



Facts

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| Origin | Kenya (AB) |
| Region | Nyeri |
| Farm | Ndaroini |
| Processing method | Washed |
| Variety | SL28, SL34 |
| Certificate | Conventional |
| Altitude | 1800 metres |



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COFFEE ROASTERS

VIBRANT KENYA!

The story behind the coffee

Ndaroini AB, Kenya

A revolutionary cup, that is how this coffee truly can be called. By drinking it, you can join the Kenyan coffee revolution and help us change the coffee industry. The coffee comes from the Ndaroini washing station, in the Nyeri region, Kenya. Although this is one of the best coffee regions in the country, our founder Menno was surprised by the quality and volume of the coffee that seemed to decrease year after year. In 2018, he started to investigate why this happened.

He found out two key issues formed the base of the problem: low and late payments towards smallholders and low yields because of little funds and too little knowledge. Both resulting in demotivated farmers. With green coffee supplier Trabocca, Menno made a plan to set up a new supply chain, that would make farmers independent from bureaucratic multinationals. Not only by explaining the farmers about his future plans and how to realise them, but also by really supporting them with knowledge and fair prices, Menno finally convinced the people of Ndaroini to change their course.

Together with Ndaroini Coffee Ltd. Trabocca started a new movement that seeks to award the hardest working people in the industry: the smallholders. Instead of paying 55 to 82 Kenyan shilling (Ksh) per kilo coffee cherries – as reported by the Daily Nation as an industry standard, they pay 100 Ksh per kg cherries and an additional 21 Ksh to the factory for quality improvements. The higher prices per kg cherries stimulate growers to invest in their farms. Next to that, Trabocca contracted an agronomist who made a year plan that helps the smallholders to control the quality of their future harvest.

But according to Menno, changing the coffee industry can not be done by only one company. Therefore, he also encourages *you* to join the revolution and taste this coffee yourself. So that's why we are extremely happy to finally share this Ndaroini coffee with you.



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