

**FACTORS AFFECTING COFFEE REVITALIZATION PROGRAMMES IN
MUKURWEINI DISTRICT NYERI COUNTY, KENYA.**

BY

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**RESEARCH PROJECT REPORT IS SUBMITTED IN PARTIAL FULFILMENT FOR
THE REQUIREMENTS OF THE AWARD OF THE DEGREE OF MASTERS OF ARTS
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DECLARATION

The research project report is my original work and has not been presented in any other university for the award of any other degree.

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Date-----

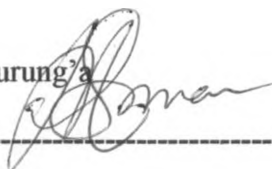
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DEDICATION

This research report is dedicated to my husband Mister Theuri, sons Eric and Ian; and my daughter Rosé line. You are the pillars of my strength.

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My sincere gratitude goes to my Lord, with whose Grace and strength I would not have reached this far.

I also want to thank most sincerely the University of Nairobi for giving me an opportunity to realize my dreams of pursuing this course. I want to also register my sincere appreciation to my Supervisors Dr George O Muhua, Mr. Solomon Mburung'a, all the lectures of University of Nairobi and entire staff at Nyeri Extras Mural Center for their great support, guidance and encouragement's. I acknowledge and appreciate my classmates for the moral support and the respondents who filled the questionnaire and contributed to the findings of this report, and any other person who has contributed to this report.

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ABBREVIATIONS AND ACRONYMS

- AFC**-Agricultural Finance Fund
- ASDS**-Agricultural Sector Development Strategy
- CAPS** -Cherry Advance Payment Systems
- CAP**- Chapter
- CBK**-Coffee board of Kenya
- CBO**-Community Based Organization
- CoDF**-Coffee Development Fund
- EU**-European Union
- FAO**-Fund for Agricultural Organizations
- FILS**- Farm Input Loans Scheme
- GOK**-Government of Kenya
- GDP**-Gross Domestic Product
- ICO** -International Coffee Organization
- IPS**- Improved Coffee Payment systems
- KCCE**-Kenya Coffee Cooperative Exporters Company
- KPCU**- Kenya planters Coffee Union
- KSH**-Kenya Shillings
- KTDA**-Kenya Tea Development Agency
- MOA**- Ministry of Agriculture
- MT**-Metric Tones

NALEP-SIDA-National Agriculture and Livestock extension Programme -Swedish International Development Assistance

NCE -Nairobi Coffee Exchange

NCPB-National Cereals and Produce Board

NGO-Non Governmental organizations

SACCO-savings and credit cooperatives

SPSS-Statistical Package of Social Science

SCIP -Smallholder Coffee improvement Projects

SSA-In Sub-Saharan Africa

STABEX-Stabilization of export

SRA-Strategy for revitalization of Agriculture

US\$-United states dollar

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ABSTRACT

Coffee has continued to play a key role in Kenya's economy due to its substantive contribution to foreign exchange earnings, family incomes, employment creation, food security and a major plank for delivering the 10% annual growth rate under the economic pillar of Vision 2030. Research by Mwamzali, 2011 shows that declining productivity of coffee is partly due to low use of inputs, marketing problems, poor governance of cooperatives and international marketing conditions. There are current coffee reforms in the Coffee Act no.9 of 2001 whose features include market liberalization, coffee development fund, restructuring of cooperative ministry to provide an enabling environment for the positive growth of the coffee sub-sector. Despite the implementation of these reforms coffee productivity remains low leading to low incomes and poverty for coffee farmers in Mukurweini District. Therefore the study investigated challenges affecting revitalization of coffee which included, Access to coffee market, Funding of coffee, Management of coffee cooperatives societies and Gender issues influencing coffee revitalization programme in Mukurweini district. The study adopted a descriptive survey design and Stratified random sampling was used to get a representative sample of 95 farmers from a target population of 946 coffee farmers with more than one acre. The data was collected using observation and questionnaires. A 100% response was achieved as all questionnaires were returned for data analysis. The responses were analyzed using descriptive statistics and data presented in tables of frequencies and percentages. This study found out that Coffee farming is a male dominated activity with most coffee farmers aged over 51 years. Men dominate in decision making on the scaling activities, ownerships of the coffee crop, access to credit for coffee development, labour provision and control coffee income. It was also found out that women had significant influence on coffee production and that women representation in management committees is low and not in key decision making positions. The major source of capital is found to be loan thus credit accessibility is important to coffee farmers for coffee improvement. Marketing of coffee has a strong influence on coffee revitalization and thus favorable marketing conditions are needed to enhance access to market. This study found out that the management leadership style was good, committed towards management of coffee society as a business and also influences coffee revitalization. Women and young people should be brought on board in the running of coffee sector to realize full potential of each gender group. The findings of the study have provided various players with knowledge on factors that are currently affecting productivity to improve on their performance in the coffee value chain. The marketers, financial institution and service providers will use the report to enhance linkages with farmers. The farmers can use the report to lobby for support from the players. The study has provided empirical findings on factors which influence coffee research and form basis for further research in the suggested areas: a comparative study on male managed coffee societies against female managed coffee society's causes of low youth participation, Value addition of coffee in Kenya for local market and Effects of Land subdivision on coffee production.

CHAPTER ONE

INTRODUCTION

1.1 Background Of Study

Coffee is one of the most important agricultural commodities in world trade. In early 1990s, earnings by the 52 coffee producing countries were US \$ 10-12 billion with retail sales value of about US\$30 billion (Oduor and Simons, 2003). This made coffee the second most traded commodity with an estimated value of US\$80 billion annually after petroleum from 1990s to-date (Mwaniki, 2012). However, the coffee industry worldwide is currently in a crisis due to low world prices affecting countries that depend heavily on coffee export revenues as well as the livelihoods of 25 million small producers and over 125 million people who directly or indirectly depend on coffee (Oduor and Simons, 2003).

According to FAO, 2007 Coffee is the most important cash crop in Africa contributing 10% of the total foreign exchange earnings. It is also a major source of income for millions of smallholder coffee growers and their households who are responsible for an estimated 80% of coffee production in Africa. In Sub-Saharan Africa (SSA), coffee is the economic backbone of more than 20 countries and central to livelihoods of more than 20 million rural families (Oduor and Simons, 2003). Statistics from industry regulator Coffee Board Kenya (2011) showed in East Africa's biggest economy earned around 26 million Kenyan shillings from export of the commodity 2010/2011. In East Africa production fell over the years from an all time peak of 130 MT (Metric Tonnes) in 1988/89 season due to mismanagement, indebtedness and bad returns.

Coffee was the first major export in Kenya and has remained an important in economy since it was introduced in 1893 and is ranked fifth in 2010 production (Mwaniki, 2012). Coffee contributes to foreign exchange earnings, farm incomes and employment opportunities. The coffee sector has over 700 000 Small scale farmers and 3411 large scale farmers relying on it for household income. Also the sector employed 750,000 workers before the decline in the sector and today the employment stands at 100,000 workers (Gem, Mary & Francis, 2008). By 1963 production stood at 43,778 metric tons and the industry recorded an all time high quality and production of 128,926 metric tons in 1987/88, thereafter a steady decline both in output and quality in 2007/08 when it was overtaken

by other sectors and is now ranked fourth after horticulture, tea, and tourism and has inconsistently taken an upward trend to 850,000bags in 2010(Mwamzali, 2011).

In Kenya coffee industry went through sharp declines following liberalization in1990s whereby the government stopped providing oversight and support to operate effectively. Other factors like underdevelopment of financial institutions, complex market structure, high levels of corruption, and mismanagement of institutions, access to credit is limited ,poorly run Savings and Credit Cooperatives and high level of indebtedness of the co-operative societies led to declining profitability (Kipruto , 2005),

Several initiatives have been made to support and promote the coffee industry in Kenya. Some of the notable initiatives are the Second Coffee Improvement Project (SCIP II) and Stabilization of export (STABEX) funded projects which were initiated in 1996 to 1998 to increase the incomes of smallholder farmers through increased production and improved coffee quality, (Peter , 2005).

According to Kipruto 2005 the government reviewed the Coffee Act CAP 333 and replaced it with the Coffee Act No. 9 of 2001 that led to the establishment of the Coffee Development Fund (CoDF),reforming cooperative movement among others so as to provide favorable environment for the growth of the industry .Coffee Development Fund (CoDF) objective is to provide sustainable, affordable credit facilities through intermediary banks to coffee farmers for farm development, farm inputs, farming operations and coffee price stabilization. Credit and other financing are also provided by commercial banks, millers through the cooperative societies. However even with CoDF coffee productivity is very low (MOA, 2010).

According to Mwangome (2011) since the coming into effect of the new liberal marketing rules, coffee is fetching a higher price per kilogram than before and recommended the reduction in number of marketing agents, ensuring that marketing agents were competent and reduced taxation in the coffee industry, infrastructural development, and strict regulation of the coffee sector and increased international coffee marketing. According to Mutandwa et al. (2009), problems related to international coffee marketing include stringent quality standards, costly standards for certification and enforcement systems, bulking difficulties which limit regular supply of economic volume and increased variability in prices.

Coffee Board of Kenya (2012) reports that coffee can be accessed through the Central Auction and the Direct Sales systems. The markets available includes Specialty Coffee Markets of America, Traditional Markets (European markets) and Emerging Market (Asian countries). These international market conditions together with other internal factors have influenced coffee production in Kenya (Mburu, 2007). According to Mureithi (2008), even if growers do not get to participate in direct sale, auction prices will rise due to the cross influence of direct sales on the auction prices, resulting in overall gain.

