

AFRICAN **FINE COFFEES** REVIEW MAGAZINE

April - September 2015 | Volume 4 Issue 3

**AFCA To Host
WOMEN & YOUTH
In Coffee Summit**

**Introducing
the TANZANIA
Coffee
Development
Trust Fund**

**ETHIOPIA
Embraces its
Role as King of
Specialty Coffee**

**UNLOCKING THE
SOUTHERN TANZANIA
COFFEE POTENTIAL.**



14th African Fine Coffee Conference & Exhibition

Date: **3rd - 5th February 2016,**
Sea Cliff Resort & Spa, Zanzibar, Tanzania

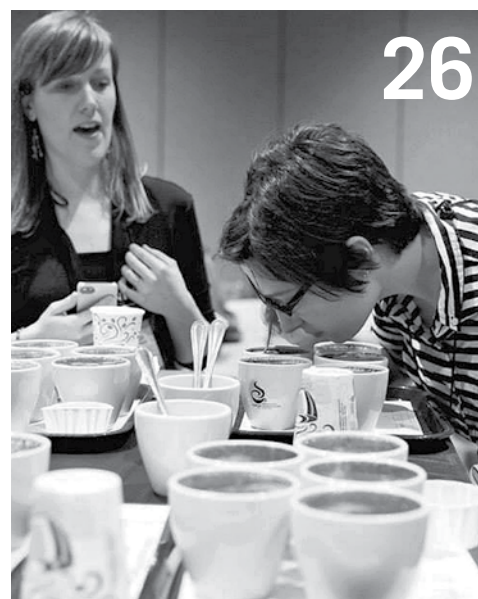
Theme:-
“RESEARCH & INNOVATION”



Event Hashtag - #afcazanzibar2016
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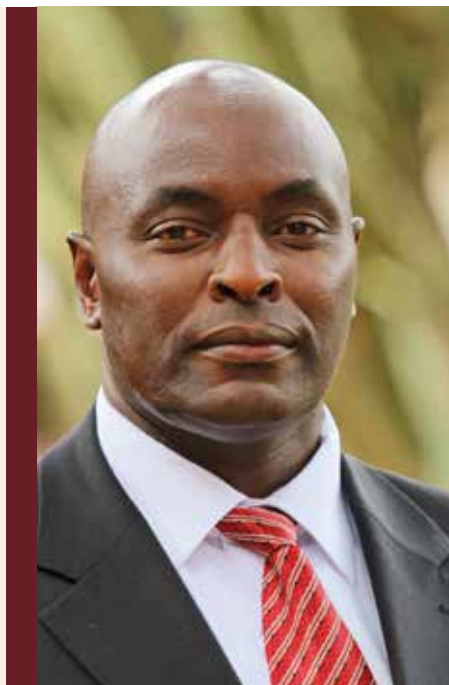


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A WORD FROM THE EXECUTIVE DIRECTOR



This magazine will capture key articles from the Tanzania Coffee Fraternity sharing the key strides made by the government of Tanzania over the last decade as well as plans for the future.

Dear AFCA Members,

I bring you greetings from the Secretariat Team at AFCA Kampala.

This year all roads lead to Zanzibar, Tanzania for the 14th African Fine Coffees Conference and Exhibition under the theme "Research and Innovation".

Coffee, as a commodity, has continued to play a leading role in the economy of Tanzania, contributing between 23% of the foreign exchange earnings in a million dollar industry. The total value of coffee exports for 2014–2015 was \$134.4 million. The Social – Economic footprint of coffee remains quite high with almost over a million households involved.

Tanzania has made huge strides in the area of Research and Innovation through its research body – Tanzania Coffee Research Institute. However, like of the rest of producer Africa, much still needs to be done to improve fertilizer management, pest and disease management, improved varieties and climate change mitigation.

The 14th AFCC & E will enable delegates from all over the world to discuss the future of Africa's Coffee Research and Innovations as the next step to increase production and improve quality.

This magazine will capture key articles from the Tanzania Coffee Fraternity sharing the key strides made by the government of Tanzania over the last decade as well as plans for the future.

The magazine will also highlight the SCAA 2015 Even where Ethiopia took center stage as the Portrait Country. Lastly news from AFCA and as well as an sneak peak into what to expect when delegates will travel to Paradise Island – Zanzibar February 2016.

Enjoy

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Executive Director

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Adolph Aloyce Kumburu is the Director General of Tanzania Coffee Board born from a coffee growing family in Mbinga, Ruvuma region South Tanzania. He is an engineer by profession and has over 26 years of experience in Tanzania coffee industry in processing and trade. He tells us more about **"Tanzania - Unlocking the Southern Coffee Potential"**



Sendi Christopher Magitta is a Fund Manager at Tanzania Coffee Development Trust Fund since 2012 to date. He holds an MBA (Corporate Management) from Mzumbe University, BSC (Rural Economy) from Sokoine University of Agriculture and a banking certificate from the Chartered Institute of Bankers (U.K). He tells us more in his story **"Introducing the Tanzania Coffee Development Fund"**



Nicholas Parkison shares how **"Ethiopia embraces its role as King of Specialty Coffee"** Nicholas is the Communications Manager for the Feed the Future Agribusiness Market Development (AMDe) program in Ethiopia funded by USAID and partner of the Ethiopian government. AMDe strengthens Ethiopia's agriculture sector, enhances access to finance while stimulates innovation and private sector investment.



Manuel Goepfrich was born in Germany and raised in Cairo, graduated with BA in Economics from Middlesex University in London and obtained an MBA from the University of Manchester in the UK Egypt. He is the Market Development Director for Yara since January 2015 and is responsible for Strategy, Marketing and Business Development for Africa. He shares more about **"Yara in East Africa where knowledge grows"**.

Matebu H Zemanuel, currently working in the coffee export business at MULLEGE PLC with specialized assignment in Social responsibility and Economic stability and Environmental leadership of the coffee producers. Matebu has worked on several projects with primary responsibility of implementing project specified action plan for the respective community and evaluation of the small holders' progress and assist in certification process. He details why the **SCAA Portrait Country Profile meant so much to Ethiopia**.



Fatima Aziz Faraji or Mama Faraji as she is popularly known manages a family coffee farm called Finca Estate in Tanzania. She has pushed for a larger voice for women by filling the seats on coffee oversight boards traditionally reserved for men. She currently sits on the Tanzanian Coffee Board, and she's a co-director of the Tanzania Coffee Research Institute. Her article is **"Tanzanian Women in Coffee Association."**

Thank you
for your
contributions
to this issue of
the magazine.



UNLOCKING THE SOUTHERN TANZANIA COFFEE POTENTIAL.

Adolph Kumburu



Since its unearthing in Tanzania in 1989, Arabica coffee has traditionally been grown on the northern fertile volcanic slopes of Mt. Kilimanjaro under the shade of banana trees. This coffee is well known for its distinctive exotic flavors and rich aroma unlike any other in the world. Passionately devoted to their mountain, the Chagga people have long depended on income from coffee to educate their children, access medical care and accumulate capital for small business. In the 80's the region was producing an average of 20,000 metric tons. Business was hit by low world coffee prices (1999 – 2004) which forced farmers to find alternative sources for household income such as banana farming and horticultural products. Thus by 2005, production dropped to an average of 7,000 metric tons.

The crop was introduced in the south of Tanzania in the 70's with support from the EU under the projects; Coffee Development Program (CDP) and Coffee Improvement Program (CIP). These greatly supported production boost. The Mbinga region for example, was producing 4,000 metric tons in 1980 and by the 1995; the region was already producing over 8,000 metric tons. The project worked equally in Mbozi Mbeya region which drove production to over 10,000 tons by 2005.

Mbinga coffee (Matengo highlands)

It has been told that centuries ago, Zulu warriors invaded the Songea plains and drove the native tribes into the densely forested Livingstone Mountains overlooking lake Nyasa. Apparently, over time, the tribal groups developed their own unique culture and became known as the Matengo people, meaning "the forest people". Due to their isolated location, the Mtengo people had very little influence from outside and until the 90's, many areas remained inaccessible during the annual rains.

Mbeya coffee

North of Lake Nyasa the fertile, mountainous region of Mbeya in the ranges of Mt. Livingstone. The hills and plateaus are populated with a number of indigenous

tribes, many of whom have been cultivating coffee since the 20th century. The Nyakyusa people of the Rungwe Mountains were the first to adopt coffee farming having been introduced to it by the German missionaries. Subsequently, coffee cultivation spread to the Nyihya people of the mbozi plateau.

The Technoserve project

The Technoserve "SHAMBA" project gave the southern growers access to the financial and marketing expertise required to deliver coffee to cups around the world.

In 2001, international coffee prices had plummeted to historic lows as massive Brazilian coffee crop were realized. In Tanzania, the 400,000 smallholder farmers who produce coffee as a vital cash crop knew nothing of the events on the other side of the world that would shortly devastate their incomes. Southern Tanzania's smallholder farmers processed their harvest individually using 'back-yard' processing techniques that yielded in a low-quality product. This coffee was bulked by private companies and cooperatives, and sold into the commodity market, which offered no protection from the price slide experienced by coffee farmers around the globe.



