



# Eco-Friendly Packaging as a Strategic Lens for Kenyan Coffee Farmers in Market Penetration

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**Published:** 18 September 2004 | **Received:** 02 April 2004 | **Accepted:** 23 July 2004

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**DOI:** [10.5281/zenodo.18803064](https://doi.org/10.5281/zenodo.18803064)

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## Abstract

The global demand for eco-friendly products is increasing, driven by environmental concerns and consumer preferences. In Kenya, coffee farmers face challenges in market penetration due to limited access to sustainable packaging solutions. The study employs qualitative research methods to analyse existing literature on eco-friendly packaging solutions and their application in the agricultural sector, particularly focusing on coffee farming practices in Kenya. This theoretical framework underscores the potential of eco-friendly packaging as a strategic asset for Kenyan coffee farmers in achieving market success while addressing environmental concerns. Farmers and industry stakeholders are encouraged to invest in research and development of sustainable packaging solutions, engage with regulatory bodies to ensure compliance, and collaborate with international partners to expand their market reach.

**Keywords:** *Kenya, Sustainability, Green Business Practices, Lean Models, Supply Chain Management, Social Entrepreneurship, Stakeholder Theory*

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