Coffee cooperatives have been helped to form a new marketing organization, the Kenya Coffee Cooperative Exporters Company (KCCE) and value addition through branding of Kenyan coffee thus enhancing quality and production for producers and consumer satisfaction. Certification of coffee is also an opportunity for capacity building and better terms of trade. (Daily Nation, 5th Feb, 2012). A review of the global coffee markets indicates that the current coffee crisis is caused by major imbalances between supply (production) and demand (consumption). (Kate, Wangari, Claire, Love & Radha (2008). Past researches have shown that in spite of the central role it has played in the country's development, coffee production has steadily declined over the years partly due to a declining productivity due to low use of inputs, marketing problems, poor governance of cooperatives and international marketing conditions while higher price per unit are realized. (Nyoro-2010) identified some drivers of productivity as better marketing arrangements, access to credit, good governance of institution, age and gender.

The new Agricultural Sector Development Strategy (ASDS, 2010-2020) underlines Coffee as a major plank for delivering the 10% annual growth rate under the economic pillar of Vision 2030 (Government of Kenya, 2010). Concern has been raised over Kenya's ability to produce 100,000 MT as envisaged in vision 2030 due to continued decline in production (Mwaniki, 2012). The study will therefore focus on investigating marketing of coffee, funding of coffee, governance of cooperative societies and gender issues in coffee sector of Mukurweini District where coffee productivity is at 4kg /tree as compared to potential fields of 15kg/bush thus in crisis.

1.2 Statement of the Problem

Coffee is one of the most world important agricultural commodities, second most traded commodity after petroleum. Coffee has continued to play a key role in Kenya's economy due to its contribution to foreign exchange earning, family farm incomes, employment creation and food security (Gem, Mary & Francis, 2008). Currently coffee industry is in crisis and production fell over the years from an all time peak of 130 MT in 1988/89 season due mismanagement and bad returns (Mwaniki, 2012). According to Coffee Board of Kenya, 2012 declining performance is attributed to various challenges experienced like high cost of inputs, non participation of women in decision making, poor corporate Governance at growers institutions .Nyoro, (2010) identified the drivers of productivity as better marketing arrangements, access to credit, high rate of input adoption, quality inputs good governance of institution, age and gender among others.

However the government moved in with reforms to improve the coffee performance and to fight the poverty currently affecting a large bulk of coffee farmers. The government repealed the Coffee Act CAP 333 and replaced it with the Coffee Act No. 9 of 2001 which led to the establishment of the Coffee Development Fund (CoDF), reforming cooperative movement among others (MOA, 2005).Despite the reforms and interventions made in the coffee sector the national productivity is at 3kg/tree is still far below the potential of 15kg/bush .Reports from Mukurweini District shows that the average production was at 4kg/bush and the potential is 15kg/tree (MOA, 2010).Also a study done by National Agriculture and Livestock Extension Programme (NALEP-SIDA) in the district rated coffee as the most important enterprise both for income and food security crop despite the low productivity. This study therefore investigated the factors affecting coffee revitalization programme in Mukurweini District.

1.3 Purpose of the Study

The purpose of the study was to investigate the factors influencing coffee revitalization programme in Mukurweini district.

1.4 Objectives of the Study

The study aimed at achieving the following objectives:

- 1) To establish the extent to which access to coffee market influence coffee revitalization programme in Mukurweini District
- 2) To establish the extent to which funding of coffee projects influence coffee revitalization in Mukurweini District
- 3) To assess the extent to which management of coffee societies influence coffee revitalization in Mukurweini District
- 4) To establish the extent to which gender issues influence revitalization of coffee in Mukurweini District.

1.5: Research Questions

The study aimed at answering the following questions:

- 1) Does Access to Coffee Market influence coffee revitalization in Mukurweini District?
- 2) Does funding of coffee project influence revitalization in Mukurweini District?
- 3) Does Management of coffee societies influence revitalization of coffee in Mukurweini District?
- 4) Do gender issues affect revitalization of coffee in Mukurweini District?

1.6: Significance of the study.

The findings of the study will benefit various players with Knowledge on factors that are currently affecting productivity to improve on their performance in the coffee value chain. The government will use the findings for policy formulations and develop support strategies for implementation of the various reforms. The marketers, financial institution and service providers will use the report to enhance linkages with farmers. The farmers can use the report to lobby for support from the players. The study has provided empirical findings on factors which influence coffee research and form basis for further research.

1.7: Scope of the Study

The research project covered Mukurweini District of Nyeri County. The study targeted 946 small scale coffee farmers with more than one acre of coffee enterprise.

1.8: Limitations of the Study

The constraints encountered the by the researcher were inadequate finances and time as the researcher is a full time employee with other responsibilities. The researcher was able to convince the respondents on the intended use of the findings thus not faced with challenges of unwillingness to give information by respondent.

1.9: Assumptions of the Study

The researcher assumed that respondents gave correct and varied information during the study and that the sample was unbiased.

1.10: Definition of Significant Terms

Revitalization Programme- A programme aimed at improving coffee productivity in coffee sector of Kenya

Access to Coffee Market –Being able to sell coffee parchment through legally authorized channels.

Gender Issues- issues related to unequal power relationship between men and women, and their socially construed roles.

Funding- Accessibility to credit or loan to finance coffee farming

Management of Coffee Cooperative Societies – It is the way the human and cooperative resources are planned, organized, lead and controlled to achieve the society's goals efficiently(economical use of resources in achieving goals) and effectively (degree of achievement of goals).

Coffee Cooperative Societies – It is an organization of coffee farmers with an objective of doing coffee business together.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter discusses Agriculture production and literature related to factors influencing revitalization of coffee programmes with special consideration to Mukurweini District of Nyeri County. The literature also highlights the coffee sub sector in Kenya and reforms aimed at revitalizing coffee.

2.2 Agriculture production

Agriculture remains the economic base for the majority of the poor in Africa as it constitutes a key economic sector in most African countries and its importance in poverty reduction and sustainable development cannot be overstressed. According to EU (2007), agriculture accounts for about a third of Africa's GDP, while in many countries the sector provides 60-90% of employment. Most agricultural production comes from small-scale farms and low-income farmers account for most of the staple food production on the continent. At the same time, most of Africa's poor live in rural areas, where they depend, directly or indirectly, on agriculture for their livelihood.

According to Agricultural Sector Development Strategy (ASDS, 2010-2020), Kenya agriculture is an important tool and vehicle for employment creation and reduction in poverty and it is still the backbone of the Kenyan economy. Agriculture directly contributes 26% of the Gross Domestic Product (GDP) and 60 % of the export earnings. The sector also indirectly contributes a further 27% to the GDP through linkages with manufacturing, distribution and service related sectors. It accounts for 60% of total national employment, with women providing 75% of labour force. Majority of the people who are poor in Kenya (80%) live in rural areas and derive their livelihood from agriculture. With 51% of Kenyan population being food insecure, thus agriculture is critical in the country's economic development and alleviation of poverty. Consequently, the performance of the Kenyan economy is closely tied to the performance of the agricultural sector .The agricultural sector comprises six sub sectors which includes Industrial crops, Food crops, Horticulture, Livestock, Fisheries and Forestry that employs such factors of production as land, water and farmer institutions (cooperatives, associations). Industrial crops contribute 17 per cent of the Agriculture GDP and 55 per cent of agricultural exports. Horticulture, is now the largest sub sector, contributes

33 per cent of the Agriculture GDP and 38 per cent of export earnings. Food crops contribute 32 per cent of the Agriculture GDP but only 0.5 per cent of exports, while the livestock sub sector contributes 17 per cent of the Agriculture GDP and 7 per cent of exports. The main industrial crops are tea, coffee, sugar cane, cotton, sunflower, pyrethrum, barley, tobacco, sisal, coconut and bixa, all of which contribute 55 per cent of agricultural exports. Tea is still among the leading foreign exchange earners in the country. Tea production increased from 287,100 tones in 2002 to 370,200 tones in 2007, while the value of exports increased from KES 34.3 billion to KES 47.3 billion in 2006, decreasing slightly to KES 46.8 billion in 2007. Declines were recorded in several crops which includes; value of coffee exports increased from KES 6.5 billion to KES 8.7 billion, Pyrethrum recorded an average decline of 13 per cent and also Sugar cane performance declined. Other commercial crops whose production has remained low despite large unexploited potential are cotton, pyrethrum, oil crops, cashew nut, bixa and sisal.

Coffee is the most important cash crop for Africa contributing some 10% of the total foreign exchange earnings It is also a major source of income for millions of smallholder coffee growers and their households who are responsible for an estimated 80% of coffee production in Africa. In sub-Saharan Africa (SSA) coffee is the economic backbone of more than 20 countries and central to the livelihoods of more than 20 million rural families (Oduor and Simons, 2003).

2.3 Coffee in Kenya

The coffee sub-sector is a critical economic driver for Kenya. In the two past years, the annual turnover in coffee exports amounted to Ksh 10 billion. This justifies why the new Agricultural Sector Development Strategy (ASDS, 2010-2020) underlines Coffee as a major plank for delivering the 10% annual growth rate envisaged under the economic pillar of Vision 2030.

