

FINE COFFEES

REVIEW MAGAZINE

April - June 2016 | Volume 6 Issue 2

**GLOBAL
COFFEE
PLATFORM
LAUNCHED**

**MERCHANTA
CELEBRATES
OUR 20 YEARS
OF EXISTENCE**

JUDITH GANES CHASE
LIKE IT OR NOT

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15th African Fine Coffee Conference & Exhibition

15th to 17th February 2017

The Millennium Hall, Addis Ababa, Ethiopia



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AFCA welcomes new members 2015-2016



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Get to know some of our members from their business profiles

COTECA

COFFEE • TEA • COCOA
GLOBAL INDUSTRY EXPO

7-9 SEPT 2016

HAMBURG • GERMANY

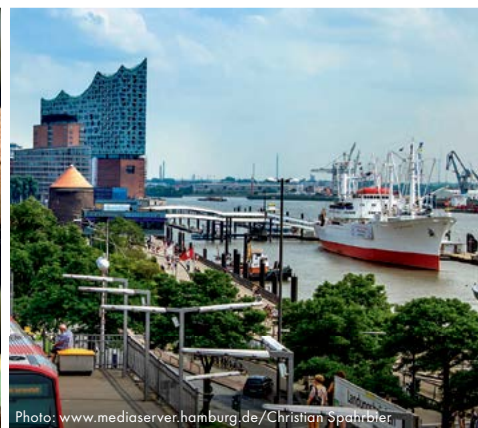
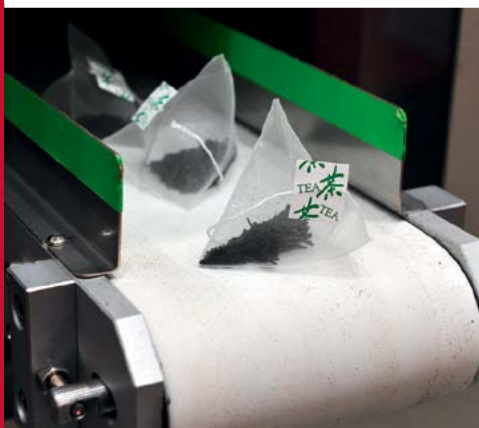


Photo: www.mediaserver.hamburg.de/Christian.Spahrler

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COTECA at a glance

It has successfully been established as the most important platform for global market players for the coffee, tea and cocoa industries in Europe: COTECA in Hamburg. Here is where the entire manufacturing process takes centre stage – from growing to the final product, with all the technologies and services required in between. At COTECA 2016, there will be a total of around 200 exhibitors presenting their products and innovations to over 3,000 visitors from all over the world. Expand your pool of business contacts and establish new networks at COTECA 2016.

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Kräuter- und Früchtetee e.V.**

A WORD FROM THE EXECUTIVE DIRECTOR



Preparations for the African Fine Coffees Conference are also well under way with AFCA offering 3 trip alternatives for members at only \$300 who are interested in going coffee field visits. AFCA has also eased the process of access to VISA's for those registered to participate at the 15th AFCC & E.

April to June were very busy months at the African Fine Coffees Association.

For the first time ever, AFCA organized a cupping experience for over 9 members and their coffees at the AFCA Booth in Ireland Dublin. The cupping was also followed by a Business to Business Networking Session with Kenya AFCA Members with Irish Roasters and Importers.

During the same period, we travelled to China where we presented the best of Africa's Coffees to the Barista and Roaster Community that congregated at the Fushan Cultural Centre in Hainan.

Preparations for the African Fine Coffees Conference are also well under way with AFCA offering 3 trip alternatives for members at only \$300 who are interested in going coffee field visits. AFCA has also eased the process of access to VISA's for those registered to participate at the 15th AFCC & E.

In this issue of the Magazine we hear from the world renowned coffee Guru, Judy Ganes Chase. We also interview the Global Coffee Platform's Interim Executive Director Annette Pensel. Lastly we hear from AFCA Member Merchanta who is celebrating 20 years of existence.

Finally, I invite you once again to Addis Ababa, Ethiopia for the 15th African Fine Coffees Conference & Exhibition that will be held from 15th to 17th February, 2017. The Entire Ethiopian Chapter invites you for another beautiful conference.

We hope to see you there!

Kamau Samuel

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African Fine Coffees Association

Cover Page Picture

Judith Ganes,
Founder & President of J. Ganes Consulting, LLC

PROFILES



Judith Ganes, founder and president of J. Ganes Consulting, LLC—a leading, independent commodities research and consulting services company—is a world-renowned soft commodities and futures analyst with over 30 years of experience in the food and agricultural industries with much of that time spent on Wall Street. In addition to writing her exclusive market reports and providing advisory services to numerous corporations, organizations and investment groups, Judy regularly contributes articles to industry publications, and authors' major independent studies as well conducts educational seminars on futures and options risk management.

Ms Ganes is also the developer of Forever Yogurt cafes in Panama that pair her passion for coffee and chocolate.



Annette Pensel drives the success of the collaborative activities of the Global Coffee Platform (GCP) and oversees the regional teams in the various coffee producing countries. Annette has more than 10 years of experience in the international coffee sector and in the field of development cooperation, including corporate sustainability, public-private partnerships, voluntary standards development and capacity building.

Having joined the 4C Association during its project phase in 2004, Annette has worked and lived in Africa, Latin America and South East Asia building up the 4C Association's network, structures and services at origin.

Annette graduated in Economics, Political Science and Latin American studies from the University of Cologne (Germany) and Tucuman (Argentina). She speaks German, English, Spanish, Portuguese and French and is now based in Bonn, Germany.



Stephen Hurst Profile

Stephen Hurst has been in the coffee business for more than 25 years. He spent the first 11 years of his career as a commodity coffee trader for the J Aron Division of Goldman Sachs group, who were at one time the fifth biggest coffee trading company in the world. In 1996 he founded Mercanta The Coffee Hunters and migrated into the emerging specialty coffee world.

Stephen has spent over a decade as a board member for the Alliance for Coffee Excellence, which runs the Cup of Excellence programme and has served on numerous Cup of Excellence juries around Central and South America since 2000. He has also served on the board of the Specialty Coffee Association of Europe (2002-2006).

In 2004 he founded Mercanta's sister company, the London School of Coffee, with the aim of educating and informing consumers and the wider industry about specialty coffee.



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

AFCA conference On Social Media



AFCA_COFFEE
@AFCA_COFFEE

Day 2 of AFCA's Participation at the 5th #FushanCup International Barista Championship of #China.

RETWEETS 3 LIKES 6

12:41 AM - 10 Jun 2016

Serena Hotels, Anthony Chege, Kampala Serena Hotel and 2 others

AFCA_COFFEE
@AFCA_COFFEE

AFCA Exhibits at the 2016 Rotary District Conference in Entebbe Uganda. Conference #DCA91 #starcafe #UGACOF

RETWEET 1

2:13 AM - 6 May 2016

NAEB NAEB
@RwandAgniExport

Absolutely #RwandaCoffee is the best of choices @AFCA_COFFEE @wldcoffeeexpress @ICOnews

How to Find Coffee That Won't Bother Your Stomach
Low-acid coffee is said to be easier on the stomach. But the acidity of the coffee is probably not the problem. Learn what to look for in a stomach-friendly brew
scientificamerican.com

RETWEETS 2 LIKES 2

11:21 PM - 31 Mar 2016

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@AFCA_COFFEE

Spread the Word...

Coffee is Good for You

Coffee May Protect Against Cancer, W.H.O. Concludes
In a rare reversal, an influential panel of experts convened by the World Health Organization concluded that regularly drinking coffee could help protect against some types of cancer.
well.blogs.nytimes.com

RETWEET 1

12:35 AM - 17 Jun 2016



Belgium MFA @BelgiumMFA

@AFCA_COFFEE awards a @Vredeseilanden sustainable coffee programme in RDC w/ help of Belgian Development cooperation



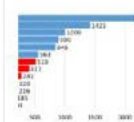
RETWEETS 3 LIKES 2

6:05 AM - 18 Mar 2016



Saveur du Kivu @SaveurduKivu

Agreed! @WCoffeeResearch @AFCA_COFFEE #Coffee can bring #impact in #drc with right strategies. Opportunity - now



AFCA_COFFEE @AFCA_COFFEE

"Until #African #coffee farmers start making REAL money, Prod'n will continue its decline" - goo.gl/IsosvZ

RETWEETS 5 LIKES 4

3:33 AM - 27 May 2016



NAEB @RwandaAgriExport

#NAEB is pleased to welcome #RwandaCoffee buyers from #Japan. They are in #Rwanda to strengthen the partnership.



