



Press Release

EABL and Upper Tana Nairobi Water Fund Trust put Farmer-Led conservation initiatives at the centre of Water Security

The partnership is a standout example of how coordinated actions can deliver lasting benefits for water security, land management, and local livelihoods.

Nairobi, January 15, 2026. East African Breweries Limited (EABL) and the Upper Tana-Nairobi Water Fund Trust (UTNWFT) are collaborating with 272,000 farmers to protect the Aberdare water tower, one of the five main water towers in Kenya, which provides over 90% of the water to Nairobi and its surrounding communities.

A tour by EABL's Group Managing Director and CEO, Jane Karuku, who is also a member of the Board of Trustees of UTNWFT, and Eddy Njoroge, UTNWFT President, to watershed conservation projects in Nyandarua and Murang'a Counties, confirmed the impact of EABL's longstanding partnership with UTNWFT, a collaboration anchored in EABL's Sustainability Strategy, Spirit of Progress.

Speaking during the tour, EABL's Group Managing Director and CEO, Jane Karuku, said: "As EABL, we have a clear water conservation strategy. We use substantial amounts of water in our manufacturing facilities, so we invest heavily within the organisation to conserve water and to replenish the ecosystems from which we draw it from. Over the years, we have supported water conservation in this part of the Upper Tana, including working with farmers to plant many trees to help protect and restore the catchment".

Through the partnership, farmers are being facilitated to implement sustainable land management practices using Nature Based Solutions (NbS) such as water harvesting, terracing, agroforestry, and climate-smart agriculture.

In Nyandarua County, they visited Joseph Njoroge, a young dairy farmer whose land in Miti Iri village in Githabai Ward within South Kinangop has been transformed from erosion-prone and water-scarce to highly productive. With over 210,000 litres of water harvesting capacity, improved soils, and thriving fodder systems, Njoroge has become an advocate for sustainable farming in his community. They also visited Elijah Njihia, a retired teacher turned agripreneur, who now exports cut blue eryngium flowers after rehabilitating waterlogged land through support from UTNWFT.

In Murang'a County, they visited Esther Wandia, the founder of Eswaq Tree Nursery in Makomboki area. Eswaq is a certified enterprise supplying Hass avocado seedlings nationwide. With UTNWFT support, Wandia has grown a profitable business while leading riparian restoration efforts using bamboo and indigenous trees.



UTNWFT President, Eddy Njoroge, said: “The primary goal is to assist farmers to more efficiently conserve the Upper Tana catchment using Nature Based Solutions (NbS) while simultaneously ensuring they benefit from their conservation efforts through improved livelihoods”.

Farmers’ activities within the watershed are directly influencing both the volume and quality of water flowing into Ndakaini Dam, which supplies over 85% of Nairobi’s water. The team also visited the dam to see firsthand how farmer-led conservation initiatives are improving water quality and increasing water availability.

The UTNWFT is the first of its kind in Africa, aiming to support communities at the water source of the water supply for Nairobi.

End

For more information, please contact:

waithera.mwai@eabl.com

About EABL PLC

East African Breweries PLC (EABL) is a regional leader in beverage alcohol with an exceptional collection of beer and spirits brands. Although our business is concentrated on three core markets: Kenya, Uganda, and Tanzania, our products are sold in more than ten countries across Africa and beyond.

Our brands are an outstanding combination of local jewels and international premium spirits. These include, among others, Tusker, Guinness, Bell Lager, Serengeti Lager, Kenya Cane, Chrome Vodka, Johnnie Walker, Captain Morgan and Smirnoff.

Our performance ambition is to be one of the best-performing, most trusted, and respected consumer products companies in Africa. We are proud of the brands we make and the enjoyment they give millions. We are passionate about alcohol playing a positive role in society as part of a balanced lifestyle.