According to (CBK, 2010) coffee was introduced in Kenya in 1893, by 1910, coffee had become Kenya's largest export crop and the local industry had built a reputation for quality. By 1963 production stood at 43,778 metric tones from a total acreage of 45,538 hectares. Kenya is a producer of premium grade coffee producing 1% of the global production and is ranked 17th in terms of production. Production has stagnated at around 45,000tons annually for the last ten years. The coffee industry in Kenya is divided into two major sectors: Large scale coffee production and small scale production where more than 600,000 farmers depend on coffee for their livelihoods. Small scale farmers depend on cooperative societies to organize process and market their coffee.

Kenya has a well developed processing and marketing infrastructure to process and market coffee. Over 98 percent of the coffee produced in Kenya is exported and only 1 to 2% is consumed locally. Six million people are employed in the coffee industry .In spite of the central role it has played in the county's development, coffee production has steadily declined over the years; from an all time high of about 130,000 metric tons in 1987/88 to a low of about 40,000 metric tones of green coffee in 2008, partly due to a declining productivity. However, the increasing demand for quality coffee, which Kenya produces used in blending other coffees can benefits for smallholder farmers who are able to match this demand (Mercy ,Lawrence, Ricardo& Ruerd, 2011). Mukurweini District is no exception, as production declined from 19,000 in1987 to 1,790Mt in 2008 due to low productivity which resulted to job losses and poverty in the district. With marketing reforms production has started showing an upward trend from year 2010 but production is still very low.

2.4 Major Factors Affecting Coffee Revitalization

Coffee, which was Kenya's leading export, has shown a severe downward trend in production. In 1987/1988, production peaked at 130,000 MT and has since fallen to below 50,000 MT in 2002/2003.This is attributed to low prices following the suspension of the Intentional Coffee Agreement in 1989 and the high input and marketing costs that led farmers to reduce input use and some to abandon production altogether. Other problems relate to poor governance especially of cooperatives and poor marketing (Mwamzali, 2011).According to Mwangome, 2011 in his study on the impact of the new liberalization of marketing rules on coffee output, farmer's incomes, and coffee prices. The finding reveals that since the coming into effect of the new liberal marketing rules, coffee is fetching a higher price per kilogram than before. The price changed from, Ksh 19 in 2004 to Ksh 34 in 2008.Coffee farmers income also increased from a percentage payout of 65.6% in 2004 to 83%'s in the year 2005. He recommended the reduction in number of marketing agents and ensures that marketing agents were competent, infrastructural development, strict regulation of the coffee sector and increased international coffee marketing. The study did not look at the challenges associated with the liberalization of coffee.

According to FAO,2008, factors affecting coffee quality in include poor agronomic practices, inadequate processing methods, high cost of farm inputs, low international prices, escalating costs of production due to high costs of inputs, lack of affordable credit , underdevelopment of financial institutions, complex market structure for small growers, high levels of corruption, and

mismanagement in the face of liberalization has limited competition and led to declining profitability in the cluster. Diseases are also major constraint to economic coffee production especially to the small-holder farmers who find the use of pesticides beyond their financial and technical capabilities (McDowel and Wolffenden, 2003). Funding in coffee is therefore very important to support disease management as well as coffee development as whole.

Hezron. O. N, 2001 found out that despite policy reform in coffee processing and milling Coffee production has declined due to low use of inputs and neglect of coffee farms. This is attributed to lack of credit to purchase inputs, high prices for the inputs, poor delivery of processing and marketing services, and low payments to farmers. The low payments to farmers are due to high costs of delivery of services by various institutions, which take up a share of about 60% of the world market price for smallholder farmers. Re-organization of the various institutions involved in the delivery of services to smallholder coffee farmers and enforcement of the rules that govern the delivery of the services was recommended as key to reducing the high costs

2.5 Economic Reforms in Kenya

Initial attempts to liberalize the Kenyan economy started as far back as 1980 (Karanja et al, 2003), but accelerated and became more comprehensive in the 1990s (Mwega & Ndung'u, 2002). Structural adjustment policies of the 1980s were followed in the 1990s by more comprehensive reforms including liberalization of foreign exchange and interest rates, deregulation of input and commodity prices, removal of trade barriers, rationalization of the government budget and government divestiture from state-owned corporations (Karanja et al,2003).Agricultural sector reforms were geared towards creating market competition through removal of price controls and encouraging more private sector investments and participation.

Reforms introduced in 1992 allowed the trading of coffee and tea in US dollars at the Nairobi coffee and Mombassa tea central auctions (Karanja et al, 2003). Farmers were gradually allowed to receive their payments in the same currency with the intention of allowing producers to benefit from currency gains and to participate in foreign exchange dominated trade, such as importation of farm inputs. The depreciation and floating of the exchange rate and removal of foreign exchange controls that followed in 1993 were also expected to benefit exporters, including agricultural producers.

Institutional reforms in the internal marketing systems for coffee and tea were also initiated in the mid-1990s with the purpose of enhancing private sector participation and competition.

2.6 Coffee Revitalization Programmes.

Since October 1992, a number of policy reforms and legal reforms have been made in the coffee industry aimed at improving farmers' incentives and thereby increase their control of the sub sector. The reforms have been undertaken gradually in phases with an objective of having minimal disruption of coffee production, processing and marketing of coffee. Some these reforms includes Second Coffee Improvement Project (SCIP II) and Stabilization of export (STABEX) funded projects which were initiated in 1996 to 1998. The objective was to increase the incomes of smallholder farmers through increased production and improved coffee quality, increasing foreign exchange earnings, create employment and strengthen institutional capacity in key participating agencies.

A direct payment system was also introduced to reduce the delays in payments that characterized the old pool system. Three commercial millers were licensed in 1993 thereby breaking the monopoly held by Kenya Planters Cooperative Union (KPCU) Ltd. In 1996, the minimum acreage required for a farmer to be licensed as a coffee planter was reduced from 10 to 5 acres. The government removed its tight control over the way co-operatives operate in June 1998 when a new Co-operative Act was enacted. The government has retained a minimal regulatory role in the co-operatives while encouraging members of the societies to run them as economic units.

According to Coffee Board of Kenya (CBK, 2012) the government reviewed the Coffee Act CAP 333 and replaced it with the Coffee Act No. 9 of 2001 which included CBK role of regulation and establishment of a coffee development fund. On the positive side, the reforms have reduced the government involvement in coffee matters while encouraging farmers and private sector participation. Nevertheless, the politicization of co-operatives has led to splits that continue to erode their economies of scale. There has also been an increase in governance problems that have led to an increase in mismanagement of coffee co-operatives. Corruption, lack of financial accountability and transparency are some of the mismanagement issues that cut across most institutions in the coffee industry including co-operatives. The farmers more than ever before are exposed to price risks arising from fluctuations of coffee prices, exchange rates and performance risks in marketing institutions. Although farmers' expectations have been raised with the enactment of the new

legislation, this might prove to be misplaced especially given the prevailing global coffee economy and the not so clear benefits of the emerging internal institutional arrangements.

2.7 Coffee Marketing:

According to Mutandwa et al. 2009, problems related to international coffee marketing include stringent quality standards, costly standards for certification and enforcement systems, increased variability in prices and limited opportunities to manage price risk .To determine the possible strategic marketing decisions related to the export coffee market. He recommended that in order to capture fully lucrative opportunities that exist in the coffee sub- markets or segments , there is need for participation in coffee organized trade fairs and exhibitions and foster relationships with the international buyers initially by organizing visits match needs of consumers in these countries with the type and coffee quality expectations.

Mureithi, 2008, recommended that coffee exchange should be established as an alternative marketing channel to take advantage of all market segments and to improve overall liquidity in the industry. Direct sales window will expand the coffee market since it opens opportunity for local roasters and therefore makes it possible to expand local consumption and value addition. Even if growers do not get to participate in direct sale, auction prices will rise due to the cross influence of direct sales on the auction prices, resulting in overall gain.

According Coffee Board of Kenya (CBK, 2012) coffee can be accessed in two ways namely, the Central Auction and the Direct Sales systems. The Central auction system is where the Nairobi Coffee Exchange is the central auction where all licensed coffee dealers in the country buy through competitive bidding every Tuesday throughout the year. During 2010/2011 the number of bags offered at the NCE dropped by 7.2% compared to previous year 2009/2010 and the although earnings increased by 22.7% due to better prices The Direct sales system is an a alternative window bringing both the coffee farmer and the coffee dealer together into a relationship of buying. This is accomplished through sales contract entered between the two parties. The coffee farmer or his marketing agent directly negotiates with the buyer outside the country for sale of coffee on mutually agreed terms and conditions in law and signs the sales contract. The volume of coffee traded in direct sales increased during 2010/2011 by 59% while price increased by 92%. The increase in volume traded under direct sales is attributed to increased global coffee prices thereby benefiting

farmers. Several market niches have emerged and continue to expand in Europe, USA and Canada. The markets available includes Specialty Coffee Markets of America, Traditional Markets(European markets)and Emerging Market(Asian countries).These international market conditions together with other internal factors have influenced coffee production in Kenya (Mburu, 2007). According to Daily Nation, 5th Feb, 2012, Coffee cooperatives have been helped to form a new marketing organization, the Kenya Coffee Cooperative Exporters Company (KCCE) and value addition through branding of Kenyan coffee thus enhancing quality and production for producers and consumer satisfaction.

Certification of coffee is also an opportunity for capacity building and better terms of trade. UTZ certification is known to be one of the most difficult and costly to achieve, and requires strong cooperation from different partners'. Research by (Kamau, Mose, Fort and Ruerd, 2011) access to Extension services and markets seem to have influenced the likelihood of household's participation in the certification program .Although not significant, gender, education level and farming experience of household head had an inverse relationship to participation in the certification program.

