



## Eva's Coffee Milestone

milestone	
Planning From Aid to Trade in 2014	Global events influencing
<p>Eva Muthuuri the former Family Health, Gender and Institutional Systems Strengthening consultant remembers sitting at her office on 021 Plums Lane Parklands in Nairobi for the 10th year running. The Sustainable Development Goals had just been announced at the UN General Assembly by UN Secretary General Ban Ki Moon. She called a staff meeting to figure out the future.</p> <p><b><i>“The future is in expanding our vision for family health to reflect sustainable sustainability and we have to be champions of aid to trade “read the meeting minutes. The vision to go into agribusiness to improve family health was born.</i></b></p>	<p><b>UN Secretary-General</b> makes a significant statement regarding the intersection of trade and poverty eradication during the <b>2014 WTO Public Forum</b>. “an ounce of trade can be worth a pound of aid” 1. The call resonated with the idea that trade, when harnessed effectively, can have a profound impact on global development. The pivotal role of trade in shaping economies and societies.</p>
Bon Fire	
<p>At Suite G4 Red Brick Apartments is El-Firezo Creations, her husband of 21 years, designer and undying creative Jotham Muthuuri, too is beginning to feel wiped out after 21 years of closed door stiff management meetings and hierarchies, cut throat competition, tight deadlines and endless paper work to help NGOs, Civil Society Organizations, Private Foundations and Governments to strengthen their institutions through creative design and communication. Together they lit a bon fire to signify a break from decades of full time consultancy to revise their approach to sustainable sustainability.</p>	Building the branding partnership
Children of Coffee Origin	



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<p>Offices repainted in coffee colors and African landscape murals to reaffirm our Kenyan roots and truth that we were children of coffee. We grew up tending coffee plantations in Meru; harvesting and delivering cherries to the nearest factory, the proceeds paid our schools fees and afforded us and our neighbors living along the coffee belt around Mt. Kenya a decent livelihood. It was time to go back to our roots. Coffee was calling us by our names. We knew we wanted to truly make the Coffee Value Chain fair and gainful for all again. No one else was coming to do this for the coffee growing families. We had the experience, the skills and the zeal to deliver that change. Our job was cut out for us.</p>	<p style="text-align: center;">Naccu, cepa, iwca, evas coffee, kathera youth in coffee, kathera women in coffee, thngaini society camps</p>
<p>A Visit to the Patriarch</p>	
<p>The next step was to visit our only living father (The Patriarch Mzee) Patrick Mburugu in the village town of Nkubu at the foot of Mt. Kenya, a four hour drive from Nairobi. Our father served as an inspector among other ranks at The Coffee Board of Kenya until his retirement at the age of 65. We shared our vision with him and he was more than pleased to start the coaching and mentorship. He still serves as the chairman of various coffee co-operatives in the coffee belt. He immediately, in his wisdom advised us to apply for a dealer's license and then visit him with it in our fold.</p>	
<p>Our products: Eva's Coffee</p>	
<p>He waved us goodbye with a list of his former colleagues' phone numbers. It took us a whole 3 months to get through the hoops to the make it to the Kenya Gazette Vol.CXVIII – No.84 of 29th July 2016 under the Crop Act No.16 of 2013 – Application for licenses in the Coffee Industry list on page 2960-2961.</p>	
<p>Our products: Eva's Coffee</p>	



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<p>E-Logistics Ltd became a licensed coffee dealer a month later. Elf Firezo Creations did what he does best, action to strengthen the company through creative design and brand development. AFH designed High-impact development objectives for joint delivery including efforts to:</p>	<ul style="list-style-type: none"> <li>• 2014 - Branded Evas coffee and developed website</li> <li>• 2015 Registered by KEBs, Brand ke</li> <li>• 2016 – attended SCA Seattle</li> <li>• 2017 – conducted a study of women engagement in the coffee sector in 18 countries in Africa</li> <li>• 2018- Made a presentation about the future of women in coffee in Africa at the world of coffee in Amsterdam</li> <li>• 2018 attended Dubai food festival in UAE</li> <li>• 2019 – organized the first ever advocacy forum for farmers to engage with the Presidency in Kenya to help with policy formulation</li> <li>• 2020 Participated in dubai 2020 expo.</li> <li>• Voted the best Kenyan coffee branded item by brand Ke</li> <li>• Attended expos in Turkey, Berlin, Brussels, Paris as part of the presidential entourage</li> <li>• Formed Naccu, CEPa and AWICI</li> </ul>
<ul style="list-style-type: none"> <li>• Improve the health of coffee farming families; Increased access to health care services including free medical camps</li> </ul>	<ul style="list-style-type: none"> <li>• 2021-22: We have held 17 nutrition camps in Kiambu, Kirinyaga, Embu, Murang'a, Nyeri, Machakos, Meru and Bomet counties in partnership with KFW</li> <li>• 2023-24: Held 7 medical camps in Taai, Ntemwene, Giitune and Kieru factories in</li> </ul>