RETWEETS 7 LIKES 5

12:51 AM - 31 May 2016



Claire Selden @ClaireSelden

.@ICOCoffeeOrg had a wonderful evening with #ethiopia team AMESEGIMALEHU!! @WondiradM @AFCA_coffee #IACO



RETWEETS 3 LIKES 3

11:39 AM - 10 Mar 2016



AFCA_COFFEE @AFCA_COFFEE

Sofie Nys from 32 Cup Specialty Coffee Merchants blogs abt her AFCA TOH Cupping Experience - goo.gl/At6vBg



2:11 AM - 24 Mar 2016

Uganda Coffee and Ug Coffee Federation



AFCA_COFFEE @AFCA_COFFEE

Dennis Agaba Desuza shared New Vida's photo.

11 June •

I would like to thank, Management of Kampala Serena Hotel, UCDA, Martin Maraka & AFCA for believing in me and baristas around Africa and Uganda. Fushan-china was great opportunity I am ready for Dublin, Ireland. Kudos African Fine Coffees Association (AFCA) for the great work.





LIKE IT OR NOT

Judith Ganes, President, J Ganes Consulting, LLC

Like it or not, for the foreseeable future, the price of coffee as benchmarked against the New York “C” contract will be largely dictated by the outlook for Brazilian production and exports, which to a large extent are also influenced by the performance of the Brazilian currency, the real. This past year, commodity prices in general faltered and while this caused pain for many of the world’s producers, much of Brazil’s farmers were largely shielded from this due to the slump in the local currency which made exporting coffee (and therefore growing coffee) an attractive proposition. Brazil seemed to have a never ceasing supply of coffee that was piled up, which was a signal that either prior season’s past estimates of Brazilian production were too low or that their domestic use figures were overzealous. Brazil clearly had plenty of coffee to spare and was certainly in a position to ship aggressively the past two seasons. Traders played a guessing game as to when this enormous stockpile would ultimately be exhausted. While it now seems that supply may only first be starting to run thin, it is seemingly too late to have a price impact with the next harvest already underway.

The market, was for now, able to narrowly escape gaps in the supply chain, but low stocks do leave the door ajar open in case of additional production woes. History repeated itself; Brazil stepped up exports under a sagging currency even when coffee prices seemed to be “cheap”. Similarly, in years past when coffee prices were pitched lower, Brazil was also able to expand production as other nations wavered. Despite facing escalating labor rates, similar to other

countries, Brazil today still remains competitively poised to remain the leading provider of coffee and will continue to pull ahead of the pack due to advantages from economy of scale. This does not mean that other producers do not have opportunity and should abandon coffee farming but manage to find the best model that works to have a sustainable livelihood to be able to ride out the lean years and prosper from the up swings in this cyclical price pattern that is unlikely to ever be broken.

Like it or not, there will always be highs and lows in prices and the further they climb, generally speaking, the further they fall afterwards. Commodity cycles can extend for years if not disrupted by an unusual weather event. The key is to understand this basic economic reality, rather than fight it, and take action to prepare for the next period of depressed values. Diversification and intercropping is essential. This provides an extra revenue stream to help smooth out the fluctuations from one season to the next and makes farming more sustainable with both agronomic and economic benefit. Banana, as an example offers shade and helps to improve yields, provides better adaption to climate change and is a form of pest control, aside from being a staple food. Other possibilities include soya, groundnut or maize but it is important to have an understanding of the soils nutrients and needs so these varied other crops don’t compete with coffee but compliment it.



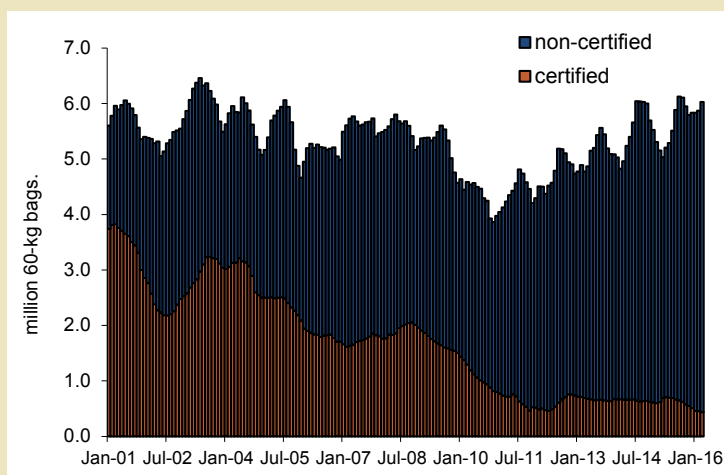
Like it or not, for the time being, the market seems to be stuck in the mud at levels that many producers find unacceptable and inexplicable. Prices have managed to range trade despite some extreme weather conditions around the globe with sizzling temperatures and below normal precipitation in Vietnam, India, and Thailand. The market doesn't seem to have batted an eye at this, making some wonder why not? The reality is that the market has paid attention, but up until now has been reconciling this differentially rather than in the outright market level. Roasters have become rather flexible in their blends and the market has learned to be very efficient and accommodating towards this. Firm differentials have helped to smooth over the rough patches with buyers continually seeking out the next best coffee, when the coffee they would have purchased is not available at a price they are willing to pay. While the outright

futures price, which all look towards as a benchmark indicator, may be scraping towards the bottom end of its trading band, fairly strong premiums (differentials) have existed in the cash market that have made current prices more palatable. The attractive cash values has also caused less and less coffee to be delivered against the New York "C" which has led to some market pundits believing that tighter supply of deliverable coffee would ultimately put the market to a test and prices would be forced to push higher. While in theory this is possible, the reality may be very different. There is still an ample supply of non-graded coffee sitting in warehouses in the United States and Europe that should keep the market from overreacting to the diminished supply of tenderable stocks. There is another consideration though for prices being locked in a relatively benign range. Bear in mind that coffee trees, especially the Robusta variety, are

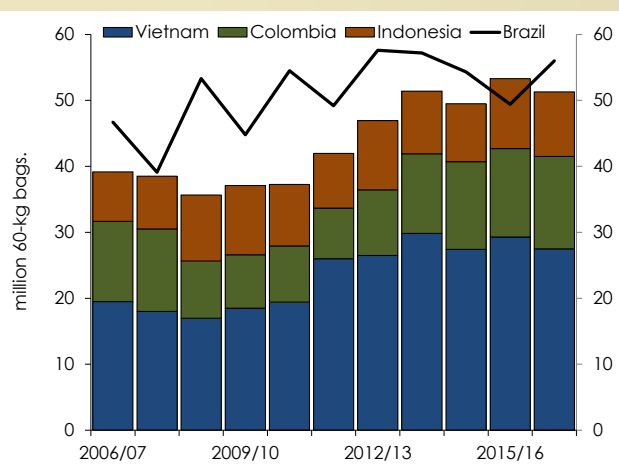
extremely hardy; farmers as much as possible have learned to cope with dire circumstances and have used water resources judiciously to minimize damage. It must be remembered, that not all farms are suffering equal and generally speaking those with excessive damage are to a degree offset by other coffee plantations that are managing to survive and persist. Just enough rain may have fallen for some farmers to eke by. If the drought conditions persist, then the market could start to react.

However, with a large Brazilian 2016-17 Arabica crop looming ahead, problems in SE Asia may only give the market a temporary boost. For the market to stage an even greater rally, traders will once again be forced to look towards the early development of the next Brazilian crop and the direction of the dollar, no matter whether you like it or not.

USA Warehouse Stocks: Certified Coffee Disappearing



Brazilian Output Alone Normally Surpasses the Next 3 Largest Producers Combined



MERCANTA,

The Coffee Hunters Celebrate 20 Years of Existence.