A review of the global coffee markets indicates that the current coffee crisis is caused by major imbalances between supply (production) and demand (consumption). Whereas coffee production has been increasing at an annual rate of 3.6%, its demand has been increasing by a mere 1.5%. Global coffee production in 2001/02 is estimated at around 113 million bags, which combined with world a stock of 40 million bags adds up to 153 million bags Despite challenges, Kenya continues to be a market leader in the premium coffee sector(Kate ,Wangari ,Claire &Radha , 2008). Major reforms in the sector have reaffirmed the Governments commitment in providing an enabling environment for the positive growth of the coffee sub-sector .Mukurweini District is faced with low production and marketing inefficiencies despite the marketing reforms.

2.8. Agricultural Financing.

In the post independence period government maintained policies conducive to suppliers of agricultural credit. The Agricultural Finance Corporation, AFC was the government main channel for advancing credit to producers with 5 acres or more. Private commercial banks were required to

have at least 17 percent of their loans going to the agricultural sector. The network of national cooperative and parastatal organizations was a key element in the post-independence credit system. The Kenya Co-operative Creameries was the sole monopoly buyer of milk, the Maize and Wheat Boards (later NCPB) covered the cereals, KTDA in tea, and the Coffee Board and KPCU in coffee, a monopoly pyrethrum board and monopolistic sugar factories all thrived. Liberalization of the economy came in 1992 with the lifting of foreign exchange and import controls, and the freeing of many agricultural sectors from regulated monopolies. Liberalization brought havoc to the institutional arrangements that supported the agricultural credit system.

In the Poverty Reduction Strategy Paper 2001-2004, agriculture was ranked as the number one sector, crop development the priority sub-sector and inefficient rural financial systems the second most binding constraint. Government noted farmers and the rural sector cannot progress without the credit and financial services they have been starved of, and committed to promoting an innovative and efficient rural finance and credit supply system for smallholders and rural primary processors by developing modalities to support schemes through farmer organizations, NGO's, CBO's, rural SACCOs, input suppliers and processors. In the Economic Recovery Strategy for Wealth and Employment Creation poor access to farm credit is given as a cause of the decline in agricultural productivity. The Strategy for Revitalization of Agriculture (SRA) also picks up on the agricultural credit problem in its analysis of the problems facing Kenyan agriculture. It identifies lack of capital and access to affordable credit for financing inputs and capital investment as a major cause of low productivity in agriculture.

2.9 Funding in coffee sector

Leopold, 2008 recommended the problem of debt overhang to coffee farmers be resolved to give them a fresh start and also that the credit be availed through a coffee credit window in participating financial institutions and by operationalizing the proposed Coffee Development Fund. One of the products of these government reforms is the creation of the Kenya Second Coffee Improvement Project and creation of Coffee Development Fund. Kenya Second Coffee Improvement Project intended to provide investments required to improve 275 coffee factories and construct an additional 65 in the cooperative sector, provide credit for agricultural inputs, finance the initial credit requirements and support an improved coffee payment system in the cooperative sector, improve production and processing on 230 small estates, increase Kenya's coffee milling capacity,

provide training and advisory services, strengthen the planning, management and implementation capacities of the key participating agencies. The project's main objective was to raise the incomes of coffee smallholders, small estate owners, and farm workers through increased productivity and quality improvements (Ministry of Agriculture and Ministry of Livestock and Fisheries Development, 2004). Coffee Development Fund (CoDF) is to provide sustainable, affordable credit facilities to coffee farmers for farm development, farm inputs, farming operations and coffee price stabilization. In addition, it fits within the government's Strategy for Revitalization of Agriculture (SRA) which has a vision to accelerate the process of liberalizing coffee and targets improvement of access to financial services and credit.

Mukurweini District is also covered under CoDF, administered through intermediary banks in form of credit to revive coffee trees in the area. The fund has adopted group lending approach and requires borrowers to adhere to structured approach when supervising the utilization of the fund. The production of coffee is still very low at 4kg per tree with a potential of 15kg per tree despite the coffee development fund (CoDF) availability.

2.10 Gender and cross cutting issues in coffee farming

Kenya Agriculture is faced with Gender blind policies, programmers and projects that lead to unequal distribution of opportunities and benefits for male and female clients hence the full potential of each gender group is not be realized, lack of clear constitution that propels Leadership roles and Economic aspects. Another problem in the coffee industry is the reluctance of the old farmers handing over the button to the younger generation. Statistics show that the average age of the coffee farmer in Kenya is around 65 years. There is a general tendency of the fathers not handing over coffee to their sons. Young people in the coffee growing areas dislike coffee in general and don't like being associated with it. Young people must be made to love coffee and its associated activities by being made to own it and be responsible if there are going to be any sustainable development in the industry. The industry has to shed off its negative image if young people have to embrace it and be involved its consumption and promotion (Mwamzali, 2011) .The industry will need to respond to declining production, reduced returns, coffee farms neglect, splitting up of large coffee estates for residential purposes, mismanagement of the cooperatives societies and an industry that is not transparent in terms of information flow or its general management.

2.11: Management of Coffee Societies.

According to Mureithi, 2008, in his study on some challenges for decent work in Kenya found out that quality service and proper management of cooperative societies are of utmost importance. Many cooperatives employ managers who are not well qualified, leading to general mismanagement. The main causes of the problem are corrupt practices by management committees as they reward themselves over and above the stipulated requirements they are legally allowed. Poor management skills since most officials of the management committee are poorly educated and lack skills for running societies. Nepotism as leaders is selected on the basis of family or clan connections rather than for qualities to ensure achieving a common economic objective. He recommends that Quality and productivity improvement must be addressed at all levels, including cooperatives to be managed as commercial businesses, with sanctions applied to failed management boards that do not practice proper corporate governance. Kenya should go for value addition through branding, certification, total quality management, attractive packaging, niche positioning and other creative marketing strategies.

According to Hezron, 2001 researched on the Impact of Liberalization of Agriculture sector in Kenya recommended that the managers of a cooperative society should have adequate management skills, regardless of clan or tribal affiliation. The management team should answer to a board of directors or a Committee elected by members. The board should be the policy-making body for the society and both members and boards of directors need to realize that the foremost role of a cooperative is economic, not social or political. The cooperative movement has played an important role in Coffee development through procurement of inputs, production, value addition and marketing. In the financial sector the cooperative movement through savings and credit cooperatives (SACCOs) has helped mobilize savings and provide credit to producers. Consequently, the Government has reviewed the Cooperative Societies Act and formulated a new cooperative development policy in addition to the cooperative investment policy to guide the cooperative movement in the medium term and the ministry has also developed the SACCO Regulatory Act and operationalized the SACCO Regulatory Authority to play a more significant role in reviving the economy through improved governance and management capacity. (Government of Kenya, 2010). In Mukurweini there are about 18,000 small scale coffee farmers organized into 4 cooperative societies with 28 coffee factories (ministry of Cooperative Development, 2010) .The cooperative

societies help in procurement of inputs, production, value addition and marketing. In Mukurweini coffee production in terms of yields per year is still very low despite the reforms in the cooperatives societies as reviewed in the cooperative Act.