As smallholders' coffee incomes evaporated, investment in coffee production reduced or stopped resulting in lower production and ever lower incomes, starving coffee communities having lost their main source of income. It was within this climate that a group of entrepreneurial coffee farmers and Technoserve's industry experts met to recommend a solution to despondent coffee growers. The choices were stark; find a way back to profitability or choose another crop. Advice was sought from global network of experts who included Jerry Baldwin, one of the founders of Starbucks Coffee Company, who recommended that a great opportunity lay in the growing specialty coffee market. It was with this opportunity in mind that a strategy was developed to create a unique coffee business in Tanzania, "SHAMBA" (Southern Highlands Agricultural Marketing and Business Acceleration).

Right away, three successive steps were identified as essential to fulfilling the mission at hand. First, to create a competitive market structure that rewards quality. Secondly, farmer organization, independent farmer groups and an Association (KILICAFE) would

have to support the farmers to improve their coffee quality. And thirdly, support the farmer group members to access world's specialty coffee markets. Ironically, it is this last step coupled with the government's having admitted producers to export directly without passing through the auctions that most significantly boosted farmer incomes. However, the success of the intervention was pegged on the farmers' ability to produce high quality coffee and of considerable volumes which fetched competitive prices from the specialty coffee market.

KILICAFE's system of passing on price premiums to individual farmer groups created the essential reward that drove these groups to seek every opportunity to enhance coffee quality. It is with this goal in mind that many established centrally located processing facilities where the group can collectively process their coffee to produce a consistent high-quality product. These facilities, known as central pulperies, required an investment in excess of seven thousand dollars. More than 200 of KILICAFE's member farmer groups had acquired loans to set-up central pulperies by 2005, and every one of those groups had met their loan repayment obligations.

Business challenges in the implementations of Kilicafe strategy include consistent supply of required volumes and quality, compliance with new initiatives like traceability and certification schemes, building professional management structure, expanding market demand and capital resources. As farmer groups grow, they require more specialized services that KILICAFE had no capacity to provide.

Today, prominent private coffee traders like DAE Ltd, Tutunze Kahawa Ltd and CMS Ltd provide over one million dollars of working capital to the groups, linked most groups to sources of finance for CPU development and selectively bulk all the coffee for marketing to premium buyers. As a result, the southern regions supply more than 40% of the total production and about 70% of Tanzania Arabica coffee in the market and buyers launched an exclusive partnership with prestigious international roasters like Starbucks, Peet's Coffee & Tea and Japanese buyers who buy southern coffee such as Ruvuma PB and "AA Mbinga CPU". Success can also be attributed to an upgrade in infrastructure; i.e. paved roads to Mbinga, plus "Songwe international airport" in Mbeya. These developments have attracted new investments like the 2,000 hectare Aviv Farm by Olam (T) Ltd in Songea, promoting the future of the region to become a major producer of Arabica coffee in the country.



TANZANIAN WOMEN IN COFFEE ASSOCIATION (TAWOCA) *Fatima Faraji*

The Tanzanian Women in Coffee Association (TAWOCA) was officially registered on 3rd April 2013 with the aim of empowering women in a coffee value chain to improve their life. TAWOCA is a country Chapter affiliated to International Women's Coffee Alliance (IWCA) which is an independent, legally organized non-profit entity with own national identity as well as a global IWCA identity.

“We intend to work with the International Women's Coffee Alliance and other similar entities to promote activities that empower women in coffee in the country and the international coffee communities so as to enable women improve their livelihoods through coffee”

The objective of TAWOCA is to promote empowerment of women in the coffee industry in Tanzania including coffee producers, exporters, importers, roasters, retailers, NGO's operating in the coffee industry and persons interested in the advancement of women in coffee. The association also intends to work with the International Women's Coffee Alliance and other similar entities to promote activities that empower women in coffee in the country and the international coffee communities so as to enable women improve their livelihoods through coffee.

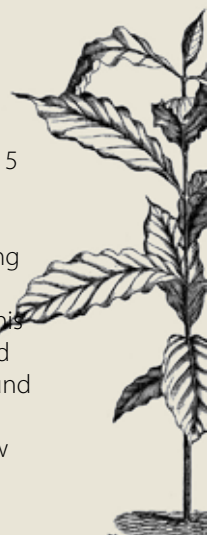
TAWOCA members are 37 mainly women but there are a few men (about two as members) considering gender issues. The members include farmers, agricultural extension officers, coffee processors, marketers, tourist operators, etc.

TAWOCA is closely involved with other institutions such as the Tanzania Coffee Board (TCB) which

provides guidance and support to TAWOCA. The board has provided an office for TOWACA in the TCB building, free of charge for two years.

The 1st TAWOCA Annual General Meeting (AGM) was held on 28th September 2013 and attended by 25 participants from coffee growing zones in the country. The main objective was to create a common understanding of the association, its objectives, targets, membership, and partners. The meeting was honored to have the Director General for Tanzania Coffee Board (TCB) Eng. Adolph Kumburu who presented the Tanzania 5 year strategic plan (2011-2016), he also explained the significant role of women in contributing to the success of the 5 Year Strategic Plan.

The first AGM was mostly a learning meeting on TAWOCA and general issues of the coffee sector. From this meeting members were privileged to learn about the Coffee Input Fund from the General Manager of the fund Mr. Sendi C. Magitta and how





If you're a coffee drinker, chances are the cup of java you drank this morning was made from beans that were produced or harvested by women. Women's handprints can be found at every point in coffee production. On family-owned coffee farms in Africa, about 70 percent of maintenance and harvesting work is done by women.

the extension service of the TCB was promoting coffee consumption in the country by involving the youth.

.Since the first AGM a number of activities have taken place and they have contributed to capacity building of members to manage their activities and promote coffee production.

Capacity building

TAWOCA has several benefits to its members and capacity building is one of them. It is the main focus of TAWOCA and different people have participated in different activities and benefited differently. For instance; Bahati Mwilo attended a capacity building training in Arusha sponsored by HIVOS, Mrs. Fatma Faraji and Asia Kimaryo attended a capacity building course on leadership challenges in Nairobi sponsored by International Trade Center (ITC), Joyce Petro a farmer from Tarime attended the National Coffee Stakeholders Conference in Morogoro in May 2014 where she testified the benefits she and her family got after accepting to practice

good agronomic coffee practices and her husband who was alcoholic stopped and started supporting her and worked together on the farm, realizing improved yields, better income and was thus able to build a modern house for their family, Flora Mwaipaja a TAWOCA member has been able to plant 1500 improved coffee seedlings on her farm through Tanzania Coffee Research Institute (TaCRI) one of TAWOCA close partners which provides improved coffee technologies, and coffee seedlings. Rose Swai of TAWOCA and a coffee entrepreneur also participated in the Women Vendors meeting in Rwanda (September 2014) which enabled her to meet coffee stakeholders, and was able to secure market for her coffee to Star buck.

Challenges faced by TAWOCA
TAWOCA being a new association and still in its early stages of existence is faced with many challenges, some include the following:
Few people are aware about TAWOCA's existence.
Coffee is believed to be men's crop.
Most of the field work is done by

women while the men decide on how to use the money earned. Due to household chores, women rarely have the chance to attend trainings on production, processing, marketing and financial matters. Limited access to financial services prevents capacity to improve knowledge and production. Cultural norms and customs limiting women to go outside their homes for training and studies.

TAWOCA is intending to solve the above challenges by:
Building capacity through (training, exchange visits etc.) to its members. Providing knowledge and skills that will change of mindset that facilitating women in production, marketing and other businesses will improve the social and economic development of the community. Publicize TAWOCA and register more members. Improvement of other economic enterprises that go along with the coffee industry e.g. Dairy keeping, poultry, etc.

Involvement of youth in the coffee value chain.

INTRODUCING THE TANZANIA COFFEE DEVELOPMENT TRUST FUND

Sendi Christopher Magitta

Background

In 2009, the Parliament enacted the **Crop Laws (Miscellaneous Amendments) Act (No.20 of), 2009**, 'with the view to rationalizing the roles and functions of the Crop Boards, their financing and to provide for other related matters'. In the coffee subsector, amendments to The Coffee **Industry Act, 2001 R.E. 2002**, include the establishment of the National Coffee Stakeholders' Forum(s.30) and, the definition of the shared functions. One of the Stakeholders' Forum responsibilities is "putting in place mechanisms for the management and funding of the **shared functions**".

The Tanzania Coffee Development Trust Fund (TCDF) was established following a resolution passed by the National Coffee Stakeholders' Forum (Conference-the NCC) meeting held at Morogoro between **26th and 27th May 2011**. The Stakeholders agreed to allow deductions to be made against their coffee sales to fund agreed activities relating to shared functions. To begin with funding for three activities was agreed: viz marketing (0.2%-TCB), running expenses (0.2%-TCDF) and research (0.75%-TaCRI). The Government promise to make a cash contribution of TZS.2bn annually to TCDF to empower it to make inputs loans to smallholder coffee farmers.

