

**AFRICAN**

# **FINE COFFEES**

REVIEW MAGAZINE

April-June 2017 | Volume 7 | Issue 3

THE FUNDAMENTALS  
OF THE **SPECIALITY**  
**COFFEE** MARKET

RESHAPING AFRICAN  
COFFEE INDUSTRY FOR  
**PRODUCTIVITY**  
**IMPROVEMENT**  
**INVESTMENT**

**H.E MULATU TESHOME**  
**AMESEGINALEHU**  
**ETHIOPIA SAYS, THANK YOU!**





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# Contents



## 06 | IN THIS ISSUE

- 6 | **H.E. MULATU TESHOME: Ameseginalahu:** Ethiopia Says Thank You!
- 10 | Reshaping African Coffee Industry for Productivity Improvement Investment
- 12 | Fundamentals of the Speciality Coffee Market
- 14 | The new Taste of Harvest Competition Online Auction
- 16 | Coffee Sub-Sector Reforms are a game changer
- 20 | **KENYA:** The 2017 Global Specialty Coffee Expo Portrait Country
- 22 | **José Sette:** New ICO Boss
- 26 | AFCA conference in pictures
- 32 | New Trends in Coffee Roasting
- 34 | Roasting coffee where it grows in order to get back the value of its geographical Fame:

## 22 | JOSÉ SETTE

Meet the new  
ICO BOSS



## 7 | CONTRIBUTORS

Contributors' Profiles

# CCC

Community Coffee Collective

## 36 | AFCA MEMBERS' PROFILES

Get to know some of  
our members from their  
business profiles

## A WORD FROM THE **AFCA CHAIRMAN**



...my sincere appreciation for the guidance and support the outgoing chairman of the African Fine Coffees Association – Mr. Abdullah Bagersh has shown to the board, secretariat and membership for last 6 years in office. We especially recognize and appreciate his inspirational leadership in the just concluded and memorable five-star conference and exhibition event in Addis Ababa...

Dear AFCA Members, I bring you greetings from the Secretariat Team from AFCA Kampala.

I would like to start by sharing my sincere appreciation for the guidance and support the outgoing chairman of the African Fine Coffees Association, Mr. Abdullah Bagersh, has shown to the board, secretariat and membership for last 6 years in coffee. We especially recognize and appreciate his inspirational leadership in the just concluded and memorable five-star conference and exhibition event in Addis Ababa. We are also glad to welcome the newly appointed International Coffee Organisation Executive Director Jos Dauster Sette who we wish an amazing five years in coffee!

In this issue of the conference magazine our cover page personality H.E. Mulatu Teshome shares his appreciation on behalf of the entire Ethiopian Coffee industry for the attendance of the conference in Addis Ababa, Ethiopia. We would like to express our gratitude at his presence as the guest of honor at the 15th AFCC & E.

We also have feature articles on productivity improvement from Carlos Brando, the specialty coffee market by Phil Schluter and Tom Carew. In preparation of the Kenya Portrait Country Celebrations we have a special feature focusing on Kenya as an origin, coffee sector reforms and special messages from Chapter Members.

Enjoy the amazing photos of the various aspects of the just concluded conference!

We recognize the support of Advertisers – Mullege Coffee, Toper Roasters, Netafilm, AVPA, Horizon PLC, Amiran Kenya, Bagersh PLC, Ethiopian Airlines, Taylor Winch Coffee, Pinhalense and Goldrock International Enterprises Co. (K) Ltd.

To our first-time readers at the SCAA 2017 event where 2000 copies of this magazine will be released in print – Enjoy!

***Ishak Lukenge***  
***AFCA Chairman 2017-2019***

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H.E. Mulatu Teshome  
President of the Democratic Federal Republic of Ethiopia.





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# H.E. MULATU TESHOME

## AMESEGINALEHU: ETHIOPIA SAYS THANK YOU!

### A word from the President of the Federal Democratic Republic of Ethiopia.

On behalf of the Government of Federal Democratic Republic of Ethiopia I would like to extend our sincere appreciation for your participation at the just concluded 15th African Fine Coffees Conference and Exhibition in Ethiopia in the Birth Place of Coffee and to the Origin of Man. This third time the AFCA conference will be held in Ethiopia, after the successful 2007 and the 2011 events.

**W**e were honored that one year after the hugely successful World Coffee Conference in March 2016, we had this opportunity to host the 15th AFCC & E.

The AFCA Conference is a buyer oriented event which bring together buyers and other coffee industry supporters from all over the world to build key trading relationships and discuss issues impacting on production, trading environment and policy interventions necessary to grow the Coffee Industry worldwide.

Ethiopia is a country rich in the Coffee traditions, from the small farmer producers to the Coffee Ceremonies held daily in many parts of the Country. Around the coffee ceremonies, people meet for business and social activities and solve the daily challenges of life. And in key celebration of the many achievements in the country.

As you may know, Coffee production is important to the Ethiopian economy with around 20 million people directly or indirectly deriving their livelihoods from coffee.

Coffee is also a major Ethiopian export commodity generating about 26% of Ethiopia's total export earnings.

Ethiopia is the largest producer of coffee in Africa and is the fifth largest coffee producer in the world next to Brazil, Vietnam, Colombia, and Indonesia, contributing about 7 to 10% of total world coffee production.

The Agricultural sector continues to be the main source of economic growth, with the bulk of production originating from smallholder farmers. In Ethiopia also, the majority of the coffee is produced by small holder farmers from all parts the country while been supported from an ever growing number of commercial farmers.

Ethiopia has a huge potential to increase coffee production as it is endowed with the suitable elevation, temperatures, soil fertility, indigenous quality planting materials, and sufficient rainfall in coffee growing belts of the country. Not to forget, as the origin of coffee, Ethiopia has the highest diversity of coffee genetic resources that will be the key to unlock the potential to increase coffee production in the country.

The Government has implemented strategies to improve productivity of smallholder farmers by disseminating effective technologies through the scaling up strategy, to conserve natural resources and improve

irrigation, and to bring about a shift from subsistence agriculture to modern commercial production

Despite the increase in the volume of exported coffee for the last 5 years, the amount earned from Coffee exports had declined marginally due to the continued price volatility in the International Market.

Our government attaches special emphasis to promoting the coffee exports to enhance its role in the realization of rapid economic growth and structural transformation.

New markets must be identified and nurtured to full potential. China, Russia, Middle East, South Korea and the Far East Economies, Australia and Consuming African Countries of Algeria, Tunisia, among others, offer a lucrative option and price incentives to the Ethiopian Coffee. We look forward to the collaboration we have with AFCA in continually developing new markets and hope that the upcoming Conference will be an opportunity to further our interactions with new markets.

We thank AFCA for once again selecting to host this event in Ethiopia in 2017 and hope we can have more regular Conference in Ethiopia.



## PROFILES



**Tom Carew's** childhood was spent exploring the Mvuradonna Wilderness in Northern Zimbabwe on horse back and before he could speak Tom was in love with Africa. Now the founder of Bean Auction, Tom's mission is to connect coffee producers globally to their customers.



**Philippe Juglar** After a long cooperation with coffee producers, mainly in Colombia, in years 2000, he created ABCD, Agro-Business Consulting and Development, a consulting company devoted to get a better valorization of agricultural commodities in Africa, America and Asia. To assist small producers unable to afford the cost of any efficient consultancy, Philippe participated to the creation of AVPA, Agency for the Valorization of Agricultural Products, a non-profit organization, whom he is still the active President. At outstanding agricultural producers' service, AVPA organizes Paris contest of coffees roasted in their growing area.



**Carlos Brando** Carlos Brando is director and partner of coffee consulting, marketing and trading company P&A International Marketing that exports Pinhalense coffee machinery and consults for the International Coffee Organization (ICO), the World Bank, the Sustainable Trade Initiative (IDH) and companies and institutions in Brazil and abroad on strategy, marketing, sustainability, technology and quality. Carlos is the also the 2017 Recipient of the AFCA Lifetime Achievement



**Prof Joseph Kieyah** was appointed by the His Excellency the President, Uhuru Kenyatta EGH to chair the Coffee Subsector Implementation Coffee under the Office of the President. He holds a PhD in Economics and Juris Doctorate in law from University of Connecticut and University of Iowa College of Law respectively. Prior joining Kenya Institute for Public Policy Research and Analysis (KIPPRA) in 2009 as Principal Policy Analyst he taught at Pennsylvania State University, USA.



**Phil Schluter** is the 6th generation to run the Schuter family coffee business. Having grown up in East Africa, Phil has had a lifelong love for Africa, and its coffees. He has a passion to see coffee as an engine for real economic change in the region, and a means to improve the livelihoods of smallholders and others in the sector.



**Benson Apuoyo** is the Interim Manager, Market Research & Development Agriculture and Food Authority- Coffee

Directorate and he has a wide experience in coffee production and marketing. He holds a Bachelors of Commerce Degree (Marketing Option) from the University of Nairobi. He also holds an MBA from the same University. Currently, he is a PhD student in Business Administration at Kenyatta University where he is scheduled to defend his Thesis in mid-2017.