2.12 Conceptual Framework of the Study

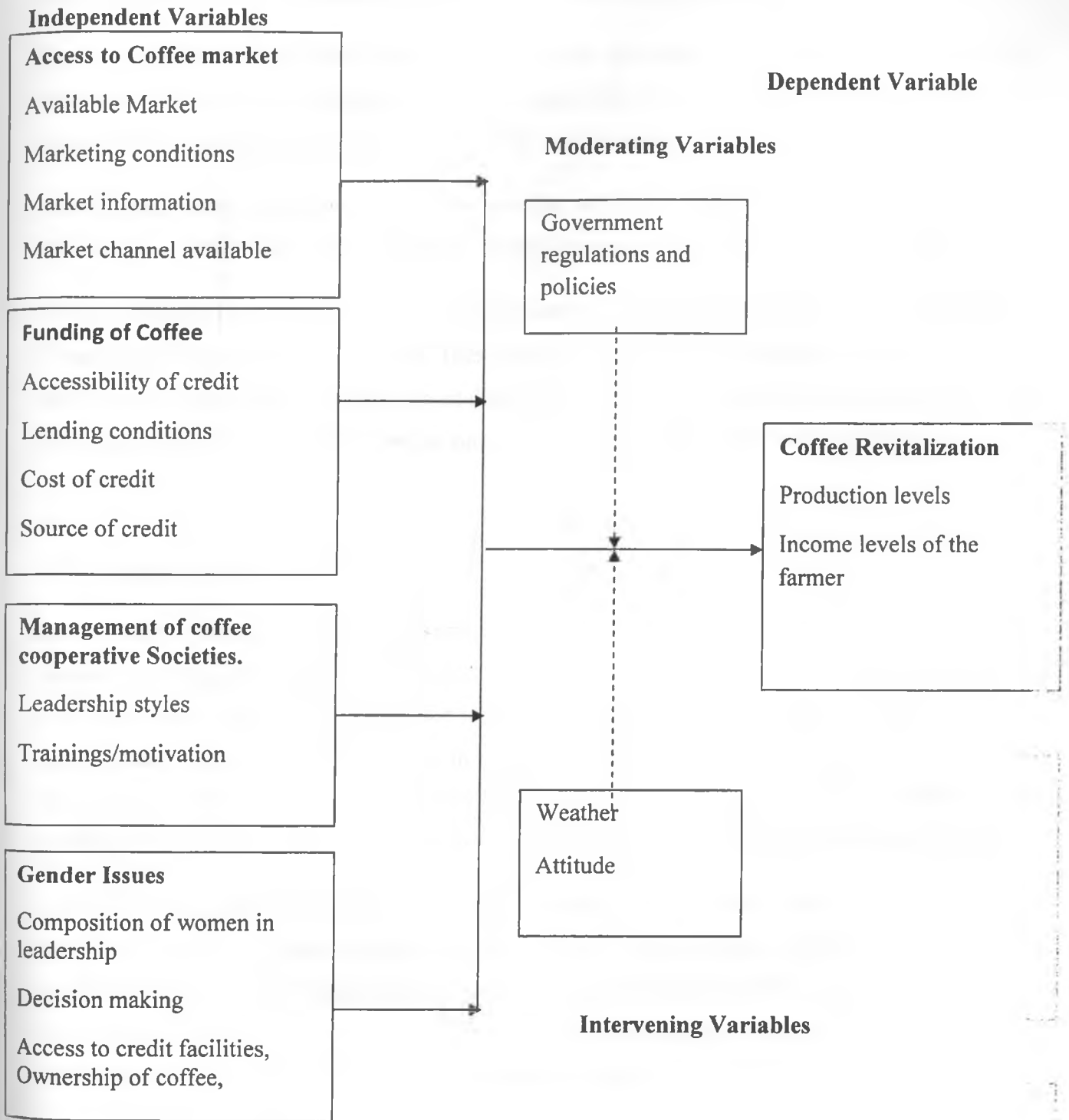


Figure 1: Conceptual Framework

When Access to coffee market is adequate and well organized coffee farmers exploit the existing market fetching better prices which motivates them to increase productivity.

Funding of coffee will enhance farmer access to inputs and credit. With available coffee funding farmers are able to finance the purchase of farm inputs like fertilizers and other agro-chemicals for increased yields and capital investment which will lead to reviving the coffee sector.

Good managements of coffee cooperative societies will lead to achievement of society's goals efficiently and effectively which will lead to improved productivity thus reviving the coffee sector.

If there is equal distribution of opportunities and benefits for male and female farmers, full potential of each gender group will be realized. These include opportunities to leadership, access to credit facilities, and ownership of coffee, up scaling initiatives. Women farmers who provide 80% of coffee labor will be motivated to increase production and the coffee sector will be revived.

2.12: Summary and research Gaps

In this chapter literature related to factors influencing revitalization of coffee programmes with special consideration to Mukurweini District of Nyeri County were reviewed. The coffee sub-sector is a critical economic driver for Kenya due to its contribution to foreign exchange, family incomes, employment creation and food security. In spite of the central role it has played in the county's development, coffee production has steadily declined over the years due to problems related to poor governance especially of cooperatives, poor marketing, lack of credit facilities and Gender issues.

A review of the global coffee markets indicates that the current coffee crisis is caused by major imbalances between supply (production) and demand (consumption). Gender blind policies, programmes and projects that lead to unequal distribution of opportunities and benefits for male and female clients hence the full potential of each gender group is not realized, lack of clear constitution that propels leadership roles and economic aspects.

Coffee reforms aims at increasing the incomes of smallholder farmers through increased production and improved coffee quality create employment and strengthen institutional capacity in key participating agencies. Quality service and proper management of cooperative societies are of

utmost important. Major reforms in the sector have reaffirmed the Governments commitment in providing an enabling environment for revitalization of the coffee sub-sector. In Mukurweini coffee production in terms of yield is still very low despite the reforms in the Marketing of coffee, cooperative societies and operationalization of Coffee development fund. The study was geared towards finding the relationship between the access to coffee market, funding in coffee, Management and gender issues in relation to increased coffee production and incomes for small scale farmers in Mukurweini District.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The chapter focused on the procedures that were used to conduct the study. The chapter thus focused on the research design, sample size and sampling procedures, target population, research instruments, data collection, methods of data analysis and presentation.

3.2 Research Design

The researcher used descriptive survey design that investigated the factors affecting coffee revitalization programmes in Mukurweini District. The method is commonly used in behavior research and is appropriate for the study as it assisted the researcher to produce statistical information on the challenges affecting coffee revitalization. Survey design attempts to describe and explain conditions of a problem or a phenomenon and is efficient in gathering a large amount of data (Mugenda and Mugenda, 2003).

3.3 Target population.

The target population comprised of 95 coffee farmers with more than one acre of coffee in Mukurweini district.

3.4 Sample size and Sampling procedure

The representative sample of the study included 95 farmers from a population of 946 farmers with more than one acres of coffee from 4 societies. The study adopted a stratified Random Sampling procedure. It was important to give each and every society an equal chance of being in the study since every society is an independent unit in the way it runs the affairs of its organization. Each stratum represented a coffee society, from which the researcher selected a coffee factory at random from which 10 % of coffee farmer's were selected at random. According to Gay (1996) for a descriptive study a sample size of 10% of the population is sufficient.

Table 3.1: Coffee Cooperative Society Member Distribution in Mukurweini District

Society	No Of Coffee Factories	Population	10%Sample Size
Rumukia	8	292	29
Rugi	8	285	29
Ruthaka	7	177	18
Gikaru	5	194	19
TOTAL	28	948	95

3.5 Research Instruments

The study used questionnaires as instruments of gathering information from farmers. Questionnaires had both open and closed ended questions to seek in-depth information (see Appendices 2).The researcher also used field observations to enrich responses and to fill in the information gaps.

3.6 Validity

Mugenda and Mugenda, (1999) defines validity as the accuracy and meaningfulness of inferences which are based on the research results; it is the degree to which results obtained from analysis of data actually represent the phenomenon under study. In order to improve validity, the researcher ensured that the research instruments were accurate by making the necessary adjustments after conducting a pilot study on 7 volunteer farmers in Karundi location of Nyeri District. They filled up questionnaires which were used to check if the questions were getting the right response to measure what was intended.

3.7 Reliability

Mugenda and Mugenda, (1999) defines reliability as a measure of the degree to which a research instrument yields consistent results or data after repeated trials. Reliability is important because it enables the researcher to identify misunderstandings, ambiguities, and inadequate items in the research instruments and make the necessary adjustments so that data collected can have more reliability. This was achieved through test-retest method and made necessary changes to the research instruments. A pilot study on 7 volunteer farmers in Karundi location of Nyeri District was done by filling up questionnaires. The questions were reframed to make them better understood, necessary instructions were given, and the language simplified to ensure correct interpretations were made.

3.8: Data Collection Procedure:

Questionnaires with adequate instructions and easy to understand language were hand delivered to the already identified samples of the population by the researcher and the researcher assistants. Observations were done by the researcher while traveling to the research sites to filled in the information gaps in the study. For example observations were made on the land sizes, crop conditions in the field and husbandry management .Through observations, the researcher got first hand information and status quo for authenticable situational analysis. The primary data was collected through the administered questionnaires.

3.9: Data analysis techniques

The data collected was analyzed using descriptive statistics. After collection, raw data was processed to eliminate unwanted and unusable data which was ambiguous. The researcher organized the data to ensure that the raw data was free from inconsistencies and incompleteness. This involved scrutiny of completed instruments in order to detect and reduce errors, incompleteness, misclassification and gaps in the information obtained from the respondents. Qualitative data generated from questions was organized into themes and categories pertinent to the study. This helped to identify information that was relevant to the research questions and objectives.

The responses were analyzed using descriptive statistics and data presented in tables of frequencies, percentages. Ordho, 2003 argues that the simplest way to present data is in frequency or percentage

tables, which summarizes data about a single variable. Both Microsoft Excel spreadsheet and Statistical Package for Social Scientists (SPSS) were used to analyze the data which is represented using frequency tables and percentage charts.

3. 10: Ethical Issues

In this research respondents were informed about the purposes of the research in advance before filling the questionnaires. The information disclosed by the respondent and their identity is kept confidential and information gathered only used for this study.

3.11: Operational definition of variables

Table 3.1 below shows the operational definition of the variables.

Table 3.2: Operational definition of variables

Objectives	Types of Variables	Indicators	Level of scales	Type of Analysis
To establish whether access to market influences coffee revitalization programme in Mukurweini District	Independent variable Access to Market	Available Market Marketing conditions Market information Market channel available	Ordinal Ordinal Ordinal Ordinal	Rank Rank Rank Rank
To find out whether funding of coffee projects is affecting coffee revitalization in Mukurweini District	Funding of coffee	Availability of credit Lending conditions Cost of credit Source of credit	Ordinal Ordinal Ordinal Ordinal	Rank Rank Rank Rank
To investigate whether management of coffee societies influence coffee revitalization in Mukurweini District	Management of coffee cooperative Societies	Leadership styles Commitment to trainings/motivation	Ordinal Ordinal	Rank Rank
To establish whether gender issues affect revitalization of coffee in Mukurweini District.	Gender issues in coffee	Women in leadership Decision making Women roles	Ordinal Ordinal Ordinal	Rank Rank Rank

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.1: Introduction

This chapter is presents the findings of the study. The chapter covers the response rate, background information, gender issues, funding of coffee, access to coffee market and governance of coffee society. The responses were analyzed using descriptive statistics and data presented in tables of frequencies and percentages.

4.2: Response Rate.

There was 100% return rate of administered questionnaires for data analysis which was attributed to the fact that, the questionnaires were administered to the respondents.

4.3: General Information.

