

**AFRICAN**

# FINE COFFEES

REVIEW MAGAZINE

January - March 2016 | Volume 5 Issue 2

**AN AFRICAN  
COFFEE  
RENAISSANCE**

**REVITALISING  
COFFEE ONE  
FARMER  
AT A TIME**

**DAVID BARRY**

**DEVELOPING THE ARABICA  
VALUE CHAIN IN UGANDA**





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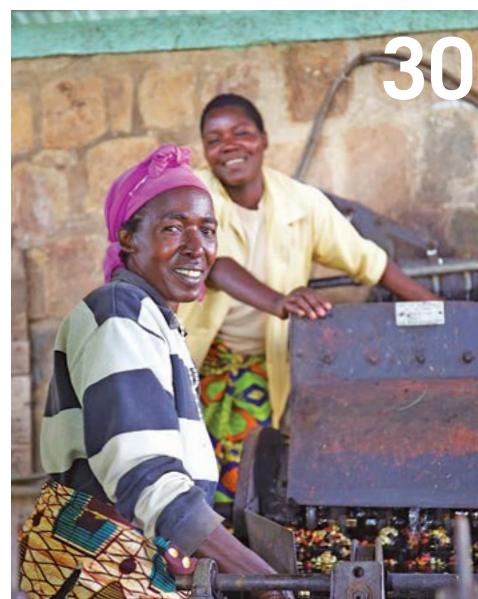


———— Member Countries ————





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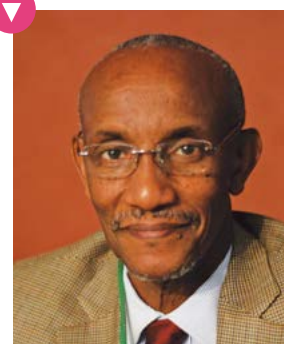
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# A WORD FROM THE EXECUTIVE DIRECTOR



The publication will for the first time also share with delegates testimonials, useful conference statics, delegate engagement on social media, sponsorship appreciations, a word from the Conference Manager, information about the next conference host Ethiopia and pictorials from the 14th AFCC & E.

Tanzania, Dar es Salaam was the host country for the 14th African Fine Coffee Conference and Exhibition (AFCC&E), and the Theme **“Research & Innovation”**. The event was held from Wednesday 3rd to Friday 5th February 2016 at the Landmark Hotel – Conference and Exhibition Centre, Mbezi under the theme “Research and Innovation”. The coastal city played host to over 800 delegates per day and attracted African Coffee Enthusiasts from all over the world.

On behalf of the AFCA Board of Directors, I would like to express my gratitude to the Tanzanian Host Country Conference Committee members such as James Dargan, Primus Kimaryo and Amir Hamza.

Special appreciation goes out to Fred Kawuma, IACO Executive Director, Tim Schilling, Executive Director at the World Coffee Research and Guest of Honour who all called for strong focus on Research and Innovation as the future of Africa’s Coffee Industry.

Tanzania offered a unique conference and exhibition experience with all events held under one roof. The conference sessions provided for insightful discussions while the exhibition and business lounge provided for a fantastic and open networking area. The afternoon activities coupled with the amazing Mbezi beach provided for a unique coastal feeling while the evening social events offered the guests an amazing way to wind down the day. The conference also facilitated and allowed business to flow through the Business to Business Meetings and a highly vibrant exhibition Area.

This publication highlights five presentations that stood out this year:

1. **The African Coffee Renaissance**
2. **Developing the Arabica Value Chain in Uganda**
3. **Supporting Farmers by Combating Climate Change**
4. **DR Congo Coffee: A New Look**
5. **Statement of the Secretary General of the Inter-African Coffee Organization (IACO)**

The publication will for the first time also share with delegates testimonials, useful conference statics, delegate engagement on social media, sponsorship appreciations, a word from the Conference Manager, information about the next conference host Ethiopia and pictorials from the 14th AFCC & E.

Lastly, I invite you all 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**  
**Executive Director**  
**African Fine Coffees Association**

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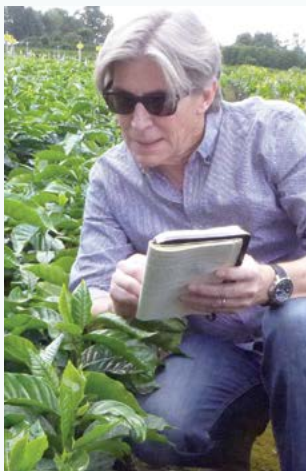
African Fine Coffees Association

### Cover Page Picture

David Barry  
Chairman, Kyagalanyi Coffee Limited



## PROFILES

**Dr. Timothy Schilling**

Dr. Schilling is the Executive Director of World Coffee Research (WCR), a non-profit, collaborative research and development program to grow, protect and enhance the supplies of quality coffee while improving the livelihoods of the families who produce it. The program is funded and driven by the global coffee industry, guided by producers, executed by coffee scientists around the world and managed by the Norman Borlaug Institute for International Agriculture of the Texas A&M University System. Dr. Schilling is also a plant breeder and agricultural development specialist with strong market orientation and experience in agribusiness and has worked in agricultural research and development in Africa, Latin America and Central Asia for over 30 years.



**David Barry** is the Chairman of Kyagalanyi Coffee Ltd. David has over 30 years experience in the coffee world in Europe and East Africa. He has mainly served as a coffee trader sourcing and exporting coffee out of Africa. Kyagalanyi Coffee Ltd, was one of the first registered coffee exporters following the liberalization of the Uganda coffee industry in 1992 and is focused on sourcing and promoting some of the best coffees from all the major coffee growing areas in Uganda. Kyagalanyi operates two secondary processing factories, one in the capital Kampala - Namamve and the other in the hub of the washed Arabica coffee region of Mbale, and employs over 110 full time employees.



**Mr. Baraka Kasali** originates from Beni, DRC but was bred in Nairobi and Chicago. He studied at Trinity International University in Deerfield, IL and has proficiency in English, French and Swahili languages. He is the Senior Program Officer at Eastern Congo Initiative, which is an advocacy and grant making organization based in DRC. Mr. Kasali worked as a marketer in Chicago for four years and later on as an English lecturer in a University in North Kivu for three years. He also supported the development of student-led initiatives, including the development of student government.

**Mr. Kambale Kisumba**

Kamungele was born and raised in the DR Congo from a family with a long history in the coffee business. He pursued his B.Sc. '96 at Purdue University, Indiana and his M.Sc. '01 at University Laval, Quebec. He is the Export Director of ETS. TSONGO KASEREKA, a family-owned and run company based in the town of Butembo, province of North Kivu, in Eastern DR Congo. He is involved in various national and regional coffee initiatives aiming to revitalize the coffee sector in his country. He is also the President of the DR Congo Cocoa & Coffee Exporters' Association (ASSECCAF), the DRC Country Chapter Chairman of the African Fine Coffee Association (AFCA), and a Member of the Robusta African Organization (ACRAM). Mr. Kamungele has proficiency in English and French and is currently pursuing a Master's degree in Coffee Economics and Science (Ernesto Illy) at the University of Trieste (Italy).



**Julius Ng'ang'a** is the Regional Representative for East Africa at UTZ. He is charged with overseeing implementation of UTZ activities in the region including certification, producer trainings, networking with government, companies, producers and stakeholders and implementing projects in the coffee, tea and cocoa sectors in the region.

Before joining UTZ, Julius worked as the General Manager at ECOM's group companies Sustainable Management Services Limited (SMS LTD) and Highlands Coffee Company (HCC) in Kenya. Julius was instrumental in pioneering sustainable projects with smallholder coffee sector in Kenya, Working with over 90,000 smallholders in certification of UTZ, Rainforest Alliance, Fairtrade, Café Practices and 4C standards and Climate Change modules. Julius dedicated over 8 years to consultancy in Coffee, working for an apex cooperative in Kenya and also did research and teaching at university level. Julius holds a Master's degree in Agricultural Engineering from University of Nairobi and Bsc in the same field from Egerton University.



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It was a great show! Enjoyed seeing old friends and meeting new ones.

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@SatakeUSA Thank you for joining us at the AFCA Conference in Dar es Salaam! See you in #Ethiopia! #afca2016

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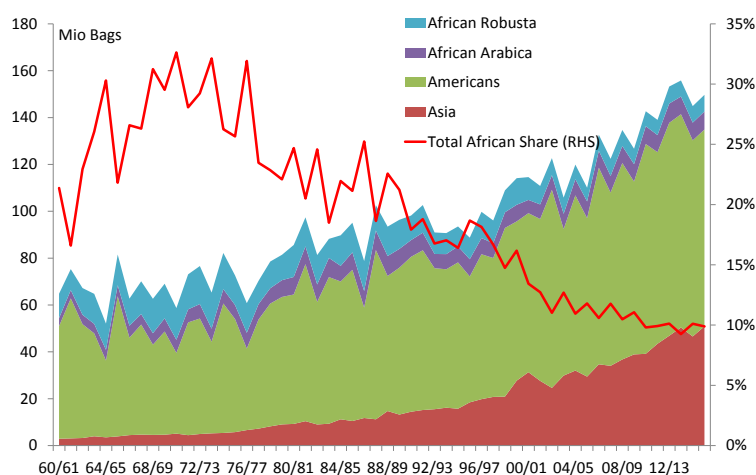
# Developing the Arabica Coffee Value Chain in Uganda

## The Global and African Perspective

David Barry

### Africa context

#### Global coffee production by region



Coffee prices, at time of writing, have eased substantially with the New York market dropping as low as 115 cts per pound and the London markets to around 65 cents per pound. All this while global demand has continued to grow by over 2% per year and consumption standing at about 150 million bags.

Africa's share of production has dropped from the early 1960's when it was about 25% of global production to today's 10% share of current global output. As we already know most of the world's coffee production comes from Asia and the Americas with Asia, of course, being the most recent rising star.

Growth in global robusta production is a function of the Vietnamese and Brazilian crops. Total robusta crop has doubled in the last 20 years - without Brazilian or Vietnamese output, it is only up 3%. Almost all of the growth is accounted for by Brazil and Vietnam with a combined market share of about 71% of global robusta output.

When we look at African consumption the statistics are very interesting with about 5 million bags of coffee imported by the key non-producer consuming nations and perhaps another 5 or 6 million bags consumed in producer countries such as Ethiopia where offtake is impressive. The largest non-producer consumer is Algeria with 2.2 million bags, followed by Egypt and Morocco with 675,000 bags each, and followed by Sudan and Tunisia with 590,000 and 345,000 bags respectively.

On the other side of the equator, the largest consumer is South Africa where consumption stands at about 538,000 bags.

