

# **AFRICAN** **FINE COFFEES** REVIEW MAGAZINE

Oct - Dec 2014 Volume 4 Issue 1

**AFCA** WINS TOP  
100 MID-SIZED  
COMPANIES AWARD

**ITC** LAUNCHES **INITIATIVE** TO  
INCREASE PUBLIC PROCUREMENT  
FROM **WOMEN VENDORS**

**BEAN THERE COFFEE COMPANY**  
BRINGS COFFEE FROM THE  
DEMOCRATIC REPUBLIC OF  
CONGO TO SOUTH AFRICA

**The KILO Paradigm-**  
**RELOADED**  
YIELD; A PREREQUISITE TO MEETING  
SUSTAINABLE SUSTAINABILITY



**AFCA**  
AFRICAN FINE COFFEES  
ASSOCIATION





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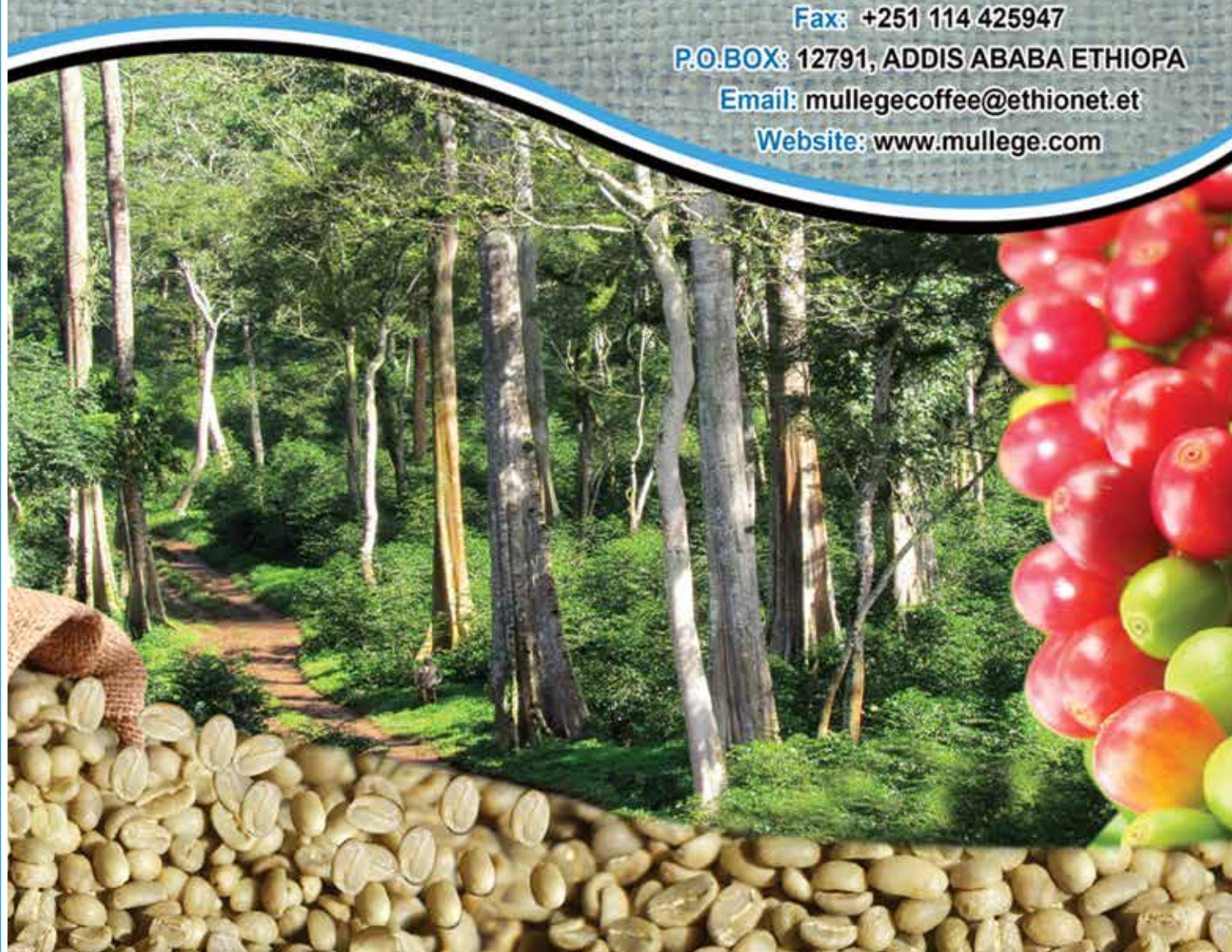
**Tel:** +251 114 425937/38 **Mob:** +251 911 208361

