



SUSTAINABILITY ACTION PLAN

Imani Coffee Co. · 2026 – 2030 · Version 1.1

1. THE PROBLEM WE ARE TRYING TO SOLVE

Kenya grows some of the finest Arabica in the world. Roasters in Tokyo, London and New York seek it out and pay a premium for it. They know exactly what our soil, our altitude and our producers make possible.

Most Kenyans have never tasted it.

That is because almost all of our coffee leaves the country raw. In May 2025, Cabinet Secretary Dr. Wycliffe Oparanya put it plainly: **over 90% of Kenya's coffee is exported in raw form**, which limits value addition, job creation and what farmers actually earn.

The USDA's Kenya Coffee Annual Report for 2026/27 puts numbers to it. Kenya expects to produce about 950,000 bags and to export 940,000 of them. Of those exports, roughly 900,000 bags will leave as unroasted green beans, 30,000 as roasted coffee and 10,000 as soluble.

About 95% of what we export leaves as a raw green commodity.

Only about 3% leaves as roasted coffee. The beans are ours — the roasting, the branding, the packaging and most of the money are someone else's. That is the gap Imani exists to help close.

Both figures are shares of Kenya's coffee exports for MY 2026/27: 900,000 of 940,000 bags green (95.7%), 30,000 of 940,000 bags roasted (3.2%). We state the denominator because the number is only useful if you can check it.

Sources: USDA Foreign Agricultural Service, Kenya Coffee Annual Report 2026/27; Kenya News Agency, 26 May 2025.

2. WHERE WE FIT IN KENYA'S NATIONAL COFFEE REVIVAL

We are not working against the tide. The Government of Kenya has launched a national Coffee Revitalisation Programme with a clear goal: lift annual production from around 50,000 metric tonnes to 150,000 metric tonnes by 2028. Imani's work sits alongside that effort.

Production target	Triple output to 150,000 MT by 2028, and grow planted area from about 117,000 to 152,000 hectares.
Seedlings	Over 5 million seedlings distributed in 2025, with a target of 20 million by the end of 2026.
Farmer support	KSh 1 billion allocated in 2025/26 for subsidised fertiliser and the cherry advance revolving fund.

Value addition	New processing facilities planned for Eldoret, Kakamega and the Mount Kenya region.
Research	A Coffee Training and Research Institute to be established at KALRO under the Coffee Act 2026.
Governance	A National Steering Committee gazetted in October 2025, and the Coffee Board of Kenya re-established.

Sources: Ministry of Agriculture and Livestock Development; The Standard; Mt Kenya Times; The Star, 2025–2026.

3. WHAT IMANI DOES ABOUT IT

Imani is a micro-roastery in Kikuyu, Kiambu County. We are small, and we know it. The government is working on the supply side, getting more trees in the ground and supporting farmers. Our work is the other half of the problem: roasting here, building a domestic market for good coffee, and keeping more of the value at home. We have built that into three commitments.

PEOPLE Build knowledge We sponsor one free coffee training seat every month, open to farmers, producers and anyone curious. Many farmers have never tasted their own coffee roasted properly. We would like to change that, one person at a time.	PLANET Plant what we roast KSh 5 from every bag we sell goes to the Imani Tree Programme, which funds certified Arabica seedlings for smallholder farms in the regions we buy from. Every bag bought puts a tree closer to the ground.	VALUE Keep more at origin Fair prices to the people who grow our coffee. Roasting done here rather than abroad. A business that can pay for itself, because a roastery that does not survive helps nobody.
--	---	---

4. ADOPT A COFFEE TREE — THE IMANI TREE PROGRAMME

Many of Kenya's coffee trees are over thirty years old and past their best. The government has identified new seedlings as one of the fastest ways to turn production around. Our tree programme is a small private contribution to that same effort, funded by the people who drink our coffee.

How it works	KSh 5 from every bag of Imani coffee sold is set aside for the Imani Tree Programme.
What it buys	Certified Arabica seedlings, roughly KSh 30–80 each, from nurseries approved by the Coffee Research Institute.
Who receives them	Smallholder farmers in the areas we source from: Kirinyaga, Nyeri, Murang'a, Embu and Kiambu.
How we stay honest	Farmers who receive seedlings are named on our website. We publish what we plant and where.
The full circle	When those trees start producing cherry that we buy and roast, we tell that story publicly.
By 2030	Contribute to at least 10,000 certified coffee trees planted on smallholder farms.

5. WHAT WE WANT TO HAVE DONE BY 2030

WHAT WE MEASURE	AT LAUNCH (2026)	BY 2028	BY 2030
Free training seats sponsored	1 per month	1–2 per month	2 per month, minimum
Coffee trees planted, cumulative	First trees in the ground	2,500 or more	10,000 or more
KSh 5 per bag to the tree fund	Active from the first bag	Grows with volume	Grows with volume
Coffee roasted and sold in Kenya	Wholesale and retail	Add corporate and gifting	Expanded channels
Our part in the 95% raw-export gap (defined in Section 1)	Roasting 100% at origin	Growing domestic volume	A measurable contribution

We are a small roastery. We are not going to fix Kenya's coffee industry on our own, and we would not pretend otherwise. What we can do is show up consistently. Roast at origin. Train one person a month. Put trees in the ground with every bag we sell. And prove that roasting Kenyan coffee in Kenya, for Kenyans, is a business worth building.

Small actions. Compounding impact.

REFERENCES

- USDA Foreign Agricultural Service (2026). *Kenya Coffee Annual Report 2026/27*. FAS/Nairobi.
- Kenya News Agency (26 May 2025). *Kenya sets bold plan to revive coffee industry*.
- Ministry of Agriculture and Livestock Development (2024). *Coffee Development and Marketing Strategy*.
- The Standard (2025). *Coffee Revitalisation Programme in North Rift to triple production*.
- Mt Kenya Times (June 2026). *Coffee revival gains momentum as Kenya targets 150,000 tonnes by 2028*.
- The Star (31 March 2026). *Kenya banks on new law, training and research to revive her coffee*.