### So what about Uganda?

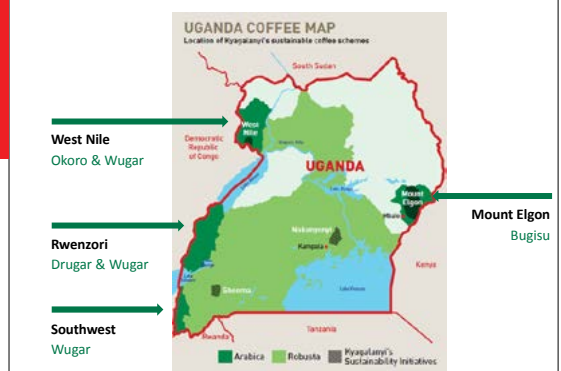
Uganda's current recorded exports stand at about 3.5 million bags up from the adjusted export averages 1964-2001 of 2.7 million bags. The sustained increase over the last 4 years can be attributed to better practices, replanting, better global prices and fair weather. Uganda is fortunate to have both the robusta and arabica crops with each species generally contributing 75% and 25% respectively to the total export number. Arabica production statistics have been fairly stable, with a split of 55:45 for natural vs washed arabica. Robusta production was severely impacted by low prices, coffee wilt and drought in the late 90's and early part of this century when one of the lowest robusta export numbers was recorded. Consumption in Uganda is starting to grow, albeit from a very low base, and high end coffee shops have mushroomed in Kampala and most major urban centres.

### Arabica Production in Uganda

Arabica coffee comes from four regions in Uganda. The Mount Elgon Region where increasingly differentiated washed arabicas commonly referred to as "Bugisu" are sourced. In the West of the country a wide range of washed arabicas are produced in West Nile, Rwenzori and to a lesser extent in the South West. Natural arabicas are predominantly sourced from around Kasese.

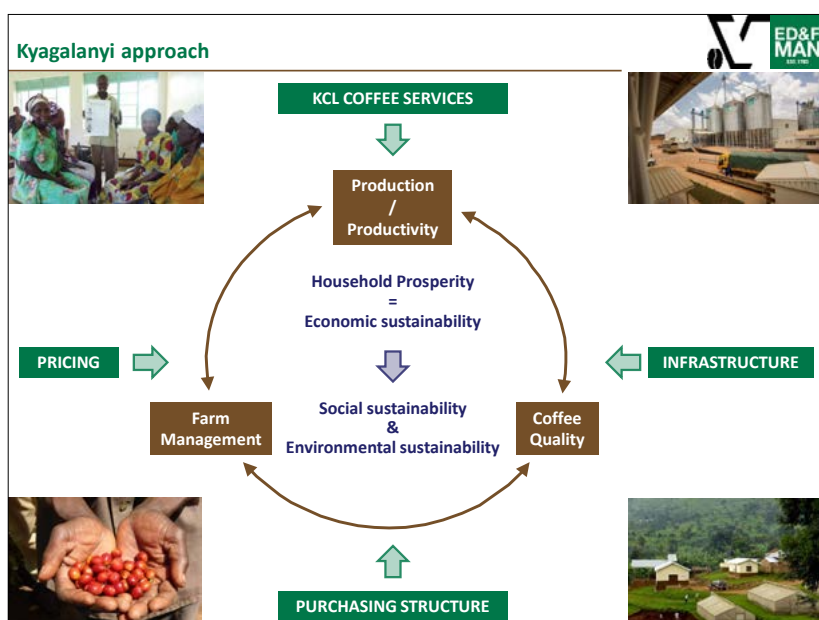
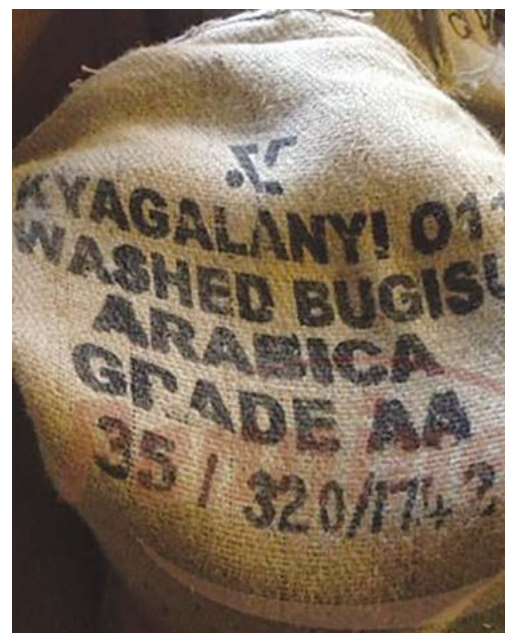
### Ugandan context

#### Uganda's Arabica coffee is produced in 4 regions



Compared to other producer countries, arabica and robusta yields in Uganda are low with a country average of about 10 bags per hectare. Productivity is of key importance and there have been and are many initiatives aimed at bolstering yields. The fostering of good agricultural practices and enabling the intelligent use of inputs is a tough task as transferring knowledge to over 500,000 small holder farmers is, obviously, not a simple process.





–We do not view low yields as a threat, per se, to the industry rather we feel that there is a huge opportunity for coffee growers to capitalise on; as robusta and arabica yields can be doubled.

The Kyagalanyi approach seeks to focus on four areas; services, infrastructure, purchasing structure and pricing which in turn improve production/productivity, quality and farm management. All of these are important as household prosperity leads to economic sustainability which engenders improved social and environmental sustainability.

Kyagalanyi benefits from its own much improved processing infrastructure. We have a new state of the art processing facility at Namanve in the new Kampala Industrial Business Park complementing

the new Mbale pre-cleaning and storage facilities, 6 washing stations in Mt. Elgon and we recently inaugurated a new washing station in Erussi, West Nile.

We also operate over 25 green houses, rotary driers and have provided drying racks, tarpaulins and over 100 hand pulpers to farmer groups. We manage mobile buying units in Mount Elgon / Bugisu – Mbale, West Nile / Okoro – Paidha, Rwenzori / Drugars – Kaseke.

We run arabica sustainable coffee schemes in Mt. Elgon Region and West Nile where more than 400 farmer groups or 10,000 households are signed up to rainforest, UTZ or 4C.

Through Kyagalanyi Coffee Services we look to improve livelihoods through

increased coffee production and quality. Our approach seeks to improve the provision of services which include knowledge transfer, access to agro – inputs, processing equipment and direct payment to farmers. All of this has a positive impact on farm management with more replanting, fertilizer use, postharvest handling and better control of pests and diseases.

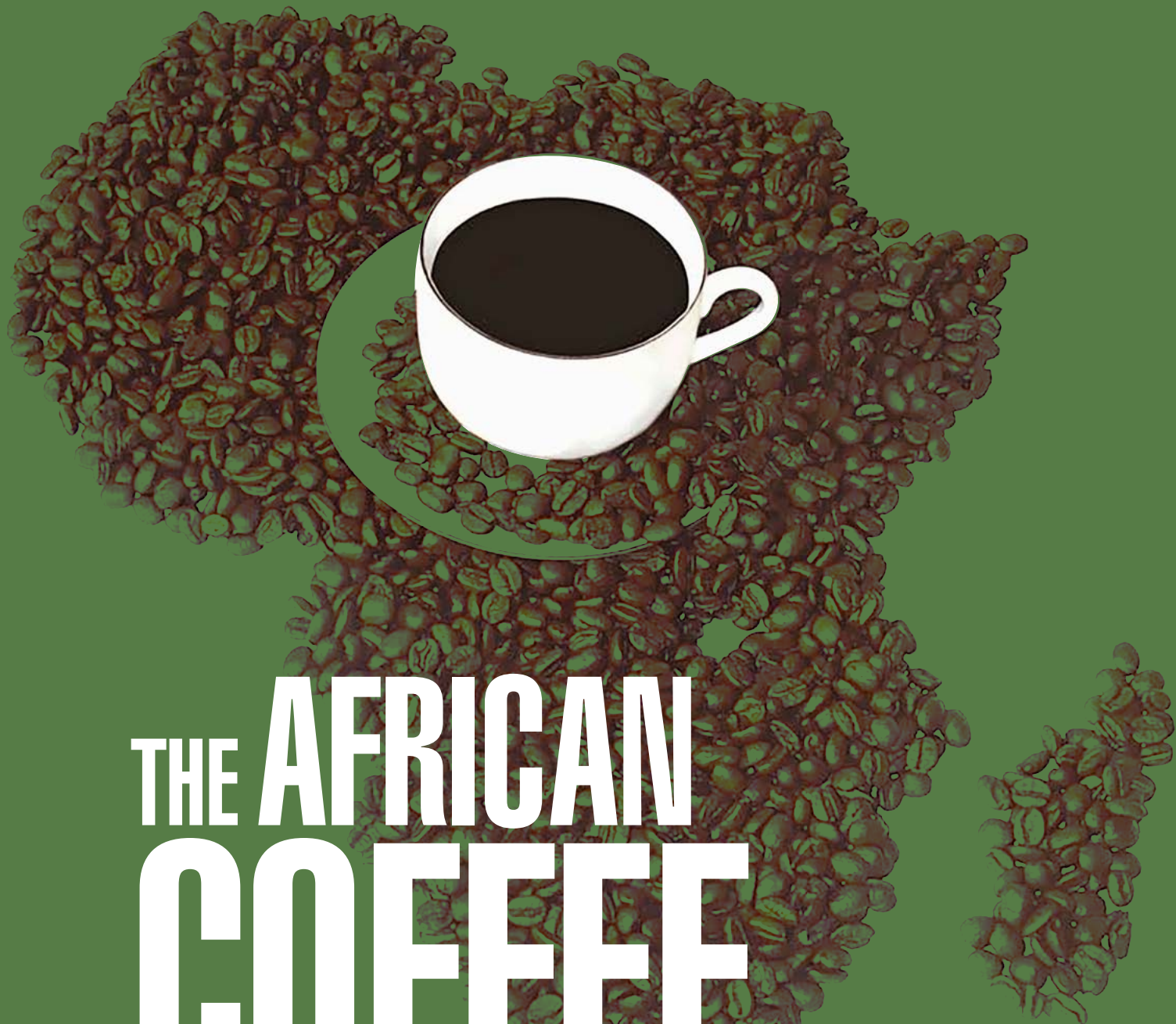
During the last three years, we have established over 400 demo plots and trained over 57,000 farmers during individual household and/or group trainings. In 2015/16, over 30 coffee youth teams were established and 90 young people trained on GAPs and business development.

We have, in collaboration, with Metajua developed a smart phone M&E system to track adoption of good practices. Results show that two thirds of member households in West Nile improved on their farm management within the first year of support; fertilizer use in Mt. Elgon increased to 22% from 15%; and top producers in Mt. Elgon now produce an average 16 bags per hectare as opposed to the regional average of 8 bags per hectare.

In conclusion; it can all be done! Uganda has the land, favourable climate, labour, an amazing opportunity to increase yields, an abundance of information, growing infrastructure and good demand for its coffee.

The Ugandan coffee sector is in a constant state of improvement with higher export volumes of improving quality to be expected.





