



GROWING KENYA TOGETHER:
SUSTAINABLE PROGRESS REPORT 2026



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World
renowned brand

\$12 m
paid to smallholder
farmers in 2025/26



14,400
registered
smallholders



partnered with the
Sheldrick
Wildlife Trust



59,324
indigenous
trees planted in the last 5 years

33 
classrooms
built

360 *Kenyan*
businesses
supported

1,500
jobs provided
on the farms

80,000 
Kenyans supported

15,000 
cases seen per year in our
health clinics

3.5 
million
tea bushes subsidised to
smallholder farmers



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Overview:

Williamson Tea Kenya and Kapchorua Tea Kenya are publicly listed companies listed on the Nairobi Stock Exchange operating large-scale smallholder tea production facilities in Nandi and Bomet Counties.

For over 75 years the two companies, known as Williamson Tea, have played a central role in Kenya's tea economy – supporting rural livelihoods, generating export earnings and advancing sustainable agriculture.



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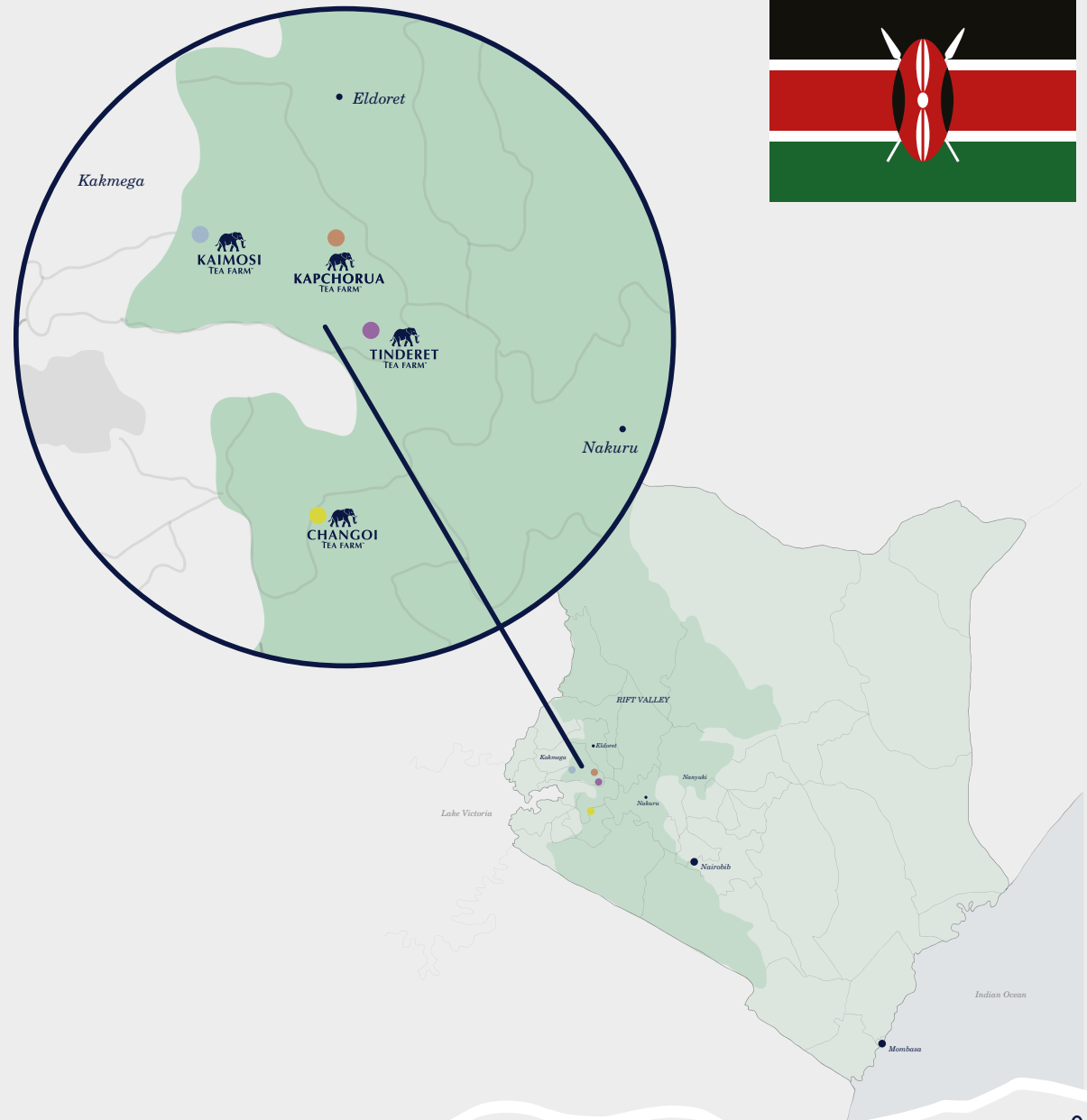
Growing Together:

