

August
2026

**CASE STUDY–
SMALLHOLDER FARMERS
& COMMUNITY IMPACT**

KENYAN SMALLHOLDER FARMERS

The Backbone of Global Tea

www.redwinmarketing.com –
Connecting Global Farmers to U.S. Markets.

Presented by John Bryant– President
Jermaine E Whiteside– Advisor
REDWIN Marketing LLC

Redwin Marketing shares the story of over 650,000 Kenyan farmers, whose resilience and hard work mirror the values of American family farmers. Together, they form the backbone of global food and beverage supply.



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CASE STUDY- SMALLFARMER & COMMUNITY IMPACT

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“Tea is more than a crop in Kenya- Its a lifeline for over 5 Million people, like farming in rural America.”

FARMERS FEEDING NATIONS

650K

SMALLHOLDERS SUPPLY OVER 60% OF KENYA’S TEA

71%

Farmers are shareholdersfactories under KTDA -one of the largest farmer-owned agri-business systems in the world.

5+M

“Tea is more than a crop in Kenya—it’s a lifeline for over 5 million people, much like farming is the backbone of rural America.,,

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**CASE STUDY- SMALLHOLDER
FARMERS & COMMUNITY
IMPACT**

KENYA'S TEA PAYS OFF

01 DIRECT-TO-SHELF PACKAGING = FRESHER



**02 EXCLUSIVE DIFFERENTIATED PRODUCTS
(PURPLE, ORGANIC)**



**03 MEETS U.S. DEMAND FOR ORGANIC,
FAIR-TRADE, WELLNESS**



**04 STORYTELLING ADVANTAGE:
FROM 650,000 SMALLHOLDER FARMERS
TO YOUR SHELF = AUTHENTIC BRAND EQUITY**



Specialty Kenyan teas deliver

30-50%

higher retail margins vs. bulk black tea.

www.redwinmarketing.com

71%

Farmers are shareholdersfactories under
KTDA -one of the largest farmer-owned
agri-business systems in the world.

+10-15%

Shelf margin uplift

3-4X

Wholesale value vs. bulk black tea

7-8% CAGR

Fastest growing tea categories in U.S. retail

THE GAP BETWEEN FARMER & SHELF

99% OF
EXPORTS ARE
BULK

with profits captured abroad

1%
VALUE ADD

Like many U.S. farmers, Kenyan growers fight to keep **fair value** for their crops

KENYA'S NEW MODEL

VALUE-ADD

A Shorter chain where tea is processed in Kenya and sold direct-to-shelf.

HARVEST

Harvest specialty leaves like purple or organic tea.

PROCESS IN KENYA

Process the tea leaves within Kenya.