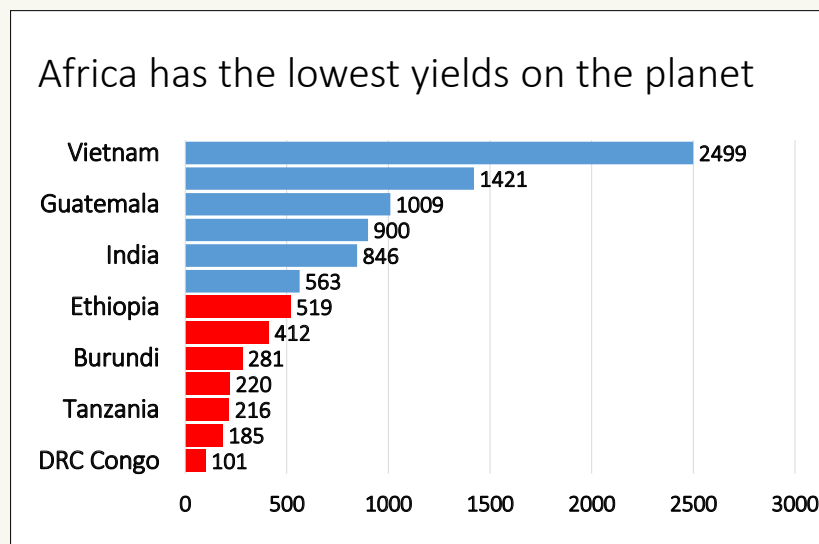
# THE AFRICAN COFFEE RENAISSANCE

Tim Schilling

Africa has more of an opportunity today, than at any other time, to increase production and quality resulting in significant and transformational coffee farmer profitability;



This morning, I'm going to talk about how Africa has more of an opportunity today, than at any other time, to increase production and quality resulting in significant and transformational coffee farmer profitability; First the doom and gloom of where we are today: Africa produced 20% of the world's coffee from the 70s to nineties! Today, it's almost down to 10%! SO....What's going on? Sure, prices were fixed, it was post-colonial days, etc. But come on! Why is it so bad!?



What's going on is that Africa has become the **home of lowest coffee yields on the planet.**

And that translates to FARMERS NOT making money. Coffee farming is NOT PROFITABLE! And when farmers can't make money on a crop they don't eat, either they leave it for other crops, or continue to harvest what they can for a little cash, but without putting anything in it. That action depletes soil resources and continues the steady decline we saw in the earlier slide.

A Look at today's farm gate prices shows exactly that. **Coffee Farming is not profitable in Africa.** It's not a secret, ask a farmer. 500kg/ parchment per year and 100\$. That's not money, that's misery.

**Until African coffee farmers start making REAL money**, African coffee production will continue its decline. Unfortunately, the collateral damage is that Africa's coffee farm youth want to leave that scene as fast as they can.

Rwanda built it's reputation on QUALITY. Over 300 CWS were built in 10 years focusing on quality improvement. Today, Rwanda coffee farmers in FW Specialty Coffee schemes are making better money than most small holder coffee farmers the world over! Buyers are paying top dollar for these coffees.

After 10 years of working in a more professional way, you can see the differences right down to the villages. Tin roofs are shining. There are flowers all over, shops, banks. There's a future. Coffee has become a profession in Rwanda. **Young people are attracted to it.** The East African Coffee Initiative executed by TECHNOSERVE reports a 48% average yield increase with 16,000 farmers through simple interventions in Good Agricultural Practices, GAP. Better pruning, fertilizer, mulching, etc. And

### Coffee farming is not profitable in Africa

$$\begin{matrix} \$0.85/\text{kg} \\ \text{parchment} \end{matrix} \times \begin{matrix} 500 \text{ kg/ha} \\ \text{average yield} \end{matrix} \times \begin{matrix} 0.25 \\ \text{Average} \\ \text{farm size} \end{matrix} = \$106/\text{year}$$

#### But all is NOT doom and gloom.

If you look around right now in Africa, you can see that in the last 10 years this is starting to change. Thanks to projects financed by GATES Foundation, USAID, EU, Falcon/RTC, ECOM and OLAM and many others....some farmers have indeed increased their incomes and they starting to smile.

They are reaping the **BENEFITS** coming from doing things different, **doing things BETTER!** Attention to GAP, improvements through quality work and direct links to markets are **PAYING OFF.** Many of these guys are **DOUBLING** the average yields!

connections to markets increases that figure dramatically.

Let's face it, 50% more coffee means 50% more money. And that's why these schemes are working. There's no question that those type interventions and their results are right-on and must be continued and scaled up. The thing I worry about is making sure that these and other interventions are anchored with the best science to insure sustainability and growth well into the future. Raising poor yields from 200 to 400 or from 300 to 600 on old trees is not going to pull Africa out of its tailspin. At some point, the old, outdated coffee trees and poor soils will give out.



## A New Approach of Research & Development

It's not really the science per se, it's more about the approach. The science is there. It's in books, papers, laboratories and reports but the action needs to be closer to farmer if it is going to deliver on it's promise of more and better coffee. We must innovate new and better approaches where R&D is working WITH and FOR the farmer. An approach that provides the fundamentals right from the get-go. An approach that it is business-driven and laser focused on farmer profitability.

**What is the Renaissance?** The FARMER has TWO ASSETS, the coffee plant and the soil it grows in. The plants are all old, and worn out, most are susceptible to RUST and CBD and its going to get worse with increased temperatures and other effects of climate change. The FUNDAMENTALS must be REBORN, that's the Renaissance. The old outdated varieties that most farmers grow today are not going to provide the future of tomorrow. **You can't squeeze blood from a turnip! Better varieties and soils must be the base from which we grow. We can't tolerate a Central American Rust or CBD Crisis in AFRICA.**

The good news is that there are improved varieties. They do exist. They do possess the characteristics that can underpin a veritable coffee renaissance!

What are those characteristics:  
-Rust and CBD resistance – High cup quality – higher yields with low inputs & phenomenal yields with the right inputs –

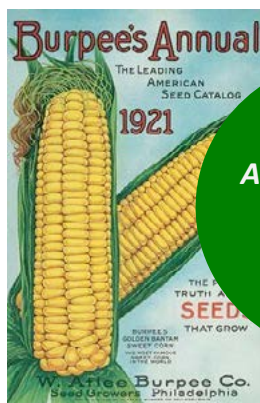
The bad news, is that there is VERY little information on coffee varieties, which one is best one for your farm? Where can you get them? How do you pay for them? How are you sure that what you get is what you pay for. These are basic questions that must be dealt with if we are serious about a renaissance. They are part

of the fundamentals from which we can grow.

A coffee plant is a big deal. It's a farmer investment for 20-40 years. How does the farmer know what variety is BEST?

for! WCR is piloting this type Certification service in Central America and it needs to be incorporated here in Renovation and Rehabilitation schemes. When a farmer buys a seedling from a Verified nursery, they can be sure

## Coffee catalog



*A coffee plant is a  
20-40 year  
investment*

Most crops have SEED CATALOGS with all the information a farmer needs to make the right decision on which variety to plant. This is something completely missing in the coffee sector. It's basic to professional farming. A farmer is buying a new seedling that will last 20-40 years. It better be the right one!

This is something we're working on right now. Already, we are releasing the first VARIETY CATALOG for Central America in a few months. Through AFCA and African partner research institutions we plan to do the same this year in Africa. Now once the farmer knows WHAT variety should be planted and WHERE to get it, how can they be sure that the seedling they buy is actually that one they wanted? The variety name is not written on the leaves. They all look the same. It's a perfect area for a SCAM. Verifying Good Nursery practices, confirming genetic purity, and respecting intellectual property rights are basics for most crops but it's new to coffee. A farmer is making an 30 year investment! They better be sure they get what they're paying

that it is really the variety they want and that the seedling itself is healthy and will produce a strong tree. Finally, we can't just rely on today's improved varieties. There has to be a PIPELINE of new varieties being created and tested to insure the farmer's future in the face of NEW disease and insect problems that will inevitably be showing up as Climate Change accelerates their propagation. This is the kind of thing the coffee industry needs to be assured of before investing it's future in your farm.

Using new DNA techniques and the comprehensive genetic analyses that WCR has done with the Arabica species, WCR is launching a breeding **support** program to African programs to insure ACCESS to the best and most powerful parental materials available for their programs to keep Africa supplied with the best varieties over the long haul. Exchange of varieties and genetic material is a BIG deal. Most countries do NOT like to share. THAT'S CRAZY. One country is NOT competing against another country! Come on grow up!



## Enable a Professional Coffee Seed Sector

All these things, variety testing, variety catalogs, nursery verification and a new variety pipeline are the ingredients that a dynamic seed sector needs to get up and running. And a commercial seed sector means a lot more than just seeds. In most crops, it is the seed sector that also acts as the conduit for all the other inputs a farmer needs. It's coffee specific.

Has this ever been done? A coffee seed sector? NO! But it doesn't mean it can't and shouldn't be enabled right here, right now, in AFRICA. We've got to move out of the box! If you provide the basic scientific ingredients for a profitable seed industry, there will be entrepreneurs stepping in. It's happening already in Africa with many different crops and plants. Why not make it happen in coffee. WCR was created and is funded by the coffee industry to increase supplies and quality of coffee for the industry. Our support is coming directly from the roasters that are buying your coffees. SO, already the industry is investing through its support of these programs. Having said that, those programs still need more funding to scale up. This is new. The industry is seeing the need to invest in R&D. Why? Nobody else is! Because they need more

and better coffees! AND Africa has UNIQUE coffees only found right here. So, it is happening. Slowly maybe, but it's happening.

Working with and through AFCA, I think the industry is on the verge to make more substantial investments in African Coffee. I don't speak for the coffee industry but I deal with them everyday and what they need is confidence that their investments in African coffee are going to pay off. That means they want to see a more professional sector. Serious farms and serious farmers, R&D, farmer services, good management, easy communications, and good business practices.

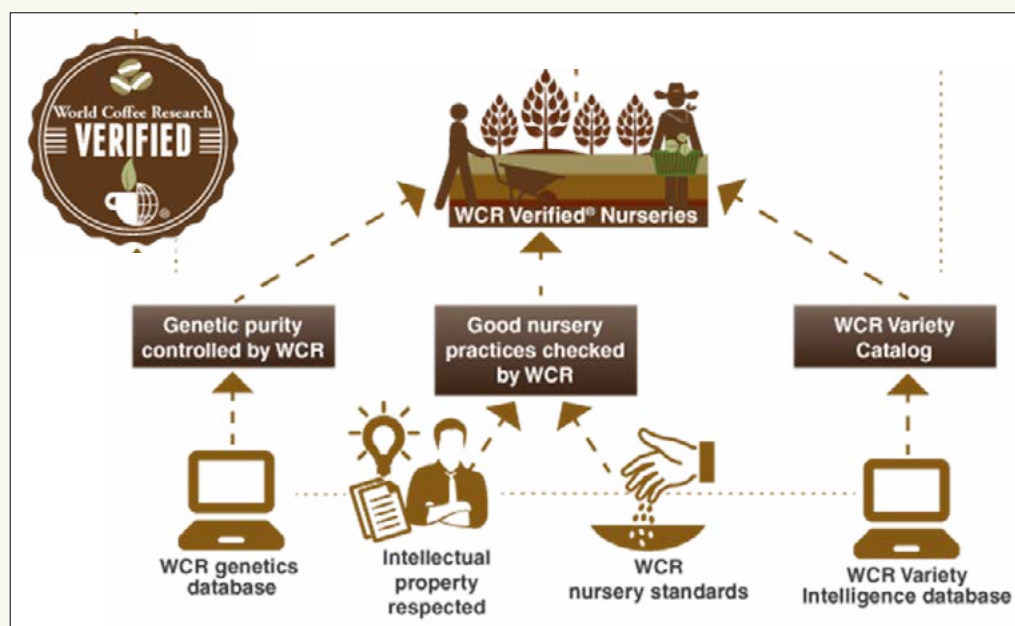
Today we have a special window of opportunity. WHY? Let me give a few key facts that happen to be the same things industry looks at when they invest.