Objects and functions

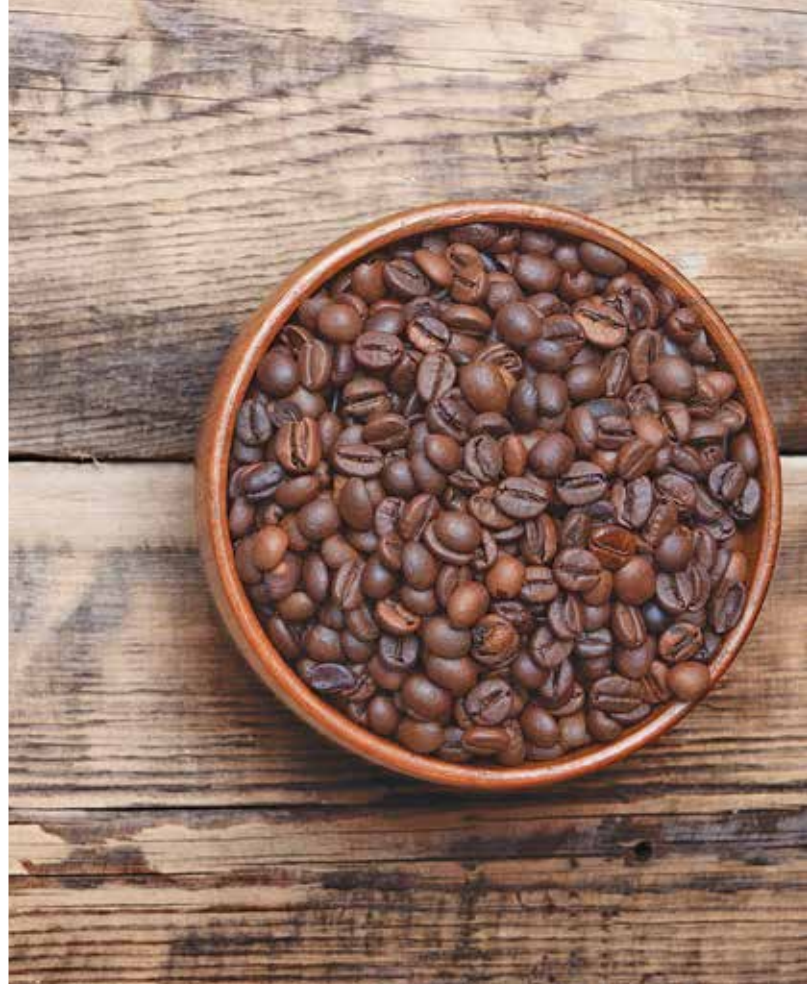
According to the Trust Deed, the objects of the Trust are twofold:

- i. To ensure proper and efficient management of monies and other assets contributed by stakeholders or in the custody of the Trust;
- ii. To support sustainable development of the Coffee Sector in Tanzania

The Trust is mandated to carry out the following functions:

- i. To fund research and development activities in the coffee sector conducted by competent bodies or persons.
- ii. To fund extension and training in the coffee sector.
- iii. To fund improved planting materials.
- iv. To fund farm inputs and facilitate input supply and distribution systems.
- v. To disseminate research findings to the stakeholders.
- vi. To provide public education on the development of the coffee husbandry.
- vii. To acquire any land or building or any other properties to enable the Trust accomplish its objects.
- viii. To invest the monies in areas beneficial to the Trust as will be decided upon by the Trustees.
- ix. To formulate, initiate and support better coffee growing projects and provide consultancy in respect thereof in modern technology and offer management advice for such projects.
- x. To initiate and support projects that will provide sustainable self-employment opportunities related to the coffee sector:
- xi. To provide support for cooperative with local and international organizations with similar or





- like objectives.
- xii. To do any other things which in the opinion of the Trustees are necessary for the better putting into effect of the objectives of the Trust.
 - xiii. To initiate and facilitate coffee quality and quantity improvement activities.
 - xiv. To improve quality of coffee.

Three years of operations:

Achievements .Lessons and challenges

Achievements

- (1) **Governance:** The Board of Trustees proactively put in place organizational systems, processes regulations and procedures. In shaping TCDF as a dynamic and evolving institution, a corporate strategic action plan has been prepared to guide it in the pursuit of fulfilling of its vision, mission and objectives.
- (2) **Implementing the shared functions:**

TCDF was required make remittances to identified beneficiaries, reporting to the NCC on the remittances and submitting audited financial statements on its own operations. Additionally the NCC was directed to finance the running expenses of the NCC with effect from May,2013.TCDF has implemented these tasks.

- (3) **Laying the foundation for the future:** TCDF managed to make an accumulated surplus of TZS by 30th June,2014.This is considered a big step forward as it could now use these savings in launching the much awaited inputs lending program to smallholder coffee farmers in collaboration with some financial/banking institutions.(see appendix)

Lessons learnt:

- (1) **the Private sector needs to take a proactive lead:** farmers in particular need to understand that they are the ones that suffer productivity, yield and quality losses due to non-use of inputs. The delay by the Government to make good for its promise to contribute TZS 2bn to TCDF to empower it launch an inputs lending program should not hold them back to increase the rate of contribution for the same purpose.
- (1) **PPP needs equal commitment:** Public-Private Partnership requires equal commitment from both public and private sector actors. Failure by one partner to play their party holds down the other partner with the whole coffee industry adversely affected
- (1) **Shared functions are complementary-** they cannot be fulfilled by one partner, it

demands for synergistic collaboration of both public and private sector partners

- (2) **Transparent reporting is key to institutional credibility**-TCDF transparent reporting on both remittances to identified beneficiaries and its audited financial statements, has earned it credit. In the last NCC held in May, 2015, delegates unanimously re-elected all incumbent Trustees and consented to their request to increase contributions to the Trust from 0.2 per cent to 1 percent effective 2015/2016 coffee crop season. This 0.8 per cent increase will now be specifically used to start an inputs lending program to smallholder coffee farmers.

Challenges:

Seasonal variation in coffee production that results in inconsistent income to farmers and hence TCDF. The lending environment remain hostile to the smallholder farmer-most are risk averse when it comes to issuing credit to smallholder agriculture-and coffee farming is no exception.

Lack of collateral remain a major constraint-banks do not accept unsecured lending, this will force TCDF to deposit its cash as collateral against which a bank can lend to smallholder farmers. This potentially creates a moral hazard on part of the Bank credit officers who may become lax in dealing with borrowing smallholder coffee farmers since they know the cash deposit is an easy source of recovery in case of default.

Lack of or existence of weak farmer organizations who could serve as aggregators and managers of loans provided to their individual members.

Strategies for the future

4.1.Resource mobilization: TCDF will need to look for additional financial resources beyond/outside the coffee industry. This will be done through partnership with lenders willing to lend to coffee farmers directly through their recognized organizations without a credit guarantee from TCDF. TCDF will assist recovery of such loans in collaboration with other stakeholder institutions-notably Tanzania Coffee Board that controls the two major sales outlets-auction and direct export.

4.2.Communication: TCDF will need to launch a comprehensive communication strategy that will clearly spell out its objects, roles and functions in implementing the shared function. The aim is to win buy in from key stakeholders notably farmers who need to see value for money for their contributions, public sector that needs to improve the business environment, streamline the taxation system and ease the burden on the coffee farmer.

4.3.Governance: The Board of Trustees will uphold good governance principles and practices based on Transparency, Integrity, Responsibility and Accountability to the Coffee Stakeholders. Stakeholders' funds will be managed with highest exercise of honesty, proactive risk management, sound financial management and accounting standards and practices

5.0.Conclusion: Three year for a start up organization is a short time. TCDF has used this period to lay foundation for sustainable organizational and institutional development.





"We aim to provide sustainable, affordable credit and advances to coffee farmers for farm inputs, farming operations & price stabilization".



YARA IN EAST AFRICA

Manuel Goepfrich



Knowledge grows



Crop Nutrition



Chemicals / CO₂



NOx Reduction

Yara's Crop Nutrition approach for African farmers is Investing in competence, delivery to farmers and proven yield increases .Ensuring markets through small holder initiatives, Yara supports the implementation of innovative business models for smallholder farmers across Africa. Yara makes quality products available where they are needed Improved infrastructure through investment in terminals and improving access to high quality fertilizer.

Yara commits to long term goals and a sustainable future of furthering agricultural development with partners throughout the African continent. This successful alignment delivers profitable and sustainable growth which benefits both the customers, shareholders and society at large. Connecting major challenges such as resource management, food security and environmental issues, we remain dedicated to contributing to solutions and seizing opportunities.

Yara is celebrating 20 years on the ground in East Africa, with our office in Nairobi opening for business in 1995. Since then development has seen growth in Tanzania, Rwanda, Burundi and Uganda, as well as Kenya. Offices now include Dar es Salaam and this year marked the opening of Yara Rwanda in Kigali. This makes Yara

a truly East African company. With coffee as a key focus crop, in Tanzania and the region, Yara aims to bring our worldwide knowledge to support the development of the Tanzanian coffee farmer. This includes looking at the nutritional demands of the coffee crop in the specific areas and designing a crop program from Yara's wide product portfolio to fit. We design specific fertilizers to match the needs of the specific crop and yield targets, taking into account any soil conditions that may hinder the delivery of the nutrients to the coffee tree's root system.

