

Overview of the Industry

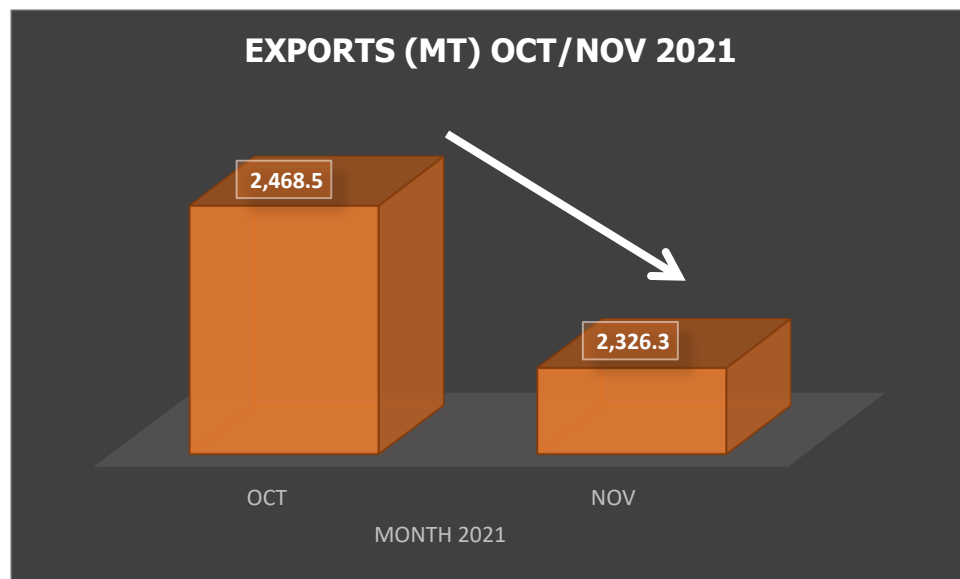
Sisal is predominantly grown by ten (10) sisal estates spread in the Coast, Eastern and Rift Valley regions of the country. Small pockets of production by Smallholder growers are spread all over the arid and semi-arid lands of the country, forming about 5% of the total production, most of which is mainly grown along the boundary and hedge rows.

On average, production on monthly basis is about 2,500 MT of which, over 90% of the fibre produced is exported to over 30 destinations worldwide annually, while the rest is sold to local spinning factories and the rural cottage industries.

Quantity and value of fibre exports

During the month under review, a total of **2,326.3 MT** was exported to various overseas destinations, valued at **Kshs 422,897,807.43 (USD \$ 3,791,386.00)**.

There was a 5.8% decrease in volumes exported during the month under review, in comparison to the previous period as shown in *Graph 1 below*. This decrease could be attributed to delays in shipping due to logistical challenges with shipping lines during the period under review.



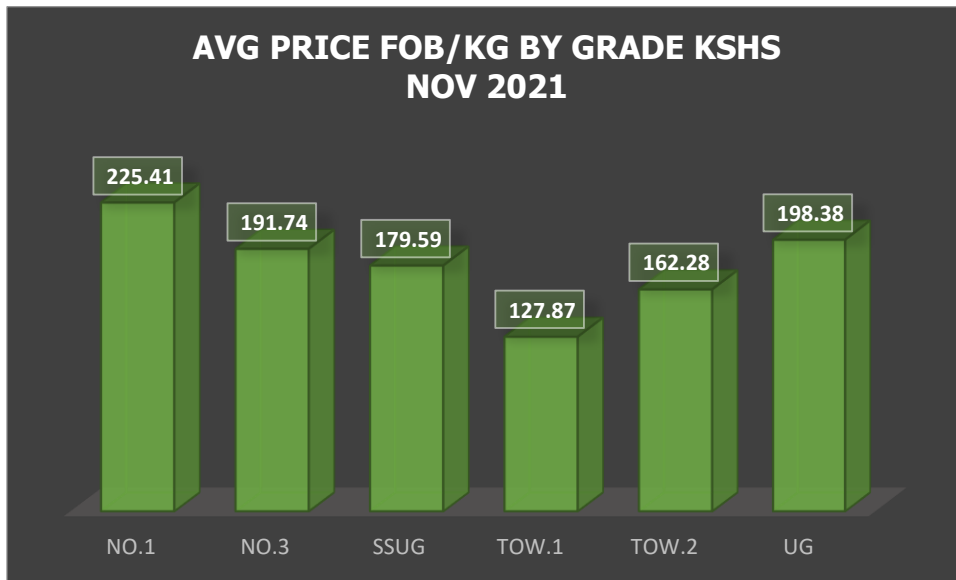
Graph 1: Volume of Exports (MT) – October & November 2021

Price and grades

The average F.O.B price of fibre was **Kshs. 183,511.00 per MT** (or US\$ 1,646 per MT), approximately Kshs **183.51** per Kg during the month under review. There was a slight increase in price by approximately 1% during the month under review in comparison to the previous month of October, where the price was Kshs. **179.45** per Kg. This could be attributed to normal market forces of demand and supply. The highest price offered (F.O.B) during the month under review was Kshs. **237,901** per MT (USD \$ 2,159 per MT) for grade UG exported to Togo, while the minimum price offered in the same period was Kshs. **105,276** per MT (USD \$ 950 per MT) for grade TOW.1, exported to Ghana.