**Money:** It's all about the money, right down to the Currency exchange rate! Coffee is traded in dollars and right now the dollar is strong and most economists predict that it will stay that way for a decade or more. This means that producing countries are getting more purchasing power because they are selling coffee in Dollars. In Rwanda, a kilo of coffee was 600 francs last year and now 700 without doing anything! Yet, the international price

of coffee went down. It's like magic. Finally: Professional People. People who know what they are doing. Industry can't work in a vacuum. In order, to invest, there has to be a critical mass of professionals or else things just don't work. Just 15 years ago, that was NOT the case. Today, it's amazing how the vacuum has filled with many of Africa's best and brightest. Again, another reason why NOW is the time for ACTION. So all this adds up to a very bright potential future for coffee in AFRICA. There's a lot of work still to do, but from what I see, everybody seems to be up for it! In conclusion,

## A renaissance for African coffee

- Coffee farming is not profitable in Africa, so fewer and fewer are doing it, **creating a vicious cycle of declining production**
- It can become more profitable by investing in GAP and quality. But that's not enough— **we have to improve the FUNDAMENTALS.**
- We can achieve this **through innovative research and development** in partnership with farmers, buyers, exporters, NGOs and government
- There are lots of reasons for industry to invest in Africa NOW.



Coffee is traded in dollars and right now the dollar is strong and most economists predict that it will stay that way for a decade or more. This means that producing countries are getting more purchasing power because they are selling coffee in Dollars.



# Statement of the Secretary General of the Inter-African Coffee Organisation (IACO), **Mr. Frederick S. M. KAWUMA**, at the Opening Ceremony of the 14th African Fine Coffee Conference & Exhibition, 3rd February 2016, Dar es Salaam, Tanzania



**I**t is a great pleasure for me to join you at this ceremony when the AFCA conference comes to Dar-es Salaam for the first time. I remember the debates we had in the early years of AFCA when I was part of the leadership, and we were planning to bring the conference to Tanzania, it was considered that the closer the conference to the coffee producers the better, and we have so far been to Arusha two times, and I guess this is the nearest we can get to Mbeya at the moment.

The theme of this year's conference, Research and Innovation, is pertinent. Every organisation that does not innovate runs the risk of becoming irrelevant or missing very good opportunities of either meeting its clients' needs or improving its product offer. Indeed, innovation in the coffee industry in Africa must be given serious attention, in order to address the critical challenges in our value chain. Dynamic, relevant research that tackles not just inputs, but also the whole value chain and the policy framework results is an important part of the process, Africa's coffee research miserably lags behind that of other coffee producing regions of the world, and research stations in the different African countries are characteristically either understaffed or poorly resourced. Thus, new partnerships as well as innovations are needed in order to address these challenges, and we need entrepreneurial leadership in our various organisations or enterprises.

One of the key preoccupations of entrepreneurial leaders is to promote knowledge creation as well as knowledge sharing so as to effectively stimulate creativity and innovation in their respective organisations. Innovation begins with a vision, and innovative leaders have the ability to manage science and technology and they

allocate resources towards innovative advances. It has been further noted that innovative leaders place a premium on experimentation rather than just planning (though the latter is important), and a number of coffee farmers have adopted the methodology of field trials, where important lessons are being learnt about various coffee varieties. This is an innovative approach and we need more of these.

We also need to focus on the young people, and promote their innovativeness! Some organisational research conducted in Asia (Thailand) showed that there were higher levels of enthusiasm as well as the tendency to embrace innovative ideas among younger employees in the organisations surveyed, leading to the conclusion that entrepreneurial leaders needed to pay closer attention to the innovative efforts of younger people in their respective enterprises. This fits in well with our current drive to engage the youth and encourage them to play an active role in the coffee industry in Africa. The October 2015 Forbes list of African entrepreneurs reported many young Africans who had come up with new innovations. The 2014 Digital Entrepreneurship Report (Kenya) indicated an emergence of a digital entrepreneurship ecosystem, which I think could be critical to the question of our digital mapping of our African coffee producers, and building a database that will provide us accurate data to augment our current coffee research efforts.

Currently, IACO is working in partnership with the African Development Bank and other partners to develop a Facility at the Bank that will, among other things, support innovations and provide competitive grants in promoting innovative ideas aimed at coffee value chain transformation. A design workshop aimed at articulating this Facility is to be held in April this year. I hope this Facility will enhance the efforts of partners like AFCA to support innovative efforts especially of our young people in the coffee industry.

**Thank you all; and I wish you great deliberations during this conference.**





**LIFE TIME  
ACHIEVEMENT  
AWARD**

**Henry Ngabirano**  
*Uganda Coffee Development Authority*



Photo Credit: 4C Association





# DR Congo Coffee: A New Look

Kambale Kisumba Kamungele, Export Director, Ets. TSONGO KASEREKA  
& Baraka Kasali, Program Coordinator, Eastern Congo Initiative

**O**n a humid Saturday morning in July, Steven Kanane hiked the slopes of the small village of Mushenyi on the shores of Lake Kivu, Democratic Republic of Congo (DRC). He's made this journey to the washing station many times since 2012 as the president of the KACCO cooperative but this time it was different. He was being followed by a flood of curious children and cameramen following his every move as he explained to NBA star Bismack Biyombo and international journalist Soledad O'Brien what convinced Starbucks Coffee to source Congolese coffee for the first time. This was the second time that such a spectacle took place in Mushenyi. Two months earlier, he and his staff had discussed processing techniques to Starbucks executives. That day, he welcomed them by saying, "you are the first people to come and visit this community in a really long time."

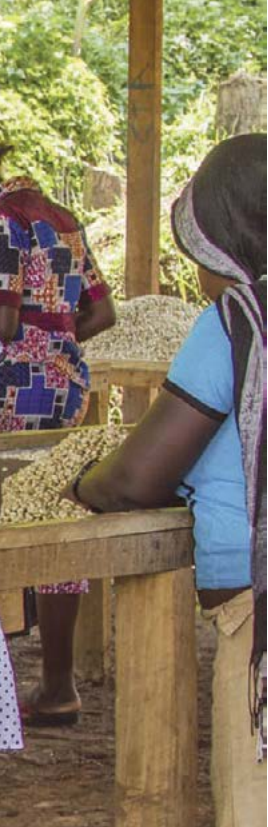


**S**teven is young, charismatic and confident. Since, 2012 he has grown the cooperative to over 1,800 members, he's in the process of building their second washing station and is currently managing a portfolio of roughly \$200,000 but his story is not unique to the region. Today in South Kivu province, there are over 26

cooperatives, exporter and commercial farmers – eight years ago there were less than 15. According to the Office National du Café (ONC) over 2 million Arabica coffee trees have been planted in North and South Kivu provinces and in Ituri province, four exporting companies have opened their offices in the past 36 months.







Blessed by its climate, soil, diversified landscape and abundant hydrography, the DRC offers favorable conditions for the cultivation of some of the best coffees in Africa. In the 1980's, coffee was the most important agricultural export product, and second income-earning commodity after copper. An average 80,000 metric tons worth over US\$160 million were exported and this created employment for over 800,000 households in rural areas. For the last 25 years, national coffee exports have been declining drastically, currently averaging 9,000 metric tons per year. In 2014/2015 Crop year 8,936 tons of green coffee (66% Arabica, 34% Robusta) were officially exported.

Coffee in the DRC is produced mostly by small-scale farmers who are geographically dispersed. Arabica is produced in the Eastern highlands and Robusta in lowlands of the Congo Basin. Accurate production data is hard to find due to the limited capacity of competent services, however it estimated that over 70% of the produced volume is smuggled into neighboring countries. The marketing of the DR Congo

Coffee is mainly done through two channels, namely:

The informal sector, made up of smuggling networks whereby smallholders sell their manually de-pulped and/or dried produce to middlemen and agents who in turn deliver the coffee parchment/dried cherries or green coffee to buyers in neighboring countries.

The formal sector composed of roughly twenty exporters who face significant pressure from the informal network that operates outside the official taxation system. As a result, formal exporters' ability to generate profits and reinvest them in the sector is significantly reduced.

In the last six years however, there has been a push to revitalize the coffee sector and shift towards the specialty coffee movement. Coffee farmers organize and receive agronomic support in good practices; wet and dry-milling operations are improving to increase quality; stronger synergies are developing between producers and the private sector; government is instituting policies to improve the competitiveness of the coffee sector; and research in varietal





testing and trials for Arabica coffee are underway through partnership between World Coffee Research (WCR) and the national agricultural research center (INERA).

Investment in this coffee revitalization initiative is driven from the private and public sectors. Trading companies such as Coffee Lac, Ets. Tsongo Kasereka and Virunga Coffee, are investing in small-holder relationships and processing centers. The non-profit sector is also contributing to rebuilding the coffee sector led by efforts such as Café Africa, Kahawa Bora ya Kivu project funded by USAID and the Howard G. Buffett Foundation, VECO supported Kawa Kavuya, and DfId funded ELAN-RDC.

The newly created Association of coffee and cocoa exporters (ASSECCAF) is actively advocating to the government for a more competitive coffee sector and the Congolese government is responding to their needs. In September, 2015, the government put into application a tax reduction that brought down coffee export

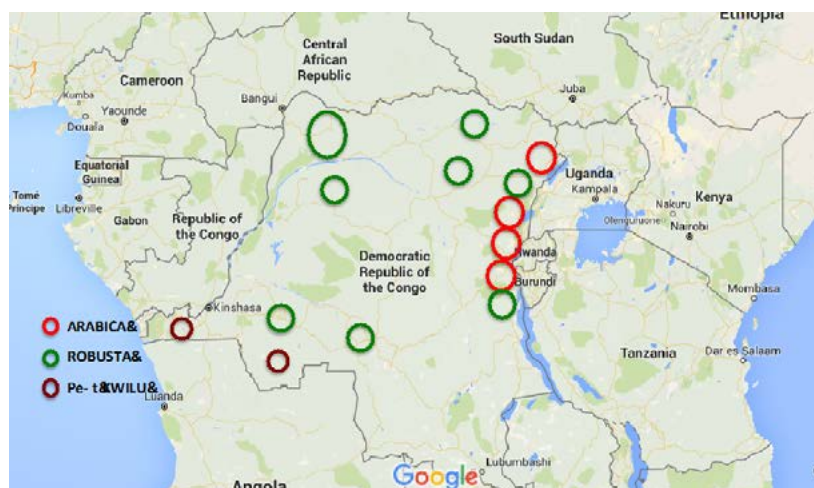
taxes from over 4% to 0.25% and more action from the government is still waited for to reduce the ONC export tax to less than 2%.