Mercanta, the Coffee Hunters was founded in 1996 - even before the Specialty Coffee Association of Europe (SCAE) (1999). We have pioneered the import and distribution of specialty coffee in Europe, and in 2016, we are delighted to celebrate the 20th Anniversary of our founding.

Years ago we also foresaw the importance of training, education and consultancy in the field of specialty coffee. To this end, we set up our sister company - the London School of Coffee – which is dedicated to empowerment through information and training.

Mercanta's primary mission has always been to seek out best of harvest, specialty coffee lots from a multitude of origins. To this end, we have established cupping laboratories and offices in key consumer and producer markets. Our highly experienced team of expert cuppers cup a wide range of coffees daily.

Sustainability, to us, is a simple proposition. Genuine sustainability is achieved by paying prices above the cost of production. It means abandoning and forsaking any

reference to the commodity coffee price and de-commoditising the special agricultural product that millions of producers rely upon for their livelihood. Nearly uniquely in the coffee world, ALL of the coffee we purchase is contracted at OUTRIGHT prices with absolutely no commodity market linkage.

The age of technology, social media, and rapid technological advancement has not replaced the importance of genuine, personal and durable relationships with producers and customers alike. In fact, we consider the opposite to be the case. As people become more embedded with technology, we believe the virtual has not displaced the reality. Our founder, Stephen Hurst, built the business upon knowing customers and suppliers in-person, and it is our aim that each and every of our customers and suppliers have a direct link with

someone in our organisation. Africa has featured strongly in Mercanta's portfolio of fine quality coffees through the years.

In particular, we have developed and expanded our sourcing in Rwanda, Kenya, Tanzania, and Ethiopia and remain constantly alert to the production of top quality Arabica beans from a number of other African countries.

Recently, we have heard concern that there will not be enough production area for coffee in the future and that a shortage of coffee beans is imminent, leading the industry to widely speculate various fanciful scenarios of run-away prices and global coffee shortages. Whether the culprit is global warming and climate change, population growth or coffee tree disease, we do not subscribe to this hypothesis. Yields of 30 bags/hectare





are not uncommon in many coffee producing countries, and 20 bags/hectare is a very achievable “global” target. Given that many African countries have coffee yields of fewer than 10 bags/hectare, we believe yield improvements, husbandry improvements and above all genuine sustainable pricing to the producer will ensure a more than adequate supply of coffee beans well into the future.

Not only do Mercanta recognise the crucial role of Africa in the production of some of the best coffees in the world, we also celebrate one of our best and longest established CUSTOMERS in South Africa with whom we have been working for more than a decade. In this respect, we must look to Africa as a potentially huge consumer market for speciality coffee. As the global growth of consumption moves

on, we look forward to initiatives in African countries to promote CONSUMPTION of coffee as much as production. Take the example of a farmer producing 100 bags of coffee a year. With beneficial conditions, good harvest protocols and benign climate factors, perhaps this farmer could gradually increase his crop to 125 bags. Yet this 25% growth so happily celebrated by the producer will NOT currently be met by 25% year on year growth in consumption. This extra production will most likely be sold to the buyer of last resort (the commodity market) and at an unsustainable price.

More must be done to recognise that significant production growth is NOT always ‘good news’ unless it is met by an equal growth in sustainable coffee consumption. Producing countries in Africa and elsewhere must do more to recognise this reality. Increasing

production to sell at commodity buyer-of-last-resort prices is not a sustainable agricultural strategy.

As we move into our next twenty years, we look to Africa to provide some of the unique flavour profiles that are increasingly sought out by discerning specialty coffee roaster clients the world over. The bergamot jasmine elegance of a fine Ethiopian, the blackcurrant boldness of a top Kenya, the juicy tropical fruits of the best Rwanda, and the fine crisp acidity of some Tanzanians will be the foundation of our commitment to the African coffee sector.

Mercanta’s first twenty years have seen profound improvements in the specialty coffee market, and we expect the next twenty years will see equally dramatic advances in which we fully expect to see Africa play a leading role.

GLOBAL COFFEE PLATFORM LAUNCHED

Interview with **Annette Pensel** Interim
Executive Director - GCP Executive Team



What is the Global Coffee Platform?

The Global Coffee Platform (GCP) is the multi-stakeholder sustainable coffee platform that unites stakeholders in a non-competitive approach working towards a thriving, sustainable sector. The GCP sets into action the global agenda made through the public-private initiative, Vision 2020, to ultimately improve the livelihoods of coffee farming communities and the natural environment of coffee production areas.

What does the Global Coffee Platform do?

The GCP improves the livelihoods of coffee farming communities and the natural environment of coffee production areas through its three core functions:

1. The Global Platform provides an enabling environment for members to collectively define a common vision, act on national priorities, closely cooperate with governments, improve the effectiveness of sustainability programs, and contribute to greater impact at farm level.
2. The Baseline Common Code is a set of globally referenced baseline principles and practices for coffee production and processing. It aims to create a level playing field and underpin national sustainability strategies to enable sector-wide adoption of minimum sustainability requirements.
3. The Global Progress Framework provides the coffee sector with the means to collectively report, measure and compete on sustainability efforts to drive improvements towards the common vision.

Why was the Global Coffee Platform established?

The sector has come a long way in organizing itself and driving sustainability forward. Coffee is the first crop where voluntary

sustainability principles reached the mainstream, as over one third of its production now meets one or more standards. Moreover, public and private stakeholders initiated numerous multi-stakeholder initiatives to accelerate sustainable coffee production. With the focus on voluntary certification and verification standards and programs, the sector took an important step towards sustainability. However, they are not enough on their own to address the more overarching and deeper sustainability challenges the sector is facing. Despite all progress, the sector continues to face threats related to climate change, pests and disease outbreak, aging trees and farmers. The origins where farmer livelihoods failed to rise sufficiently see younger generations migrate away from coffee production.

The time has come for the coffee sector to continue its pioneering role and to take a more collaborative, holistic and aligned approach to sustainability, gearing the different programs and initiatives towards a unified vision. This need to align and act collectively (to avoid duplication of short-term projects) is something both the 4C Association and the Sustainable Coffee Program were already putting into action through forming Vision 2020 together with the International Coffee Organization (ICO) representing its producing and consuming country government members. By combining and building on the achievements of the 4C Association's expansive membership and the Sustainable Coffee Program's programmatic activities, the Global Coffee Platform sees the coffee sector enter a new era where sustainability is a shared responsibility.

In short: through working together as producers, trade, roasters, standards and civil society, governments and donors, united under a common vision and commitment, the sector will see greater impact in the resilience

and livelihoods of coffee farming communities around the world. 5/12 v

Who are the members of the Global Coffee Platform?

The 300-plus members of the Global Coffee Platform include farmers and farmer organisations (big and small), trade (importers and exporters), industry (coffee roasters and retailers), other supply chain actors, civil society (non-governmental organisations such as sustainability standards, implementers and other support organisations), individuals, and donor agencies and many other organisations.

How is the Global Coffee Platform governed?

The Global Coffee Platform is a multi-stakeholder membership organization and as such, it supports initiatives of all those coffee stakeholders who are active members through the Membership Assembly. The GCP is formally governed by a Board, representing all coffee stakeholder groups, and elected by the Membership Assembly. Additionally, the Secretariat and the different Advisory Boards and Committees provide comprehensive support structures to carry out the strategic and operational functions of the organization.

For further information on the governance of the Global Coffee Platform, please refer to the various guideline documents online. To meet the current Board, please visit the Governance Page.

What happens to the 4C Association and the Sustainable Coffee Program?

Both the 4C Association and the Sustainable Coffee Program in their current form will cease to exist as of 25th April, 2016. The Global Coffee Platform is the combination of the 4C Association without any commercial verification operations (which become operated by Coffee Assurance Services) and the Sustainable Coffee Program without

the so called field level projects (which will remain as part of the coffee program within IDH). The pre-competitive global activities of SCP will transition into the GCP throughout 2016.

Do all members of the 4C Association automatically become members of the Global Coffee Platform?