By focusing on the best solution for the farmer, we aim in all cases to increase the farmer profitability, which means ensuring any investments made by the farmer on a Yara program brings optimal return on investment.

Having the best solution and the ability to increase profits on farm means improved business for the farmer and sustainable business for the distributor and Yara, so we invest in a team of Agronomists to support and educate farmers on the best approach for them and their coffee production. In Tanzania we have dedicated Agronomists in the field working on coffee and striving to improve farmer profitability. If the farmer is making more money than the likelihood of them switching to produce another crop is greatly reduced, protecting and increasing the supply of coffee beans from Tanzania and the region.

With increased demand for coffee globally, East Africa and Tanzania will be looked to significantly increase output by the industry. Yara believes we are part of the solution and can support improved productivity across the region. To ensure the farmer has off-take for coffee beans, Yara also works actively on partnerships with the coffee value chain. This activity is focused on key partners in the coffee industry and targets scaling up knowledge transfer and making crop nutrition solutions accessible to all with

“Coffee farmers in East Africa, rejoice, especially those whose crops have nutrition problems. Yara aims at bringing their worldwide knowledge to support the development of the East African coffee farmers. Yara is here for you”.

minimal environmental impact. For Yara to deliver profitability at farm level through improved solutions to crop nutrition, high quality fertilizer products must arrive on farm. Therefore product stewardship and infrastructure are key. Yara owns the factories that produce the fertilizers for coffee in East Africa and this means we can guarantee the quality. In Tanzania Yara has made a significant investment in building a terminal in Dar es Salaam. This improves significantly the quality in the handling of the products entering the Tanzania market.

As the product moves down the supply chain to farm, Yara also invests in the distribution network. This includes in-market storage in Tanzania where we place stock of product closer to the distributors to make access to product much easier. We also provide products in various bag sizes so farmers can purchase the right amount of fertilizer for their crop, supported by the Yara One Step Forward Program which educates the farmer on how to apply the fertilizer correctly so the application rate has best impact.

Yara offers quality and reliability to customers worldwide through a globally integrated – flexible and scalable – operation. Yara’s global operation includes 24 production facilities in 15 countries, and more than 200 terminals and warehouses, making it the world’s largest supplier of mineral fertilizers. With an extensive value chain from the extraction of minerals to the distribution of crop nutrients, Yara has built a unique operation offering customers reliability and quality. Yara’s market presence includes a global network of sales offices in more than 50 countries and sales to more than 150. The company has a strong production and marketing base in Europe, and has greatly extended its presence in North and South America, not least taking a strong position in Brazil, as well as in Australia, while expanding in Africa and Asia.

At Yara we believe our global presence with local focus makes a difference. We are determined to support and develop the coffee industry in East Africa and are investing in Tanzania and beyond to achieve. We are excited to go on this journey with the rest of the industry



IN PICTURES

AFCA with ICO Team and Coffee Friends at 114th Session of the International Coffee Council and other ICO bodies

Left to Right - Elias Omer - Tracon Trading & AFCA Ethiopia Member, Abdullah Bagersh - Board Chairman at AFCA, Roberio Silva - Executive Director at International Coffee Organisation and Denis Seudieu - Chief Economist at International Coffee Organisation



Mathias Nabutele of Coffee a Cup receives the "Working Towards Sustainability" Award from the Specialty Coffee Association of Europe Board Member – Massimiliano Fabian. Mathias Nabutele has spearheaded essential work in Uganda, reforesting areas where hundreds have been killed by devastating landslides.



Hon. Mathias Kasamba, Chairperson - Committee on Agriculture, Uganda flagging off the final of the Robusta vs Arabica Teams at the UGACOF official sports gala. With him are the UGACOF Chief Operating Officer Michael Nuwagaba and AFCA Program Manager - Paul Martin Maraka

BE OUR MEMBER TODAY

We offer our members every opportunity for growth and business development by offering resources and training, networking opportunities, business services and discount benefits. AFCA members relish the opportunity to be part of our goal of the Sustainable Resurgence of the African Coffee Industry. So why become a member of AFCA? Because our benefits make business sense!

For more information visit:

www.africanfinecoffee.org

or contact

Devine F. Asalo

devine.asalo@africanfinecoffee.org

WORLD'S FINEST COFFEE

Tanzania, the largest territory in East Africa endowed with both Arabica and Robusta coffees. Fully washed Colombian milds Arabica with unique flavours Makes ***the land of Kilimanjaro*** a destination of choice for sourcing the ***finest rare coffees in the world***.



www.coffeeboard.or.tz





HISTORY

Zanzibar is an archipelago consisting of two main Islands of Unguja (commonly referred to as Zanzibar Island), Pemba and about 51 other surrounding small islets. Zanzibar is a partner state in the United Republic of Tanzania with the Mainland. The name Zanzibar is derived from a combination of two Arabic words, 'Zenj', meaning black, and 'bar', being the Arabic word for land, resulting in the ancient title 'Land of the Blacks'. As Zanzibar absorbed peoples from as far as the Orient and Iberia, Assyria and India. Pemba is the second largest island of the Archipelago, named Al-khudra "The Green Island" by the Arabic mariners. It is famous for its clove production and its channels offer some of the [best diving experiences](#) in East Africa.

Zanzibar

THE PARADISE ISLAND

GENERAL FACTS

Time Zone:	GMT + 3
Currency:	Tanzanian Shilling (Tsh)
Exchange rate:	US\$ 1 = 1,200 Tanzanian Shillings, but it varies from time to time
Official languages:	Kiswahili & English
Electricity:	220 - 240 V AC, 50 Hz
Religion:	Predominantly Islam
International Dialing:	code+ 255 plus code number, followed by 6-digit local number
Ambulance, Fire and Police:	112; 111 and 999
ZCT Hotlines:	+255 777 411334, +255 777 411427, +255 777 453987, +255 777 410183

POPULATION

Zanzibar consists of a multiracial and multicultural community. It is a society of many faiths and of different origins. Almost the entire population is of mixed races primarily of Arab and African decent and blended with local culture. The current population of Zanzibar according to 2002 census is 984,625 inhabitants with an annual growth rate of 3.5%.

GOVERNMENT

Zanzibar is a part of the United Republic of Tanzania and has its own Government led by its president. It has a House of Representatives popularly elected and cabinet ministers for all matters which are not Union Affairs. Since 1995 election, Zanzibar is a multiparty democracy.

HOSPITALITY & CULTURE

Zanzibar cultures became more diverse in its range, more unique in its expression. Zanzibar is the birthplace of Swahili, a lingua franca forged from global dialects, upon which legends were carried, trade routes opened and a Sultan's empire prospered. It is here that the Africa Culture blended with other cultures mainly Persian, Arabic and Indian to forms Swahili Culture. Today the

romance, the splendor and legends of the past are still vibrantly alive, traditional sailing dhows, carved wooden and doors, chests, the scent of the clove and the smile of the hospitable people welcomes you to Zanzibar.

CLIMATE

The Zanzibar archipelago is a tropical island and its climate is subject to the whims of monsoon winds. The northern monsoon (known as Kaskazi in Kiswahili) lasts three to four months from December to March. The South west monsoon (Kusi) lasts from April to November. The rainy seasons (Masika) starts in March or April and lasts in May. June to October is the dry season and temperatures are clement. There are short rains known as Vuli. Zanzibar gets about 60 inches of rains annually. The maximum temperatures are 88.50F in February and 810F in July. The minimum temperatures are 800F in March and 710F in June.





GEOGRAPHY

The two Islands are located in the Indian Ocean about 35km off the coast of mainland Tanzania at longitude 39 degrees East and latitude 6 degrees South of Equator. Pemba is about 40 miles long and 14 miles wide. It has a surface area of 608 square miles (2,332 square kilometers). It is located about 36 miles from the continent and 29 miles north-east of Unguja Island. Unguja Island is 50 miles long and 24 miles wide. It has a surface area of 995 square miles. It is separated from the continent by a 21 mile corridor at its narrowest point. Its highest point is 390 feet above sea level.

HEALTH & SAFETY

Visitors to Zanzibar are no longer required by law to have a Yellow Fever vaccination certificate. When you enter the country, please see your local doctor or Travel Clinic for further information about inoculations required for the area. Malaria is still prevalent in East Africa and so one should also take a malaria prophylaxis. There are many different kinds of medications for Malaria. However, precautions should be taken to avoid being bitten by mosquitos. Apply insect repellent and sleep under mosquito nets at night. Wear long-sleeved shirts and trousers in the evenings. Zanzibar is not much infected by HIV/AIDS. However you are advised to avoid all AIDS fueling factors. As in almost all African countries, it is pleased to drink bottled water and avoid uncooked foods that may have been washed in untreated water. Sunstroke and heat exhaustion are common, so drink sufficient water, wear sensible clothing and use a high-factor sunscreen. Zanzibar is a safe country, and most locals are friendly and honest. Though simple precautions should be taken so as to have a relaxing and interesting stay in one of the most beautiful places on earth.