During the month under review, six (6) grades were traded in the export market, and their average F.O.B prices per Kg (in Kshs) is as shown in *Graph 2 below*, where the highest average

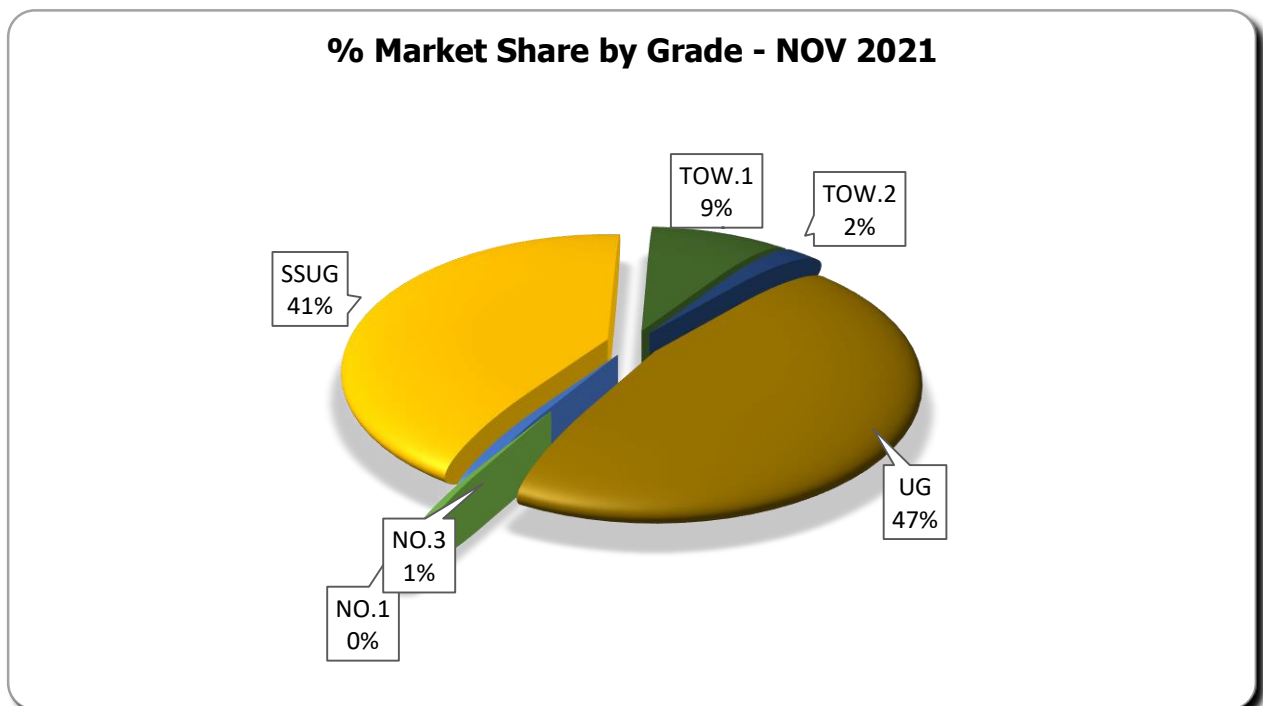
prices per Kg was that of grade NO.1 at Kshs 225.41 per Kg, while the lowest was Tow.1 at Kshs, 127.87 per Kg.



Graph 2: Average F.O.B Price per Kg by Grade (in Kshs) November 2021

Export share by Grades

Grade UG was the most popular with an export volume share of 1,086.5MT, representing a 47 % of all fibre traded, followed by SSUG with 947 MT representing 41 % of the market share. For more details, See Pie Chart 1 below.