Yes, until the end of 2016, all members of the 4C Association will automatically become members of the Global Coffee Platform. The enhanced value proposition of GCP Membership will be clarified during the Membership Assembly in October 2016 and is expected to attract many new members.

What are the next steps for GCP?

After the formal launch in Addis Ababa on 4th March 2016, the Global Coffee Platform will continue to:

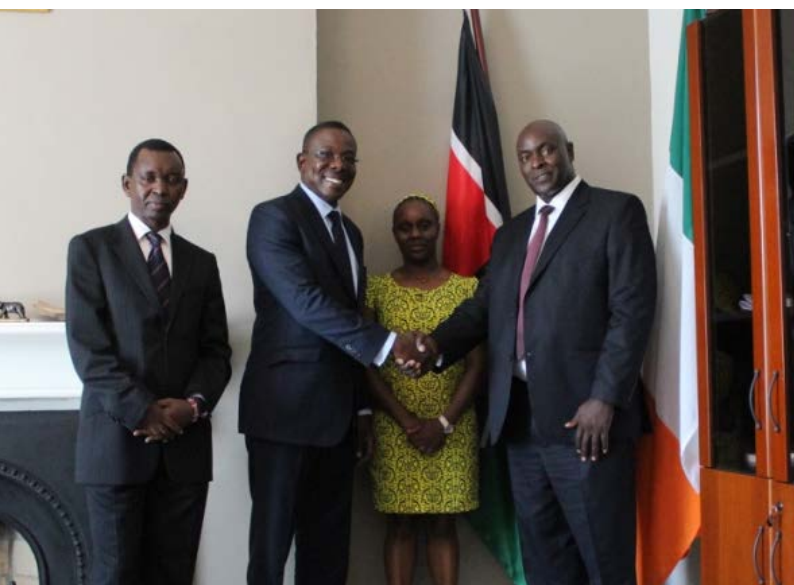
- Develop the organization's Strategy 2017 – 2020.
- Develop new services and opportunities to benefit each and every member.
- Establish effective and relevant funding mechanisms to create greater impact at farm level.
- Facilitate member and stakeholder outreach meetings in order to identify national priorities.
- Feed these national priorities into the Global Agenda.
- Support coffee-producing country governments and other operators to utilize the Baseline Common Code as a reference for their sustainability strategies.
- Facilitate cross-country learning and exchange.
- Organize the 1st annual Membership Assembly in October, 2016, in Geneva, Switzerland.

AFCA ORGANISES B2B MEETINGS FOR KENYAN COFFEE EXPORTERS AND IRISH ROASTERS

By Wambui Waigango, Chapter Coordinator Kenya.

Alongside the World of Coffee (WOC) 2016 which took place from the 23rd to 25th June 2016 in Dublin Ireland, AFCA had organized a business-to-business meeting for their members with the Ireland business community, Kenya-Ireland Business Meeting. The agenda was to introduce the Kenya Coffee to the Irish Business Community as well as explore the potential business opportunities between Kenya and Ireland.





The meeting was held on Friday, 24th June 2016, at the Clayton Hotel, Dublin, Ireland. There was a total of twenty-four in attendance (eighteen AFCA members, three from the Ireland business community, the Kenyan Ambassador in Ireland, and two AFCA representatives).

His Excellency the Ambassador of Kenya in Ireland, Mr. Richard Opembe, graced the meeting. In his opening remarks, he acknowledged the fact that Kenya was not foreign to Ireland. In fact, the relationship can be traced 50 years back. The Irish had been actively involved in the missionary work and in the education system in Kenya. He further pointed out that Ireland is the 'spring board' to the European Union (EU) and United States (US) markets, and is mostly utilized by traders accessing those markets. Thus, the coffee commodity should not be an exception and should utilize the same channel.

It was highlighted that where there is a resident Ambassador in a country, trade between the countries becomes easier. The embassies assist in market penetration by: -

Looking at the more favorable policies that would work for both countries. Learn the specifications needed for the trade of the products and commodities.

The Interim Manager, AFA – Coffee Directorate, Benson Apuoyo did a presentation, which mostly highlighted on the various policies that govern the coffee commodity and the licenses and fees levied by the Kenyan Government.

There was also a presentation from the Exporters perspective by the Managing Director of KCCC, Lucy Murumba. She noted that direct sales are more beneficial to farmers, and this translates to the farmer going an extra mile to ensure they provide quality assurance of the commodity. She stated that about 40% of Kenyan Coffee was specialty coffee and the largest market was the Europe. However, as an exporter, they are seeking to establish more direct linkages with the Irish business community.

Philip J. O'Dwyer – Country Manager, MagGrow, represented the Irish Business Community. He noted that there is great potential for direct business between Ireland and Kenya. This is because the roasters in Ireland have been sourcing their coffees through brokers in Europe. Phillip introduced Value Added in Africa to members. Value Added in Africa is a UK and Ireland based non-profit organization that acts as a trade facilitator between African products and European traders. They build sustainable channels to market and promote the African products

in the target markets. They work to understand the quality produced to ensure consistency.

It is therefore important to identify the markets needs and learn the market specifications, since the Irish are very particular on how they want their products. These specifications can include the level of roast they like, and the type of packaging. The quality of the commodity also has to be adhered to since the quality mark compromised can create an imaginary barrier to sustainable trade. It is also important to assure the buyers on the supply chain security, which should be a major role played by the marketers and dealers trading with the Irish.

Conclusion

From the interactions held during the meeting, it was apparent that Ireland is a market that has not been penetrated to. The main importers of coffee do not source their coffees from Africa but from brokers in Europe. There is therefore a need to tap into the market, by organizing more business-to-business meetings and a trip to the roasters in Ireland in an effort to establish new markets.

Establish contacts, with the assistance of the Embassies in Kenya and Ireland, and the Business-Ireland Kenya to organize a business trip back to Ireland.

MEET MARCELA URUEÑA, THE NEW HEAD OF OPERATIONS AT THE INTERNATIONAL COFFEE ORGANIZATION

Meet Marcela Urueña, the new Head of Operations at the International Coffee Organization (ICO), based in London. The International Coffee Organization (ICO) is the main intergovernmental organization for coffee, bringing together exporting and importing Governments to tackle the challenges facing the world coffee sector through international cooperation. Its Member Governments include 42 coffee-exporting countries and 35 coffee-importing countries, representing 98% of world coffee production and 83% of world consumption.

Marcela joined the ICO in January 2016, bringing with her years of experience working in the coffee sector in her home country of Colombia. Prior to her move to London from Bogota, she served for more than seven years as the Advisor to the General Manager of the National Federation of Coffee Growers of Colombia (FNC), where she was responsible for economic studies and policy related to the Colombian coffee industry.

During her tenure as Advisor to the General Manager, she also served for five years as the Executive Director of the Centre for Regional Coffee and Business Entrepreneurial Studies (Crece), and was responsible for drafting some of Colombia's most important coffee policies, including the Agreement for Coffee Prosperity signed in 2010 during President Juan Manuel Santos' first term.

Her work at the FNC gave her great insight into the functions of the ICO, having been part of Colombia's delegation to the Organization for almost eight years. Today, she is hard at work on the ICO's strategic review process with the goal of sharpening the strategic focus and better defining the priorities of the Organization and its Members, in order to better serve the global coffee community.







AFCA WELCOMES NEW MEMBERS

AFCA new members 2015/2016

1. **SUCCAM (Societe d'Usinage et de Commercialisation du Café du Mumirwa) - BURURNDI**
2. **RAEK (Regroupement des Agriculteurs et Eleveurs de Kabare) - DRC**
3. **Cooperative de Café de Kalehe (CCK) - DRC**
4. **Coopérative des Cafèiculteurs de Kalehe "CCKA" - DRC**
5. **Kalehe Arabica Coffee Cooperative "KACCO" – DRC**
6. **Libamba coffee – Kenya**
7. **Peaberry Coffee Roasters – Zambia**
8. **Mubuyu Farms Ltd – Zambia**
9. **DUKUNDE KAWA Cooperative – Rwanda**
10. **UCCAO (Union Centrale des Societes Cooperatives Agricoles de L'Ouest – Cameroon**
11. **Jowan Coffee Trading – Kenya**
12. **Abateraninkunga ba sholi – Rwanda**
13. **Romel General Trading PLC Ethiopia**
14. **Weldeyesus Coffee Exporter – Ethiopia**
15. **SATAKE CORPORATION – UK**



Be a Member today
and join Africa's Largest Coffee
Business Network

www.afca.coffee



Member Profiles



Who we are

'We are coffee origin specialists trading green coffee from over twenty producing countries, supplying coffee roasting companies all over the world. The way we do this is unique.

