DA BULLS LTD
Global Markets. Real Opportunities.
From Kenya to the World
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COFFEE | OTHER CROPS | INTERNATIONAL TRADE
QUALITY FROM OUR FARMS | VALUE TO THE WORLD
SOURCING EXCELLENCE
BUILDING PARTNERSHIPS
SUSTAINING GROWTH

20th October 2026

To: The Chairperson
[Name of Society / Factory / Estate]
[Address]

RE: PARTNERING WITH DA BULLS LTD FOR AFA-REGULATED COFFEE DIRECT EXPORT SALES

Dear Sir/Madam,

We wish to introduce **Da Bulls Ltd**, a Kenyan company established to facilitate professional linkages between agricultural producers in Kenya and international markets. Our immediate focus is on **Kenyan coffee**, with particular emphasis on connecting credible coffee producers, cooperatives, factories and estates with international buyers, including coffee importers and roasters.

We position ourselves as: **"The Missing Link between African Producers and Global Buyers."**

And our vision is: **To become a trusted Kenyan coffee sourcing and market-linkage partner connecting quality producers with credible international buyers.**

As an AFA-licensed Coffee Agent, our role is to facilitate the direct-sale process for producers—supporting buyer engagement, commercial coordination and export-related logistics in accordance with the applicable Agriculture and Food Authority (AFA) requirements.

We believe a producer's coffee deserves to be presented to the right buyer, with its quality, origin, grade and distinctive character properly communicated. Direct sales can create an opportunity to negotiate a premium over the comparable Nairobi Coffee Exchange (NCE) auction benchmark where quality, buyer demand and market conditions support it. AFA rules require that the direct-sale price should not to be below the prevailing NCE price for coffee of comparable grade and quality. Our objective is to pursue the strongest commercially supportable offer for your coffee.

How the engagement would work

1. **Get to know your coffee**

   We meet with your authorized representatives to understand your organization, available lots, grades, quantities, crop year, quality information and marketing objectives.

2. **Agree the relationship in writing**

Before acting, we document the services, responsibilities, fees or commission, third-party costs and payment arrangements in a signed agreement. You retain the right to review and approve any proposed buyer and sale terms.

3. **Match your coffee with buyers**

   With your approval, we present accurate lot information to suitable overseas buyers, coordinate sample requests and share cupping or quality feedback.

4. **Negotiate and follow AFA procedures**

   If a buyer is interested, the parties review the offer and sale terms. The direct-sale transaction proceeds using the prescribed contract and applicable AFA registration, lodgment, quality-sample, inspection, approval and export-clearance requirements.

5. **Confirm payment and shipment requirements**

   The applicable process requires full payment from the overseas buyer before shipment. The required export documents and certifications are then coordinated by the responsible authorized parties before the coffee is shipped.

Why consider direct sales with Da Bulls Ltd?

- **A stronger price opportunity:**
  Access to overseas buyers may create room to negotiate a premium for quality and traceability, while respecting AFA's comparable-auction-price safeguard.
- **A relationship—not just a transaction:**
  Our intention is to build closer, long-term relationships with producers, learn their needs and work towards repeat business when quality, supply and buyer demand align.
- **Transparency and control:**
  Fees and payment arrangements are agreed in writing. You review offers and retain control of the final sale decision.
- **A structured, regulated process:**
  The engagement is intended to follow AFA requirements for direct sales, documentation, sampling, inspection, payment and export processing.
- **A partner for future seasons:**
  By understanding your coffee and your goals, we aim to build a dependable working relationship that can improve buyer understanding and create future opportunities.

We invite you to begin with a discussion, review our proposed terms, and proceed only when you are comfortable with the arrangement. Any particular lot will be marketed only on the basis agreed with you and subject to the required regulatory process.

We would be pleased to meet your board, management committee or authorized representatives and explore whether a direct-sales partnership would suit your organization. We look forward to building a professional, transparent and lasting relationship that creates value for both the producer and the international buyer.

Yours faithfully,

Dominic M Ndegwah
Director - Da Bulls Ltd
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