Despite these huge advancements, there is still a long way to go for Steven, the farmers he represents, and other Congolese coffee stakeholders. There continues to be a need for fiscal policy improvements to improve the competitiveness of the Congolese coffee sector. Reduced fees would provide sufficient financial incentives

to reduce smuggling and increase official exports of coffee to an estimated 16,000 tons by 2020.

By forging partnerships among the farmers who grow coffee, the exporters that distribute it, the government who regulates it and the roasters who craft it, the coffee sector in DRC is fast on its way to improving the quality of life for the farmers and families of DR Congo and claiming a position in the global coffee market as a consistent, viable and dynamic coffee origin.

#### DRC Coffee Production Sites







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

[www.afca.coffee](http://www.afca.coffee)







## SUPPORTING FARMERS TO COMBAT CLIMATE CHANGE



Climate change is impacting both Arabica and Robusta coffee production in East Africa and elsewhere on the globe, putting the supply of coffee at risk for the coming years as well as the livelihoods of 25 million farming families who depend on the coffee sector.

Currently farmers are facing higher production costs due to more frequent pests and diseases; a higher work load because of irregular ripening and flowering due to erratic rainfall; and lower prices because of market volatility and sometimes lower quality due to inconsistent temperatures. At the same time, coffee production, like most crops, contributes significantly to climate change through deforestation, decomposition of organic matter in the washing process, and excessive use of fertilizer.

The involvement of all relevant actors in the coffee supply chain is essential to support farmers to adapt to a changing climate. In addition, strategic alliances with governments, scientists and universities are essential to tackle this major environmental and social challenge.

**ADDRESSING CLIMATE CHANGE THROUGH CERTIFIED PRODUCTION**  
Certification standards such as UTZ promote sustainable agriculture. By doing so, they bring awareness among supply chain actors and other stakeholders on the importance of implementing practical solutions to adapt to the effects of climate change at farmer level. Standards also look for mitigation strategies such as reducing CO<sub>2</sub> emissions from deforestation and degradation in the agricultural sector.

*The involvement of all relevant actors in the coffee supply chain is essential to support farmers to adapt to a changing climate.*

For instance, the UTZ Code of Conduct recommends the use of shade trees that protect coffee

plantations from higher temperatures and prevent soil erosion. The standard also promotes diversification of crops which strengthens soils' nutrition and therefore makes it more resistant to pests and diseases. Another key aspect is the appropriate use of fertilizer which minimizes greenhouse gas emissions.

In addition, UTZ works directly with farmers implementing climate related projects such as the Coffee Climate Care project in Vietnam and the Conversion of Coffee Wastewater into Energy in Central America and more recently in East Africa. The outcomes of such pilot projects are fed into the core work of UTZ around the standard, which means they are directly disseminated to farmers world-wide.



#### THE COFFEE CLIMATE CARE PROJECT IN VIETNAM

In 2013 UTZ initiated a project in Vietnam, along with the Douwe Egberts Foundation and the support of the German Developmental Bank. The Coffee Climate Care project, as it is called, aims to increase farmers' resilience to climate variability.

The project supports producers to carry out participatory assessments to determine their vulnerability to climate change so that they can implement adaptation practices. Subsequently producers are able to train more farmers to conduct their own vulnerability assessment and select appropriate adaptation practices such as the harvest of shade trees, efficient water management practices for irrigation and coffee facilities, and the implementation of a system for crop nutrition.

The effects of climate change vary from region to region even in the same country. That is why the UTZ Code of Conduct asks producer

groups to carry out climate change risk assessments and address the climate risks in a participatory manner according to their needs.

#### TRANSFORMING COFFEE WASTEWATER INTO ENERGY IN CENTRAL AMERICA

UTZ's Energy from Coffee Wastewater project has proven that it is possible to generate energy, tackle climate change and protect water resources by treating discharges from coffee mills. The project started in 2010 with the goal of addressing environmental and health problems caused by the wastewater produced in the coffee industry.

Tailor-made coffee wastewater treatment systems and solid-waste treatment mechanisms were installed in eight coffee farms in Nicaragua, ten in Honduras and one in Guatemala. The positive environmental and economic impact of the project on over 5,000 people in the region has inspired UTZ to replicate the initiative in Kenya and Ethiopia.

*"The project gives us many benefits," says Francisco Blandon Cruz, one of the producers benefitting from the project. "We don't have to get wood from the forest for cooking; also, the polluted water now doesn't go directly to the small streams we have in our community."*

Operational manuals and training schemes have been developed for different sizes of coffee wet mills focused on installation, running and maintenance of water recycling systems and bio digesters. These materials can now be used by all UTZ members. Today coffee producers have to treat their waste water in wet milling as a new requirement of the UTZ standard.

UTZ is looking forward to developing new climate oriented projects around the world within the framework of its strategic partnership with the Dutch Ministry of Foreign Affairs, so that sustainable farming becomes the norm and not the exception.



*"In the rainy season, there used to be sun in the morning and it rained in the afternoon. Now it is not so regular anymore. This is a big problem for the growth of coffee plants and a big problem for coffee production in the whole area."*

Pham Van Hoan,  
coffee farmer in Vietnam



# 14<sup>th</sup> AFCC&E Delegate Testimonials



## Barista

**Name:** Wayne Oberholzer

**Company** – Kold Serve

**Country** – South Africa



## Barista Judge

**Name:** Georges Bertolois

**Company** – Kold Serve

**Country** – South Africa

### 1| What was your first ABC experience like?

It was fantastic. It was in Arusha, then Bujumbura and now Dar es Salaam.

### 2| What was your favorite experience at the Conference?

The judging and cup tasting. Also really enjoyed interacting with the businessmen.

### 3| What is your most memorable experience about Tanzania?

The Barista After party and the great people.



### 1| What was your first ABC experience like?

It was like nothing I have seen before. Dar was a vibrant city and a great first time experience for me. The people were all very friendly and happy to help wherever they could.



### 2| What was your favorite experience at the Conference?

Besides getting to interact with coffee professionals from Africa and other key countries such as the US and Australia, the cupping of the best of harvest coffees was a real treat! I got to experience some coffee that I have never had before and got to speak to some like-minded people about how fantastic the coffees on the table were.

### 3| What is your most memorable experience about Tanzania?

It would have to be the trip we took to the island just off the coast. After a grueling week and crazy competition, it was a well needed break.

## Barista Judge

**Name:** Brenda Huti

**Company name:** C Dormans

**Country:** Kenya

### 1| What was your first ABC experience like?

My first ABC was great, I felt like I had advanced my career to another level. It was great learning a lot that I would share with my team.

### 2| What was your favorite experience at the Conference?

Everything was awesome, I enjoyed been a judge, serving coffee to thousands of people at the Dorman's stand., the dinner parties were great especially the barista party where our team won, and the latte art competition.

### 3| What is your most memorable experience about Tanzania?

The great positive response from AFCA staff, the gift hampers were great, and the guests enjoying coffee and the lamarzocco team were great.



## International Delegate

**Name:** Damon Chen

**Company:** Blossom Valley, Taiwan

**Country:** Taiwan

### 1| What were the best coffees you cupped at the Taste of Harvest Pavilion?

I think the natural Ethiopia and Kenya.

### 2| What was your favorite conference experience?

Yes, I am contacting people to buy some coffee..

### 3| What was your favorite Tanzanian Experience?

Cupping so many coffees in a few days and interpersonal communication with farmers.







## Exhibitor

**Name:** Frank Olok

**Company name:** Fair Trade

**Country:** Kenya

### 1| What is the most valuable aspect of exhibiting at the AFCA Expo?

It is a great opportunity to meet with important stakeholders in the coffee sector.

### 2| What is your purpose for exhibiting?

Coffee is one of main products of Fairtrade. Exhibiting enables us explain our work in the coffee sector and identify potential partners. In addition it is an opportunity to promote Fairtrade.

### 3| How would you rate your return on investment, both in terms of time and money?

Good, considering we met our objectives for participating.



## Delegate

**Name:** Dessalegn Oljirra

**Company:** Intellectual Coffee Consultancy PLC

**Country:** Ethiopia

### 1| Were you able to make any connections through the Taste of Harvest and do you see possible business with them?

Yes, the coffees that scored high during the test of harvest are promoted on the website, which can be easily accessed for international buyers

### 2| How would you describe your coffee?

As a Consulting Agent, am happy because the organizations I advised like; Ketim PLC, Coffee from Limu area and Nekempt area scored top 10 and sold for very good prices.

### 3| What was your favorite experience from the conference?

My favorite experience was market access, quality management and networking fellow African Coffee stakeholders.



## Exhibitor

**Name:** Priscilla Mosigisi

**Company:** Grainpro K. Inc

**Country:** Kenya



### 1| Did the exhibition make business sense for you?

The exhibition made business sense to us as Grainpro K. Inc., because we were able to engage with our customers on myriad aspects. We got their feedback and showcased our newest products like, the new Solar bubble drying for drying parchment coffee, as well as new ways to use our cocoons to store coffee whether indoors or outdoors for long periods of time without fear of degradation contamination and or quality compromise of AA coffee. The setup put us together with cooperatives, exporters, importers and we benefited

### 2| What was your favorite conference experience?

My favorite conference experience was being at the booth and engaging with our clients and getting real time feedback of our products from the region as well as some of the customers who came and genuinely gave us reasons why they may want to move away from us to a competitor. This feedback helped us to correct any situations that made customers unhappy. We discussed on how to work with them to find an amicable solutions instead of losing them.

### 3| What was your favorite Tanzanian Experience?

Kicking off my shoes at the end of the day letting the sand massage my feet from beneath as I walked the hotel beach perimeter waiting for the next program. The tropical feel of Tanzania with the sea breeze was a welcome break from the Nairobi busyness and unpredictable weather.



## Delegate

**Name:** Harrison B Kalua

**Company:** Mzuzu Coffee Planters Cooperative Union

**Country:** Malawi



### 1| Were you able to make any connections through the Taste of Harvest and do you see possible business with them?

Yes, we did make connections and the coffees were bought

### 2| What was your favorite experience from the conference?

Good, many specialty buyers were interested and many of them said that the coffees were sweet, citric and with pungent flavors

### 3| What was your favorite experience from the conference?

Networking with our old clients and making new relationships, and the presentations were good, like refresher courses.



# Member Profiles



The headquarters of Kalehe Arabica Coffee Cooperative (KACCO) is located in Munanira in Mbinga South group in Kalehe territory, South Kivu province in the Republic on the national road number 2 linking south (Bukavu) and North Kivu (Goma) in Democratic Congo.