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Steven from KACCO Co-op & Leopold from Veco representing #CongoCoffee at @AFCA\_COFFEE today in #AddisAbaba #Ethiopia #DRC #SpecialtyCoffee



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Our attendance to the 15th Conference AFCA on 15-17th February 2017 in Addis Abeba. Ethiopia [@AFCA\\_COFFEE](#)



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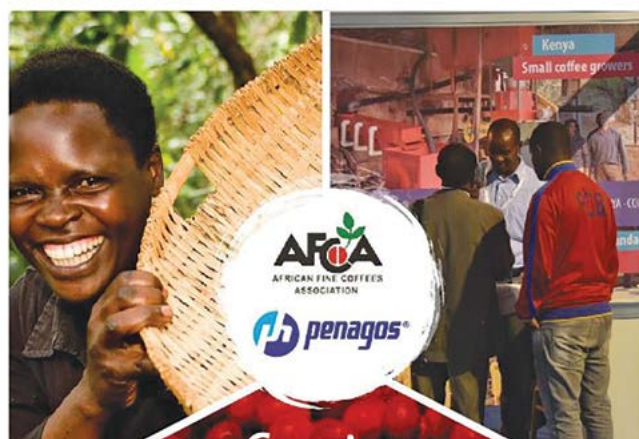
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[#AFCA2017](#) Thanks for visiting our booth at the 15th African Fine Coffee Conference & Exhibition in Ethiopia





# RESHAPING AFRICAN COFFEE INDUSTRY FOR PRODUCTIVITY IMPROVEMENT INVESTMENT

Carlos H. J. Brando



Africa's share of world coffee production has fallen from 27 to 12%, from 24.4 to 17.4 million bags, between 1980 and 2015. Even though total production in Africa has also fallen in the last 15 years, Arabica production grew from 6.7 to 8.5 million bags in the same period.

**A** preliminary diagnosis of the causes of this situation indicates that investment by stakeholders has occurred, many projects have been developed and success stories exist. Nevertheless, the overall impact has been limited due to difficulties to disseminate and replicate lessons and results. Systemic, comprehensive projects that include the supply chain have been more successful than localized ones.

However, investment by a pivotal stakeholder - the coffee grower - has been missing, because investment by growers depends on returns that are limited by low average productivity and inefficient coffee supply chains. Whereas average productivity in Vietnam and Brazil is around 2 and 1.5 tons/ha, respectively, and around 1 ton/ha in Colombia and Honduras, it is below 0.3 tons/ha in several African countries and the continent's average is less than 0.6 tons/ha. Whereas Vietnamese, Brazilian and Colombian coffee growers receive 80 to 90% of the FOB export price, African producers receive 50 to 70%, with most countries at the lower end of the range.

At first glance, productivity depends solely or mostly on technology that may not be available. But further



analysis shows that technology is available in most countries, usually in large(r) business (vs. family) holdings, but is not widely deployed. Why? Because most smallholders do not have access to this technology or cannot implement it due to a lack of the necessary resources, thus creating a vicious circle in which productivity accommodates to the few resources available.

A long list of items is required to break this vicious circle of low productivity, namely: access to technology that exists or can be obtained in or outside Africa; training to transfer this technology with the help of extension services, which may be public or provided by grower groups, associations and/or cooperatives, traders, sustainability standards, etc.; and the creation of the environment required to use these Good Agricultural Practices (GAP), such as growers' education, efficient markets for inputs, equipment and coffee, financing, and so on.

The key to break the vicious circle of low productivity is not inside the farm gate and under growers' control, but outside the farm gate, beyond growers' control in areas where government may have a critical role in changing things for the better. This key lies in promoting an enabling environment that comprises training and extension services; access to technology, inputs and equipment; farmer organization; efficient supply chains and markets for inputs and coffee; financing; marketing; logistics; and so on. The role of government is to bring about this enabling environment directly and/or to develop the means for others to do it with proper incentives, legislation, concessions, Public Private Partnerships (PPP) with companies, NGOs, and other initiatives.

The design and implementation of a comprehensive enabling environment may be overseen or even put in place by a coffee platform that brings together all

relevant stakeholders with a mission to increase productivity, transfer a greater share of the export price to growers and other elements to be defined in each case.

The roadmap to reshape the African coffee industry should not prioritize research and development in agronomy and technology, despite these activities being of a long-term nature, because the actual solutions required are mostly available. The priority should be to create an enabling environment that requires administrative decisions, smart legislation, sectoral programs, earmarked government investment and, most importantly, the political will to break the vicious circle, while creating a virtuous circle that will generate the returns to and investment by growers in order to stimulate growth in production.

The roadmap is simple in concept, but hard to implement: coffee platform; enabling environment; projects and actions to increase productivity and make the supply chain more efficient; and expected impacts on returns and investments by growers. If properly implemented, the roadmap will result in the implementation of good agricultural practices (GAP), increased productivity, a more efficient coffee supply chain, greater returns to growers and more investment by growers, thus closing the virtuous circle.

In each country, the tips to develop and implement the road map to reshape African coffee industry are: review success stories at home (micro) and abroad (macro) to develop the methodology; apply the methodology to change from an existing enabling environment to the desired one; define strategies and projects; enlist research, science and technology to define the GAPs (existing, benchmark, develop); and implement.

How much would this cost? Experts calculate that US\$1.5 billion invested

along the lines proposed here over 10 years would be sufficient to generate returns in the order of US\$15 billion. This is the same amount being considered for an African Development Bank fund that would also include a grant of US\$150 million. This would definitely change coffee-farming as a livelihood into coffee-farming as a business in Africa.



investment by a pivotal stakeholder - the coffee grower - has been missing, because investment by growers depends on returns that are limited by low average productivity and inefficient coffee supply chains.

# FUNDAMENTALS OF THE SPECIALITY COFFEE MARKET

Phil Schluter

Speciality coffee is very hard to define. It is as much a way of life as it is anything else. A wider definition would take in all coffees over 80 on the SCAA scoring system, and include all certified coffees. This broader definition would perhaps be better designated as 'differentiated' coffees. Even the SCAA and the SCAE had different definitions, the former concentrating on the cupping score of the green, and the latter on the distinctiveness of the final product at the time and place of consumption. We cannot even agree on the spelling! Whilst distracted by Brexit and the US election, we have been caught unawares whilst the SCA has slipped out the 'T' in the proper English spelling and left us with a Specialty Coffee Association.

Some of those who would be proud of the speciality coffee label no longer attend AFCA, as for them the conference is not at all at the level they are looking for – they consider it now to be almost commercial – so we must recognize that there is a huge spectrum – and that any fundamentals must state which sector they are addressing.

To compound this, statistics for this



market are almost impossible to come by. Whilst there are stats on coffee shops and global ICO imports per country, there is little to go on when estimating the size of demand or supply in each segment. However, from the statistics available, there are 3 broad trends which are very clear.

**Trend 1 – Speciality consumption is growing.** Whilst in the USA, the explosion in the speciality sector came some time ago, with a ten-fold increase between 1993 and 2008; it has slowed in recent years, with only a 5% increase in the last 5 years. In Europe, the expansion is happening now, with an estimated trebling of the sector in the last 3 years. The Asian market for speciality coffee remains strong, and is still growing fast. Cup of excellence pricing reflects that an increased demand in speciality coffee is clearly evident. This trend was epitomized when the Guatemalan Cup Of Excellence in June 2016 attracted bids up to \$53.10/lb with the winning 450kg lot

being sold for \$40,289.70 (\$89,532.66 per MT)

**Trend 2 – Growth in certified supply is outstripping demand.** The growth of certification programs has followed consumers' increased interest in the environment and the producers of their foodstuffs. An increased growth in self-certification programs convey that certification has now become an area of competition between large buyers too. Statistics are obfuscated by the amount of coffee which is produced under multiple certifications and sold under only one, but it is clear that globally speaking certified coffees are currently overproduced and undersold.

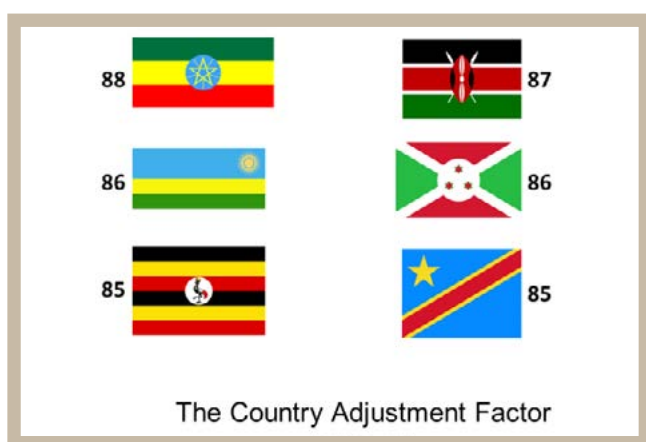
**Trend 3 – Some segments of the market are underserved.** In the AFCA region, there remains huge potential to develop some regions for the speciality sector. Uganda and D.R.Congo are good examples where a great start has been made – evidenced by the winning coffees in the Taste of Harvest competitions this year – but where there remains huge untapped potential. Burundi and Tanzania are not far behind. However, as volumes of certified and high scoring coffees increase, pricing needs to be realistic to meet the needs of the markets able to take on higher volumes.