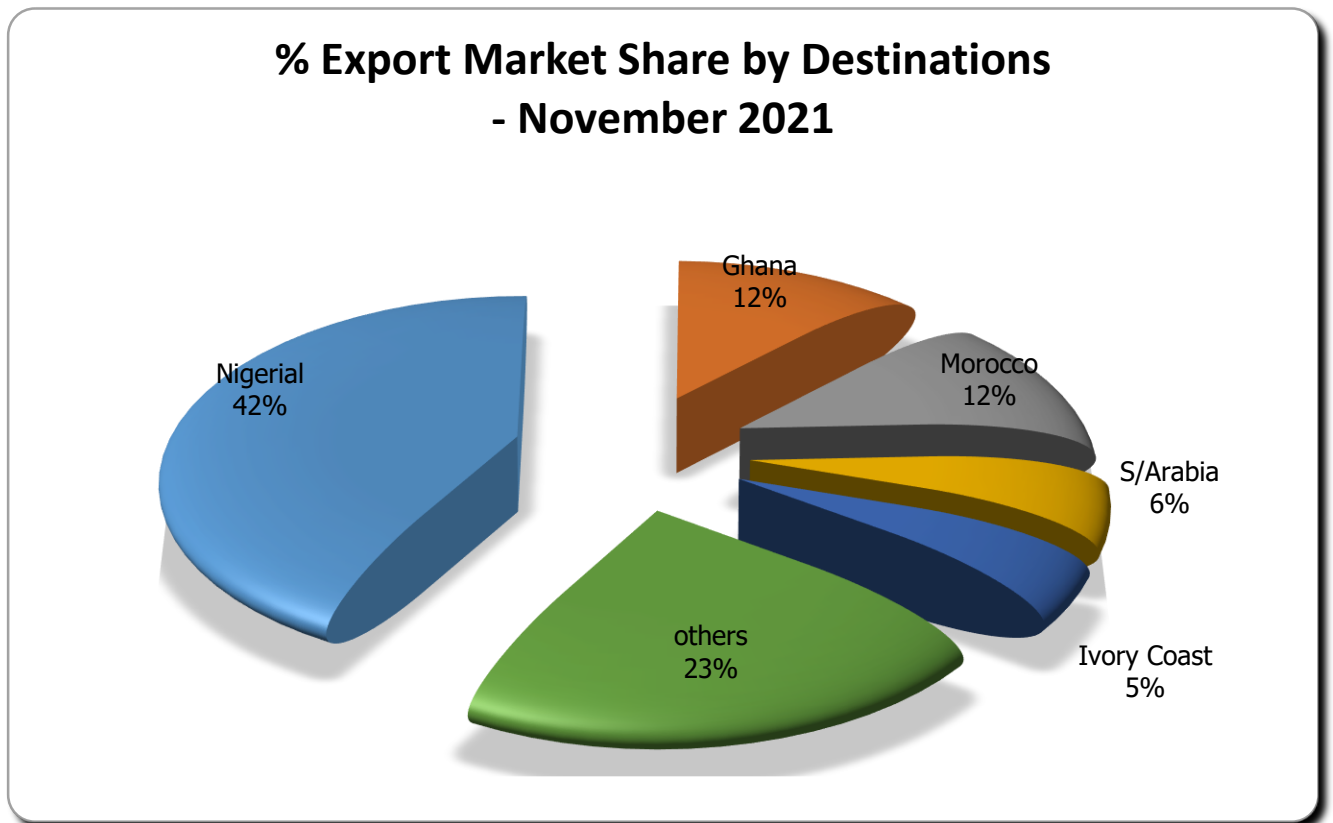
Pie Chart 1: Market Share % by Grade November 2021

Exports by Destinations

There were a total of 19 export destinations worldwide during the month under review, down from 14 in the previous month.

Nigeria continued being the leading Overseas destination where a total of 974 MT were exported, an equivalent of 42% of all exports. Other top destinations were Ghana, Morocco, S/Arabia and, Ivory Coast, in that order. *For details, see Pie Chart 2 and Table 1 below.*

The top five (5) export destinations volume comprised of an equivalent of 77% of all the sisal fibre exports during the month under review, indicating the importance of these particular Overseas markets. Ivory Coast edged its way to the top 5 export destinations, indicating the potential of this destination as an upcoming major market.



Pie Chart 2: % Market Share for various Export destinations - November 2021

Table 1: Exports by Destinations November 2021

Destination	Tons	Price FOB/ton US \$	Total value in US \$	Price per ton (Kshs.)	Total value Kshs.
Nigeria	974.00	1,660.33	1,577,414.00	185,038.76	176,058,746.99
Ghana	282.30	1,272.56	353,980.00	142,086.13	39,502,058.84
Morocco	279.00	1,744.60	472,680.00	194,869.60	52,767,210.59
S/Arabia	132.00	1,862.50	245,550.00	208,190.26	27,441,184.11
Ivory Coast	113.50	1,485.00	168,540.00	165,771.97	18,814,269.14
China	112.00	1,626.67	181,860.00	181,394.91	20,297,955.16
Spain	96.00	1,815.00	174,240.00	202,639.49	19,453,391.04
Mauritania	67.00	1,785.50	125,712.00	198,453.97	13,973,630.28
Guinea	56.00	1,850.00	103,600.00	204,381.53	11,445,365.40
Benin	28.00	1,950.00	54,600.00	217,063.67	6,077,782.76
India	28.00	1,595.00	44,660.00	179,090.43	5,014,532.04
Libya	28.00	1,800.00	50,400.00	200,080.62	5,602,257.36
Togo	28.00	2,159.00	60,450.00	237,901.35	6,661,237.80
Syria	27.00	1,600.00	43,200.00	177,849.44	4,801,934.88
Philippines	25.00	1,725.00	43,125.00	191,743.93	4,793,598.25
Sri Lanka	14.00	2,025.00	28,350.00	225,412.23	3,155,771.78
Japan	13.00	1,625.00	21,125.00	181,426.54	2,358,545.02
Australia	12.50	1,900.00	23,750.00	212,637.93	2,657,974.13
UAE	11.00	1,650.00	18,150.00	183,669.26	2,020,361.86
TOTAL	2,326.30		3,791,386.00		422,897,807.43