We build Collaborative Supply Chains and create gathering points for farmers who are vulnerable due to their commercial and geographic isolation. By mobilizing communities, getting thousands of people to stand together, we can harness the strength of their combined production, leveraging access to international markets and connecting them to the communities that drink their coffee.

Through our origin projects and partnerships, we create access to credit, provide agronomy training, support gender initiatives and raise funds for education. By buying coffee through us, you touch the lives of the farmers and communities we work with.

Alongside the trade team we have a dedicated specialty coffee team who source and deliver high-end coffees and microlots to pioneering

specialty roasters throughout the UK and Europe. Our coffee knowledge and extensive origin travel allows us to share every detail about each origin with our clients, supporting the farmers, exporters, roasters and baristas who are invested in quality coffee.

Our aim is to unlock the potential that coffee holds to improve the lives of the 30 million smallholder farmers that make up the base of our industry. Coffee has the power to change entire economies. Our ideas, conversations and partnerships make us a force for positive change, wherever we trade.

Our dream is to help build a sustainable blueprint for how all agricultural commodities will be traded in the future.'

Contact details

Falcon Coffees
25 High Street
Lewes, UK
www.falconcoffees.com
Twitter: @FalconCoffees
Instagram: @falconcoffees



RASHID MOLEDINA CELEBRATES 90 YEARS OF EXCELLENCE

Rashid Moledina & Co. (MSA) Limited is proudly celebrating its 90th year anniversary of being in the coffee exporting business in Kenya. Under humble beginnings, the founder Rashid Moledina, despite difficult conditions under colonialism, managed to start a modest coffee exporting business in the old part of Mombasa in May 1926.

As one of the pioneers in the coffee industry in East Africa, he soon gained a reputation for service, quality and high ethical business practice. The company started by selling coffees to the Middle East and then slowly expanded to Europe, United States and the rest of the world. Today, the company is run by the third generation of Moledina family and enjoys the reputation of being one of Kenya's top ten leading coffee companies with a worldwide reputation for providing the customers with the "Best of the Best".

The company pioneered the introduction of the top quality AA as it's "Regal AA Plus" to the US Specialty industry and is one of the first companies to allow its quality conscious overseas customers to buy directly from the Kenya coffee auctions by sending and letting them select themselves from the pre-auction samples. These overseas

buyers were thus able to buy the absolute "Best of the Best" and as a result on 6th May, 1997 paid the highest price of \$593 per 50 kgs recorded at the Kenya auctions. And then even further surpassing this record by paying an astonishing new record price of \$1,080 per 50 kgs on 5th June, 1998.

The company's considerable success is the result of their dedication to quality control and the high importance of their individually customer needs. To achieve this, the company has its own sophisticated Quality Control Facility in Mombasa with its own screening, gravity and electronic sorting machines where they are able to further upgrade the quality to an even higher level. This facility thus provides the company total control of the quality of the coffee before it leaves their warehouse and allows them to continue to uphold their rich heritage and reputation as reliable shippers of green coffee from Kenya.

Contact details

Contact person: Aunali F.R. Moledina
E-mail: moledina@rogers.com
Website: www.rashidmoledina.com
Address: p.o.box 80324, mombasa - kenya
Tel: +254 734 697 571 / +254 717 968 186



About Mercanta

Mercanta supplies specialty roasters around the world with the world's very best green coffees. Founded in 1996 in a small office in Southwest London, Mercanta now sources a huge variety of outstanding coffees from 20 producing countries, which our experienced team of Coffee hunters offer from our 4 warehouses located on three different continents. We are proud to offer impartial and professional advice and efficient deliveries to more than 30 countries worldwide.

Quality

Mercanta's first priority is quality - we only buy coffees that we think are exceptional, and we cup them daily in our state of the art lab.

Relationships

Relationships are crucial to sourcing high-quality coffee. We pay premium prices, and we treat our producers as long-term business partners. Mercanta also builds

lasting relationships with our customers, large and small. Every roaster is different, and we work to understand our customers' individual green coffee needs to make sure they have the information they need to make buying decisions, roast and market their coffee.

Sustainability & longevity

Mercanta has been at the forefront of specialty coffee since 1996. All our business is done at a fixed price, above the cost of production, with an eye towards sustainability and outright, reliable prices for producers. This, combined with our diligence in seeking out the best coffees the world has to offer, is how we've built our stellar reputation.

Contact details

Contact Person: Elisa Kelly
Website: www.coffeehunter.com
Email: elisa@coffeehunter.com
Telephone: Tel: +44 (0) 208 439 7778



**Uganda
Coffee
Federation**

UGANDA COFFEE FEDERATION (UCF)

Who we are

The Uganda Coffee Federation is a not-for-profit company. Its membership includes coffee exporters, coffee processors, farmers and companies that supply equipment and supplies to coffee exporters and processors, clearing and forwarding companies, insurance companies, banks and international coffee trading houses in Europe. We are the official flagship link between the private sector with government and its agencies like Uganda Coffee Development Authority in as far as the coffee sector is concerned.

Our vision

To have sustainable coffee production and trade in Uganda.

Our mission

Engage and work with all stakeholders in the coffee industry to promote sustainable coffee production and trade.

Our goal

Sustain and increase volumes and quality of traded Coffee.

Strategic objectives that underpin the association plans

1. Increased volume and quality of coffee produced, processed and exported.
2. Professional competition, good camaraderie and industry cohesion.
3. Relevant, accessible and unique intelligence of Uganda coffee value chain information.

What and how we deliver

As a linchpin of policy advocacy coupled with monitoring of global trends that promote coffee trade, UCF is the conveyor belt for accurate and vital information in the sector through our social media platforms, Up-to-date Website, vibrant monthly Newsletters and the industry's official yearly publication dubbed "The Coffee Year Book".

For all the years, the federation has prioritised provision of networking opportunities among our members through activities such as CEO Forums, Dinners, Breakfasts, Coffee Football tournament, policy makers boardroom meetings, and the legendary Uganda Coffee day- the sectors yearly melting point.

Contact details

Office location: 2nd Floor | Coffee House |
Plot 35 Jinja Road | P.O. Box 21679 | Kampala | Uganda
Tel: +256 414 343692/677 |
Email: ucf@ugandacoffeetrade.com |
Web: www.ugandacoffeetrade.com
Twitter: UCF_UG /
Facebook: Uganda Coffee Federation



NARDOS COFFEE EXPORT

Background

Nardos Coffee Export is a third-generation family-run coffee business, tracing its coffee heritage back to the 1960s when the family began farming in Oromia region, Borena Zone, Hagere Mariam district. Ato Aklilu Kassa established Nardos Coffee Export on October 28, 1998, in Addis Ababa, and since then, the company has grown into one of Ethiopia's leading coffee exporters. Today, Nardos draw strength from our historical roots, while utilizing modern methods and technology to ensure the highest quality product and timely delivery. It also supplies organic certified coffee from its 130 hect, land found in Killenso, Guji zone

Coffee Export

With several decades of experience and coffee legacy, Nardos is committed to supplying high quality coffee delivered on time executed by its highly skilled professional – accurate logistics services and perfect documentation. Nardos exports annually on average 2,000 tons of washed and natural coffee to clients worldwide. The company's current portfolio includes:

Standards:

Washed:

Guji grade 2
Sidamo grade 2
Yirgacheffe grade 2
Limu grade 2
Bebeka grade 2
Tepi grade 2
Lekempti grade 2

Unwashed:

Harar grade 4 & 5
Sidamo grade 3 & 4
Djimmah grade 4 & 5
Lekempti grade 4 & 5

Specialty Preparation Coffee:

Yirgacheffe grade 1 & 2
Sidamo grade 1, 2 & 3
Giji grade 1, 2 & 3
Organic certified

Sister Company

Subsidiary to Nardos, Beka Coffee Processing PLC, owns three hullers and four washing stations, which process over 6 million kg of red coffee cherries each year. These hullers and washing stations are located in Borena and Guji zone, in the Bule Hora and Qarcha districts respectively of Oromia in southern Ethiopia that produces some of the best tasting coffees in the world.