Along with the 3 trends, I would like to highlight what I consider **2 key numbers** in defining the demand/supply balance in speciality.

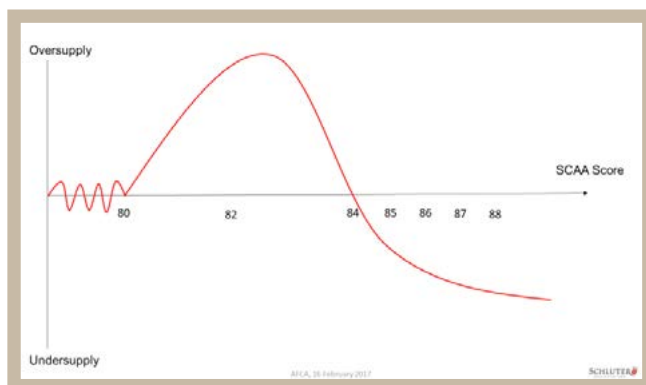


**The first is 82** – I think that the bar for speciality coffees is rising. Whilst originally set at 80, I think that the larger buyers of certified/differentiated coffees are looking for containers above 82. In terms of SCAA cupping scores, 82 is the new 80.

**The second is 86.** There is a ready market worldwide for coffees which meet this high bar. If a coffee cups above 86, it will normally find a ready buyer amongst those seeking out the best qualities, and to whom price is secondary. Having said this, to this number we need to add a Country Adjustment Factor. Given the sheer volumes of coffees available at this level or above in Ethiopia and Kenya, the level for these countries is 88 and 87 respectively. For Uganda and DRC, given the shortage of supply it is 85. Rwanda and Burundi need no adjustment.



The overall picture of the current fundamentals then looks like this. Coffees below 80/82 simply vary with global supply and demand.

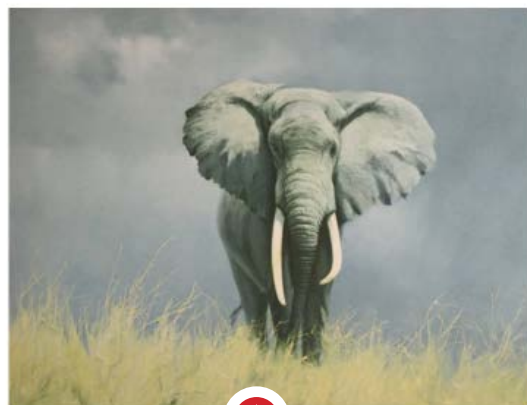
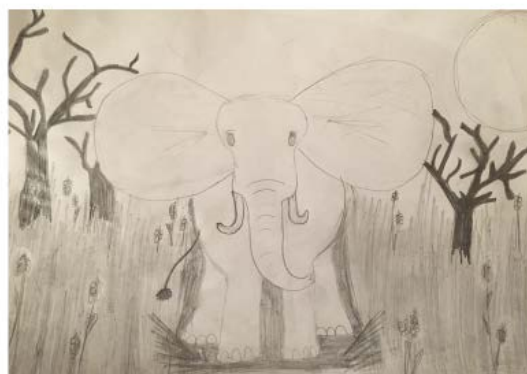


**Finally, some brief advice for those wanting to access this market.** Firstly, quality is key. It is the base of and sale into this market. Whilst marketing is important, traceability vital and transparency helpful, if the quality of the coffee presented is low, all the rest is irrelevant. Make sure that the samples you are sending cup really well – and that they are labelled properly and carefully.

Secondly, create scarcity. The highest prices are paid for small volumes. So, differentiate your coffee. Give it type names, offer something unique to different buyers, subdivide it by varietal, by altitude, by region, by wet mill

– any way which offers a smaller volume with something unique. Lastly, remember that there is a huge value in relationships. Of the 2 pictures below, I would pay much more for the one above. Why? Because my daughter drew it. If I have visited your farm, I am likely to pay more for your coffee than for your neighbours, even if the cup quality is the same? Why? Because I have a relationship with you, a story to tell, and another reason to promote your coffee rather than someone else's. And if you are passionate about the coffee you produce, how you produce it, and how good the quality is, that will rub off and has real value. My travels and childhood in East Africa have shown me that in relational terms, Africa is the first world, and the West is the third world. Don't forget that buyers – both the small, and the largest, are still people and human, and like to deal with people they like.

## Africa's great strengths



I would pay much more for the drawing above. Why? Because my daughter drew it. If I have visited your farm, I am likely to pay more for your coffee than for your neighbours, even if the cup quality is the same? Why? Because I have a relationship with you, a story to tell, and another reason to promote your coffee rather than someone else's.



Tom Carew

# THE NEW TASTE OF HARVEST COMPETITION ONLINE AUCTION

In July 2016 the AFCA Board of Directors and Tom Carew, Bean Auction's Founder sat down with a cup of coffee in Dublin and discussed how to convert the Taste of Harvest competition to an online auction system".



AFCA saw the success of international auctions organised by ACE's Cup of Excellence competitions and Stoneworks' Best of Panama and individual estate auctions and wanted to offer something similar to the African coffee growing and exporting community.

Bean Auction is a start up that aims to make auctions available to any coffee grower globally by integrating a network of expert services from around the world and developing a community of the best coffee producers globally.

AFCA and Bean Auction working together to deliver a new price discovery service for the East African market was the perfect match.

Since October, we have run pilot auctions in six East African countries: Zambia, Malawi, Tanzania, Democratic Republic of Congo, Uganda and Kenya. We have identified some exceptional lots and have sold coffee to new buyers in parts of the world currently undersupplied by the East African coffee industry.

Samples of these competition winning coffees were distributed to importers and roasters globally. Cupping events were held in California, London, Guangzhou, Shenzhen, Yunnan, Dongguang, Chansha, Beijing, Hong Kong and Shanghai. Since October, 46 lots have been auctioned, fetching an average price of 329 cts/lb, with a highest price of 660 cts/lb.



## FEEDBACK

AFCA and Bean Auction have received exceptional feedback from companies who have participated in the program.

All Mzuzu's coffee that went into the online auction has been sold. This is the first time this has ever happened. All the coffee has gone! I am very impressed with Bean Auction and see it as a fantastic marketing platform! I am extremely optimistic for next year and farmers are excited to get better prices.

**Harrison Kalua**  
*CEO, Mzuzu Cooperative*

This project will change the way the market perceives East African coffees and in doing so will generate higher prices for coffee producers. In turn, this will demonstrate to farmers that investing in improving quality results in better prices.

**Samuel Kamau**  
*CEO, African Fine Coffee Association*

It was easy to upload a lot – we sold microlots to a Taiwanese speciality coffee buyer and a South African importer. We were happy with the price and the service we received from Bean Auction was exceptional.

**Teija Lublinkhof**  
*CEO, Marika's Coffee*

It was really easy to create an account and bid. As soon as we won the lot an invoice and the contracts showed up immediately in our account. I will definitely use this service again and see it as a great addition to how we source coffee.

**Bertie Sewel**  
*Specialty Coffee Trader, Schluter Ltd*

Bean Auction's system for buying coffee is the best out there. Much more modern and easier to use than Stoneworks and CoE.

**Catherine Gu**  
*Specialty Coffee Trader, Latorre and Dutch Asia*

I think what you guys are doing is really amazing and I can't wait to organise an auction for the Congo to promote the best the country has to offer.

**Anna Kim**  
*CEO & Founder, Letsequoia*

Bean Auction and AFCA have a busy schedule for the next 12 months, seeking to increase the number of countries participating in the program and to add new services to encourage greater participation from producers across the region.

As more people realise they can buy Africa's best coffees in our new online auctions, we are confident that we will continue to bring the best of Africa direct to your smart phone.



# COFFEE SUB-SECTOR REFORMS ARE A GAME CHANGER

Prof Joseph Kieyah



**R**estructuring the coffee sub-sector is urgent policy imperative. Since last year, the public discontent on the status of the coffee industry has infiltrated the public discourse and has continued to attract significant media attention. The once thriving sub-sector that enjoyed national prominence as a major foreign current earner and as source of livelihood for over 600,000 small scale farmers and their families is in crisis. This is due to regulatory and institutional failure that compromised the proprietary interests of coffee farmers in general. In essence, coffee farmers disproportionately bear the burden of the value chain including the regulatory burden in form of statutory levies. Consequently, the coffee farmers' earnings are relatively low, they have to wait for 6 to 8 months before they are paid.