MEDIA & COMMUNICATION

Media and Communication provides access for tourists and investors to the latest technologies in sound, printing, and visual communication. There are numbers of media and communication companies that keep you home away from

RELIGION

The majority of Zanzibar residents practice the Islamic faith which reflect also their life style and culture. Mosques are sacred places and usually no entry by non Muslims. During the holy month of Ramadhan Muslims are fasting from dawn to sun set and you may find difficult to find food during the day hours. However some specified restaurants are allowed to serve the tourists. There are also Christian churches and Hindu temples which offer regular services on Sunday and on special occasions.

SHOPPING

As you stroll through Stone Town , you will find several shops selling wood carvings, Zanzibari chests, clothes, spices, jewellery, paintings and antiques. Most of the gift shops are situated along Kenyatta Road in Shangani, and Gizenga Street behind the Old Fort. Tourists are advised not to buy any products related to protected species on the islands, such as sea shells and turtles. A holiday to Zanzibar would be incomplete without visiting these souvenir shops.



home. The most recommended media are GUARDIAN, SUNDAY NEWS, DAILY NEWS, THE DAILY NATION and ZANTEL, TTCL, ZAIN, VODACOM, TIGO for communication.



VISA & TRAVEL INFORMATION

BY AIR: The principal flight to Zanzibar is Kenya Airways transit at Nairobi. Other carriers are Qatar Airline, Ethiopian Airline, Air India, South African Airways, British Airways and KLM stopping over Dar-es-Salaam, from where you can catch a ferry to Zanzibar. There are also a number of regularly direct charter flights to Zanzibar from Europe travelling direct.

If your air ticket takes you only to Dar-es-Salaam, local air carriers such as Coastal Travel, Zan Air, Precision Air, Tropical Air provide scheduled flights in small twin-engined which would provide you with your flight from Dar es Salaam to Zanzibar .

BY SEA: Regular fast ferries operate between Dar - es Salaam, Zanzibar and Pemba. A ferry to Dar es Salaam from Zanzibar range from 75minutes to 90minutes and the same for a ferry from Zanzibar to Dar es Salaam, and a ferry to Pemba from Zanzibar can take about 3 hours depending on whether. Timetables and prices are displayed on boards outside each office. Alternatively you can get the detailed information from a local tour operator.

VISA PROCEDURES & CUSTOMS: All visitors require a valid passport and visa for the duration of their stay. Visa can be obtained from Tanzania Diplomatic Mission or alternatively at the entry points. The rate of the visa is currently 50 US \$ OR 50 Euros. However it is advisable to check with your nearest Tanzanian Embassy, High Commission or Consulate prior to your travel for updated information.

The following services are taxed in Zanzibar:

An Airport tax of 50 US \$ per ticket must be paid on departure. Keep small denomination ready as change might be limited sometimes. A tax of 5\$ for every ticket for the person traveling through sea port.





SEA CLIFF RESORT AND SPA

Sea Cliff Resort & Spa is an exquisite sanctuary of tranquility, peace & beauty, boasting 120 bedrooms - lush tropical scented gardens - rim flow sparkling swimming pools - an abundance of many cultural cuisines and most importantly, incredibly attentive and helpful staff. The resort is located on the Northern-West coast of the exotic Island of Zanzibar, and conveniently located a mere 20 minutes from the historical and eclectic Stone Town.



Arriving at Sea Cliff Resort & Spa you know you have come across a very special place. The 4 km drive through a coconut plantation, is a reminder of the Zanzibar of old. Peace and tranquility and no busy roads. Space, palm trees and the incredible blue of the ocean graces you as you approach the property courtyard filled with tropical flowers.

With our traditional makuti roofs and Arabic towers glowing with their brass lights, this is an hotel built with our location in mind. It is a unique combination of modern mixed with

the original exotic architecture of historical Zanzibar.

The decorative natural color scheme of creams and golds are complimented by antique furniture that has been specially sourced to showcase the culture, history and the influences that give Zanzibar its uniqueness. Sea Cliff Resort & Spa is situated on a cliff overlooking the Indian Ocean and offers panoramic views from the lounges, restaurant, bars and even the recreation area. You can enjoy breakfast overlooking the ocean or dinner under the stars and sundowners on the jetty or

even from the balcony of your room. 96 of our rooms offer ocean views from the bedrooms and private balconies, so one can sit and watch the dhows sail past and, as we are on the west coast, magically experience magnificent sunsets.

The hotel offers a number of activities for the more energetic of guests, including a fully equipped gym, a water sports center, 2 tennis courts, a squash court, as well as bicycles for adults and children.

Sea Cliff Resort & Spa also offers guests, both adults and children,



a unique experience of 'African Island' horse-back riding. Venture on a horse riding sensation of a lifetime. Delight in an adventure that allows you to experience the island's scenery and culture at close quarters. Sunrise and sunset outings are a must and perfect photograph opportunities. Horse and rider become one with the environment – sharing the same sights, scents, sounds and excitement of the African wilderness. No horse lover coming to Zanzibar should miss this opportunity!

For those guests who want to relax

and rejuvenate, we have a spa overlooking the ocean. It consists of 5 treatment rooms, including a couple's treatment room, splash pool, Jacuzzi bath, steam room & sauna.

From walking on the beach, to windsurfing, to strolling amongst the mangroves at low tide, the Sea Cliff Resort & Spa has something for everyone. With our close proximity to Stone Town, we are the ideal base from which to explore this incredible world heritage site. There are also numerous other excursions to enjoy during your time in Zanzibar from

dolphin trips, to the Jozani Forest, to tours of spice plantations.

Zanzibar is a unique destination filled with history and character, beautiful beaches, exquisite views, colors, variety and wonderful people. We look forward to welcoming you to this exotic island time and time again.

Read more on the hotel website - www.seacliffzanzibar.com

ETHIOPIA EMBRACES ITS ROLE AS KING OF SPECIALTY COFFEE

Nicholas Parkison

Under the Theme 'Origin and Diversity', the SCAA Annual Conference Provided Ethiopian Coffee Exporters Chance to Court Specialty Coffee Buyers.

Addis Ababa—Over 11,000 visitors to this year's Specialty Coffee Association of America (SCAA) event could barely sleep after all the Ethiopian coffee consumed. The Ethiopian delegation—ranging from public officials to coffee farmer cooperative union leaders—ran out of coffee samples before the four-day event ended. However, thanks to the country's deep ties to Seattle's specialty coffee scene, the Ethiopian coffee family kept the jebena full and the coffee brewing.

Ethiopia took center stage as the portrait country at this year's SCAA event under the theme Ethiopia: Origin and Diversity. There to promote the East African nation's coffee and the latest progress made in the coffee sector, Ethiopian State Minister of Trade, Yakob Yella, addressed coffee traders and aficionados in the opening ceremonies and invited everybody to the World Coffee Conference, which will be held in Addis Ababa in March 2016.

"It is a privilege and of great importance for Ethiopia to be this

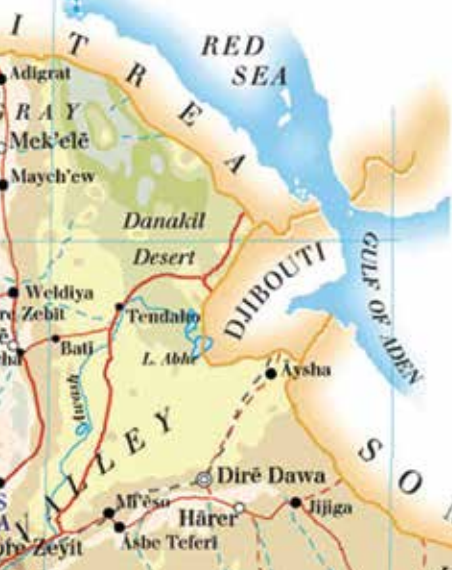
year's Portrait Country and to be here in Seattle, the home of specialty coffee. In the USA, there is a growing demand for Ethiopian coffees. This event will serve to create synergies among major stakeholders of Ethiopian coffee and buyers," explained the State Minister. The Ethiopian booth welcomed coffee experts and buyers with its aromatic traditional coffee ceremony, an espresso machine serving the ubiquitous Ethiopian macchiato and a professional cupping laboratory managed by the Ethiopian Commodity Exchange (ECX). Over 100 coffee

experts cupped 13 types of coffee representing a wide variety of flavors and Ethiopian coffee's genetic diversity.

"The cupping is the best way to promote our fine coffees," says Mekonnen Hailmichael, quality expert and head cupper for the ECX. "At an event like this, buyers come to cup. They find what they want and can meet with exporters face to face. Cupping is more than just tasting coffee, it's the last thing you do before placing an order." Over the last four years, the Ethiopian government, coffee cooperatives and donors have greatly improved the production, processing and marketing of Ethiopian coffee, especially the ECX's ability to test and grade coffee beans before putting them on the open market. In addition to quality assurance, partners have mapped the country's coffee-washing and hulling stations and installed the necessary technology to properly trace coffee ready for export.

"The technology allows us to use traceability to talk about more than just coffee. We can talk about people





to the future of Ethiopian coffee, as coffee trees grow old and produce less coffee. The program has planted nearly two million seedlings over the past year.