Social commitment

Nardos shows a unique commitment to social responsibility through projects aimed at the coffee producing communities. In 2012, Nardos partnered with Think Coffee café and The Bushwick Seed Company imports in New York City to channel a portion of our joint profits into building a library and distributing feminine hygiene products for Killenso Eleshu Primary School in Hagere Mariam, which is benefiting thousands. With Nardos, you can be certain that your investment will make a positive impact.

Contact:

General Manager
Aklilu Kassa
Mobile: +251 911 202761

Export manager

Frehiwot Kassa
Mobile: +251 930 105318

Marketing Manager

Biniyam Aklilu
Mobile: +251 911 232190
P.O.Box 2577 Addis Ababa, Ethiopia
Tel: +251 114 667545 | +251 114 660298
Fax: +251 114 667546
E-Mail: nardoscoffee1@gmail.com
nardosco@ethionet.et
Web: www.nardoscoffee.com



Testi Coffee

Testi Coffee is embedded at the origin and has been exporting top quality specialty and conventional coffees to more than 15 countries since 2009. Quality is our top priority throughout the supply chain and we adhere to strict quality control standards to achieve the best results. Testi Coffee prides itself in supplying top quality green beans to the world market. We have staff capable of handling all aspect of exporting business including document

handling, warehouse personnel who can make sure coffees are handled properly. Testi Coffee also has its own transportation to ensure coffees are safely transported to their proper destination.

The Founder and Managing Director of the company Faysel Yonis has 20 years business experience, and has been engaged in supplying coffee to the market for more than 12 years. Our office is located in Kirkos Sub City, Near Bambis, next to grand Yordanos Hotel, Hussein Agraw building, 3rd Floor.

Our Mission

- To provide top quality specialty and top conventional coffees
- To offer Competitive prices
- To provide timely shipments

Our Vision

- To be reputable and trustworthy as one of the top quality coffee exporter
- To lead the way in customer service
- To be the front-runner in the coffee exporting market

Our Values

- Integrity, consistency, excellence, quality.
- Customers first, solution-focused.

- To be reasonable, trustworthy.

Testi trading PLC is the member of: Ethiopian Commodity Exchange (ECX), The African Finest coffee Association (AFCA), Ethiopian Coffee exporter Association (ECEA), The Ethiopian Chamber of Commerce (ECC)

Our Address:

TESTI TRADING PLC
P.O. Box : 22376/1000
ADDIS ABABA, ETHIOPIA
TELEPHONE : +251930100755
FAX NO. : +251115541608
E-Mail: Adham@testicoffee.com
Info@testicoffee.com
Tplc218@gmail.com



JOIN US NEXT YEAR FOR THE

15th African Fine Coffee

Conference & Exhibition

15th to 17th February 2017

The Millennium Hall, Addis Ababa, Ethiopia





About Ethiopia

Ethiopia, in the Horn of Africa, is a rugged, landlocked country split by the Great Rift Valley. With archaeological finds dating back more than 3 million years, it's a place of ancient culture. Among its important sites are Lalibela and its 12th-13th century rock-cut Christian churches, and Aksum, the ruins of an ancient city with obelisks, tombs, castles and Our Lady Mary of Zion church.

Capital: Addis Ababa

Population: 94.1 million (2013) World Bank

Currency: Ethiopian birr

President: Mulatu Teshome

Prime minister: Hailemariam Desalegn

Official language: Amharic

Drives on the Right

Calling Code - +251

Facts about Coffee in Ethiopia

It is a strategic commodity

Covers 24-26% of the total income of its earning.

A source of income to a quarter of the population.

Consumption – Ethiopia consumes almost half of its coffee

Volume: Coffee contributes on average 43% of the total volume traded at ECX per annum (1.4 Million MT since 2008).

Value: coffee represents 60% of the value transacted.





Ethiopian Fine Coffees

Strengthening the Legacy

Nekemte and Wellega

Nekemte, also known as Lekempti, is located within the Western state of Wellega where coffee grows between 5,500 and 7,200 feet. The region produces excellent sundried natural and washed coffee, often characterized by a full and fruity flavor.

Jimma

Jimma encompasses Ethiopia's largest basket of unwashed coffees produced in the southwestern region of Ethiopia between 4,500 and 5,900 feet. Jimma is a sun-dried coffee with medium acidity, heavy body, and hard balanced up flavor.

Limu

Limu coffee grows in the southwest of Ethiopia between 5,600 and 6,200 feet. Limu coffee (all washed) generally has a milder acidity; the flavor is characterized by a balanced and clean cup.

Other important southwest regions include: Bench Maji, Kaffa, Bebekka and Tepi.



Sidama

Sidama coffee is in southern Ethiopia along the Rift Valley, growing between 5,000 and 7,200 feet. Various grades of both washed and unwashed coffees are produced, resulting in a balanced acidity and body of good quality.

Harar

Harar coffee grows in the easternmost region between 4,900 and 6,955 feet. Nearly all coffee from Harar is sundried natural and has a distinctive mocha flavor. The flavor is characterized by medium to light acidity, full body, and blueberry notes.

Yirgacheffe

Yirgacheffe is a small micro-region within Sidama where coffee grows between 5,000 and 7,200 feet. Yirgacheffe consists of exceptional citrus and floral flavors of these washed highland-grown coffees that are characterized by bright acidity and medium body.

www.ethiopianfinecoffees.com

ENJOY A 3 DAY COFFEE FIELD VISIT THROUGH ETHIOPIA FOR ONLY \$300

This year, the African Fine Coffees Association is offering you a unique opportunity to visit one of three coffee growing regions of Ethiopia for \$250. **Dates** - Sunday 12th – Tuesday 14th February 2017. This year's trips include; **Option 1:** Sidamo Region – Yirgacheffe Coffee by bus/4WD. **Option 2:** Jimma Region – Choche and Bonga Origins Visit. **Option 3:** Visit to Harar

Sidamo Region

– Yirgacheffe Coffee by bus/4WD

Sunday 12th

Key Attractions: The visit heartland of the Famous Yirgacheffe and Sidama coffee. Washing stations, coffee cuppings, coffee collection points, and visit to Lake Awassa.

Drive **early morning** from Addis Ababa and head south-east to the Sidama region. We have 400 kms to cover, early start 6.30 am is recommended. Check into your four star hotel and have lunch. **Afternoon:** Drive to Yirga Alem for the first taste of the Ethiopia coffee farms, garden coffee farms and washing stations. Back to Aregash Lodge for dinner and overnight.

Monday 13th

Early morning drive to Yirgacheffe where you will visit the famous region of Yirgacheffe, see beautiful garden farms, forest coffee and processing stations. Option hotels in Awassa five star – Haile Resort or South Star if not Aregash Lodge.

Tuesday 14th

Drive back to Awassa – enjoy the tranquil city by the lake, on return to Addis Ababa.

The price includes: Hotel accommodation at Hawassa/Aregash Lodge, Comprehensively insured modern 4WD/Coaster, Full board meal plan (breakfast, lunch and dinner), English speaking driver guide, English speaking local coffee guide, A bottle of water at each site, Entrance fees at all sites, Refreshments on the way at each place

The price does not include: Other personal interests like alcoholic drinks and Domestic flights.





Jimma Region

– Choche and Bonga Origins Visit

Sunday 12th

Key Attractions: The trip to the birthplace of coffee is a once in a lifetime opportunity. The trip covers Choche, the reputed birthplace of Arabica coffee. This trip takes us into the famous Oromia coffee growing area. The KEFA region is home to Jima coffees, Limu varieties, and other varieties. Attractions include: The Ethiopian Coffee Research Institute HQ, coffee museums, large coffee farms, coffee gardens, washing stations, coffee cupping, ECX coffee collection points, natural coffee forests.