Paradoxically, the downward trend of Kenya's coffee production and its contribution to Gross Domestic Product (GDP) has occurred despite its sterling performance in the international markets where it continues to enjoy premium prices because of its high quality. Taking cognizance of the problem, there have been several sectoral reforms in recent times. However, such reforms have been rendered ineffective by competing vested interests, which continue to hold hostage the government's transformative agenda of revitalizing and restoring the sector as major foreign currency earner.

In light of this background, on 4th March 2016, His Excellency the President, Uhuru Kenyatta, appointed the National Task Force on Coffee Sub-Sector Reforms. The President charged the Task Force to review the entire coffee value chain and identify areas requiring interventions such as production, processing and marketing of coffee; examine the existing policy, institutional, legislative and administrative structures and systems in the

coffee industry; and recommend comprehensive reforms among other key issues.

The coffee subsector problem is a classic principal/agent problem, where the coffee farmer owing to his or her coffee proprietary rights is the principal. All other actors along the value chain including the regulatory and supporting agencies are agents of the coffee farmers. The problem is attributable to two causations. On one hand the coffee farmers and especially the smallholders lack the technical sophistication and full information to design an incentive payment that will induce the agents to act in their best interest. Rather they have to contend with the predetermined statutory fixed percentage rate of their gross estimates which they have no say. The other hand, owing to regulatory agencies' lack of regulatory enforcement capacity to protect the coffee farmers' interest have been systematically weak.

The proposed solution to the problem of the coffee subsection is embodied in the Report of the National Task Force on Coffee Sub-







sector Reforms, which addresses the low coffee productivity and ensures sustainability of high quality. The report is anchored on basic principle of protecting coffee farmers' property rights over coffee to incentive them to increase production. However such protection must be qualified by the need to maintain quality by forcing smallholder farmers to internalize the benefits of economics of scales through cooperative societies.

The three years turnaround strategy as embodied in the Report aim first, at essentially protecting coffee farmers' property rights. Second, to reduce costs along the value chain, promote youth participation, local consumption and exports. Third, to reduce transaction costs of accessing Nairobi Coffee Exchange and its operations. The strategy is anchored on the eight pillars based on the recommendations of the report.

First, to institutionalize the coffee farmers' property rights the report proposed coffee regulations that vest those right to any person who grows coffee in Kenya. The proposed regulatory framework provides for restructuring of the licensing regime to reduce inefficiency along the value chain.

- Second, to reduce the production costs, a 3 years sub-sector subsidy programme for smallholder farmers and small coffee estates has been proposed. The programme entail fertilizer subsidy including financial support to Coffee institutions like Coffee Research Institute (CRI). Such support is targeted to expand production of coffee seed and planting materials including capacity building in coffee husbandry.
- Third, to resolve smallholder coffee farmers' cash flow problem which is caused by perpetual payment delay, the report recommend a coffee cherry advancement

payment scheme. Upon the cherry delivery, the scheme will advance the smallholder farmers 40% of the average sales price at the auction or Ksh 15 per kg of cherry.

- Fourth, reduce auction information asymmetry in order to promote efficient price discovery, the report recommended modernization of Nairobi Coffee Exchange with an aim to upgrade it fully-fledged commodities exchange. Such modernization entails establishment of NCE as public company limited by guarantee to give it operational autonomy. In addition it call for procurement of a modern exchange trading system to enable virtual trading and appointment of a central depository agent to be licensed by Capital Market Authority.
- Fifth, to enhance youth participation in coffee sub-sector and promote local coffee consumption, the report recommend establishment of coffee business to train the youth on roasting, retail and management of coffee houses. Moreover on local consumption, a 1 million cups target by 2020 is recommended. Achievement the target calls for promotion of farmers to roast their coffee and creation of another sale window to cater for local roaster.
- Sixth, to strengthen institutional support, the report recommended financial and technical to State Department of Cooperatives, Coffee Research Institute and Coffee Directorate. Such support should also extended to coffee growers organization, cooperative and unions.
- Seventh, to reposition Kenyan coffee internationally the report recommended first class global marketing strategy. Such strategy entail branding and promotion

that will be jointly executed by Kenya Tourism Board, Export Promotion Council, Athletics Kenya and National Olympic Committee. In addition the report recommends the need to strategize for specialty market.

- Eighth, to arrest the crippling debt that continue to choke the subsector, the report recommended a forensic audit for all debts owed by the farmers to various institutions.

Following the presentation of the report to the President, he shortly thereafter appointed the Coffee Sub-Subsector Implementation Committee to oversee the implementation of the reports' recommendations. Since its appointment the committee has embarked on the implementation process with notable successes. Such successes include the abolition of statutory levies, debt waiver and modernization of NCE.

Granted that the implementation process continues to enjoy political good will, it will indeed be a game changer. In the next 3 years coffee production is expected to increase including forex. It is expected to reduce poverty by raising smallholders' income by an addition Ksh 120,000 per year.

NAIROBI COFFEE EXCHANGE			
Lot	OT&Mark	Bags	KGs
501	52SS2021	14	872
	BULK	Price	0
502	52SS2010	8	534
AVE PRICE/50KGS :			0





**Brazafric Enterprises Limited** is a one-stop-shop for coffee farmers, processors, and exporters – offering top range agricultural brands. The East Africa offices (Kenya, Uganda, Rwanda, Burundi & DRC East, and Tanzania) offices provide proximity and after-sales services to end-users.

**Coffee Farm tools, processing materials and accessories;** We hold stocks for pruning saws, pruning secateurs, coffee tray mesh, coffee wire-mesh, shade-nets, nylex, machetes knapsack sprayers, protective clothing etc. – all possessing quality and features to be utilized on coffee farms.

**Coffee moisture meters;** Draminski and Brazafric, provides wide range of moisture meters applicable for field or laboratory purposes. The moisture meters are handy, and maintain consistent accuracy through the calibration services we provide as part of after-sales services.

**Coffee Milling and Color sorting equipment;** The joint efforts of **Brazafric/Pinhalense/Buhler/Matisa** have successfully supplied complete coffee milling projects, color sorters, blending and bag off solutions to coffee processors and exporters in the region. Pinhalense is the world's leading manufacturer of coffee milling equipment both in primary processing and dry milling. The machines offered and maintained by Brazafric in the region are designed to cater for all conditions of the specific coffee producing areas and adapt well to the unique processing as demanded by the coffee buyers.

The Buhler sortex sorters are available in varied types, capacities and models – in mono, bicro and multi vision i.e. the Sortex A being the top range, Sortex B being the performance level and the YJT being the entry level.

Bag stitching and automatic scales are an important part of the coffee milling plants and Matisa has successfully provided a viable solution with robust and reliable machines easily operated and maintained by Brazafric in the region. All spare parts and other aftersales services are readily available through Brazafric.

We provide reliable local and imported **Electrical Control Panels** and switchgear to support all the mills supplied in the region.

**Coffee Roaster/Grinders and Coffee shops;** In partnership with **Toper**, Brazafric have Coffee roasters and grinders available in different capacities for both small and commercial purposes. This division is combined with in-house expertise to provide design, equipment .etc for coffee shops. Value



**Marcos R.G. Brandalise**  
Group CEO



**Readon Sakwa**  
Regional Manager

addition is now one of the industry development frontiers and this has created an increased demand for good quality roasting equipment.

**Schulz S.A.** produces alternatives in piston, diaphragm and rotary screw compressors from 5hp to 250hp. The research and development center with CAE - CAD - CAM stations proves the reliability on Schulz range of products. Brazafric has availed this technology in the region and supports all Schulz equipment

**Handling and Storage of coffee and Grain:** We have partnered with **Kepler Weber** to provide better solution for preservation to ensure final quality of grains by proper pre-cleaning, Cleaning, drying and storage in flat or hopper bottom metallic silos.

## NEW LAUNCHES!!!!

### 2017 Brazafric Continuous innovative corner!!!!

**Coffee Centriflux machines:** This is a new centrifugal machine to skin-dry wet coffee by removing all the surface water on the coffee beans after fermentation tanks or from mechanical mucilage removers. This shortens the drying time and this machine can also convey the skin dried coffee to the drying table or to the mechanical driers.

**Biomassa energy generator.** Biomass wastes from agricultural and other milling e.g. Coffee husk, rice husk, maize cobs etc. is burned to run a boiler which drives a steam engine with an electricity generator. This electricity can be used as additional energy to power the mill or if in excess can be sold to the national grid. A case study done in Kenya with one of the large coffee mills show the project investment is able to be recovered in between 2 - 3 seasons. Brazafric is providing consultancy on this project to the millers and visibility reports can be obtained on request.

# GROWING INTO THE FUTURE BASED ON MORE THAN 60 YEARS OF EXPERIENCE

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World leading supplier of coffee processing equipment and seed processing installations with 60 years in-house project experience. Mechanical and electrical engineering. Manufacturing of grain, seed and coffee processing equipment.