PACKAGE IN KENYA

Package the final product locally

SHIP DIRECT

Ship the finished goods directly to retail shelves

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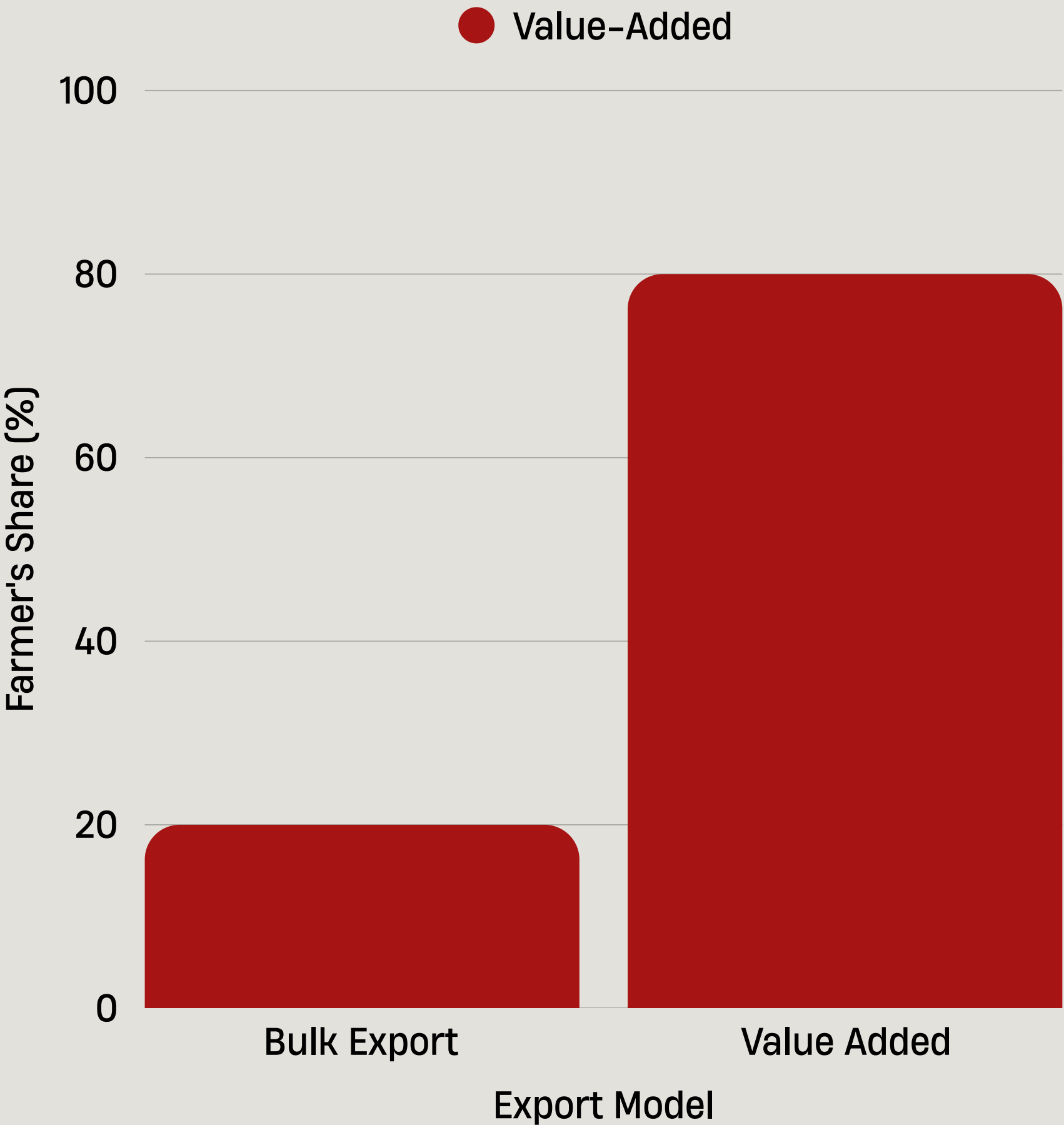
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VALUE ADD

Consumer Benefit

- Value-added models ensure farmers keep a much larger share of the profits



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DIRECT-TO-SHELF CONNECTION

- Farmers keep more margin = fairer incomes.
- Rural Kenya gains jobs in packaging & logistics.
- U.S. consumers gain farm-to-cup transparency.
- Kenyan and American farmers share one story: family farming that sustains nations.



RISE OF SPECIALTY TEA



Meets U.S. demand for organic, fair trade, and wellness teas.

Unique varieties like purple tea are rich in antioxidants

Fetches significantly higher prices than standard black tea.

Offers an authentic farm-to-cup storytelling advantage

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FARMER TO FARMER CONNECTION

- Shared family–farm identity with U.S. farmers
- Knowledge exchange: cooperatives ↔ irrigation/technology
- Joint blended products (Kenya black tea + U.S. fruits/herbs)
- Climate resilience collaboration
- “Imagine a U.S. retailer offering a co–branded product: **Kenyan Orthodox Tea + Carolina Peach blend,,**



THANK YOU

“Tea is not just a commodity. It is a crop of connection – CS Sen. Mutahi Kagwe

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