This section gives general findings in social demographic characteristics of the respondent.

4.3.1: Distribution of Respondents by Gender

The respondents were asked to indicate their Gender as shown in Table 4.1

Table 4.1 Gender of Respondent

GENDER	FREQUENCY	PERCENTAGE
Male	71	75
Female	24	25
TOTAL	95	100

The Table shows that most respondents were male, which is, 75% males, and 25. % females. This means that, coffee farming is a male dominated farming activity.

4.3.2: Ages of Respondents

This gives the age bracket of the respondents mainly in the range of below 30 years and above 60 years as in Table 4.2

Table 4.2 Ages of Respondents

AGES	FREQUENCY	PERCENTAGE
Below 30 years	0	0
30-40	6	6
41-50	28	29
51-60	57	60
Above 60	14	15
TOTAL	95	100

The Table shows 6% of farmers aged 30-40 years, 29% between 41-50 years, 60% between 51-60 years while 15% above 60 years. This shows that, most coffee farmers were not young with 75% aged over 51 years.

4.3.3: Education Level Attained.

The respondents were asked to give their highest level of education attained as in the table 4.3.

Table 4.3: Education Level Attained

HIGHEST EDUCATION LEVEL	FREQUENCY	PERCENTAGE
No education	0	0
Primary Education level	59	59
Secondary Education.	32	34
Colleges level	6	6
University level	2	2
TOTAL	95	100

Table shows that 59% of coffee farmers highest education level was primary school,34% secondary ,6% had reached college level while only 2% university level. This indicates that the farmers have basic education.

4.3.4: Size of the Farms.

The respondents were asked to give the acreages of coffee farms as this is considered to be very important in terms of production levels per farm and application of loans. The table below shows the range of the acreage owned by farmers.

Table 4.4 Size of the Farm

COFFEE ACREAGE OWNED	FREQUENCY	PERCENTAGE
1- 2.0 acres	37	39
2.1-3.0 acres	21	22
3.1-4 acres	17	17
4.1-5 acres	11	12
Above 5 acres	9	10
TOTAL	95	100

The Table shows that, 39% had below 2 acres, 22 % had between 2.1-3.0 acres, 17% had between 3.1-4 acres, 11% had 4.1-5 acres while only 9% had land over 5 acres. This indicates that most coffee farmers are small scale coffee farmers with less than 5 acres.

4.4 Gender Issues.

This section gives general findings in gender issues of the respondents both as at the farm level and management level. This is considered important as distribution of opportunities and access to benefits affects decision making and exploitation of potential needed to increase productivity.

4.4.1: Owner of Coffee Crop.

The respondents were asked to indicate the gender of the owners of the coffee farm as in the table

4.5. Ownership is important as it influences most decisions made on the farm.

Table 4.5: Ownership of Coffee Crop.

OWNER OF THE COFFEE CROP	FREQUENCY	PERCENTAGE
Man	43	45
Woman	11	12
Both	41	43
TOTAL	95	100

The above table shows that 45% of the owners of the coffee crop are men, 12% are owned by women while 43% are owned by both. This is an indication of male dominating ownership of the enterprise.

4.4.2: Decision Making.

The respondents were asked to indicate the gender that makes decision on scaling up activities on the coffee farm.

Table 4.6 Decision Makers on Scaling Activities.

DECISION MAKER ON SCALING ACTIVITIES	FREQUENCY	PERCENTAGE
Man	51	54
Woman	9	10
Both	35	36
Others	0	0
TOTAL	95	100

The table shows men dominated in decision making on scaling activities like planting etc, with 54% while only 10% of women are decision makers. 36% of coffee farming decisions are made by both male and female.

4.4.3: Access to Credit for Coffee Development.

The table below gives the findings on how credit for coffee development is accessed by gender.

Table 4.7 Access to Credit for Coffee Development

ACCESS TO CREDIT FOR COFFEE	FREQUENCY	PERCENTAGE
Man	47	49
Woman	12	13
Both	36	38
TOTAL	95	100

The table shows that men dominate access to credit than women, which is 49% of men while 13% women. 38% of farmers said both can access credit for coffee development.

4.4.4: Labour Provision in Coffee

The respondents were asked to indicate provision of labour by gender for coffee crop activities.

Table 4.8 Coffee Labour Providers

LABOR PROVIDER	FREQUENCY	PERCENTAGE
Man	38	40
Woman	23	24
Both	27	28
Employed laborers	7	8
TOTAL	95	100

The table shows that, 40% of men were coffee labour providers on the farm, 24 % were women, and 28% of farms had both male and female as labour providers while only 8% had employed a labourer. This indicates that men dominate provision of labour.

4.4.5: Access and Control of Income from Coffee.

This gives an analysis on control of coffee proceeds from the farm by gender in table 4.9.

Table 4.9 Access and Control of Income from Coffee Proceeds

CONTROL OF INCOME	FREQUENCY	PERCENTAGE
Man	21	22
Woman	17	18
Both	57	60
TOTAL	95	100

The table indicates that 22% of men access payments while 18% were women. 60% is both men and women accessed incomes from coffee thus there are sharing of coffee benefits by both genders.

4.4.6: Roles of Women and Coffee Production.

This gives the opinions on the effect of the role played by women in coffee production.

Table 4.10: Influence of Women on Coffee Production

INFLUENCE OF WOMEN ON COFFEE PRODUCTION	FREQUENCY	PERCENTAGE
Strongly Agree	21	31
Agree	10	15
Neutral	32	47
Disagree	2	7
Strongly Disagree	0	0
TOTAL	95	100

The table above shows that, 31 percent of respondents strongly agreed that women had influence on coffee production, 15 percent agreed while only 7 percent disagreed. 47 percent were neutral. This indicates women involvement is important at all levels.

4.4.7: Women Representation in Management Committees.

The respondents were asked to indicate the representation of women in the management of their society management committee members as shown in table 4.11.

Table 4.11: Women Representation in Management Committees

FEMALE COMPOSITION OF MANAGEMENT	FREQUENCY	PERCENTAGE
Below 10%	45	47
11-30%	31	33
31-50%	19	20
Above 50%	0	0
TOTAL	95	100

The table indicates that, majority of women 47 percent believed women representation in management committees is below 10 percent, 33 percent thinks they were between 11-30 percent while 20 percent said women representation in management was between 31-50 percent of committee members. This is an indication that representation of women is below 30% thus underrepresented.

4.4.9: Women Position in Executive Positions.

The respondents were asked to indicate Women representation in the executive positions in their management Committees as in the table 4.13 below.

Table 4.12: Women Position in Executive Management Committee

WOMEN POSITION IN MANAGEMENT COMMITTEES	FREQUENCY	PERCENTAGE
Chair person	0	0
Secretary	3	3
Treasure	0	0
Committee member	85	89
Others	7	8
TOTAL	95	100

The table shows that, there is 3% women representation in the executive management committee while 89 percent were committee members who hardly influence decisions relating to coffee and 8 percent in other positions. This is an indication of low women representation in executive.

4.5: Funding Coffee Farming Activities.

This section gives findings on factors affecting funding of coffee farming activities as provided by the respondents. Funding of coffee is important as it enables farmer to finance the purchase of farm inputs like fertilizers and other agro-chemicals.

4.5.1: Source of Capital for Coffee Farming.

The respondents were asked to indicate the sources of capital for supporting coffee activities as in table 4.14.

Table 4.13: Source of Capital for Coffee Farming

SOURCE OF CAPITAL	FREQUENCY	PERCENTAGE
Saving	5	6
Family	3	4
Loan	78	90
TOTAL	95	100

From table above most farmers' major source of capital is loan, which is 90%, 6% is from savings while 4 % is from the family members.

4.5.2: Accesses to Coffee Development Credit.

The respondents were asked to indicate the level of credit accessibility for coffee development.

Table 4.14: Accesses to Coffee Development Credit.

ACCESS TO COFFEE DEVELOPMENT CREDIT	FREQUENCY	PERCENTAGE
Highly accessible	12	13
Moderately accessible	31	33
Accessible	11	12
Lowly accessible	33	34
Not accessible	8	8
TOTAL	95	100

The above table shows that, 13 percent felt that access to coffee development credit is highly accessible, 33 percent moderately accessible, 34 percent lowly accessible while only 8 percent felt the credits were not accessible. This indicates that funding is not adequate.

4.5.3: Effects of Interest rates to Borrowing

The respondents were asked to indicate the rating of interest rates in relation to effects on borrowing of credit.

Table 4.15: Effects of Interest Rates to Borrowing

INTEREST RATES AND BORROWING OF CREDIT	FREQUENCY	PERCENTAGE
Highly	49	52
Moderately higher	13	14
Moderately	31	33
Lower	2	1
Moderately low	0	0
TOTAL	95	100

The above table shows that 52 percent felt that, interest rates charged highly affect borrowing, 14 percent moderately affect borrowing while only 1 percent felt it does not affect. This shows Interest rate affect accessibility of credit.

4.5.4: Lending Approach to Borrowing of Coffee Credit.

The respondents were asked to indicate the rate at which the approach used for lending credit affected borrowing that is in a group or an individual.

Table 4.16: Lending Approach to on Borrowing of Coffee Credit

LENDING APPROACH ON BORROWING OF COFFEE CREDIT	FREQUENCY	PERCENTAGE
Highly	18	19
Moderately highly	31	33
Moderately	40	42
Lower	2	2
Moderately low	4	4
TOTAL	95	100

The table shows that, 19% felt that lending approach either group lending or individual highly influence borrowing, 33%t influence borrowing moderately while only 6% felt it does not.