Specialty Coffee in Demand

Four major coffee farmer cooperative unions (FCU) and over 60 private exporters attended the event to promote Ethiopia's number one export and network

based coffee company Green Mountain for 10 containers of specialty coffee with Rain Forest Alliance certificate. "Traceable coffee is so important to a company like Green Mountain. And traceable is not just knowing the washing station, but knowing the exact location of the farm," explained Green Coffee CEO Tadele Abreha. The Green Coffee company started exporting in 2002 and is no stranger

Cupping at the Ethiopian booth at the 2015 SCAA event. From left to right: Mekonnen Hailemichael (ECX Quality Expert and Head Cupper), Rick Reinhart (CEO of SCAA), Yakob Yella (State Minister of Trade for Ethiopia and Craig Russell (VP of Global Coffee for Starbucks)



to the US demand for specialty coffee. Last year, his company exported 40 containers to Starbucks and expects to export another 50 in 2015.

A Team Effort

The year 2008 was the last time such a wide range of stakeholders worked together to improve the coffee sector. Around that time, the government created the ECX, which gave cooperative unions an easier path international buyers. At the same time, Ethiopia's main coffee associations began considering the intellectual property of coffee regions. Seven years later, the sectors main stakeholders are back to promoting Ethiopian coffee on the world stage and have plenty to boast about. Coffee production in Ethiopia grew 11.3% annually between 2009 and 2013 from 283,000 to over 400,000 tons. The potential of Ethiopia coffee is greater than that of anywhere else in the world. Through increased production and new technology, it's only a matter of time before everybody knows this.

now," explains Mekonnen Haile Michael, the ECX quality operation manager. "Proper traceability will boost the marketing potential of Ethiopian coffees, since buyers can make more informed decisions on coffee purchases." The USAID funded AGP-Agribusiness Market Development program is leading the charge. The Feed the Future program focuses on productivity as well as marketing and trained FCU leaders on better management and business practices and have prepared members to prepare business plans needed to access capital from financial institutions and investors. The program partnered with primary cooperatives to create coffee nurseries, which are fundamental

with specialty coffee buyers, who contracted more than 16 containers or some 5120 bags (60 kg each) of coffee. The Yirgacheffe Farmer Cooperative Union closed contracts with three new specialty buyers totaling an initial four containers of coffee. "As always, buyers are concerned about the price of our specialty coffees. But when they taste and see the quality is consistent, they sign up for more," says the organization's general manager, Tekele Mammo. Other major farmer cooperative unions—Oromia, Sidamo and Damota Wolayta—also found new clients and closed contracts.

Ethiopian exporter Green Coffee signed a contract with Vermont-

WHY THE **SCAA** PORTRAIT COUNTRY PROFILE MEANT SO MUCH TO **ETHIOPIA** *Matebu H. Zemanuel*

Thanks for the SCAA and many other interest groups working long hours and making all kinds of new discoveries on the nature of coffee and its scientific components which are the cause for the different characters of the cups from coffee grown different countries even coffee from same farm but very different in cup profile.

What we see today is a very complicated product with over 40 different flavors and aromas and some 6000 varieties of the plant. Of course this is almost as impressive as the development seen on computers which has surfaced as simple data processing devices but now even the cell phones and many hand held devices have become mind boggling tools. But computers did not grow on trees as coffee beans do and they are sheer product of the human mind and not of the natural type.

For over twenty six years, the Specialty coffee Association of America has led the way to the undisputed level of professional coffee making and quality improvement to the specialty coffee industry. It has evolved as a master-of-the-art in coffee making and coffee standards & quality for the best specialty coffee to be marketed worldwide.

Well the 27th SCAA 2015 has put ETHIOPIA on the spot light as the portrait country and this can't be nothing more than pure respect of its struggle from the deep poverty war-torn country during the eighties to what is witnessed now as the leading developing country in AFRICA if not in the world with double digit annual growth for the past ten years in areas of energy, infrastructure,



agricultural progress that included coffee production.

Ethiopia is blessed with the naturally existing of several well recognized coffee flavors and aromas and it has managed to track down some 3000 cultivars and the research institutes are working very hard to develop the best varieties for high-yield and disease resistant coffee beans.

It is true volumes and quality may not be as impressive due to the impregnable condition of the land for mechanized type farming and some ninety % of the farmers are small holders with less than one hectare of land for all farming purposes including coffee trees and not to mention the forty % local consumption by the Ethiopians.

With members from more than forty countries and great many local roasters and coffee traders, SCAA will reach out interest groups through the organized short classes and practical lessons during coffee conventions like SCAE, SCAJ, Dubai International Coffee & Tea conference , Café show of Korea & China, MICE etc.

Ethiopia has strived to improve its market through the ECX 's DST and quality that is checked by the SCAA Certified Lab. The exporters ASSOCIATION is working jointly with the Ethiopian Fine coffee Association to further strengthen the trading volume and marketing skills.

We have been coming to the SCAA since the early nineties and ever since we have caught a different moment of coffee through the powerful presentations and all kinds of development with machineries for cherry pulping and roasting machines and many other gadgets we have been exposed through the years.

Our company MULLEGE COFFEE EXPORTER PLC and its sister company ADULINA COFFEE EXPORTER PLC have maintained a very aggressive coffee trading for the past forty years and has been the first company to start Ecological pulping machines and to have farmers certified for CAFÉ Practice and 4C.

Our companies have made the Government's Five Years Growth and Transformation plans a top priority in our business plans. Among several industries we are going to engage, Coffee farm, coffee processing and coffee quality lab that is of SCAA standard are the front runners in the project.

The portrait Country Presentation has really boosted our ego to further review ways we do business and the way we process our coffee and all the necessary improvements to make it worth the appreciations we have received at the Seattle Convention center this April 2015. I also believe the next ICO General Meeting which will take place in Addis Ababa will be another huge support to our effort in achieving our mission of higher coffee sales and better coffee production.

SCAA has taken the initiative to support and help the coffee industry both at the growers and roasters level making certain that all stake holders are at least at the same level of understanding the business. The training, education and certification for quality will all be the tools to achieve what they have set as goals. With members from more than forty countries and great many local roasters and coffee traders, SCAA will reach out interest groups through the organized short classes and practical lessons during coffee conventions like SCAE, SCAJ, Dubai International Coffee & Tea conference , Café show of Korea & China, MICE etc.





FIRST OFFICIAL INTERNATIONAL COFFEE DAY TO TAKE PLACE ON **1ST OCTOBER**

London, 14 July 2015— The Executive Director of the International Coffee Organization (ICO), Mr Robério Oliveira Silva, has announced that 74 Member Governments of the ICO and 12 coffee associations from around the world have joined forces to celebrate the first official International Coffee Day on 1st October 2015.

International Coffee Day is a celebration of the coffee sector's diversity, quality, and passion. It is an opportunity for coffee lovers to share their love for the beverage and support the millions of farmers whose livelihoods depend on the aromatic crop.

An online campaign will be launched in August to spread the word about the 1st October date and encourage coffee lovers to participate in the celebrations. The campaign includes a website to feature events and other online campaigns dedicated to International Coffee Day. The hashtag #InternationalCoffeeDay is being used on social media sites including Twitter and Facebook.

As part of the celebrations, the ICO has signed an agreement with Oxfam to collaborate on a campaign focused around the concept of a 'caffè sospeso', an Italian tradition of paying for a second cup of coffee to be given to a person in need. The charity campaign titled 'A Caffè Sospeso Against Poverty', will give coffee lovers around the world

an opportunity to show solidarity with smallholder coffee farmers by donating the value of an additional cup of coffee to Oxfam's work with such farmers via an online platform. More information on this campaign will be sent to the press soon.

Background

Many countries around the world celebrate their own national coffee days at various dates throughout the year. In March 2014, the Member Governments of the ICO agreed to organise the first International Coffee Day on 1st October 2015 to create a single day of celebration for coffee lovers around the globe. The 1st International Coffee Day coincides with the 115th session of the International Coffee Council (ICC) and the 1st Global Coffee Forum (GCF) which will take place during Expo Milano 2015. A full press release about these events is scheduled for 22 July.

Coffee associations from both coffee producing and consuming countries have signed on as partners to the International Coffee Day. The growing list includes: the Specialty Coffee Association of Europe (SCAE), the Speciality Coffee Association of America (SCAA), the National Coffee Association (NCA), the All Japan Coffee Association (AJCA), the Agency for Robusta Coffee in Africa and Madagascar (ACRAM), the European Coffee Federation (ECF), the British Coffee Association, the Canadian Coffee Association, the Vietnam Coffee and Cocoa Association (VIOFA), the African

Fine Coffees Association (AFCA), Rusteacoffee Association, and the Institute for Scientific Information on Coffee (ISIC).

About the ICO: The International Coffee Organization (ICO) is an intergovernmental organization created under the auspices of the United Nations to serve the international coffee community. Established in 1963, the ICO is unique in bringing producing and consuming countries together to exchange views on coffee matters and market conditions, and address coffee policies. Among the services provided by the ICO are: up-to-date information and statistics; innovative projects to benefit the world coffee economy; coffee market reports and economic studies; consultations on coffee sector finance; as well as conferences and seminars.

