



## African Farmer Day - The Spirit of Coffee

### 21st African Fine Coffees Conference & Exhibition

Wednesday, February 26th | Ruaha Hall

Time	Description
9:00 AM onwards	Walk-In & Coffee
10:00 AM	Welcome & Opening Remarks by AFCA Executive Director, Gilbert Gatali
10:05-11:10 AM	<b>The AFCA &amp; Coffee Opportunity</b> By Ethos Agriculture – Saurin Nanavati, Frederik de Vries and Eric Rukwaya <ul style="list-style-type: none"> <li>- Reflecting on the Spirit of Coffee</li> <li>- Introduce Coffee Reference Tools</li> </ul>
11:30 AM-1:30 PM	<b>Navigating Coffee Buyers: Strategies for Successful Engagement</b> By Ethos Agriculture and Wakuli, supported by different other coffee buyers (including Union Hand Roasted, Blacktop Coffee, This Side Up and Stories Cafe) <ul style="list-style-type: none"> <li>- Interactive workshop with different archetype coffee</li> </ul>
<b>1:00-2:30 PM – Lunch</b>	
2:30-3:30 PM	<b>Making Sense of the EU Deforestation Regulation</b> By Pieke Abelman, Barista College <ul style="list-style-type: none"> <li>- Address common misconceptions about the EUDR, clarifying what it truly means and outlining its implications</li> </ul>
3:30-5:00 PM	<b>Conference Greatest Hits: Organizations Shaping the Future of Coffee</b> <ul style="list-style-type: none"> <li>- Objective: To introduce key organizations attending the conference, sharing their spirit, conference activities, and ways to connect with them throughout the event.</li> <li>- Including: COSA, Progreso, Elucid, Fairtrade International, and other friends</li> </ul>
5:00 PM onwards	<b>Drinks, Music, Networking, and Celebration</b> Details: Close the day with a celebratory networking session