



  
FARMER  
CO-OPERATIVE  
SOCIETIES  
OR  
PRIVATE ESATES

MILLERS

MARKETING  
AGENTS

LOCAL  
ROASTERS

NAIROBI COFFEE  
EXCHANGE

EXPORTERS

**KEY**  
— Product flow  
— Cash flow

  
OVERSEAS  
IMPORTERS  
AND  
ROASTERS

LOCAL  
ROASTERS



## AUCTION SYSTEM

## DIRECT SALE SYSTEM