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	<p>Meru and Thangaine society in Murnga in partnership with Global Fund and AHF</p>
<ul style="list-style-type: none"> <li>Increase women participation in the coffee value chain, especially widows and young women.</li> </ul>	<ul style="list-style-type: none"> <li>2018 -2019: Partnered with Rainforest alliance to offer institutional strengthening to the International Alliance of women in coffee in Kenya.</li> <li><a href="http://womenincoffee.org">IWCA Celebrates 10 Years in Africa – IWCA (womenincoffee.org)</a></li> <li>Served as its national chair.</li> <li>2020: recognized for empowering rural women in coffee by the African women enterprise fund and women rising.</li> <li>2019: Set up Kathera women in Coffee. Starting with zero funds an 600 women signed up.</li> <li>2023: now they have a fund of 20,000,000 Ksh</li> <li></li> </ul>
<ul style="list-style-type: none"> <li>Increase the yield of coffee by training of co-operatives, farmers and certification of farms and environmental care.</li> </ul>	<ul style="list-style-type: none"> <li>GIZ funding to train farmers to support our coffee ecolodge</li> <li>Increased production from 200,000 kg to 750,000 kg</li> <li><a href="http://nachhaltige-agrarlieferketten.org">Kenya Eva s Eco Coffee Lodge.pdf (nachhaltige-agrarlieferketten.org)</a></li> </ul>
<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Coffee society woos the youth to boost production   Nation</a></li> </ul>
<ul style="list-style-type: none"> <li>Attract competitive prices to reduce poverty and increase incomes.</li> </ul>	<ul style="list-style-type: none"> <li>Develop a narrative for the sale</li> <li><a href="#">Episode 7: Eva Muthuuri – E-Logistics Ltd., Kenya   EAWIBP</a></li> </ul>
<ul style="list-style-type: none"> <li>Partner with coffee co-operatives, embassies and business institutions to access potential markets.</li> </ul>	<ul style="list-style-type: none"> <li>Form the coops movement for climate adaptation</li> </ul>



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•	• Chosen by afrexim bank as fellow for promotion of afcta
•	• <a href="#">Eva's Coffee – a women-owned business success story (GIZ) (eacgermany.org)</a>
•	• <a href="#">Better Returns for Coffee Producers   Panel   Green Coffee Summit – Specialty Coffee Association (sca.coffee)</a>
•	• <a href="#">Tools – Green Coffee Summit (sca.coffee)</a>
•	• <a href="#">(2) Wicethiopia - Women in Coffee #VoicesMatter Eva Muthuuri proud of you   Facebook</a>
•	• <a href="#">(2) Eva Muthuuri, owner of Eva's Coffee KE, truly... - GIZ Tanzania &amp; EAC   Facebook</a>
<i>E-Logistics limited is thus anchored on the belief that together we truly can make the Coffee Value Chain fair and gainful for all</i>	
Develop skills to be a captain of industry in coffee	
Partner with banks and co-ops and embassies and ambassadors abroad locally with HORECA	
•	• Capture markets – (HORECA –list and partner with chef)
•	• Build pitches – (brochure) on coops an women and farmers environment
•	• Build price lists – (catalogue #0#
•	• Have a partnership with buyers –( IWCA, SCA, Roasters
•	• Have local buyers build the brand through coffee shops
•	• Partnership with banks – afrexim bank training for – coops – sme's
•	• Partnership with Kepsa, Kncci, Keproba, Kam, banks – equity, ncpb,apsa, stanbic