4.5.5: Influence of Funding on Revitalization of Coffee.

The respondents were asked to indicate their opinion on influence of funding against revitalization of coffee as in table 4.18.

Table 4.17: Influence of Funding on Revitalization of Coffee.

FUNDING INFLUENCE COFFEE REVITALIZATION	FREQUENCY	PERCENTAGE
Strongly agree	46	48
Agree	31	33
Neutral	8	8
Disagree	10	11
Strongly disagree	0	0
TOTAL	95	100

Above table above shows, 48% strongly agreed that funding of coffee strongly influence coffee revitalization, 33% agreed while only 11% disagreed. This indicates funding is important factor in coffee production.

4.6: Access to Coffee Market.

These section present findings on the channels of marketing that are accessed by farmers, effects of lack of market information on accessing coffee market, lack of market information and marketing conditions and their effects on Access to coffee market. Access to coffee market is found to be important as it affects incomes and thus motivates farmers to increase productivity.

4.6.1: Coffee Marketing Channels.

The respondents were asked to indicate the marketing channel used for the sale of their coffee proceeds.

Table 4.18: Coffee Marketing Channels

MARKETING CHANNELS	FREQUENCY	PERCENTAGE
Auction only	55	58
Direct sales only	13	14
Both	27	28
TOTAL	95	100

The table above shows that 58 percent of farmers sell their coffee through auction only, 14 percent do direct sale only, while 28 percent sell using both the auction and direct sale to buyers and this shows the market channels available.

4.6.2: Lack of Information and Access of Coffee Market.

The respondents were asked to rank their feeling on effects of lack of market information on how it influences accessibility to coffee market.

Table 4.19: Lack of Information and Access of Coffee Market

LACK OF INFORMATION AND ACCESS MARKET	FREQUENCY	PERCENTAGE
Highly	51	54
Moderately higher	17	18
Moderately	19	20
Lower	5	5
Moderately low	3	3
TOTAL	95	100

Above table indicates that, 54% of respondents felt that lack of information highly influence access to the market, 38% moderately; while 8 % felt influence is very low. This means that market information is important.

4.6.3: Marketing Conditions on Access to Coffee Market.

The respondents were asked to rate the effects of marketing conditions on access to coffee market.

4.20: Marketing Conditions on Access to Coffee Market

EFFECTS OF MARKETING CONDITIONS ON ACCESS TO COFFEE MARKET	FREQUENCY	PERCENTAGE
Highly	38	40
Moderately higher	35	37
Moderately	10	11
Lower	3	3
Moderately low	9	9
TOTAL	95	100

The table above indicates that, 40% of the respondents felt that marketing conditions highly influence access to the market of coffee, 37% felt it moderately influence while less than 20 % felt it did not. This is an indication that marketing conditions are important factors to coffee market.

4.6.4: Accesses to Coffee Market and Coffee Revitalization

In this section respondents were asked to indicate their opinion on the way access to coffee market influence coffee revitalization.

Table 4.21: Accesses to Coffee Market and Coffee Revitalization.

COFFEE MARKET INFLUENCE ON COFFEE REVITALIZATION	FREQUENCY	PERCENTAGE
Strongly Agree	41	43
Agree	37	39
Neutral	4	4
Disagree	10	11
Strongly disagree	3	3
TOTAL	95	100

The table shows, 43 % strongly agreed that access to coffee market strongly influence coffee revitalization, 39% agreed, 11% disagreed while 3% disagreed. This an indication that access to coffee marketing is important in revitalizing programmes.

4.7: Management of Coffee Societies

This section gives finding on the opinions of farmer on leadership of the cooperative management, their commitment towards training farmers, influence and motivation on coffee farming as a business. Management of cooperative is important as it influences achievements society's goals.

4.7.1 Cooperative Management Committee Leadership Styles (Influence / motivation of farmers).

The respondents were asked to give their opinion on the leadership styles of the management committees based on the way they influence and motivate them to do coffee farming.

Table 4.22: Cooperative Management Committee Leadership Styles.

COOPERATIVE MANAGEMENT COMMITTEE LEADERSHIP STYLES	FREQUENCY	PERCENTAGE
Very Good	12	13
Good	40	42
Neutral	10	11
poor	25	26
Very Poor	8	8
TOTAL	95	100

The table shows that, 13 percent of respondents felt that the management was very good, 42 percent felt they were good, 26 percent felt they were incompetent, while 8 percent felt they were very incompetent. This indicates that the committee was motivating farmers towards doing coffee farming business.

4.7.2: Management Commitment towards Coffee Farming as a Business.

The respondents were asked to indicate their rating on management commitment toward Coffee Farming as a Business.

Table 4.23: Management Commitment towards Coffee Farming as a Business

COMMITMENT TOWARDS MANAGEMENT OF SOCIETY AS A BUSINESS	FREQUENCY	PERCENTAGE
Strongly agree	25	26
Agree	42	44
Neutral	15	16
Disagree	8	8
Strongly disagree	5	5
TOTAL	95	100

The table above shows how management is committed towards management of society as a farming business, 26% strongly agreed, 44% agree, and 16% neutral, 8% disagree, 5% strongly disagree. This is an indication that the management is committed towards achieving goals of the society which is coffee business.

4.7.3: Management of Cooperative Societies Influence on Coffee Revitalization.

The respondents were asked to give their opinion on rating of managements influence coffee revitalization.

Table 4.24: Management of Cooperative Societies Influences Coffee Revitalization

MANAGEMENT OF COOPERATIVE SOCIETIES INFLUENCE COFFEE REVITALIZATION	FREQUENCY	PERCENTAGE
Strongly Agree	37	39
Agree	36	38
Neutral	10	11
Disagree	12	12
Strongly disagree	0	0
TOTAL	95	100

The table above shows 39% of respondents felt that Management of cooperative societies influence coffee revitalization, 39% strongly, 38% agree, 11% neutral, 12% disagree. This means that management of cooperative is an important factor in revitalization of coffee.

CHAPTER FIVE

SUMMARY OF THE FINDINGS, DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The basic purpose of this chapter is to give the summary, conclusions and recommendation of the study. This was based on the research findings that is presented and discussed in the previous chapters.

5.2 Summary

The findings of this study shows that, most respondents were male, that is, 75% males, and 25 % females. The findings also revealed that, 45% of the owners of the coffee crop are men, 12% are owned by women while 43% are owned by both male. This means that, coffee farming is a male dominated farming activity. There were no youth coffee farmers and that 75% were aged over 51 years. Most farmers have basic education as it was found out that 59% of coffee farmers' highest education level was primary school, 34% secondary, and 6% had reached college level while only 2% university level. Most coffee farmers are small scale coffee farmers with less than 5 acres which is 91% while only 9% had coffee land over 5 acres.

Study objective one sought to establish the extent to which gender issues affect revitalization of coffee in Mukurweini District. The study also found out that, men dominated in decision making on scaling activities like planting with 54% while only 10% of women are decision makers. In few farms decisions can be made by either gender which is 36%. Also access to credit for coffee development was higher for men than women, that is, 49% of men while 13% women while 38% of farmers said either of the gender. In terms of labour provisions, 40% of men were coffee labour providers on the farm, 24 % were women, and 28% of farms had both male and female as labour providers while only 8% had employed a labourer. In about 60% of the farms both the men and women accessed and controlled incomes from coffee. In 22% of farms it is only men who access payments for coffee proceeds while 18% of the cases it is the woman an indication of sharing income by both gender. On women's influence on coffee farming, 46% agreed that women had influence on coffee production while 2% agreed.

On representation in management, majority of respondents, that is 78% percent, believed women representation in management committees is below 30 %and 20% of respondents believed representation was between 31-50% . The women representation in the executive position was very low at 3% hence hardly influences decisions relating to coffee management.

The study objective two sought to establish the extent to which funding of coffee projects affects coffee revitalization in Mukurweini District. The findings of this study, reveals that, most farmers major source of capital is loan, that is, 90%. On credit 92% felt that coffee development credit is accessible while only 8 % felt the credits were not accessible. Majority, 68 % felt that, interest rates charged affect borrowing while only 1% felt it does not affect. Lending approach either group lending or individual does not highly influence borrowing at 33%. The findings of the study also revealed that majority agreed that funding of coffee strongly influence coffee revitalization at 89% agreed while only 11% disagreed.

Objective three of this study aimed at establishing the extent to which access to coffee market influence coffee revitalization programme in Mukurweini District. This study found out that, 58% of farmers sell their coffee through auction only, 14 % do direct sale only, while 28% sell using both the auction and direct sale to buyers. 92% of respondents also felt that lack of information influences access to the market. On influence of marketing conditions, 77% of the respondents felt that marketing conditions influence access to the market of coffee while less than 20% felt it did not. Also 86% agreed that

The study objective four aimed at assessing the extent to which management of coffee societies influence coffee revitalization in Mukurweini District. This study found out that, 55% of respondents felt that leadership was good while 30% felt they were poor. On commitment of management, 70% agreed that management is committed towards influencing members to do coffee farming as a business while 13% disagreed. On whether management of coffee societies affect revitalization of coffee 77% of respondents felt that management on cooperative societies influence coffee revitalization, 39% while 12% disagreed.

5.3 Discussion

The study also found out that coffee farming is men dominated .This study therefore concurs with those of Mwamzali (2011), which noted that, Kenya agricultural sector is faced with gender blind policies, programmers and projects that lead to unequal distribution of opportunities and benefits for male and female clients hence the full potential of each gender group is not be realized, lack of clear constitution that propels women in decision making positions.