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# KENYA:

## THE 2017 GLOBAL SPECIALTY COFFEE EXPO PORTRAIT COUNTRY

Benson Apouye



The Coffee Kenya Origin Trip by the Specialty market team pose for a photo at Nyeri's Hill farm on 1st December, 2016



The SCA Executive Director Mr Ric Rhinenhart and Mr. Benson Apuoyo, the Interim Manager, Market Research & Development Agriculture and Food Authority- Coffee Directorate on firm Kenya as the 2017 SCA Portrait Country.

### Introduction

Kenya is a member of Specialty Coffee Association and has been participating in SCA exhibitions for the last fourteen years. Kenya won the 2017 SCA Portrait Country status. The Portrait Country is the centre piece of the four-day promotion galore for the entire Global Specialty Coffee Expo (GSCE). To honour the Portrait Country, the Kenya's Cabinet Secretary for Ministry of Agriculture, Livestock and Fisheries Mr. Willy Bett, EGH will be one of the Chief Guests of the GSCE and thus will meet Kenya's coffee buyers and investors, at the Kenyan Pavilion as well as in Room No. 205, not only buyers of Kenyan coffee but also investors in the entire spectrum of the Kenyan opportunity.

During the Expo, Kenya is scheduled to present Portrait Country lecture entitled:

The Route to the Promised Price in Coffee Farming: A Kenyan Perspective. Three papers will be

presented by renowned Kenyan coffee industry experts on Friday 21st March, 2017 from 10.00 am- 11.30 am.

### The Agronomy of Kenyan coffee

Kenyan coffee is grown on rich volcanic soils, found in the Kenya highlands between 1,100 and 2,000 meters above sea level. The soils in coffee growing regions are well drained, loamy, red volcanic and rich in phosphorus. The coffee cultivars grown in Kenya are SL 28 and SL 34, K7, Ruiru 11 and Batian. The dominant method of processing Kenyan coffee is by selectively hand picking, hand sorting to remove the under ripe/overripe, sort out foreign extraneous foreign materials such as small stones, sticks, leaves and thereafter pulped under clean water, fermented, washed and sun dried under the natural tropical sun. This ensures the resulting beans give

extra ordinary rich acidity and flavor, full body, deep sensual aroma, hints of chocolate with floral and citric undertones.

### Trade Promotion of Coffee Kenya

There are two systems of marketing coffee Kenya: the Auction and the Direct Sales.

The Direct Sales requires a grower to directly negotiate with a buyer outside the country and a sales contract is signed and registered with AFA - Coffee Directorate after inspection and analysis of the coffee to verify quality and value as per the contract.

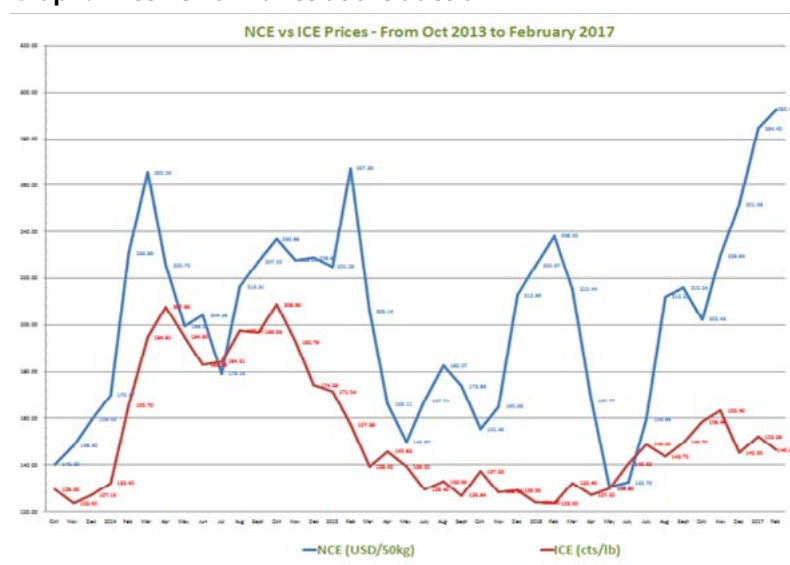
The Auction System takes place at the Nairobi Coffee Exchange which is the trading floor of about 85% of Kenya's coffee is purchased by coffee dealers through the electronic competitive bidding every Tuesday. The Kenyan Nairobi Coffee Exchange



(NCE) is a price discovery mechanism, where top quality coffee gets the premium prices based on the cup profile. The confidence of the participants has gone up thereby translating into a better price performance on the trading floor of the NCE where both the grower and the buyer ensure that the highest bidder gets the premium lot.

The graph below shows how prices have been rising over the last five (5) months from October, 2016 through February, 2017. Comparing the performance of the same period last year, that is, October 2015 to February 2017, the volume moved, the value gained and the price increase has been remarkable.

**Graph: Price Performance at the auction**



Graph: Kenyan coffee prices compared with the world coffee prices – ICE (Source: NCE)

## Kenyan coffee exports

The exports of Kenya's to ten top buyers of her coffee for the year 2014/2015 and 2015/2016 are as indicated in table 2 below.

**Table 1:**  
Kenyan coffee export to major destinations (in Kgs) -

	Destination	2014/15	2015/16
1	Germany	9,471,255.00	8,177,456.00
2	Belgium	6,362,020.00	7,353,335.89
3	United States of America	7,306,729.28	6,140,288.10
4	Sweden	3,366,949.00	4,684,540.00
5	Finland	2,630,200.00	2,477,099.21
6	Korea Republic	226,473.00	1,986,730.77
7	United Kingdom	1,187,258.00	1,209,498.60
8	Norway	805,220.00	1,171,840.00
9	Netherlands	783,600.00	1,162,583.00
10	Canada	1,007,380.00	1,119,220.00
	Others	10,916,942.50	8,859,878.44
	Grand Total	43,789,026.78	44,342,470.01

Source (Coffee Directorate)

The US specialty market for Kenyan coffee has witnessed some progressive growth in terms of volume and export value. Between 2009 and 2013, the US market has developed propensity to drink Kenyan coffee thus stimulating the growth of Kenya's specialty coffee. In 2014, The US became the second largest importer of Kenyan coffee after Germany as shown in the table 2 below.

**Table 2:** Average price per 50 kg bag of clean coffee in the last 4 years for top 3 importers

Country	2012/13	2013/14	2014/15	2015/16
Germany	243.22	272.19	273.05	251.43
USA	268.47	299.54	326.02	296.70
Belgium	231.33	276.79	270.17	242.97
All	263.92	295.95	300.79	270.73

Source (NCE)

The Directorate is currently working on different market target segments where Kenyan Coffee is in demand and these require physical representation in the form of exhibitions and trade fairs. The Directorate participates in these events and also facilitates the relevant stakeholders' participation through acquisition and payment of the exhibition space.

## These target markets are:-

- Traditional Markets: European market
- Specialty Market: America, Europe, Canada and Japan
- Emerging Markets: Asia and Africa

## The Specialty Coffee Origin Trip to Kenya

To ensure there are economic gains in the Demand Side Increased Return (DSIR), Kenya hosted 31 coffee stakeholders mostly buyers from 10 countries for a six-day visit to Kenyan chain centres from 28th November to 3rd December, 2016. Thus, the trip acted as virtuous circle journey, in this case the early adoption of Kenyan coffee products and services will help build momentum for future adoption of the Kenyan coffee products and services not only during the GSCE exhibition in Seattle, Washington, but also in the entire world.

The Origin Trip was designed to give the buyers real time experience in the contextual coffee business in Kenya from farm to cup. About 11 coffee production centres and 8 other coffee value addition unit centres were visited within six days which also included a night stay at Aberdare National Park to appreciate the beauty of nature of Kenyan wild life while sampling Kenyan coffee in the wilderness.



# JOSÉ SETTE

## NEW ICO EXECUTIVE DIRECTOR

**T**he International Coffee Council met in London at the headquarters of the International Coffee Organization from 13 to 17 March 2017 and decided by consensus to appoint Mr José Dauster Sette as Executive Director of the International Coffee Organization for a five-year term.

Mr Sette graduated from Yale University in the United States with a degree in Administrative Sciences and holds an MBA with a specialization in Finance from the American University. He has over 30 years of experience in international trade, held the post

of Head of Operations at the ICO and was its acting Executive Director between November 2010 and October 2011. He currently holds the post of Executive Director of the International Cotton Advisory Committee (ICAC) in Washington.

Council Members congratulated the government of the other candidates who had presented their applications for the role and who were distinguished by the excellence of their qualifications and experience. Finally, Members expressed their warm appreciation to all the Governments to enable a consensus decision to be taken.