Kenya's Vision 2030 belongs to all of us. This is our part.

The historic model of tea farms operating as islands within the rural landscape has changed beyond recognition.

Our farms now sitting at the centre of an interconnected network of smallholder farmers, their families and associated supporting businesses.

A symbiotic commercial relationship, complementing and relying on each other in equal measure. An essential part of Kenya's rural economy.



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Through continuous investment into climate sensitive farming techniques, unique tea bush varieties, self-sufficiency in firewood and state of the art renewable energy the farms represent a truly sustainable business model that is able to benefit not just stakeholders but Kenya as a whole for years to come. At the heart of Williamson Tea is the Williamson Tea Foundation, providing support to our communities and those around our farms. Investing in education, healthcare, conservation, climate action and community projects. Tangible actions that align with Kenya's Vision 2030 of supporting economic, social and environmental development.

Despite a challenging economic outlook Williamson Tea aim to continue growing Kenya together, supporting more smallholders and their families, pushing our operational efficiency, climate resilience and diversifying our markets to secure better returns for stakeholders, smallholder farmers and local communities.



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Our Foundation

The Williamson Tea Foundation funds projects that Williamson Tea undertakes as part of an instinctive commitment to caring for the farms and communities, a passion that has continued for over 150 years and goes far beyond the simple standards set by certification bodies.

The Foundation's focus has traditionally been on education and health care and over the years we have provided schools, clinics and other amenities to the many thousands of families that call our farms home so that they can continue to prosper.

Over the last decade the Foundation has expanded its support to include projects that benefit the wider community outside of our farms. Markets, bridges, classrooms and water projects have all been successfully completed, however it is the development of a sustainable rural economy through our Smallholder Development Programme that has been most successful in transforming lives.



3.5 Million
tea bushes subsidised to local
smallholder farmers.

33 Classrooms
Built.

330 hectares
of primeval rainforest
and indigenous forest
Preserved.

15,000 
cases seen per year in our
Health Clinics.

80,000 
Rural People
Supported through
Smallholder Development Programme.

4 MW of 
renewable energy
systems installed in our factories.

Green Leaf purchased from
14,400
Smallholder Farmers. 

59,324
indigenous trees
planted in the last
Five Years.


8 Community
Water Tanks Built.

4 Primary
Schools Built.



OUR ECONOMIC CONTRIBUTION

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Our Economic Contribution:

TOTAL PAYMENTS MADE
TO SMALLHOLDER FARMERS
IN 2025/26

\$12M+

TOTAL WAGES PAID TO DIRECT
FARM EMPLOYEES (PERMANENT
AND SEASONAL) IN 2025/26

\$5M+

ESTIMATED NUMBER OF
BUSINESSES SUPPORTED
NATIONALLY

360

Williamson Tea makes a significant contribution to both the local and national economy through employment, exports, and investment in rural development. As one of Kenya's leading tea producers, we provide stable jobs and income for thousands of workers and their families, supporting local businesses and economic activity across tea-growing regions.





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Our People

Our business model combines our shareholders, farm employees, their families and rural communities.

Tea is one of Kenya's largest foreign exchange earners and vital to the national economy. Our four farms are major employers in their localities, directly employing over 1,500 people, whilst our network of over 14,400 registered smallholder farmers results in an estimated 80,000 people benefiting directly from the business. A huge contribution to the local and wider Kenyan economy.



As with agriculture throughout the world the long-term sustainability of Kenya's tea industry will increasingly rely on technical innovation in the face of Climate Change, geopolitical pressures and rising production costs.

We believe that the use of technology on our farms offers the opportunity to continue driving our sustainability and importantly upskill our workforce to highly skilled and well-paid roles.