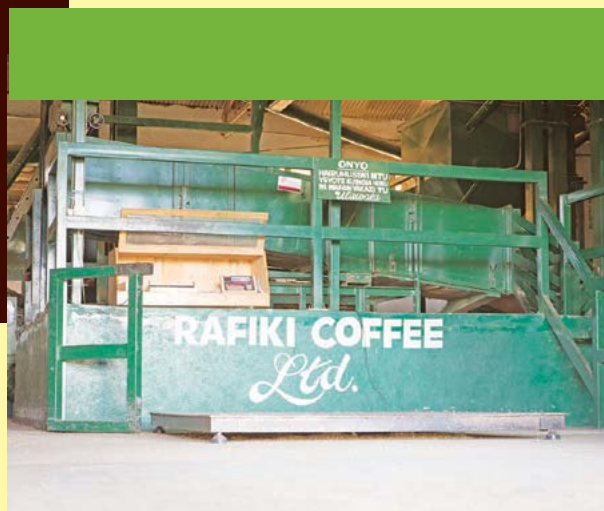
The KACCO cooperative work with 2064 households and coffee farmer cooperative members of which 1,633 members are certified organic by IMO / SWITZERLAND. Each member has an average of 390 feet of coffee trees with an average yield of 4,3kgs of coffee cherries per tree. Kalehe territory as the entire province of South Kivu has two coffee seasons the high season runs from January to June and from October to early December every year.

KACCO the cooperative produces specialty coffee which is mainly marketed in the US and our main buyers are Starbucks, Counter Culture and Sweet Marias. The cooperative is supported by a project (KBYK) of value chain finance by USAID.

The cooperative owns one of the largest coffee washing stations and two mini washing stations that are still under construction.

## Contact details

Emails: [kaccocafe@gmail.com](mailto:kaccocafe@gmail.com)  
[stevenkanane@gmail.com](mailto:stevenkanane@gmail.com)  
 Tel: +243853136632 | + 24397069181



Taylor Winch (Tanzania) Ltd was bought by the Volcafe Group in 1993 which was the year it was registered as a coffee exporter and it quickly established itself as a premier exporter. The Rafiki (coffee) Ltd dry mill was built in 1997, originally to process parchment purchased in the field during the early days of coffee sector liberalization,

later to serve estates, independent parchment coffee buyers and smallholder farmer groups as a commercial toll mill. Both companies maintain close connections with farmers and indeed all coffee stakeholders across Tanzania. This collaboration has served the group well in sourcing coffees as well as in implementing sustainability and CSR projects in some remote areas of the country. Sustainably sourced and traded coffees have included UTZ certified, Rainforest Alliance certified, Café Practices and FLO certified. Our company managed warehouse facility in Dar-es-Salaam receives the green coffees from all corners of the country and it is here that they are upgraded, blended and stuffed into containers before delivery into the nearby port. Taylor Winch Tanzania and Rafiki (coffee) Ltd dry mill have worked and continue to work closely with a number of co-operatives and grower groups in all regions of Tanzania to assist with technical and financial support for best practice agronomy and certification requirements. We try to facilitate the requirements of our customers with the needs of the farmers to deliver a sustainable supply chain.

## Contact details

Taylor Winch Tanzania  
 Member of ED&F MAN Coffee Division  
 P O Box 524, Moshi, Tanzania  
 Moshi office: +255 272 751 221 | Mobile: +255 68 229 1930  
 Dar office: +255 22 21 26 736  
[jmpalampa@taylorwinch.com](mailto:jmpalampa@taylorwinch.com) | [www.volcafe.com](http://www.volcafe.com)



# Kimani Coffee

experts ltd



## Who we are

Kimani Coffee Experts Ltd was founded by Mr. Samuel Mwithukia Kimani, a certified coffee expert. After working with an international coffee company for close to 30 years, 10 of these as a quality director, Mr. Kimani took an early retirement in 2012 to kick start his company which was later on incorporated in May 2013. The company obtained a coffee trading license on 4th December, 2013 and has since been buying, processing and selling coffee both locally and internationally. It has employed two accredited coffee graduates from Kimathi University who are running the coffee sample room.

## Types of Coffees

Kimani Coffee Experts Ltd deals in all types of Kenyan coffees, specializing in top quality grades like AB, AA and PB. Its major clients are from Far-East, Europe and USA, going for mainly top quality coffees from Kenya. It does 60% full beans, above screen 12 and a clean cup. The company's coffee is sourced from the Nairobi coffee auction, stored and exported by Bollore Africa Logistics Kenya Ltd with shipping lines going to all parts of the world. The company puts a lot of emphases in cupping for consistency in quality and shipments to our client. No client is too small for Kimani Coffee Experts Ltd. Think Kenyan Coffee Talk to Kimani Coffee Experts

## Contact

Kimani Coffee Experts Ltd  
P.O BOX 40744-00100 Matumbato road, Nairobi, Kenya  
Cell phone: Samuel Kimani + 254713015525/ +254735754931  
Email: mwithukia1949@gmail.com | kimani@kimanicoffee.com  
info@kimanicoffee.com



*We are Rwanda's leading Integrated specialty coffee producer, dedicated to improving the lives of farming communities and the first Coffee Company to be Rainforest Alliance Certified in Rwanda and Leading Exporter of Rwandan Specialty Coffee.*



## Who we are

Z Noir was established in 2011 and is a fully-integrated Rwandan specialty coffee company that purchases raw cherries from smallholder coffee farmers and cooperatives for processing.

**Our coffee:** We produce washed Rwandan Arabica coffee by operating; 8 washing stations (Nkora, Cyebumba, Shangi, Buliza, Cyivugiza, Cyiya, Kinunuand, and Rugamba), 2 dry mills, and 1 roasting facility.

**Our Quality:** We have a range of coffee from bags of micro lots to container loads of premium coffee. We won the Rwandan Cup of Excellence in 2013 and consistently produce national winners every year. Our quality control is run by 2 Q-grade certified cuppers who together have over 15 years of experience.

**Our buyers:** We have customers from around the world including in the USA, UK, Australia, South Korea, South Africa, China and more. We received a supplier of the year award from Taylors of Harrogate in 2013 and a Notable Producer Sprudgie Award in 2012.

## Contact details

Website: <http://www.kznoir.com>  
E-mail: [info@kznoir.com](mailto:info@kznoir.com)  
Tel: +250 727511144  
Address: KZNoir Ltd. 17 KN 14 Ave (Stone Road), Kimihurura  
P.O. Box 1344, Kigali Rwanda

# Louis Dreyfus

## Commodities

## Who we are

Louis Dreyfus Commodities is a global merchandiser of commodities and processor of agricultural goods. It operates a significant network of assets around the world and plays a vital role in helping people meet every day needs for sustenance. Its diversified activities span the value chain where it operates from farm to fork, aiming to get the right food to the right location, at the right time.

Louis Dreyfus Commodities has been in this business for more than 160 years and applies its experience to a broad portfolio

of commodities which include Oilseeds, Grains, Rice, Freight, Finance, Juice, Cotton, Coffee, Sugar, Metals, Dairy and Fertilizers & Inputs.

It is one of the top 3 green coffee merchandizers worldwide. Having established its position as a leading multinational company exporter in Vietnam, Colombia and Indonesia, it has further expanded in all major coffee producing areas. In East Africa, LD Commodities has offices in Uganda and Kenya, with representation in Ethiopia.

## Contacts details

LD Commodities Uganda Ltd  
Plot 278/279 Ntinda Industrial Area,  
P.O. Box 35021, Kampala, Uganda  
Telephone: +256 204 000 500  
Website: [www.ldcom.com](http://www.ldcom.com)





# LINKAGE AFRICA

Linkage Africa Ltd supply RELIABLE and proven technological solutions for all the stages of coffee processing being wet coffee, dry milling, export processing facilities, laboratory equipment and accessories, color sorters, roasters and grinders. The supply is under a strong group of principals and collaborators, some having over 100 years EXPERIENCE – all are recognized and ranked as pacesetters in innovation and manufacturing of Coffee and Grain processing machinery.

## THE PRINCIPALS:

1. Palini & Alves – Brazil - Currently Ranked by Rural Globo, as the No.1 Brazilian manufacturer of coffee equipment offers - COMPLETE line of coffee machinery & accessories – ranging from Pulpers, hullers, graders, laboratory, ..... Please visit [www.palini.alves.com.br](http://www.palini.alves.com.br)
2. SATAKE-Europe – for Electronic Color Sorters for coffee beans, roasted beans and other grains... Please visit - [www.satake-europe.com](http://www.satake-europe.com)

3. Has Garanti-Turkey – Ranked No.: 1 by Café Pulse – Offers complete line of Coffee Roasters, Grinders, After-Burners and related accessories – please visit [www.hasgaranti.com.tr](http://www.hasgaranti.com.tr)

These principals and associated brands are re-known for excellence in the world and re-known to (i). build high-tech machinery and plants that perform successfully under the tropical conditions and (ii), THAT contribute to high productivity at maximum environmental compatibility.

Linkage Africa consolidates to form a common mission to tailor and develop coffee processing plants and, customers in the region and the world benefit from this strong engineering force. A unique and concentrated know-how, optimized administrative and sales costs and an outstanding regional and international service team guarantee Linkage Africa's sustainable success. Please contact and or visit:



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## DRYING, HULLING & EXPORT (Size Graders, Gravity separators)



### COLOUR SORTER

### LAB

### ROASTERS & GRINDERS

### WAREHOUSING



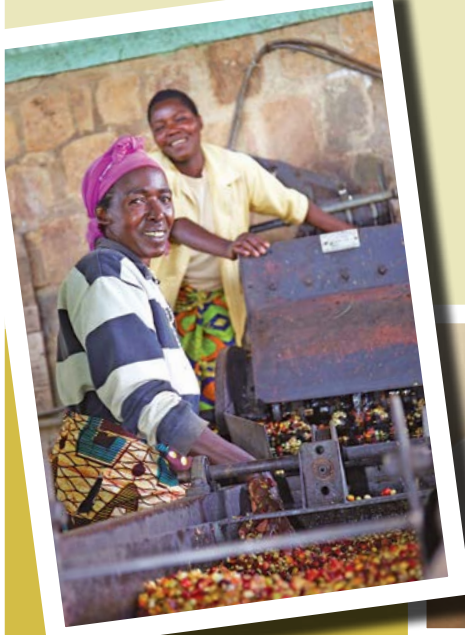
Linkage Africa Limited  
Kenbelt Industrial Park, Mombasa Road | P.O. Box 51271-00100, Nairobi - Kenya  
Tel: +254.722814045, +254722442476 | Email: info@linkage-africa.com  
www.linkage-africa.com





# GENDER JUSTICE IN THE COFFEE SECTOR

By Doriane Kaze, AFCA



Engendering the coffee sector has of recent been of high interest and debate. The issue of women participation in the entire value chain apart from production has always dominated most of these discussions. The discussions go beyond empowering themselves and embrace the fact they have to work hand in hand with men if they are to get a strong economic stand in the industry. Under the theme; **“BETTER COFFEE & GENDER JUSTICE MUST GO TOGETHER”**, a number of stakeholders met to discuss important issues in this line. The event was co-organized by Twin trading and AFCA and had 4 sessions. The moderators of the sessions had unbeatable experience in the area of discussion which put out important and debatable points for discussion;

- 1| Farm/ household level; focused on **“how household-level methodologies have helped female coffee farmers, households and coffee producer organizations to improve their quality and productivity”**.
- 2| Producer organization level; focused on **“Producer organization level initiatives which aim at supporting organizational level gender dynamics and make the case for a gender balanced approach in coffee business”**.
- 3| Market level; focused on **“how roasters can innovate, evolve and use best gender practices in their marketing processes”**.
- 4| National and international level: The session examined **“how the industry can be influenced and inspired on the case for gender justice”**.