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Southern Africa – I & M Smith – [lionel@iandmsmith.com](mailto:lionel@iandmsmith.com)

Cameroon – Kenzo – [kenzocameroun@gmail.com](mailto:kenzocameroun@gmail.com)

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ZERO WATER ECO SUPER PULPER



COMBINED UNIT HULLER



# TAYLOR WINCH (COFFEE) LTD.



Taylor Winch (Coffee) Ltd. began life in 1966 – celebrating its 50 year anniversary last year – and has played a consistent role in the promotion and export of Kenya coffee since. Backed by centuries of commodity trading heritage, together with its own pedigree, Taylor Winch (Coffee) Ltd. continues to be a prominent shipper of the entire range of Kenyan coffees. Headquartered in tranquil gardens in a central Nairobi suburb, the company operates a large warehouse where blending, upgrading and packaging, all to customer requirements, takes place before direct stuffing into containers and railing to the Port of Mombasa. The Company is compliant with the 4C, UTZ, Rainforest Alliance and Café Practices standards. Client and own sponsored sustainability initiatives with farmers and cooperatives in recent time have added a selection of relationship coffees to the portfolio.

Managing Director Dirk Sickmuller, a 22 year veteran in the East African coffee industry, attends this important Global Coffee Event and is located at the Volcafe Specialty booth – please pass by for presentations and discussions on how we can bring great Kenyan coffee to you.







Our Knowledge, Your Success.

## Drip Nutrigation Solutions For Coffee Plantation

*(A powerful tool to raise yields and profits- Amiran Kenya)*

**History:** Since its inception in 1963, Amiran Kenya Ltd has been a driving force behind the horticulture and floriculture industries in Kenya and throughout East Africa. Through decades of partnership with Kenya's large and small scale growers, Amiran Kenya has become a "one stop shop" for all of Kenya's agricultural needs. While playing a significant role in bringing the Kenyan floriculture industry to its place as a global leader, Amiran has also remained focused on the needs of other agricultural industries. Coffee is definitely a main one.

**Who we are:** Amiran is a leading Company on modern agricultural technologies, methods and inputs which ensures high productivity for small, medium and large scale farmers on real-time basis. The goal of the Company is to offer a holistic service combining the best technologies existing in the market and the support of a wide team of professionals.

**What we can offer:** Besides a wide range of inputs suitable for coffee, Amiran is also the leading company on introducing drip irrigation and Nutrigation to Kenyan agricultural industry. Amiran is the sole representative of Netafim in Kenya, the biggest irrigation company in the world and the inventors of drip irrigation. With more than 50 years of experience, Netafim has installed their drips

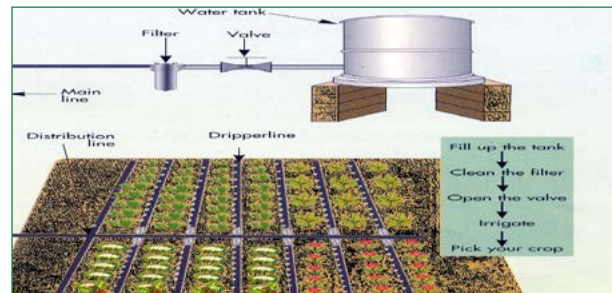
around the globe. In the coffee industry in Brazil only for example, more than 100,000 hectares are irrigated through Netafim's drip irrigation. Together with Amiran agronomy experts, they introduced the concept of Nutrigation into the coffee sector in Kenya.

The concept of Nutrigation uses the drip lines not only for irrigation but also for injection of fertilizers, soil amendments and other water-soluble products in order to guarantee yield and crop protection. Nutrigation offers the plantation the exact amounts of nutrients and crop protection directly to its roots and in the exact timing for highest absorption results. The results on coffee are yield increase up to 3 tons of green beans per hectare. Amiran Kenya offer a wide team of professional not only on implementation, but also a full agronomy support in order to reach the expected yields.

**Success Story:** The latest implementation of drip irrigation on coffee was on a commercial farm in Kitale. The total size of the project is 40 hectares, which 11 Ha are new plants and another 29 Ha are existing plants. The owner was surprised to see the uniformity of the new plants and the improvement on the existing ones. The projects started in May 2016 and now the owners are already planning the expansion.



**Nutrigation System - Large Scale**



**Nutrigation System - Small Scale**

**For more information:** Ron Yariv - Business Development Manager  
Mobile: 254 (0) 712477555 | [Ron.yariv@amirankenya.com](mailto:Ron.yariv@amirankenya.com)



# GOLDROCK INTERNATIONAL ENTERPRISES CO. (K) LTD

Kenyan coffee is a largely recognized for its rich flavor along with a deep, wine like acidity and pleasant aroma. GoldRock International has endeavored to bring this distinctly bright taste with complex tones of fruit and berry to your cup since 1999.

**Our unique brand "Masai Coffee"** seeks to embrace the true spirit of the people of Kenya with responsibility integrity, innovation and excellence.

We source our coffee from the Nairobi Coffee Exchange and supplement from our own farm at the slopes of Mt Kilimanjaro and few other locations. Our relationship is built on respect to our associations and partners.

**Masai coffee- the finest coffee-** is exported to various countries in the world and enjoyed at various outlets we have in the country where it's prepared exceptionally to different tastes and flavors.



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P. O. Box 39256-00623, Nairobi, Kenya. Tel: +254 20 2161771/2. Mobile: +254 773 223300  
Email: [marketing@goldrockkenya.com](mailto:marketing@goldrockkenya.com), Web: [www.goldrockkenya.com](http://www.goldrockkenya.com)















# Taste of Harvest Competition, Pavillion, Africa Barista Challenge and All Star Event

## AFCA CONFERENCE IN PICTURES













# NEW TRENDS IN COFFEE ROASTING



Coffee roasting machines have been used for the last 200 years. During this time, the machines were constantly renewed according to the conditions of the day. With the Third wave coffee trend, new expectations have been formed which are:

- i) To achieve different aromas from the same green coffee.
- ii) To roast coffee always at the same quality.
- iii) Simpler and automated usage
- iv) Ability to roast Slow, Fast and Optimum.

Recently, innovations have been made in the production of coffee roasting machines to meet these demands.:

## ADJUSTABLE FLAME HEIGHT SYSTEM

It controls the heat source with the aim of creating the desired coffee aroma.

Adjustment systems are used, which adjust the flame, keep the inside temperature of the roaster and the coffee temperature at the desired values. The digital temperature control is decimal. There is a time display as well.

## ADJUSTABLE HOT AIR VALVE

With the Hot Air valve setting, you can control the speed of the roasting by creating pressure in the drum and by changing the pressure setting, different taste profiles can be caught. On automatic machines, this setting is automatically adjusted according to the roasting profile.

## FEATURED ROASTING DRUM

A new generation of drum is needed so that all of the coffee beans are roasted in one color and the same aroma and the beans are not damaged. The new generation of drum should include:

- Special alloyed iron drum
- New generation of coffee blending blades and fins
- Double walled thermodynamic drum
- Drum speed control is available on request.

## AUTOMATIC PROFILE ROASTING

Many programs have been developed for monitoring the Roasting Profiles of Coffee Roasting Machines.

Some of manufacturers developed profile software for their own machines. There are also roasting monitoring programs of third party companies like Cropster, Artisan, Roast Master, Coffee Roaster App, Roaster Dynamics and Typica etc.

Coffee roasting machines must be able to connect to computers in order to be monitored by these programs.

**This software:** Allows you to record and automatically re-apply the manual roasting process.

Creates the possibility of developing new aromas with the coffees that you roast. Always enables you to roast the same quality of coffee.

## ADVANCED TOUCH PANEL

- Simplifies the use of coffee roasting machines
- Personalized roasting profiles with simple touches, presets easy to prepare, record and use.
- It can roast according to previously prepared prescriptions and always ensure the same roasting quality.





# COFFEE IRRIGATION BY NETAFIM

GROW MORE WITH LESS



**UP TO:**

**300%** yield increase

**50%** water savings

**> 8** harvests before pruning\*

**> 95%** uniformity

\*Arabica





# ROASTING COFFEE WHERE IT GROWS

## IN ORDER TO GET BACK THE VALUE OF ITS GEOGRAPHICAL FAME:

### AN ECONOMIC APPROACH

Philippe Juglar



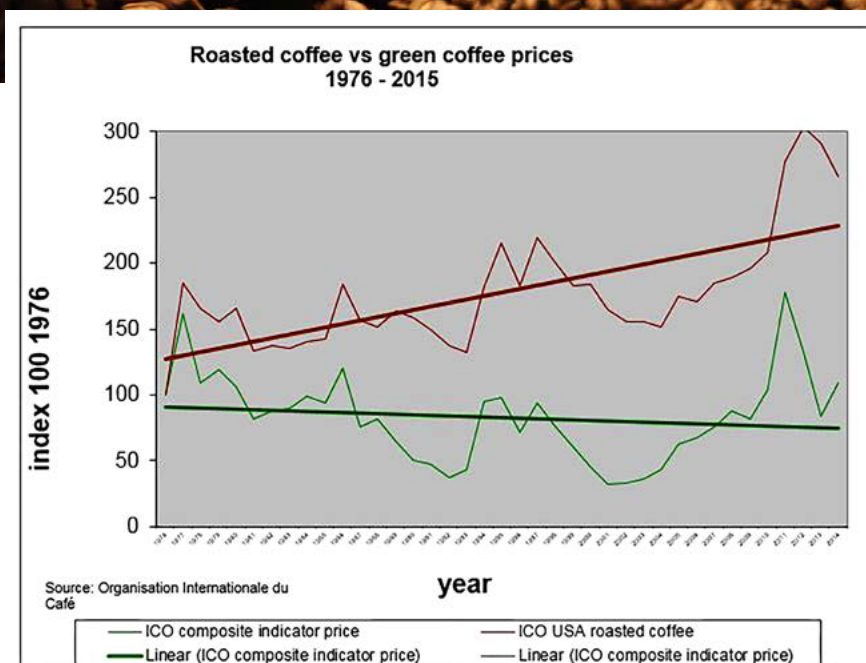
The coffee evolution over the last generation clearly shows the share of the value chain left to green coffee producers is on a steady decrease. At the other end of the chain, marketing and branding seem to retain an increasing valuable stake each year.