The future of Kenya's tea industry is not more low-paid jobs. It is better-paid, higher-skilled careers, with an industry that remains globally competitive for generations to come.

As an equal opportunity employer Williamson Tea ensures that gender does not define opportunity and positions are open to both genders. We have actively undertaken a range of programmes and industry partnerships with key customers to support women both on our farms and in the smallholder catchment areas. Whilst our investment into new harvesting technology has increased the opportunities for women on the farms.



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***The future of Kenya's tea
industry is not more
low-paid jobs.***

***It is better-paid,
higher-skilled careers.***

Planning for the future we have a comprehensive training programme and internship agreement with Egerton University, ensuring careers for young people in a dynamic business. A key alignment with Kenya's 2030 vision that Williamson Tea is proud to offer aspirational young Kenyans.

EMPLOYEES

1,500

SMALLHOLDERS

14,400

KENYANS SUPPORTED

80,000*

**Estimated*



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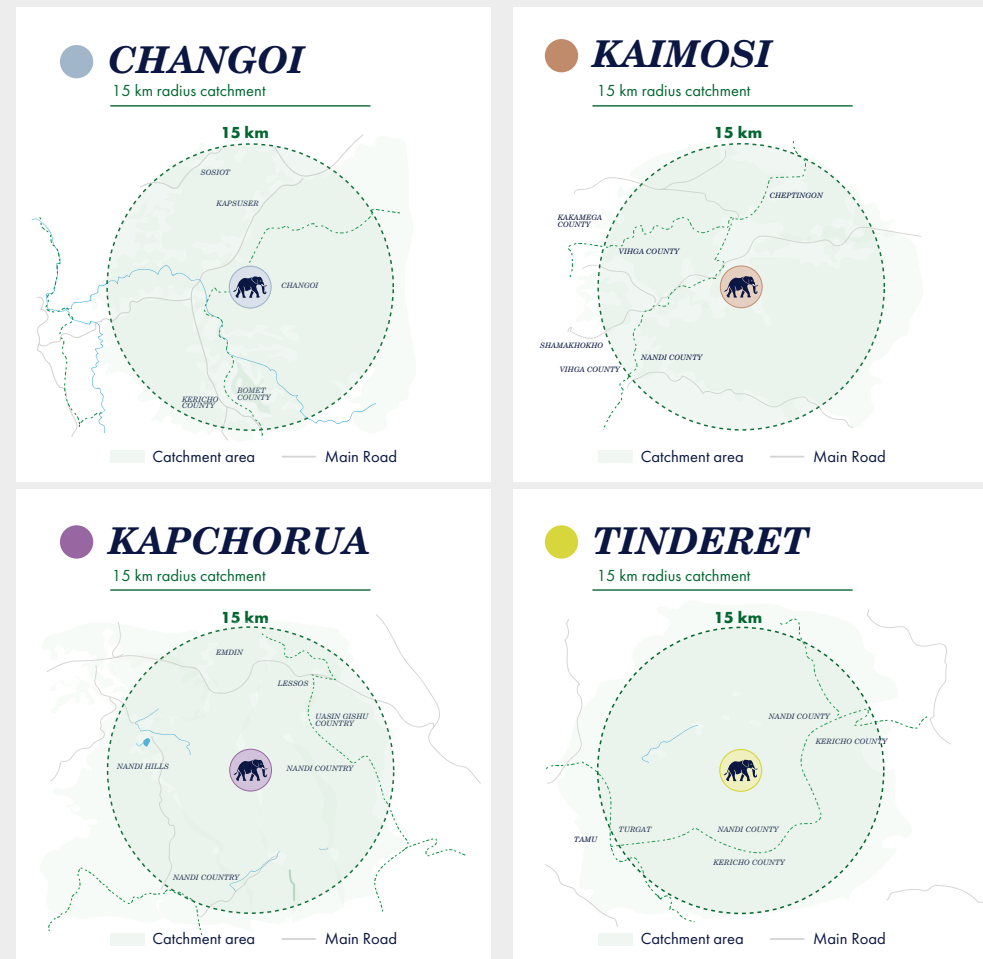
Our four farms and factories operate within a network of over 14,400 registered smallholder farmers who supply over 60% of the green leaf manufactured in each factory.

This successful business model has been built over decades of careful encouragement and support. An estimated 80,000 people now benefit directly from Williamson Tea.

