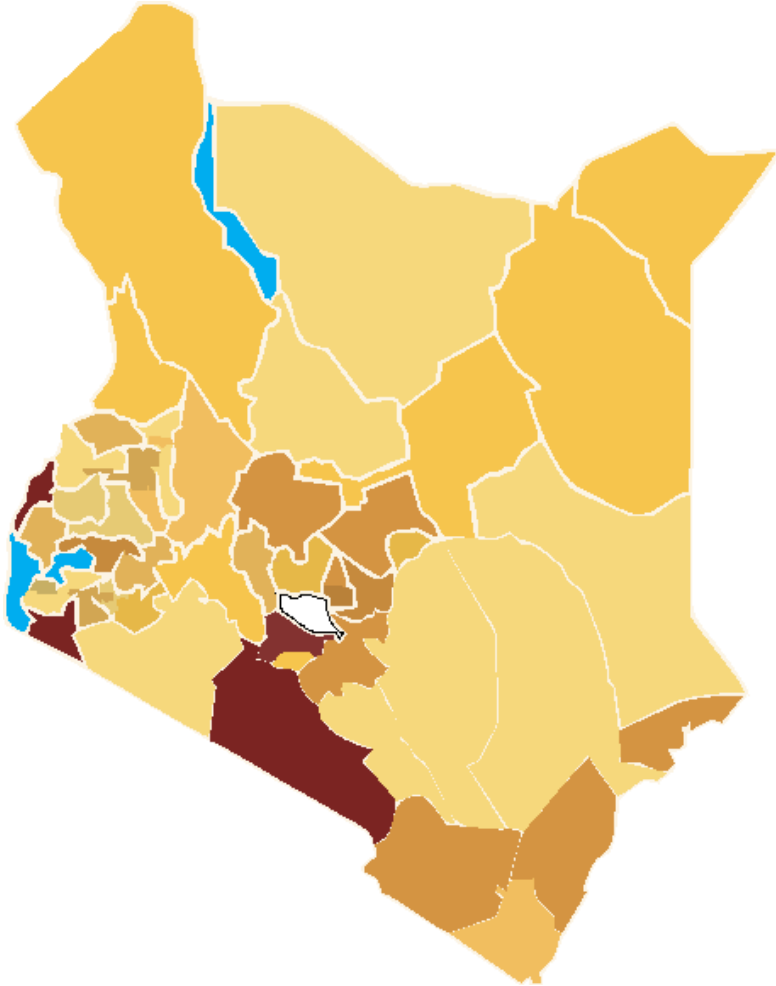
Murang'a Farmers Co-op Union

- 90% of Primary Co-ops in Coffee the rest in Dairy and Horticulture.
- Average land acreage per farmer 2.0 Acres.
- Within the region coffee farming has a direct and indirect dependency of 10 people per farmer.

Muranga Coffee Production



Murang'a County



Area:

2500 Km²

Rainfall:

Between 1200 and 1600mm experienced in two seasons annually.

Altitude:

Average altitude is 1,298 metres above the sea level.

Soil:

Rich volcanic loam.

Population:

Approx. 1 Million .

Coffee Farming in Murang'a

- Special Attributes
 - Rich Volcanic Soil
 - Inherent Climate
 - Semi – Organic Agricultural practices

What is GI

The regulation to protect the names of products whose specific character is determined by their geographical origin (protected designations of origin or “PDOs”, and protected geographical indications or “PGIs”) was designed so that products of this kind may live up to the expectations of consumers in two ways.

TYPES OF GI (PDO & PGI)

Protected Designations of Origin

Products bearing the **PDO** logo have proven characteristics resulting solely from the terrain and abilities of producers in the region of production with which they are associated. PDO products thus require all stages of the food production process to be carried out in the area concerned.

Examples are “*Huile d’olive de Nyons*”, “*Queijo Serra da Estrella*” and “*Shetland lamb*”. In other words, only olive oil from a recognised area in the vicinity of Nyons in France, cheese from the designated area of Serra da Estrella in Portugal, and lamb born, raised and slaughtered in the Shetland Islands in the United Kingdom, all meeting exacting requirements, can qualify to use these names and the logo.

TYPES OF GI Cont....

Protected Geographical Indications

Products carrying the **PGI** logo have a specific characteristic or reputation associating them with a given area, and at least one stage in the production process must be carried out in that area, while the raw materials used in production may come from another region.

Examples are “*Clare Island Salmo*”, “*Arancia Rossa di Sicilia*” and “*Dortmunder Bie*”. The only foodstuffs which can bear these names and the PGI logo are salmon from Clare Island in Ireland, blood oranges from Sicily and beer from the Dortmund area of Germany, all meeting particular quality specifications.

Basis for Muranga Coffee Geographical indication

- Rich aroma and quality apparent irrespective of wanting agronomical practices.
- Passionate farmers ready to upgrade both in quality and quantity.
- Promising market with the right quality and quantity.
- Need for legal/formal property protection.
- Value Chain extension

AFD Funded Muranga Coffee GI

Grant amount:

EURO 1,400,000

Projects main goal:

To increase Muranga Co-operative Union Farmers income by improving their coffee's quality and productivity and by establishing recognition signs. Creating a geographical indication could therefore be a long-term objective

AFD PROJECT COMPONENTS

- Strengthening Muranga Union and helping its member co-operatives enhance their coffee's productivity and quality.
- Characterizing the quality of the coffees produced by Muranga Union.
- Helping co-op improve the marketing and the pricing of their product.
- Contributing to creating a strategy and a legal framework on quality recognition signs for kenya coffee.

BENEFITS

Successful implementation of the of the Muranga Coffee GI shall herald a new frontier in agri-produce value chain in the region and entire content consequently leading to improved livelihoods, socio-economic and governance development.

End