Among other issues discussed were **“growing a new generation of coffee professionals”** where Ms. Catherine van der Wees presented findings from a case study done in Kenya,

Colombia, Nicaragua, and Indonesia which proved that the youth are not engaged in coffee production due to reasons such as; rural isolated areas without access to information, lack support, no access to land, inadequate income, poor production methods and low output.

Strategies to attract more youth into the sector include; increased education and training, value chain approach, multi-stakeholder approach, gender equality focusing on empowerment, leadership and local ownership. She concluded that Coffee can be a means of achieving personal and community transformation and provide new motivation for rural populations.

## What is to be archived in 2016?

The discussed targets are;

- 1| Capacity development on integration of gender in GAPs at farm and Producer Organization level
- 2| Capacity development on integration of gender in finance and financial literacy at farm and Producer Organization level

- 3| Market linkages
- 4| Advocacy
- 5| Strategic partnerships with different organizations

Discussions on how the above targets were to be met went on using DRC as a case study in 2016. Developing the gender Justice Work stream was a cross – cutting issue. Other issues raised are; accepting political leadership as an integral part of sector development, how Twin trading and HIVOS will harmonize tools for sustainable agriculture for gender. These are to be addressed in a conference with FAO to be held in May 2016. Implementation principles in different value chains, market expansion, certification, sustainability, training and gender integration, and Strategic partnerships with different organizations will be up for discussions.

***I believe, investing and supporting a woman's potential is the way to go if we are to develop the coffee communities.***



# Appreciation.

14<sup>th</sup> AFCC&E Dar es Salaam,  
Tanzania 3<sup>rd</sup>-5<sup>th</sup> February 2016

## Dear Participants of the 14th AFCC&E,

On behalf of the Conference Committee of our 14th African Fine Coffee Conference & Exhibition (AFCC&E) on "Research & Innovation", we are pleased to greet you once again to thank each of you for your attendance and excellent participation and thanks to our sponsors, special guests, moderators, and guest speakers. We appreciate you for taking the time and effort to attend and for sharing ideas and expertise.

We certainly hope that the conference and exhibition was all that you expected it to be and that you took the opportunity to make new networks and renew old acquaintances, and had discussion and exchange of many experiences, suggestions and opinions with delegates from all over the world.

We also congratulate exhibitors on display of excellent products and services during the conference, which were surely very useful for the attendees.

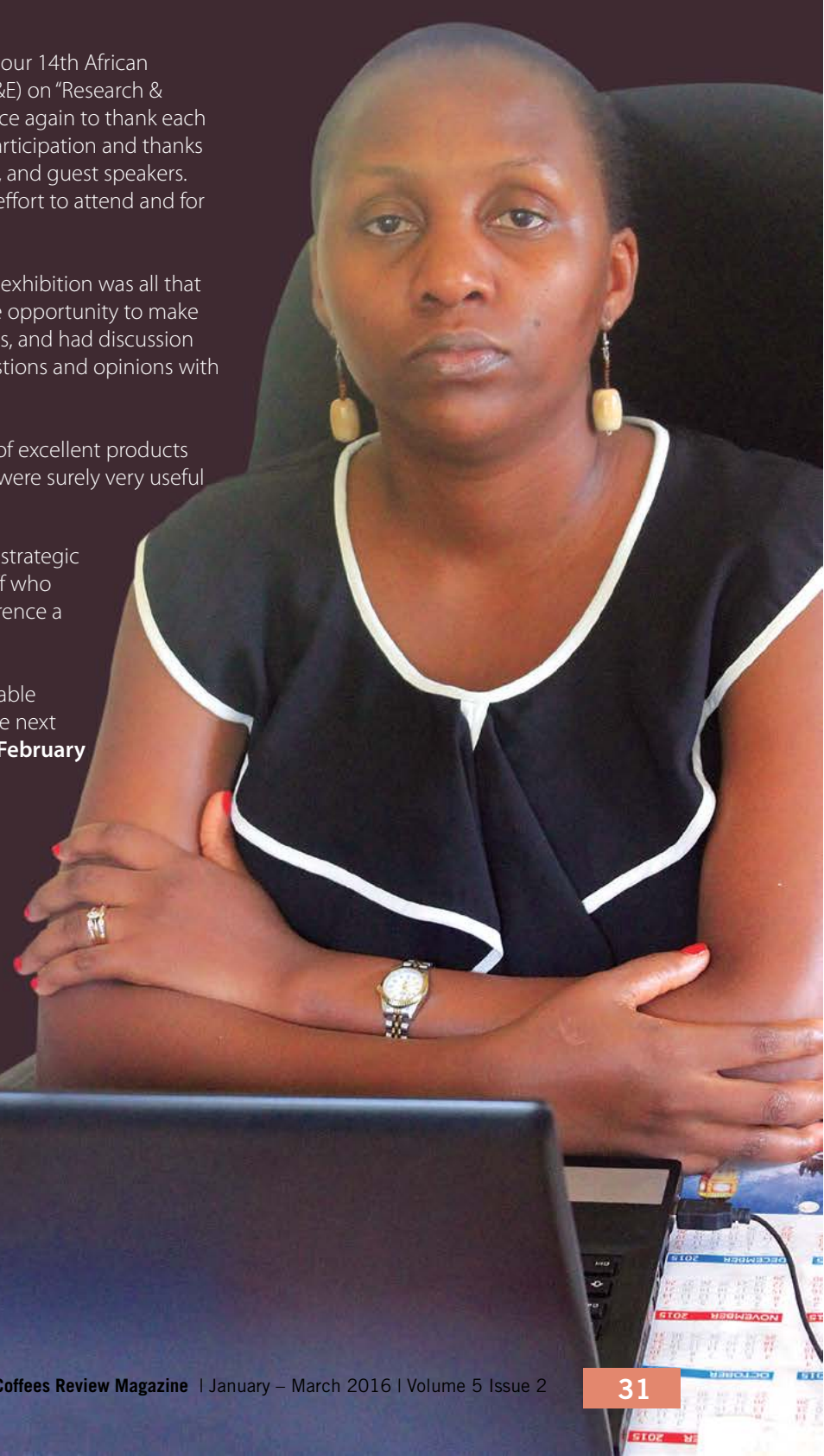
We would like to thank again our sponsors, strategic partners, co-organizers and conference staff who contributed their efforts to make the conference a success.

Finally, we hope we will count on your valuable support, attendance and participation in the next **15th AFCC&E scheduled for 15th – 17th February 2017 in Addis Ababa, Ethiopia.**

Without further ado, I leave you.

Yours Sincerely,

**Catherine Kiwewesi Hamya**  
Conference & Events Department  
African Fine Coffees Association (AFCA)





# 14<sup>th</sup> AFCC&E in Pictures







- 1| KCU Ltd receives exhibitor certificate from AFCA Chairman.
- 2| Mullege PLC receives exhibitor certificate from AFCA Board Chairman.
- 3| Burundi Chapter poses for photo with Burundian Ambassador to Tanzania.
- 4| Celestin Naeb presents at Rwanda Coffee Break.
- 5| Neumann Group East Africa receives exhibitor certificate from AFCA Chairman.
- 6| Mckinnon India PVT Ltd receives exhibitor certificate from AFCA Chairman.
- 7| Kenya Co-operatives Coffee Exporters Ltd receives five year lifetime achievement award from AFCA.
- 8| Barista judges receive certificates at the 2016 Barista party.
- 9| Kawa Kabuya receives DRC Taste of Harvest winner's award.
- 10| Members of the 4C Association pose with AFCA CXhairman after 4C forum.
- 11| Business to Business meetings.
- 12| Thika Coffe Mills receives exhibitor's certificate from AFCA Chairman.





**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](http://www.ethiopianfinecoffees.com)



# Outcomes/Feedback from the 14th AFCC & E Survey

The African Fine Coffees Association as is tradition, carried out a survey of the conference from 15th to the 19th February 2016. The Survey seeks to evaluation New Business Potential and Attendance of future events.

**Below are the findings;**

## New Business Potential

**78%** Of the respondents said they met new business clients

**73%** Of the respondents were satisfied with the new Business they made

**87%** Of the respondents said of the respondents said they were satisfied with the all contacts they made.

## Attendance of future events:

**93%** Of the Respondents said that they would recommend the conference to other people

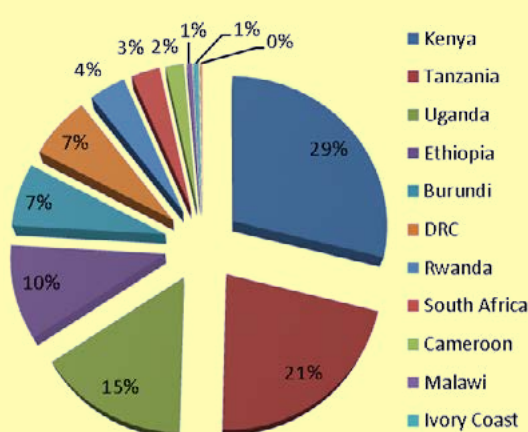
**86.45%** Of the Respondents said that would attend the conference in Ethiopia.