Our farms have provided over 3.5 million subsidised tea bushes to small holder farmers and continue to provide technical training, agronomic and financial support. The internationally recognised Williamson Tea brand has helped smallholder farmers to secure higher values for their produce, offering more stable incomes and improved living standards.

Our approach aligns closely with Kenya Vision 2030's emphasis on productivity, industrial competitiveness, and human capital development. Rather than perpetuating cycles of low wages and vulnerable employment, we are working towards a modernised tea sector that provides dignified rural jobs that attract young people and strengthen local economies for generations to come.

SMALLHOLDER CATCHMENT AREAS:



Note: Catchment areas are shown as 15km radius from each factory and are approximate.



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Sustainable Farming

Williamson Tea takes great pride in being a modern, dynamic tea-farming business.

As with agriculture throughout the world the long-term sustainability of Kenya's tea industry will increasingly rely on technical innovation in the face of population growth, climate change and global macro-economic factors.

As a multigenerational business Williamson Tea has always taken a long-term view on farming operations.



We have continuously invested in new technology, climate adaptive agriculture, carbon sequestration and the conservation of water, soils and natural resources.

At every stage of our production we have sought to become more efficient and tread more lightly on our farms. We have invested in over 4MW of renewable solar photovoltaic systems and Tesla batteries.

We are introducing electric harvesting machines to reduce our carbon footprint and provide more opportunities for women within our workforce. We plan to electrify our farm transport and those of our green leaf collection lorries, whilst actively improving our yields with new drought-resistant varieties of tea and optimising our use of fertiliser.

To Williamson Tea sustainable farming is not just about conserving our existing resources but actively improving them to ensure our business continues for the next 150 years.



AS A FORMAL NET ZERO STRATEGY, WILLIAMSON TEA IS GUIDED BY 4 PILLARS:



PILLAR 1

Improving resource-use efficiency on farms and reducing emissions.



PILLAR 2

Improving carbon capture and storage.



PILLAR 3

Increasing our use of renewable energy.



PILLAR 4

Development of a Carbon Calculator for the Kenyan tea industry.



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Conservation & Certification

The Sheldrick Wildlife Trust is a pioneering conservation organisation for wildlife and habitat protection in East Africa.

The Sheldrick Wildlife Trust has received worldwide acclaim for their "Orphans Project" a hugely successful elephant and rhino rescue and rehabilitation programme. The charity offers hope to the future of Kenya's elephant and rhino populations as they struggle against the serious threat of poaching for their ivory and horn, combined with the loss of habitat due to human population pressures, conflict, deforestation and drought. As farmers and guardians of the land, Williamson Tea invests in environmental works, wildlife habitat creation, maintenance and protection of primeval rainforest and our famed 'monkey corridors' that allow wildlife to pass through the farms.

We are very proud to extend our commitment to caring for the natural environment by supporting the Sheldrick Wildlife Trust.



Williamson Tea is certified by the Rainforest Alliance, one of the world's leading sustainability standards for agriculture. This certification demonstrates our commitment to responsible farming practices that protect the environment, support workers' rights, and strengthen local communities.

For our farms Rainforest Alliance certification provides assurance to customers and international markets that its tea is produced sustainably and ethically, whilst for our communities, it helps drive investment in worker welfare, safe working conditions, environmental conservation, and long-term livelihood resilience, ensuring that economic success is balanced with the wellbeing of people and the protection of natural resources for future generations.



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Our aims for the future

100,000

Assist More Smallholders

We aim to increase our registered smallholders by 1,000 farms in the next 3 years, with a target to support over 100,000 people through our business model.

Upskill Our Employees

We aim to offer increasingly well paid roles for our employees, training and developing the skills that will be needed by modern tea farming. Aligning ourselves with Kenya's 2030 vision.

Infrastructure Improvements

We aim to improve the infrastructure on our farms to benefit our communities and the farm operations.

Climate Resilience

Continue to invest in our farms and farming practices to ensure continuity in the face of climate change and market challenges.

Sustainable Returns

Williamson Tea is committed to providing sustainable returns to our stakeholders and communities.



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For more information on our farms and the
impact of the Williamson Tea Foundation please visit:
www.williamsontea.com








Williamson Tea
TEA FARMERS SINCE 1869