Depart from Addis Ababa **early morning** to drive to Jimma, southwest of Addis. Check into Boni hotel, one of the best hotels in the city and have lunch. **Afternoon** drive to visit the birthplace of coffee – Choche. Coffee Farms & Forest Coffee.

Monday 13th

Morning: Coffee farm visit.

Afternoon drive to visit the birthplace of coffee – Bonga, Coffee Farms & Forest Coffee.

Back to Jimma for dinner.

Tuesday 14th

Visit ECX Warehouse and the Ethiopia Coffee Research Institute

Drive/flight back to Addis Ababa.

The package tour price for Jimma-Choche / Bonga by 22 seater Coaster bus will be USD 300.

The price includes: Hotel accommodation at Hawassa/ Aregash Lodge, Comprehensively insured modern 4WD/ Coaster, Full board meal plan (breakfast, lunch and dinner, English speaking driver guide, English speaking local coffee guide, A bottle of water at each site, Entrance fees at all sites, Refreshment on the way to each place.

The price does not include: Other personal interest like alcoholic drinks, Domestic flights



Visit to Harar

Key attraction: Harar is a city in Eastern Ethiopia, famous since the 16th Century. Harar is famous for two things: its history as a major holy city in Islam and its naturally processed coffee. This trip combines a historical tour of the fortified historic town of Harar (a UNESCO World Heritage town) and a once in a lifetime opportunity to visit the famous Harar coffee growing region.

Sunday 12th

Depart Addis Ababa **early morning** on bus to Harar.

Afternoon drive to visit the walled city of Harar and indulge in the history of this great city. Overnight at Dire Dawa Grand Triangle Hotel or Samra Hotel

Monday 13th

Morning: Coffee Farm visit

Tuesday 14th

Drive back to Addis Ababa.

The price includes:

Hotel accommodation at a first class hotel in the area Comprehensively insured modern bus, Full board meal plan (breakfast, lunch and dinner), English speaking driver guide, English speaking local coffee guide

The price does not include:

Other personal interest like alcoholic drinks, Domestic flights

WHY YOU NEED TO BE IN ETHIOPIA FOR THE 15TH AFCC & E

From the 15th – 17th February 2017 the coffee world will descend on Addis Ababa for the 15th African Fine Coffees Conference and Exhibition at the Millennium Hall.

Theme **“Reshaping the African Coffee Industry for Productivity & Investment.”** Coffee, as a commodity, has continued to play a leading role in the economy of Ethiopia, contributing between 24% to 26% of it's economy. It is also a source of income of a quarter of the population of Ethiopia. Even at the world renowned Ethiopia Commodity Exchange it contributes over 43% of the volume and 60% of the value of all commodities traded.

The Ethiopian industry has seen several million dollar investments into the sector over the last five years along the entire value chain. This conference will seek to understand lessons we can learn from Ethiopia as well as other active investors in the region on their long term view of the African Coffee and why Productivity is going to be key for Africa in the next 10 years.

So why do you need to join us in Addis

1. Do business with the **“who is who”** of Coffee.
2. Visit the Birthplace of Coffee
3. Listen to the top industry leaders on the future direction of Africa's Coffee.
4. Over 100 Exhibitors in the largest indoor conference complex in Ethiopia.
5. Colourful and Beautiful Ethiopian Themed Social Events
6. Over 15 Hotel Accommodations around the Conference Venue
7. Cup and Taste the Best of our Members Coffees at our Members Cupping Pavilion
8. Conference Venue is only 1 kilometer from the Airport
9. Three Amazing Coffee Field Trip Options at only \$250 only
10. Trainings and Members themed meetings.



AFCA Cups Over 10 Member Coffees at the 2016 SCAE Event in Dublin

During the 2016 SCAE Event in Dublin, the African Fine Coffees Association provided a cupping pavilion for it's members to interact with their buyers as they cupped their coffees. This is the second time AFCA is participating in SCAE with it's members. Below was the schedule of cupping.

Session 1 – 10:00,

Session 2 – 11:30,

Session 3 – 14:30

AFCA also cupped coffee from Libamba Coffee our newest member from Kenya. The coffees received a lot of attention from international buyers. AFCA will seek to grow the participation of it's members in cupping it's booth at international conferences during it's 2016 – 2017 coffee year.



Day 1 | **1.** Kenya and Malawi Taste of Harvest Coffees - 6 coffees,
2. Testi Coffee (Ethiopia) and Metad (Ethiopia) - 6 coffees,
3. KCCE (Kenya) - 3 coffees

Day 2 | **1.** Uganda and DRC Taste of Harvest Coffees - 6 coffees,
2. Dormans (Kenya) - 6 coffees,
3. Mambo Coffee (Tanzania) and Schluter (Switzerland) - 6 coffees

Day 3 | **1.** 2 Tanzania and 2 Ethiopian Taste of Harvest Coffees - 4 coffees,
2. Mullege PLC (Ethiopia) and Moplaco PLC (Ethiopia) - 6 coffees,
3. Weldeyesus Business Pvt. Ltd (Ethiopia) - 3 coffees.



VISA TRAVEL INFORMATION

In addition to a passport with at least six months validity, all conference delegates travelling to Ethiopia require visas with the exception of holders of diplomatic service, African Union, United Nations and African Development Bank passports, and Kenyan and Djiboutian citizens.

For delegates who are citizens of countries that require visas, kindly see below the relevant visa application process:

Delegates who are citizens of the following countries can obtain a TOURIST visa on arrival at Bole International Airport (however, you can also secure your conference visa prior to travel by following the options below):

Argentina, Australia, Austria, Belgium, Brazil, Canada, Czech Republic, Denmark, Finland, France, Germany, Greece, India, Ireland, Israel, Italy, Japan, Kuwait, Luxembourg, Mexico, the Netherlands, New Zealand, Norway, Democratic People's Republic of Korea (North Korea), Poland, Portugal, Republic of Korea (South Korea), the Russian Federation, Slovakia, South Africa, Spain, Sweden, Switzerland, United Kingdom, and United States of America. **Visa on arrival cost – USD \$50**

Delegates who are citizens of all other countries will need to apply for a visa in ADVANCE

Delegates who are citizens of countries that require a visa

application in advance and have Ethiopian diplomatic missions, embassies or consulate in their countries, should follow the process below:

- Complete conference booking and payment.
- Send your request for visa application approval along with copy of passport bio data page to Afca@flawlessevents.net. If you reside in a different country than your passport, please ensure to send your work/residency permit.
- Events team will seek visa application approval from immigration authorities in Ethiopia on delegates' behalf.
- Upon approval, delegate will receive a confirmation email from the events team as well as an approved visa letter.
- Delegate should take visa letter and all other visa requirements to the Ethiopian embassy in their country of residence to make an in-person application.
- We STRONGLY advise delegates to consult the Ethiopian embassy in their countries of residence for additional specific requirements to secure a visa.

Deadline to request visa application immigration approval:

12:00 pm on 1st of February 2017. Delegates who are citizens of countries that require a visa application in advance and have NO Ethiopian diplomatic missions, embassies or consulate in their countries, should follow the

process below:

- Complete conference booking and payment.
- Send your request for visa application approval along with copy of passport bio data page to Afca@flawlessevents.net. If you reside in a different country than your passport, please ensure to send your work/residency permit.
- Events team will seek visa on arrival approval from immigration authorities in Ethiopia on delegates' behalf.

Upon approval, delegate will receive the immigration approval slip via email as well as an approved visa letter.

- Delegate should take immigration approval slip and visa letter to board flight and apply on arrival at Bole International Airport.
- Visa on arrival cost – USD \$50.
- Deadline to request visa application immigration approval: 12:00 pm on 1st of February 2017.

All visa processes take up to 10 days in Ethiopia, therefore, plan accordingly.

Please note

AFCA does not influence the visa application approval process or the outcome of a visa application. afca can not be held liable for the outcome of a visa application. We strongly advise that the steps outlined above are carefully followed when applying for a visa.



“Coffees cupped were Ethiopia, Kenya, DRC, Tanzania, Uganda and Malawi. Ethiopian and Kenyan coffees stood out. Surprise feature coffee was the DRC Coffee which was greatly appreciated by participants at the event as most had never cupped the coffee.”