**T**herefore, why not process coffee in the country where it is cropped? Why not give more added value through the intangible asset which lies within the fame of its geographical origin? How can we switch to success stories just like how Italy, France or China recount with their cheese, wine, oils, teas etc.

Considering the buoyant roasting industry in producing country, taking into consideration the new passion of coffee growers, it is perhaps time to start exporting coffee roasted in coffee growing countries.

#### Local roasting

In Europe as a whole, FAO states that more than 60% of Agro-alimentary products are transformed and commercialized by cooperatives while in France 40% of the alimentary products proposed to consumers come from agricultural producers. Why does the coffee industry not give space to products transformed by the producers themselves?



In the world of exceptional products isn't it the producers that holds the legitimacy of transforming and very often, of directly commercializing his production? This is actually what is happening with the great teas, great wines, great olive oils etc.

Getting access to the consumers is the only key to get a better appreciation of the value of coffee in the producing countries as well as in the consuming countries. As the years have been going by, the return of shares that goes to producing countries continues to decrease. The

certification efforts are consumed by the market: Certification is always done at the producer's cost and the certified product is being valued on the pattern of the ordinary uncertified product.

The inevitable conclusion therefore is to bring coffee roasted in their countries of origin close to the consumers. It's already the case in more advanced coffee growing countries which can count with a local roasting industry mainly dedicated to its home market.



More interestingly is the entry of locally roasted coffee in the narrow and more profitable niche of gourmet or fine or premium coffees. To enter that very specific segment requires the recognition of the consumer. How do we get it?

### **Marketing locally roasted fine coffees**

Whether at home or in foreign countries, marketing priced gourmet food products follows precise rules.

First, you have to get a product to be recognized as a gourmet product by the gourmet experts which are Chefs, Gastronomic journalists, Trend setters. To achieve that result you may partake in the tasting competitions and grant you coffee entry into the luxury points of sale. This clearly means you have to take into account the culture of your actual or future clients.

Your brand must be recognized as a high quality label. This may be achieved through endorsements. You can also invest in a local or international advertising campaign.

To overpass that difficulty you might use the fame of the native area where your coffee is grown and the presumed legitimacy of a grower faced to the competition of industry.

### **Coffee and Geographical indications**

Up till now, coffee with information of its origin don't bring much returns to the concerned producers. It reached a significant share of the market (10% in France) without significant additional income for the countries of origin. Even worse, the major international coffee roasters still utilize these geographical denominations on their pouches without any problem.

The solution that we propose is to certify only roasted coffees in the country (or region) where the coffees are grown. This will prevent any foreign roaster to use the denomination and, therefore, will guarantee that the profit will stay at local actors, as much as the Denomination will be renowned.

### **It's time to go**

Why the impossible yesterday is becoming a possibility today?

Firstly, cultural change in producing countries. The producers have become proud coffee growers and they are passionate of their production. As soon as they taste their coffee, the word "quality" becomes magnified.

Secondly, cultural changes in consuming countries. Specialty coffee mood, high price encapsulated coffees, easy to use coffee machine convert the old coffee in modern and young product which, at last deserves the attention of the gastronomic mood. Accomplishing this dream is the mission of AVPA. It presents to Paris, the best coffees roasted in their country of origin so as to bring these exceptional producers to the limelight, giving them their first necessary recognition.

The main objective is to introduce these exceptional coffees to the world of French and International gastronomy.

## **The 3rd Edition of the Only International Contest for Coffees Roasted in their Countries of Origin AVPA-Paris 2017**

**Grant your  
Coffee a  
Prestigious  
Medal !!**

**AGENCE POUR LA VALORISATION DES PRODUITS AGRICOLES**

**Registration till 15 May 2017 | Contact: [avpa@avpa.fr](mailto:avpa@avpa.fr) | Find Information at [www.avpa.fr](http://www.avpa.fr)**





# Member Profiles



## Who we are

A to Z Textile Mills Ltd. and its group of companies, family owned and operated, started in the 1960s. A to Z Group operates from two locations, spanning over 200,000 square meters of built up area and boasts employment opportunities to over 8,000 Tanzanians. Currently the group comprises of 12 companies which offer a wide variety of products and services in both local and international markets.

A to Z is most popularly known for the production and distribution of polyester and Long lasting Insecticidal Bed Nets in an effort to combat malaria – it is the largest manufacturer of bed nets in Africa, with a capacity to produce 30 million LLIN's per annum. Vector Health International (VHI) a joint venture between Sumitomo Chemical Company and A to Z Textile Mills Ltd. Produces the Olyset® Net, a WHOPEs certified product. A to Z Textile Mills Ltd's. own LLIN 'MiraNet' developed in Arusha has WHOPEs recommendation.

A to Z believes that innovation is the engine to economic growth and transformation. Thus, the Company invests heavily in Research and Development. Through a joint venture with Sumitomo Chemical Co. Japan, A to Z operates an ultra-modern state-of-the art R&D facility, the Africa Technical Research Centre (ATRC) whose mission is to improve livelihoods and quality of life through the development of innovative solutions. Located in Kisonogo Arusha, ATRC has been in operation since mid-2012.

The products that are manufactured by the A to Z Group of companies that are dedicated to Horticulture and Agriculture are umbrella branded as AgroZ®. We have AgroZ® Bag, AgroZ® Bag Aroma (for Arabica Coffee Green Beans export), AgroZ® Net, AgroZ® Crate, AgroZ® Shade Net, AgroZ® Ground Cover, AgroZ® Fruit & Veg, etc.

## Contact details

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P.O. Box 945, Net World Area, Kisonogo, Arusha, Tanzania, East Africa;

**E-mail:** bhubhinder@azpfi.com;

**Website:** www.azpfi.com

# CCC

## Community Coffee Collective

### Who we are

Community Coffee Collective (CCC) was founded by Ben and Kristy Carlson who moved to Burundi in 2011 with their family with the vision to grow and produce micro-lots of coffee in Burundi. We see coffee as a tool for sustainable community transformation and use direct trade to facilitate meaningful relationships between coffee roasters and coffee growers by producing great coffee and telling the stories of the farmers who grow it.

### What we do & how we operate

Our passion is to continuously grow and craft unique micro-lots of coffee that are processed with care and improve the wellbeing of the farmers who grow it. We do this by paying quality-based premiums and by working at farm level through our own community agronomy program that is currently employing 26 young Burundians in a full-time capacity. We own two washing stations (wet mills) through which we work with over 4300 farming families in 26 coffee hills as well as various coffee cooperatives. CCC showcases terroir by tracing every kilogram of coffee produced back to individual farming families and communities in order to connect to roasters who believe that exceptional coffee includes traceability and sustainability. Through paying quality-based premiums and listening to the struggles of the farmers we work with, we hope to build platforms for change that are rooted in community and sustained by the high quality of our production.

### Contact details:

**Email:** ben@longmilescoffee.com

**Mobile:** +257 79049315







## KINGHA COFFEE COMPANY

### Who we are

Kingha Coffee Company was founded in 2015 by Kingsley Griffin and Maha Sarraf. Kingha Coffee grows and processes high quality Arabica and Robusta coffee for the local market in Uganda and for export to the international coffee market. The company's founders spent the better part of a year extensively touring around the hills and mountains of Southwestern Uganda, until they found the right piece of land to start their coffee adventure. What developed was a 20 acre coffee plantation.

In addition to the acres of coffee, one acre of land has been set aside to be used as a vegetable garden, where all the vegetables grown are donated to local schools, helping to ensure the students get a well-balanced diet. We run a weekly agricultural education program for local school children, focusing on the importance of developing a life-long agricultural skill set. We also run training programs for local farmers where they learn and practice new agricultural techniques to help them increase yields on their farms, thereby increasing their income and standard of living.