There is an indication that coffee funding is a very important factor and thus this study concurs with those of Leopold (2008) findings that, the biggest threat to coffee agricultural sector is lack of funds and its access.

The study objective three found out that access to coffee market strongly influence coffee revitalization thus concurs with the findings of Mureithi (2008), which highlighted marketing of coffee as the critical factor that affect coffee sector.

The findings on objective four found out that management of coffee society's influences coffee revitalization thus concurs with Mureithi, (2008), in his study on some challenges for decent work in Kenya found out that quality service and proper management of cooperative societies are of utmost importance.

5.4 Conclusions

Coffee farming is small scale with less than 5 acres and male dominated farming activity with most farmers being over 51 years. Men dominate ownership, decision making on scaling activities, in management committees, access to credit; labour provision .There is sharing in access and control of coffee income in most farms. On women's influence on coffee farming, majority agreed that women had influence on coffee production and their representation in the executive management committees is low thus their contributions to decisions is low. To most farmers, the major source of capital is loan and accessibility to coffee fund for coffee farming is thus important since it highly influences revitalization of coffee sector.

Marketing itself is a strong influence on coffee revitalization. The management committees of the coffee societies have good leadership and are committed towards enhancing coffee farming as a business. The management of cooperative societies influences coffee revitalization thus quality services, good practices and proper management of cooperative societies are of utmost important.

5.5 Recommendations

The findings of this study has shown that coffee farming is male dominated. This study recommends that Women and young people should be brought on board in the running of coffee sector to realize full potential of each gender group. In addition, young people to be encouraged to venture in coffee farming. There is need for the stakeholders to change policy on coffee farming and leadership of societies to embrace various gender groups.

Based on objective number two of the study and the findings of this study, which revealed that, most farmers' major source of capital is loan. Therefore credit accessibility should be enhanced and Interest rates lowered to provide cheap loans to coffee farmers in order to increase funding of the coffee farming.

This study recommends that, marketing conditions be made favourable as they are found to influence access to market of coffee. Flow of marketing information is key to accessing market thus need to be enhanced to equip coffee farmers with adequate knowledge for marketing, bargaining power and control of their produce.

The management of cooperative societies has been found to influences coffee revitalization hence stakeholders should come up with a structure that will facilitate quality services delivery, good practices and proper management of cooperative societies are of utmost important. Also stakeholders should maintain a clear method of appointing management committee members, who are qualified with adequate management and leadership skills and with a vision which is economic,

5.5.1 Recommended Further Research.

Based on the findings of the above study, there is need to undertake further research in this areas. In particular it would be interesting to consider the following:

1. A comparative study on male managed coffee society's against female managed.
2. Causes of low youth participation in coffee sector.
3. Value addition of coffee in Kenya for local market
4. Effects of Land subdivision on coffee production.
5. A comparative study on intermediary Banks in the coffee sector.

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APPENDICES

APPENDIX 1: INTRODUCTION LETTER

University of Nairobi

College of Extra Mural studies,

School of Continuing and Distance Education,

Mr/Mrs.....

P o. Box.....

Mukurweini District.

Dear Sir/Madam,

RE: ACADEMIC RESEARCH

I am a university of Nairobi post graduate student pursuing Project Planning and Management. I am currently undertaking a research on factors affecting coffee revitalization programme in Mukurweini district. The questionnaire attached is meant for collecting information which will assist in the study.

All the information given will be used for the purposes of the study only and will be treated with uttermost confidence. Kindly respond to all the questions as honestly as possible. Your cooperation will be highly appreciated.

Yours faithfully,

Beatrice Theuri

APPENDIX 2: QUESTIONNAIRE FOR COFFEE FARMERS

Instructions

This questionnaire is for the purposes of collecting research information on investigation of factors affecting coffee revitalization programmes in Mukurweini district. Please answer these questions to the best of your knowledge. Use a tick (✓) inside the box to indicate the correct answer where choices are given. Write your answer in the spaces provided where choices are not given.

Section A: Background information

1. Indicate your gender

Male

Female

2. Indicate your age in years

Below 30 years

30-40

41-50

51-60

Above 60

3. Indicate the highest educational level attained

Primary school level

Secondary school level

Colleges

University level

Others specify

4. What is the coffee acreage owned?

- 1 -2.0 acres
- 2.1 -3.0 acres
- 3.1-4acres
- 4.1-5ACRES
- Above acres

5. Indicate the coffee cherry delivered and income for same period during the indicated years

Yield	income
Year 2010/2011.....
Year 2009/2010.....
Year 2008/2009.....

6 .Give reasons for the decline or increase.....
.....

Section B: Gender issues

7. Who is the owner of the coffee crop?

- Man
- Woman
- Both
- Other

specify.....
.....
.....

8. Who decides on up scaling activities like planting and uprooting coffee, manuring and fertilizer application, pruning, for coffee among others?

Man

Woman

Both

Others specify.....

9. Who access credit for coffee development on your farm?

Man

Woman

Both

10. Who provides most labor on your farm?

Man

Woman

Both

Others specify.....

11. Who access payments for coffee proceeds from your farm?

Man

Woman

Both

12. In your own opinion do roles played by women affect coffee production in your farm?

Yes

No

13. If yes, how do those roles affecting coffee production?

Highly	<input type="text"/>
Moderately higher	<input type="text"/>
Moderately	<input type="text"/>
Lower	<input type="text"/>
Moderately low	<input type="text"/>

14. Which is the female composition of management committee in your society?

Below 10%	<input type="text"/>
11-30%	<input type="text"/>
31-50%	<input type="text"/>
Above 50%	<input type="text"/>

15. What post do women and the youth hold in the management committee in the society?

Chair person	<input type="text"/>
Secretary	<input type="text"/>
Treasurer	<input type="text"/>
Committee member	<input type="text"/>
Others	

specify.....
.....
.....
.....

Section C: Funding coffee farming activities

16. Are you able to get coffee credit Yes No

17. If yes from which source of income?

Savings

Family

Loan

18. In your opinion, how accessible is the Coffee development credit from financial institutions?

Highly accessible

Moderately Accessible

Accessible

Lowly accessible

Not accessible

19. How do the Interest rates affect the borrowing of coffee credit?

Highly

Moderately higher

Moderately

Lower

Moderately low

20. How does the Repayment period affect the borrowing of coffee credit?

Highly

- Moderately higher
- Moderately
- Lower
- Moderately low

21. How does the lending Approach (group or individual) affect the borrowing of coffee credit?

- Highly
- Moderately higher
- Moderately
- Lower
- Moderately low

22. How does the Intermediary Bank affect the borrowing of coffee credit?

- Highly
- Moderately higher
- Moderately
- Lower
- Moderately low

23. Does funding of coffee highly influence coffee revitalization?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Section D: Access to Coffee market

24. Which marketing channels does your society access for the marketing of coffee?

Auction Only

Direct sales only

Both

25. How does Lack of information affect access to coffee market?

Highly

Moderately higher

Moderately

Lower

Moderately low

26. How does marketing conditions affect access to coffee market?

Highly

Moderately higher

Moderately

Lower

Moderately low

27. Do you think the access to coffee market influences coffee revitalization?

Strongly Agree

Agree

Neutral

Disagree

Strongly disagree

Section E: Governance of coffee societies

28. How do you rate your cooperative management committee leadership styles? (Influencing / motivating farmers)

- Very Good
- Good
- Neutral
- Poor
- Very Poor

29. Is the management committed towards training farmers towards coffee farming as a business?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree

30. Does management of cooperative societies influences coffee revitalization?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree

THANK YOU

Appendix 3: Confirmation Letter.

CONFIRMATION LETTER

TO THE HONORABLE MEMBERS OF THE NATIONAL ASSEMBLY

AND

THE HONORABLE MEMBERS OF THE NATIONAL COUNCIL

OF THE FEDERAL GOVERNMENT OF PAKISTAN

AT THE OFFICE OF THE CHIEF JUSTICE

OF THE SUPREME COURT OF PAKISTAN

ISLAMABAD

DATE: _____

BY: _____

CHIEF JUSTICE

SUPREME COURT OF PAKISTAN

ISLAMABAD



UNIVERSITY OF NAIROBI
COLLEGE OF EDUCATION AND EXTERNAL STUDIES
SCHOOL OF CONTINUING AND DISTANCE EDUCATION
DEPARTMENT OF EXTRA MURAL STUDIES
P O Box 598 - NYERI : Tel : 061-2030460

3 July 2012

TO WHOM IT MAY CONCERN

SUBJECT : CONFIRMATION LETTER
THEURI BEATRICE NYACHOMBA - REG. NO.L50/61918/2011


This is to confirm that the above named is a bona fide student of University of Nairobi pursuing a **Master of Arts Degree in Project Planning and Management** - in the **School of Continuing and Distance Education – Department of Extra Mural Studies**.

She has completed course work and is currently writing the **Research Project** which is a requirement for the award of the **Masters Degree**.

Her topic is ***"Challenges Affecting Coffee Revitalization Programmes in Mukurwe-ini District, Kenya"***.

Any assistance accorded to her will be highly appreciated.

UNIVERSITY OF NAIROBI
C. E. S. F. E. S. D. E. M. S
NYERI & MT. KENYA AREA
P. O. BOX 598, NYERI TEL 2448


Dr. L. Otieno - Omutoko
RESIDENT LECTURER
NYERI & MT. KENYA REGION