## Illustrative Participation Breakdown

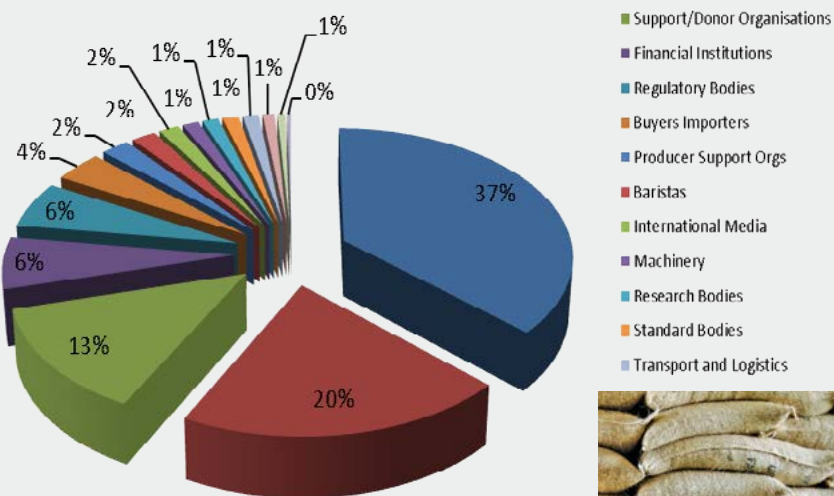
a) African Participation in the Conference

### African participation breakdown per country





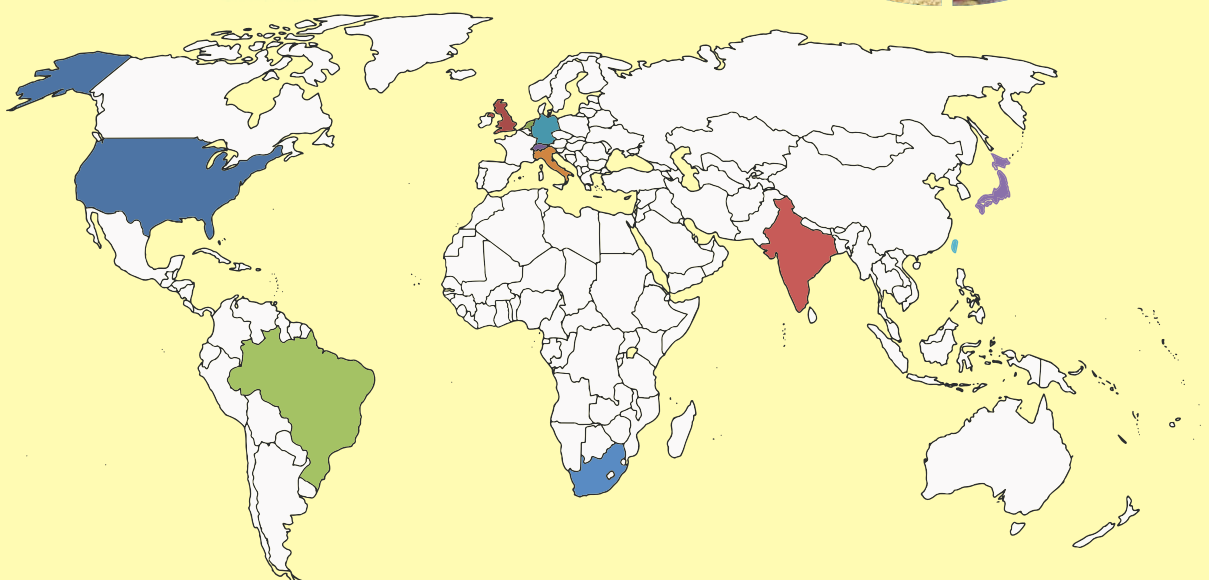
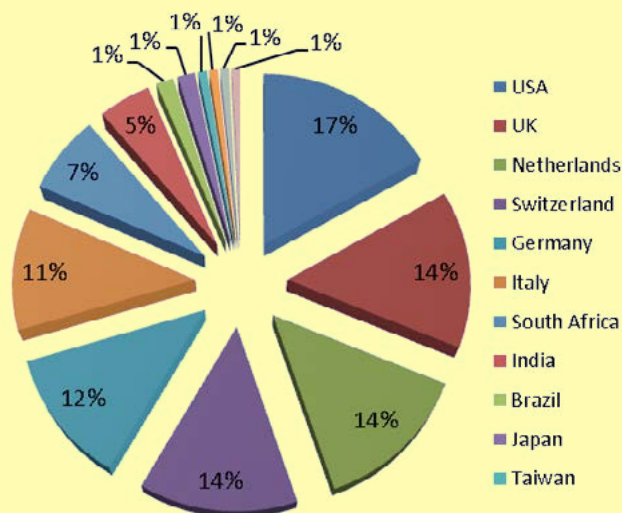
## African delegate participation per industry



- Exporters
- Producer Organisation
- Support/Donor Organisations
- Financial Institutions
- Regulatory Bodies
- Buyers Importers
- Producer Support Orgs
- Baristas
- International Media
- Machinery
- Research Bodies
- Standard Bodies
- Transport and Logistics

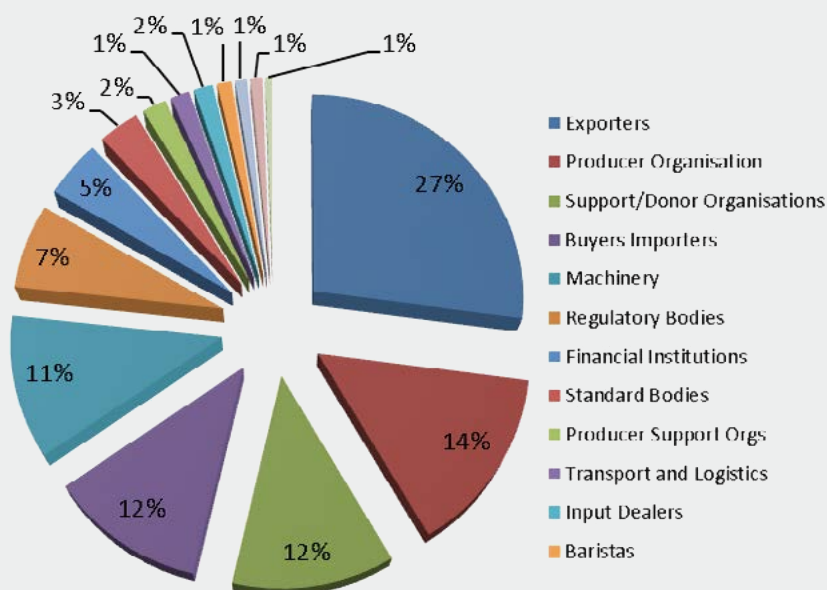


## International participation breakdown per country

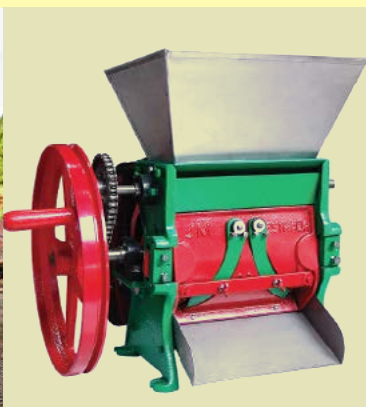
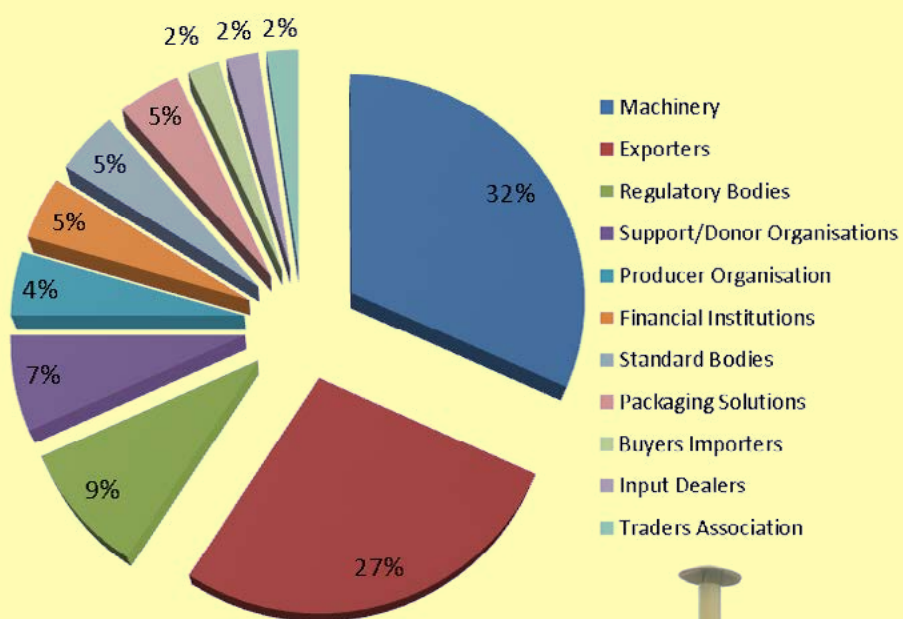




## Delegate participation breakdown per industry

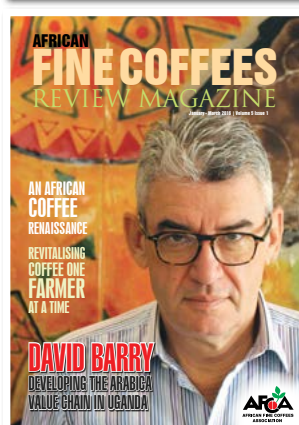
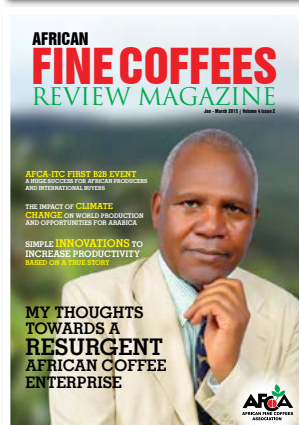
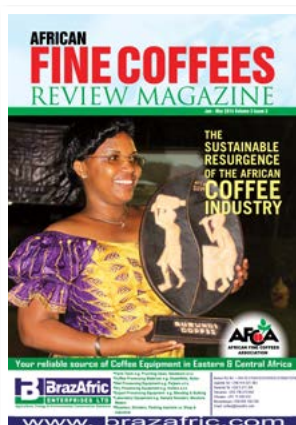
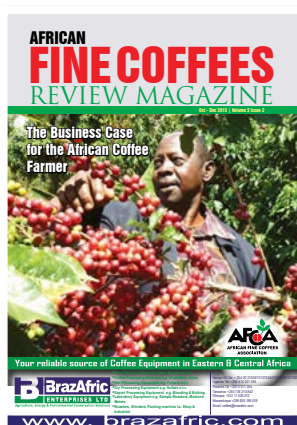
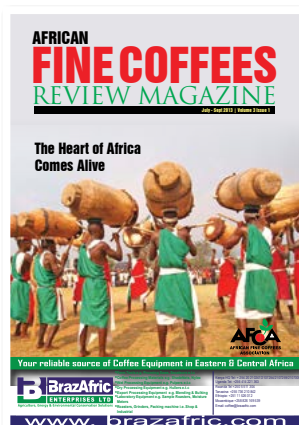


## Exhibitors breakdown per Industry





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Paul Martin Maraka  
Program Manager, AFCA  
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martin.maraka@africanfinecoffees.org; secretariat@africanfinecoffees.org





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industrial performance, surprising ease-of-use and maintenance

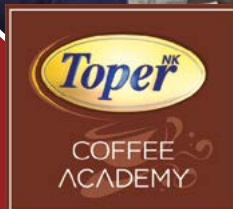


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\*TOPER is ONE of the 8 KEY BRANDS of the GLOBAL ROASTERS INDUSTRY in 2015