All coffee grown on our plantation is intercropped with legumes, helping to balance the nitrate concentration in the soil; naturally increasing yields and preventing soil erosion. Shade trees, banana trees, avocado trees and mango trees are interspersed with the coffee trees, helping to slow the maturation rate of the coffee cherries, thereby increasing our coffee's quality. Kingha Coffee is committed to caring for the local environment. We do not use any chemical fertilizers or pesticides anywhere on our land, and we generate 95% of our electricity from solar cells. We believe in the importance of growing and processing our coffee in harmony with our local environment and ensuring a sustainable and healthy present and future coffee supply.

### Contact details;

**Kingsley Griffin**

**Managing Director**

**E-mail:** [kgriffin@kinghacoffee.com](mailto:kgriffin@kinghacoffee.com), **Website:** [www.kinghacoffee.com](http://www.kinghacoffee.com)

**Tel:** +256 780 249 250, Plot 17/19 DTB Center, Kampala Road

P.O.BOX. 7166 Kampala, Uganda



## LAND OF A THOUSAND HILLS COFFEE COMPANY

### Who we are



"Land of a Thousand Hills Coffee Co. partners with farmers and local community leaders to develop coffee into a sustainable income, pay a just wage, and further meet the needs of the people. Our model is the next evolution of Direct Trade - we invest in both the quality of the product and the quality of life enjoyed by the people who grow it.

We began as a response to Rwanda's tragic civil war in 1994. The introduction of specialty coffee to the healing fields of Rwanda proved to be an uncommon opportunity for once warring countrymen to not only rebuild their homesteads, but to work together toward lasting peace. Coffee has brought dignity and hope to a nation that history suggested would never recover.

Our dedication to the Rwandan people has not wavered, and we constantly seek out ways to meet the needs of the communities we serve. During the last ten years we've built a school, began a sheep farm, built homes, and provided ongoing support for orphans.

Stateside, our coffee is served in two corporately owned specialty shops, a growing number of franchises, and hundreds of churches and cafes across the country.

We invest in every stage of the coffee cycle, from farmer to roaster. We are a guide to those who want to explore how coffee can be a tool for social change, a companion to those who are passionate about the world of coffee, and a resource for coffee communities striving for a bright future."

### Contact details

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P. O.Box 3802

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[manu@drinkcoffeeodogood.com](mailto:manu@drinkcoffeeodogood.com)



# SATAKE

The first optical sorters were developed in the 1930's by ESM a forerunner of Satake. Colour sorters have gained in popularity and today industrial applications of colour sorters are numerous – across many industries.

Coffee industry customers need robust, low maintenance, versatile, easy to use, economical, yet efficient colour sorters which can be adjusted easily if circumstances change. Satake develop their colour sorters to meet and exceed these requirements. Following on from the great success of the Pikasen colour sorter Satake has recently launched their REZS high capacity colour sorter range.

The REZS has shown excellent results on coffee sorting to remove dark, discoloured and stinkers. The REZS is used in the entire coffee chain from the farmer right through to the mills. These machines offer a number of advanced features including; flexible resort options, full colour camera technology able to detect and remove defects with subtle colour differences, automatic recalibration allowing continuous use with no calibration down time and an easy to use interface requiring minimal operator training.

This new range of machines is available in different configurations allowing customers to select a machine that fits with their specific requirements, space and budget.

Satake has at its disposal a wealth of experience to provide bespoke solutions from individual machines through to turnkey projects featuring advanced technical innovation. With a worldwide network of Satake Offices, Test Facilities and agents (including Kenya, Ethiopia, Uganda and Rwanda based agents) we can supply and support customers anywhere on the Globe.

## Contact details

**Telephone:** +44 161 406 3888

**E-mail address:** Sales@satake-europe.com



## ABOUT SLIEPA

The Sierra Leone Investment and Export Promotion Agency (SLIEPA) is the Government agency supervised by the Ministry of Trade and Industry responsible for the co-ordination, promotion and generation of foreign and domestic investments, and also the development of traditional and non-traditional exports diversification, value addition and provision of support to Small and Medium Enterprises.

- To promote investment opportunities in Sierra Leone and provide information to potential investors on matters relating to investments;
- To facilitate registration of business enterprises and assist investors in obtaining permits, licenses, certificates or clearances needed for the commencement of business (that is, acting as a "one-stop" center);
- To assist potential investors in identifying joint venture partners in Sierra Leone. To develop relationship between public and private sector for the growth of investment

## Who we are:

SLIEPA functions as both a Trade Promotion Organization and a Trade Support Institution working with clients across the spectrum of the private and public sectors within and outside Sierra Leone. We also have strong working collaborations with development partners like the World Bank, EU, African Development Bank (AfDB), DfID, USAID

The institution is headed by a Chief Executive Officer supported by two technical Directors, the Director of Investment Promotion & Director of Export Development.

## All services are offered free of charge.

## What we do:

- a) Investment Promotion Activities: Image building, Investment generation, and Investors servicing and facilitation.
- b) Export Development: The Agency also has the responsibility of developing the Export potential of the country. The main functions of the Export Promotion department of the agency include;

Encourage and promote the development and diversification of Export products – traditional and non-traditional – in order to impact the economy, Facilitate the export operations of small scale producers and manufacturers, Increase awareness of the potential of exports in value added products, Identify potential exporters and encourage them to invest in agriculture and other sectors of the economy, and Identify products with Export potential and identify marketing opportunities.

We offer services such as 24 hours' response to all Investment and export related enquires, Provide relevant information soft and hard copy and frequent website update on general information, Taxation, business licensing and registration, and Manage Investor visits to Sierra Leone and offer aftercare services.

We also offer Export development services like Market intelligence for exporters, Market linkages, and Export facilitation and special services

## SLIEPA SIGNS MoU WITH PPP UNIT

The Sierra Leone Investment and Export Promotion Agency (SLIEPA) on the 24th of January 2017 signed a memorandum of understanding with Public Private Partnership Unit (PPPU) in the office of the Chief of staff.

## Contact details

**Chief Executive Officer:** Raymond Kai Gbekie-rkgbekie@sliepa.org, +232-78-233712

**Director of Export Development:** S. Shiaka Kawa-skawa@sliepa.org, +232-76-603665

**Director of Investment Promotion:** Farrel Elliott-felliott@sliepa.org +232-76-912820





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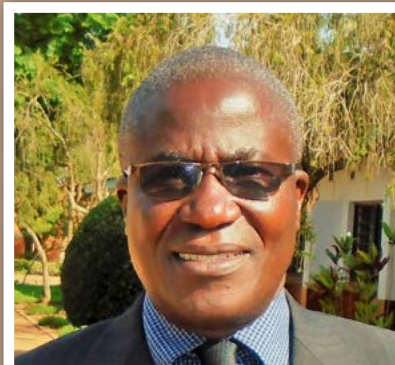
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# AFRICAN FINE COFFEES REVIEW MAGAZINE

October-December 2016 | Volume 7 | Issue 1



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# BECOME AN AFCA MEMBER TODAY AND JOIN AFRICA'S LARGEST COFFEE BUSINESS NETWORK

The AFCA membership department together with the Secretariat and on behalf of the Board of Directors would like to take this opportunity to thank all its members for your continued support and partnership. We are proud to have you all as part of the AFCA family. For those who are non-members, you are missing out a lot. Below are some of the benefits that all members are entitled to;

## 1. Grow your Business;

AFCA has put together excellent opportunities for you to grow your business along the coffee value chain. These include;

- Participation in the only African Fine Coffees Conference & Exhibition which is attended by over 2000 regional and international coffee trade professionals every year.
- Participate in the AFCA Business –to-Business Match Making Services. These are critically designed to facilitate business introductions and establish new links and relationships between different categories of stakeholders along the value chain.

## 3. Members have exclusive access to the AFCA Taste of Harvest Competition and Coffee Auction Platform.



## 4. Enhance your visibility and competitive advantage by using the AFCA publications (monthly and quarterly) through running your advertisements at the AFCA exclusive platforms which include;

- AFCA Fine Coffees Review magazine and access to the digital version online
- Monthly news letter
- E-Resource Centre
- Blog and Social Media Forums

## 5. Keep up with the Coffee news and coffee updates across the world using our detailed World Coffee Calendar of activities.

## 6. Train for coffee brilliance at our Cupping and Barista international accredited seminars.



## MEMBERSHIP FEES:

**1 | ANNUAL Membership: US\$ 500**

**2 | TERM Membership: US\$ 1200**

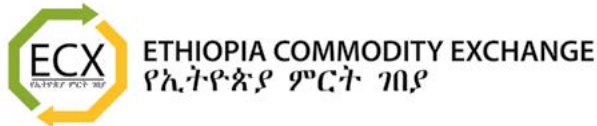


Please visit our website at **[www.africanfinecoffees.org](http://www.africanfinecoffees.org)** for more information or send us an e-mail at [secretariat@africanfinecoffees.org](mailto:secretariat@africanfinecoffees.org)



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