

10 October 2024

## Innovations Session N°21

How farmers and SMEs respond to the  
changing needs and preferences  
of consumers in Africa



INNOVATIONS  
SERIES





**Introduction to Kentaste**  
COLEAD Presentation  
October 2024





# Kentaste is a Coconut Manufacturer and Ecosystem Builder

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Over the last 6 years, Kentaste has grown into the largest coconut manufacturer in East Africa. As an organization we are driven by the central mission of bringing healthy, affordable, delicious coconut products to the masses, and creating thousands of jobs in the process.



# KENTASTE OWNS THE END-TO-END PRODUCTION VALUE CHAIN



# KENTASTE PRODUCTS

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Six delicious products with more on the way!

Coconut Milk



Coconut Oil



Coconut Cream



Coconut Flour



Desiccated Coconut



Coconut Chips



# KENTASTE PRODUCTS & MARKETS



Cold Pressed  
Virgin Coconut Oil



Coconut Milk  
& Cream



Coconut Flour



Desiccated  
Coconut



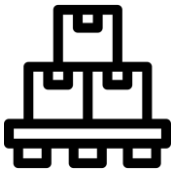
Coconut  
Chips



Coconut  
Water



Retail – Kenya, Uganda, Tanzania, Mauritius Rwanda, USA, UK



Bulk – Netherlands, France, Egypt, USA

## Challenges and Opportunities

- Consumer - Balancing health, taste and cost
- Competition - Increased competition from imported products / Global awareness and perceptions of Kenyan origin coconut products
- SME – investing in a sustainable value chain

# Our Incredible Partner Farmers

## DEMOGRAPHIC

26%

Women

3,000

Smallholder farmers

55K

ksh.

Average income

67%

Annual income growth

35%

No formal education

64%

Certified organic

22%

Youth



## BENEFITS



Agricultural Seminars



Demonstration centers



Certified Organic



Coconut Agronomy

## TRAINING



Fair Trade



Climate-Smart Agriculture



Financial Literacy

# Kentaste



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*This event was organised by the Fit For Market Plus programme, implemented by COLEAD within the framework of Development cooperation between the Organisation of African, Caribbean and Pacific States (OACPS), and the European Union (EU).*

*This publication has been produced with the financial support of the EU and the OACPS. Its contents are the sole responsibility of COLEAD and can under no circumstances be regarded as reflecting the position of the EU or the OACPS.*

# Thank you