AFCA Participates at the International Fushan Cup International Barista Championship of China

From the 4th to 7th June 2016 AFCA participated in the 5th Fushan Cup International Barista Champion of China.

This annual event was held in at the amazing Fushan Coffee Culture Town, Chengmai County, Hainan Province, China. The top baristas from South America, Africa, Europe, Australia, Asia, Hong Kong, Macao, Taiwan and mainland China are brought together to share ideas, best coffee barista practices and build competing capacity at a regional level.

This year AFCA sent the Uganda Barista Champion, Denis Agaba to compete. It was his first time competing at an international level and was a huge stepping ground in preparation for the World Barista Championship scheduled two weeks later. His overall position was 14 out of 23.

It was also AFCA's first time to participate in the African Coffee Cupping Experience. The African Coffee Cupping Experience is a coffee cupping offered to barista,

roasters and importers that allows them to cup the best of Africa plus a coffee presentation of the coffee origins available.

The Chinese community at the event greatly appreciated the presentation and found it insightful and useful. Coffees cupped were Ethiopia, Kenya, DRC, Tanzania, Uganda and Malawi. Ethiopian and Kenyan coffees stood out. Surprise feature coffee was the DRC Coffee which was greatly appreciated by participants at the event as most had never cupped the coffee.

The lessons learnt at this event were size of the competition and quality was insightful. Also the Chinese market is a huge area of focus AFCA should focus and look towards. Their appreciation of Coffee is growing and from various roasters business is growing up to 20% every year.

Our special appreciation to the organizing committee of 5th Fushan Cup International Barista Championship of China for hosting us during this event.



THE UGANDA CUP TASTERS CHAMPION AT THE 5TH WCTC: INTERVIEW WITH **PATRICIA BIRUNGI KAMUKAMA** OF UCDA.

What is it like working at the UCDA and what is your role there?

I am Patricia Birungi Kamukama the current Ugandan national cup tasters champion and semi-finalist at the 5th World Cup Taster's Challenge (WCTC), I work as a Documentation Officer and System Administrator. Besides these, I do others work such as cupping, Barista among others, UCDA is a great working environment where we do work as a team and it is such an amazing experience where one gets opportunities to interact with coffee people from all over.

What was your experience like at the World Cup Taster Challenge?

My experience at the WCTC was a quite interesting one, first and foremost I went with a winning mentality just like the saying that goes "winners never quit and quitters never win" so being a national winner I had that zeal to go and do my best and represent my country that is why I managed to reach the semi-finals. Otherwise I got to taste great coffees which I highly appreciated because of the different peculiar flavors they had.

What did you think of other competitors – did they intimidate you?

Yes of course I was intimidated at first it being my first time in the competition and that the other competitors had experience in the competition since they had competed before the previous years. But that didn't stop me from participating.

Cupping aside, what other things did you enjoy while in China?

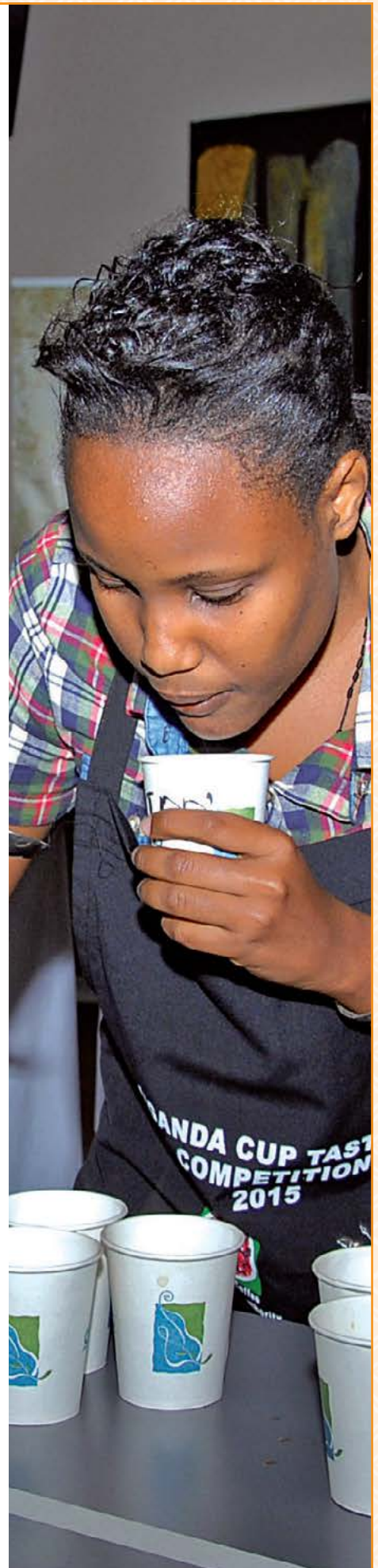
I did have an amazing trip it being my first time in china there were lots of things to check out for. I did visit cafes such as xin café, the tourist attractions there are in Shanghai and I must say I was astonished and I am really grateful to UCDA for having sponsored me and given me the opportunity to go and represent my beloved country which I did honorably.

How do think this competition has impacted you?

The competition did have a great impact on me in one way or the other, my love for coffee increased as I discovered the better coffee with peculiar flavors and I also realized I can do more for the coffee industry so I shall continue to contribute towards the coffee industry in Uganda. On the other hand the competition did make me get more friends with whom we got to share ideas about coffee generally among others and of course it did make me be known and recognized not only as the Uganda national Champion but also having emerged as the best female cupper 2016 as well best African cupper 2016.

What is the best Coffee you have ever cupped – Describe it?

The best coffee I have ever tasted is Kawacom Sipi it is an Arabica best roasted to a fully medium dark and with this it is enriched with a series of peculiar flavors and aromas such as walnut, dark chocolate, lemon, lime, honey dew, grapes as well as almonds. And it has a well- balanced acidity, and a smooth creamy mouth-feel. Thank you!





2016 PERFORMANCES OF THE AFRICAN BARISTAS AT THE WORLD BARISTA CHAMPIONSHIP - DUBLIN

NAME	MARTIN SEVEN SHABAYA	WAYNE OBERHOLZER	BRIAN MUBANGA	DENNIS AGABA
				
RANKING	24	29	53	55
COUNTRY	KENYA	SOUTH AFRICA	ZAMBIA	UGANDA
COMPANY	Artcaffe Coffee and Bakery	The Portland Project	Munali Cafe Livingstone Zambia	Kampala Serena Hotel
SCORE	404.5	392.0	302.0	283.5

The World Barista Championship (WBC) is the preeminent international coffee competition produced annually by World Coffee Events (WCE). The competition focuses on promoting excellence in coffee, advancing the barista profession, and engaging a worldwide audience with an annual championship event that serves as the culmination of local and regional events around the globe. Each year, champions representing more than 50 Nations each prepare 4 espressos, 4 milk drinks, and 4 original signature drinks to exacting standards in a 15-minute performance set to music.

Results:

Champion: Berg Wu of Taiwan
2nd: Yoshikazu Iwase of Japan
3rd: Ben Put of Canada
4th: Lem Butler of the USA
5th: Charlotte Malaval of France
6th: Lex Wenneker of the Netherlands.



Preparations for **Kenya** as **Portrait Country** at the 2017 SCAA Expo under way.

From the 21st – 23th April, 2017 Kenya will be the Portrait country at SCAA that will be held in Seattle, Washington. The AFCA Kenya Chapter in partnership with the Coffee Directorate in the Ministry of Agriculture, Livestock and Fisheries in Kenya and Specialty Coffee Association of America are organizing this event.

Every year the SCAA Event celebrates a Producing Country as a Portrait Country. At the event the Portrait country's coffee, culture and people are highlighted during the welcome reception, on the show floor, in the cupping rooms, coffee services and so much more. This opportunity allows producers to tell their story to over 12,000 of the world's coffee industry professionals.

For more information this please contact:
wambui.waiganjo@africanfinecoffees.org

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martin.maraka@africanfinecoffees.org; secretariat@africanfinecoffees.org





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