Contact

Vicente Partida III
Communications Officer
partida@ico.org
#InternationalCoffeeDay



AFRICAN COFFEE RENAISSANCE SUMMIT + BREEDING WORKSHOP



**OCTOBER 13-15, 2015
NAIROBI, KENYA, SAFARI PARK HOTEL**

Join World Coffee Research and the African Fine Coffees Association for a summit and coffee breeding workshop to develop a science-based strategy to reinvigorate the African coffee sector and improve farmer livelihoods through increased coffee productivity and quality.

The Challenge

Coffee farming in Africa is a precarious enterprise for most producers, who frequently earn little or no profit from their hard work. Despite their traditional ability to produce high-quality coffee, African farmers have some of the lowest productivity in the world, with yields that have been declining or stagnant since the late 1990s. Over half of the coffee trees on the continent are over 50 years old, and many do not have CLR or CBD resistance. High-performing coffee varieties are unavailable to most

farmers. Compounding the problem, producing countries have had little or no means to conduct the types of research needed to revitalize the coffee sector in Africa.

The Opportunity

Productivity + quality = profitable farms = quality of life. This is how it's supposed to work. We believe with the right tactics, coffee farming can be significantly more profitable for African farmers. With the leadership of the African Fine Coffee Association, and the expertise of World Coffee Research, there is a window of opportunity to provide coffee producers with knowledge and the cutting-edge planting material that will afford them dignified livelihoods. Increasing coffee yields and cup performance will create a more viable, sustainable source of high-quality coffees for decades to come.

Save the date: October 13-15

Day 1: Breeding and Genetics Workshop

On our first day (Oct. 13), Africa's leading coffee breeders and geneticists will come together with those from WCR to form a plan for developing next-generation varieties using the latest advanced genetic techniques and high diversity populations from WCR.

Days 2+3: Summit

On the following days (Oct. 14-15), you will join together with coffee buyers, national bodies, development organizations, and finance institutions to collaborate on a climate-smart, market-driven strategy to raise productivity while enhancing quality.

An invitation with location specifics and RSVP information will follow later this summer. We hope you can join us for this three-day gathering.



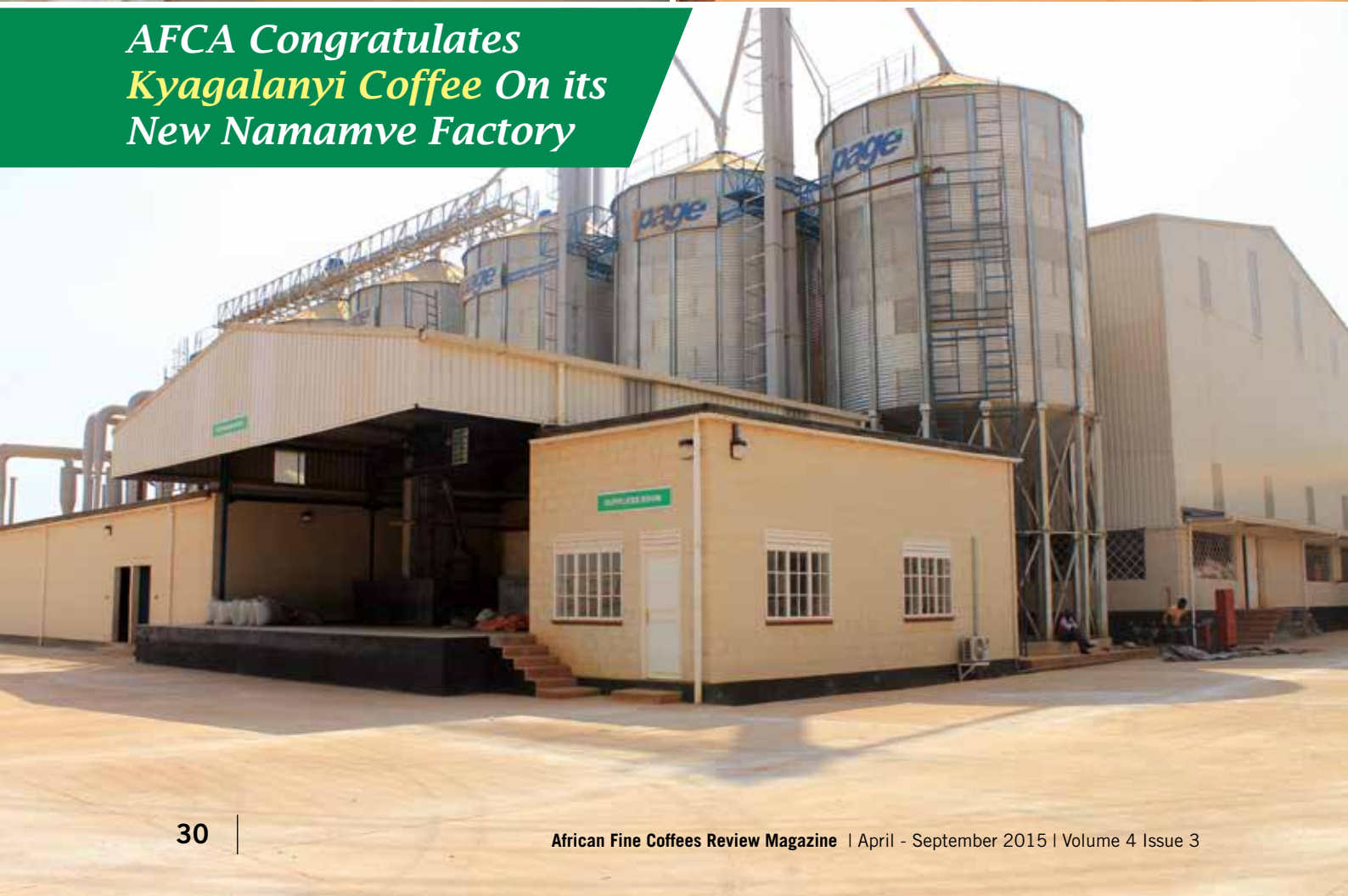
Tim Schilling, Executive Director



Samuel Kamau, Executive Director



***AFCA Congratulates
Kyagalanyi Coffee On its
New Namamve Factory***



14th African Fine Coffee Conference & Exhibition

Date: **3rd - 5th February 2016,**
Sea Cliff Resort & Spa, Zanzibar, Tanzania

Theme:-
“RESEARCH & INNOVATION”



Event-Hashtag - #afcazanzibar2016
www.africanfinecoffees.org



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Make **100s** of
Coffee Friendships
to last for a lifetime!

“The Fushan International Barista Championships Cup provides an opportunity to African Barista provides a platform of learning, sharing and exchange skills.”



AFRICAN BARISTAS PARTICIPATE AT THE FUSHAN INTERNATIONAL BARISTA CHAMPIONSHIP CUP IN CHINA

The Fushan international Barista Championship cup is an annual Barista Competition that is held in China at the Cultural Center of the Fushan Coffee Culture town, Chengmai County in Hainan. The Championship has so far had 4 successful runs in the row since 2012. This year was no exception from the 14th to the 19th June with a theme of providing a high end platform for Baristas to learn, share, gather together and compete amongst each other. The event kicked off on the 14th with registration of participants arriving from both international and local then followed with a couple of activities from trainings to competition on the rest of the days. The Competition was well represented with a total of 25 competitors





African Barista Champions and Judges were invited through AFCA to participate in the 4th Championship and these were represented by Mark Okuta a Barista Champion from Uganda, Martin Shabaya the champion of Kenya 2014 whereas the judges were represented by Catherine Maringi from Dormans Coffee Kenya and Godfrey Bate from Africa Coffee Academy in Uganda. The African participants were fully funded by the Organisers of the Championship whom we were connected to by a great friend of AFCA from China Called Thomas Yung.

The African Baristas were well represented with Mark Okuta scoring 497 points at the 8th position and

Martin Shabaya coming 12th with 489 points. The competition had Judges from Australia, China, Hong Kong, Ecuador, Korea, Thailand, Indonesia, Vietnam, Macao, Brazil and for the First time it also had African Judges who were recognized by the Governor of China in the Opening session.

Overall our participants benefited through exchanging of ideas and skills, showcasing of our African coffees amongst different cultures and finally creating new friendships.

Salutations go out to the organizers of the Fushan International Barista championship and looking forward to work with you on many more events.



Coffee House Benefits from first AFCA

The Best of Africa – Coffee Cupping Experience

Coffee lovers rejoice! AFCA has introduced something new and exciting; an opportunity for your very own cupping experience of diverse African Coffees at the AFCA Coffee Institute in Kampala. This event will occur three times a year and you can sign up via our website to participate.

The agenda is an hour-long session in which Café operators, roasters and coffee lovers get a chance not just to taste but also learn more about the different coffee varieties of other AFCA member countries. We believe that by doing this, coffee professionals including coffee shop operators, roasters, and baristas are exposed to other and fresh coffees and could improve their products through experimentation. Moreover, there is an ever growing interest by coffee consumers in the quality aspects of the coffee they drink. It has become increasingly common in cities such as Kampala to find persons

moving from one coffee shop to another in search of a great tasting coffee cup in tune with their tastes and preferences.

