

## **Kilimohai – The Organic Label for East Africa promising quality, trust, and organic lifestyle for a young generation on the domestic market**

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### **Abstract**

Kilimohai, the East African Organic Mark, aims to facilitate the marketing of organic products in the five East African countries - Kenya, Tanzania, Uganda, Rwanda, and Burundi - and enhance national and, in the future, regional trade. Producers that follow the East African Organic Products Standard (EOAPS) or an equivalent standard and are verified by recognized third-party or PGS (Participatory Guarantee System) conformity assessment systems can get the right to use the Kilimohai Organic or Agroecology Mark. "Kilimohai" is a Swahili word meaning "good or genuine products," reflecting the label's emphasis on authenticity and quality.

2007, Kilimohai was officially launched with the support of the countries' governments, the United Nations Conference on Trade and Development (UNCTAD), IFOAM, and the Swedish consultancy Grolink. 2011, the EAOPS accepted as equivalent in the IFOAM Family of Standards. Since then, the National Organic was Agriculture Movements (NOAMs) in East Africa have continued to promote the label as part of their broader strategy to develop the organic sector, but they have lost momentum over time. In 2021, the AOMD project of FiBL, Biovision, and the L. Bachmann Foundation took up the opportunity to support KOAN (Kenyan Organic Agriculture Network), developing Kiliomohai further into a trusted mark that supports the organic sector and helping consumers make informed choices about the products they purchase. The success convinced other NOAMs in East Africa to open their investment plans. They now get technical support from FiBL and financial contributions from Biovision to invest in a system financed through modest operators' fees along the value chain.

Kilimohai was born out of a commitment to nurturing the earth and promoting the well-being of communities through sustainable agriculture. It wants to stand as a beacon of quality and integrity in organic farming. KOAN currently positions the brand with the keywords: "Quality," "Guarantee," and "Trust," prioritizing integrity while expressing in communication the joy of health and a modern lifestyle for a young, future-oriented generation. A price premium has less strategic priority and shall develop over time through higher demand versus supply. Branded products shall be affordable for middle-class consumers in urban and rural areas.

The fundamental strategy is to a) offer a quality management system, b) facilitate supply for consumers (farm markets), and c) promote it to consumers. Retailers are the focus strategic partners. The key to success is a fair license fee system, which, in the case of KOAN, charges PGS directly and operators through brand fees in third-party certification.

The East African NOAM's strategy with the Kilimohai organic label is a comprehensive leadership approach to building Kenya's sustainable and profitable organic agriculture and agroecology sector.

**Keywords:** Organic Mark, East Africa domestic markets, National Organic Movements

**Track 3:** Growing markets rooted in organic principles:

**Topic 3:** Seizing Opportunities: Fostering National Organic Markets

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