Endiro Coffee, a chain of Cafes in Uganda has been our most recent guest and quite excitedly the pioneers of this affair. AFCA hosted the 4-member delegation from Endiro Coffee on the afternoon of the 15th of May 2015 to an exhilarating cupping experience of coffees from; DRC, Ethiopia, Tanzania, Kenya, Malawi and Uganda. The session was concluded with an interactive discussion on their experience. It was especially appealing for those members who had never tasted coffee from outside Uganda and more since they were gearing up to the launch of their Craft coffee initiative. Participants were also inspired to experiment with some of the coffees they tasted to boost their menus so as to appeal more to their growing clientele.



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CALENDAR OF EVENTS

JULY 2015 – JUNE 2016

July 2015	29th June – 3rd July	AFCA Expedition Trip to Zanzibar Zanzibar, Tanzania www.afca.coffee/conference	
	11th – 19th	AFCA – P&A Brazil Coffee Origin Trip Rio Janeiro & San Paulo. www.afca.coffee	
	23rd - 25th	ITC – AFCA Business to Business Training for the 14th AFCC & E AFCA Secretariat, Kampala – Uganda www.afca.coffee/conference	
	26th – 31st	Cup of Excellence Competitions – Rwanda www.allianceforcoffeeexcellence.org	
August 2015	1st	Official Opening of the 14th AFCC & E Registration www.afca.coffee/conference	
	3rd	AFCA Interim Audit AFCA Secretariat, Kampala – Uganda www.afca.coffee	
	3rd – 7th	International Cup of Excellence Competitions – Burundi www.allianceforcoffeeexcellence.org	
	6th	Official Media Launch of the 14th AFCC& E Sea Cliff Resort & Spa www.afca.coffee/conference	
	7th	AFCA Board Meeting Sea Cliff Resort & Spa www.eafca.org/about%20us/board.asp	
	27th -31st	14th AFCC & E Preparatory & Consultative meetings with: a) Ministry of trade b) Revolution Government of Zanzibar c) Ministry of Agriculture- Tanzania d) Sub - committee meetings www.afca.coffee/conference	

		The Annual Uganda Coffee Federation Football Tournament Kampala Uganda www.ugandacoffeefederation.org	
September 2015	5th – 8th	Moscow Coffee and Tea event Moscow, Russia. www.expocoffeetea.ru/en	
	28th – 2nd Oct	International Coffee Organisation Meeting Milan, Italy. www.ico.org	
	30th	End of the AFCA Calendar Year. Kampala, Uganda www.afca.coffee	
	30th – 2nd Oct	2015 SCAJ Conference and Exhibition Tokyo Big Sight, Japan www.scaj.org	
		Host Country Conference Committee Visit to Zanzibar Zanzibar, Tanzania. www.afca.coffee/conference	
October 2015	1st	Uganda Coffee Day www.ugandacoffeefederation.org	
		International World Coffee Day	
	13th- 15th	African Coffee Renaissance Summit Safari Park Hotel & Casino - Nairobi www.worldcoffeeresearch.org	
	30th Sept – 1st Oct	Taste of Harvest Competitions – Malawi atoh.afca.coffee	
	26th – 30th	UCDA - CBI –AFCA Roasters Coffee Origin Trip www.cbi.eu www.ugandacoffee.org	
	28th -30th	CBI - AFCA Regional Training www.cbi.eu	
	31st	Close of Early Bird Registration for the 14th AFCC & E www.afca.coffee/conference	

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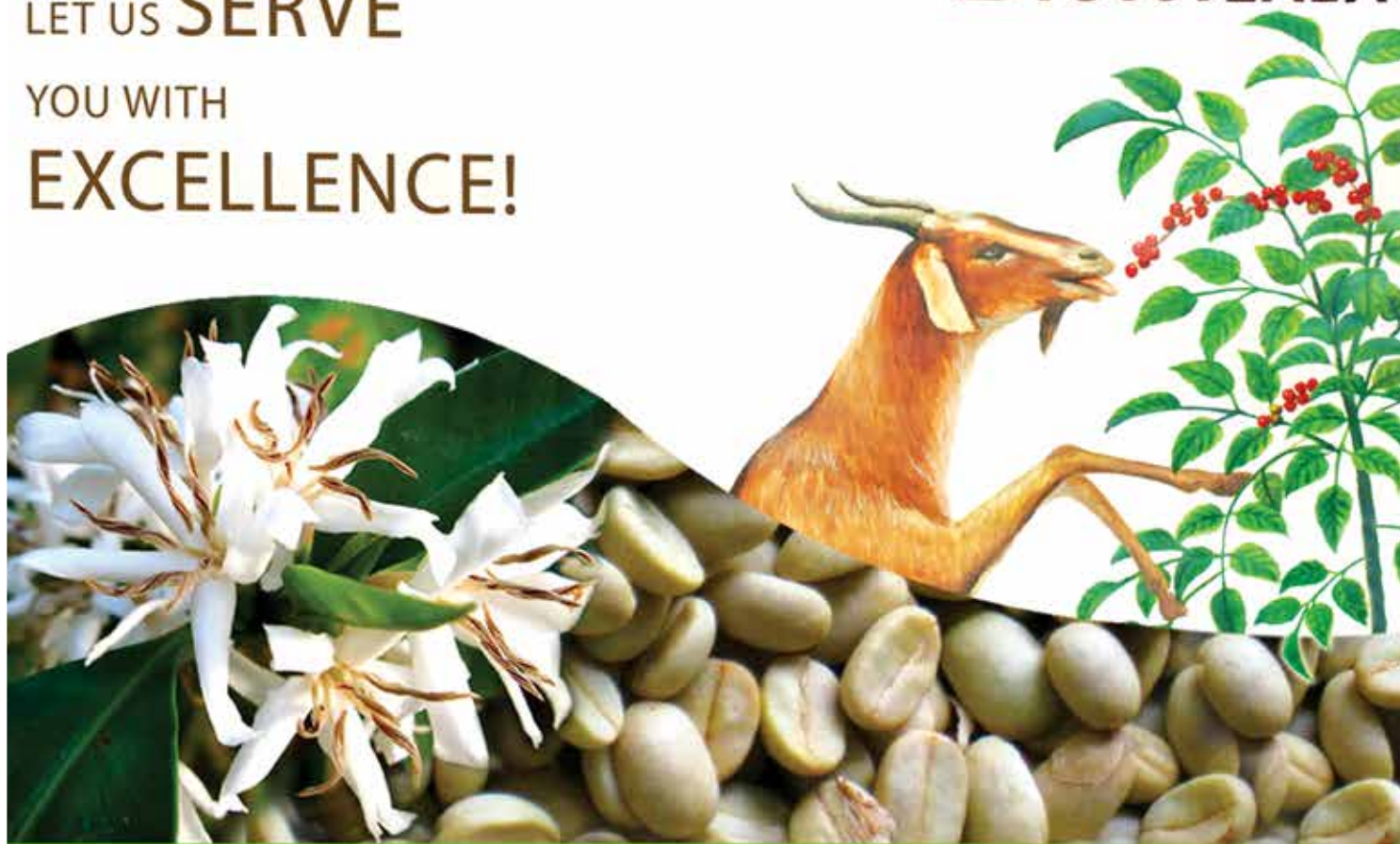
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SEA CHROME

COLOR AT FIRST SIGHT

CONVEYING | DRYING | SEED PROCESSING | ELECTRONIC SORTING | STORAGE | TURNKEY

As a result of over 40 years of experience with optical sorting equipment, the technical features make the SEA-CHROME sorter one of the best performing solutions available on the market. The SEA-Chrome colour sorter is the highest production capacity RGB tri-chromatic sorter on the market using chute feeders. Equipped with Full-color RGB cameras and LED lighting system, the optical system of SEA-CHROME can determine even the smallest colour or shade differences. This system perfectly suits the needs of modern food and non-food processing systems that demand the optical sorters ability to detect and reject products of similar colours but with different shades. Machine adjustment can be carried out easily due to the real image setting, and as all SEA sorters, the SEA-CHROME allows Internet connection for remote control.

SEA CHROME represents the most innovative and flexible sorting solution based on long terms technical experience and a strong concept. SEA CHROME optical sorter is equipped with high-resolution full-color RGB trichromatic cameras that, combined with HSI software system, allow a near human eye vision to precisely sort almost any small shade differences.

SEA CHROME software setting can count on the 16 families of defects adjustment, as well as the combination of said 16 groups. The SEA CHROME shape-sizing function integrated into the system, allows to sort out elements according to their geometric characteristics. Unique with 7 feeding chutes: SEA CHROME is available from 1 to 7 chutes, to fulfill every production requirement. Program settings and adjustments are performed through a user-friendly software, which allows the real image setting directly on the sorter touch-screen, to establish the defective elements to sort out

Cimbria delivers efficient and controlled technology processes, equipment and plants for handling and storing crops while focusing on increasing quality and energy efficiency and improving cost effectiveness. We design, develop, manufacture and install custom-built solutions whether these are single machines, complete processing lines or large turnkey projects with highly advanced automation and management information systems. We master all disciplines and expertise within research and development, knowledge, engineering and manufacturing, as well as in professional project management, consulting service and construction. Cimbria's total project competence provides our customers with a high level of safety, comfort and attentiveness to their project, ensuring qualified performance in every aspect and complete integration and coordination of functions and components. We are a one-stop company, and our client has only one contact who is responsible for the entire project.



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