**Fax:** +251 114 425947

**P.O.BOX:** 12791, ADDIS ABABA ETHIOPIA

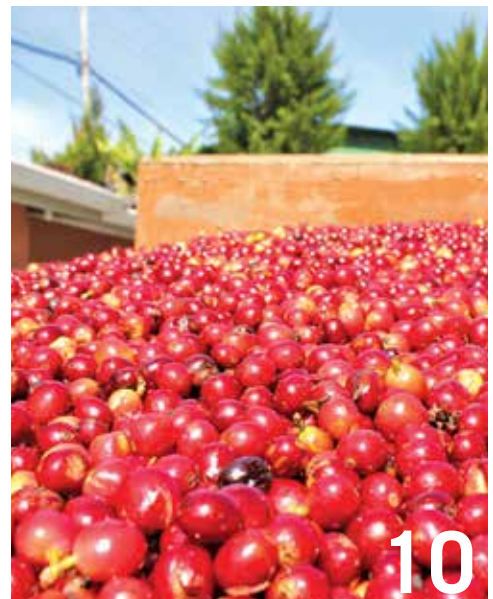
**Email:** [mullegecoffee@ethionet.et](mailto:mullegecoffee@ethionet.et)

**Website:** [www.mullege.com](http://www.mullege.com)





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# A Word from the Executive Director



Dear AFCA Members,

I bring you greetings from the Secretariat Team at AFCA Kampala. It has been a very eventful year and your Association continues to make significant strides in the implementation of the 5 years Strategic plan. A key driving spirit in the Strategy is the focus on our Members with a view of supporting their Coffee activities throughout the value chain. We carried out strategy validation workshops in Uganda, Kenya, Ethiopia and Tanzania. We received invaluable feedback from this workshops and have implemented the proposals in our revised work plans. We do hope that our members have had a chance to interact with the Secretariat team, and invite those who may not have interacted with us to get in touch with the Secretariat team.

In the year ended, we have signed MoU with the ITC, CQI, CBI and IACO. This MoU will go along way in impacting the value of the Secretariat to the members in various way with emphasis on broadening the trainings in the Coffee Value Chain, supporting the Women and Youth Focus in our strategic plan and creating working synergies with various members. It is my sincere hope that the wider AFCA membership will embrace and benefit for these strategic alliances.

AFCA continues to implement Members focused programs. In the year, the Taste of the Harvest program was carried out in Malawi, Zambia and Zimbabwe (Southern Hub in Malawi), Tanzania, Uganda, Kenya and Ethiopia. We are excited by the significant improvement in the quality of the Coffee samples submitted to the competition. AFCA plans to move the ToH to the next level by creating an auction system for this best specialty Coffees. Other programs carried out in the year include the CFC Farmer Trainings, Women in Coffee focused programs, Business to Business trainings, Conference preparations programs, among others. We hope that members are able to draw benefits from these programs.

To better serve the Members needs, AFCA Secretariat evolved departments around the key deliverables in the Strategic plans. The Conference Department handling the Key Conferences and Workshop docket, Coffee Programs department which will serves as the Coffee Technical departments and host all AFCA Members Focused programs, Finance Department and the Administration Department, which handles staff, IT and Public Relations Dockets.

We thank all members for their invaluable support to AFCA, the Board and the Secretariat. We appreciate the commitment of our members to make AFCA a great institution and look forward to a bright future to all our members.

We hope you all enjoy the 12th African Fine Coffee Conference and Exhibition.

Samuel N. Kamau

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Robert Waggwa Nsibirwa  
4C Association Chairman



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# The KILO Paradigm-RELOADED

## YIELD; A PREREQUISITE TO MEETING SUSTAINABLE SUSTAINABILITY

By **Robert Waggwa Nsibirwa** – President & CEO, Africa Coffee Academy

### Preamble

The coffee industry set a goal of increasing global sustainable coffee sales from 8% to 25% by 2015. The jury is still out whether this will be achieved. This meant that approximately 4.3 million farmers would be reached! This ambitious target could only be met through coordinated effort on the part of stakeholders and targeted investments at different stages in the supply chain.

**“Sustainability” is defined in the context of this dossier, as a set of economic, environmental and social practices** that coffee producers and supply chain actors must implement to remain viable in the long term and keep pace with market demands.

### The Current Gold Standard in Sustainability

- Environment
- Social
- Traceability

The gold standard prepares farmers for verification / certification. Sustainability standards that farmers in Africa can improve on but have limited economic benefit include; protective equipment / safe agrochemical use, recordkeeping, waste management, quality coffee storage, farm maps and agrochemicals – storage among others.

These activities of the gold standard have incremental time / labor of 13 days per farm valued at \$1.15/day. Although its family labour and no

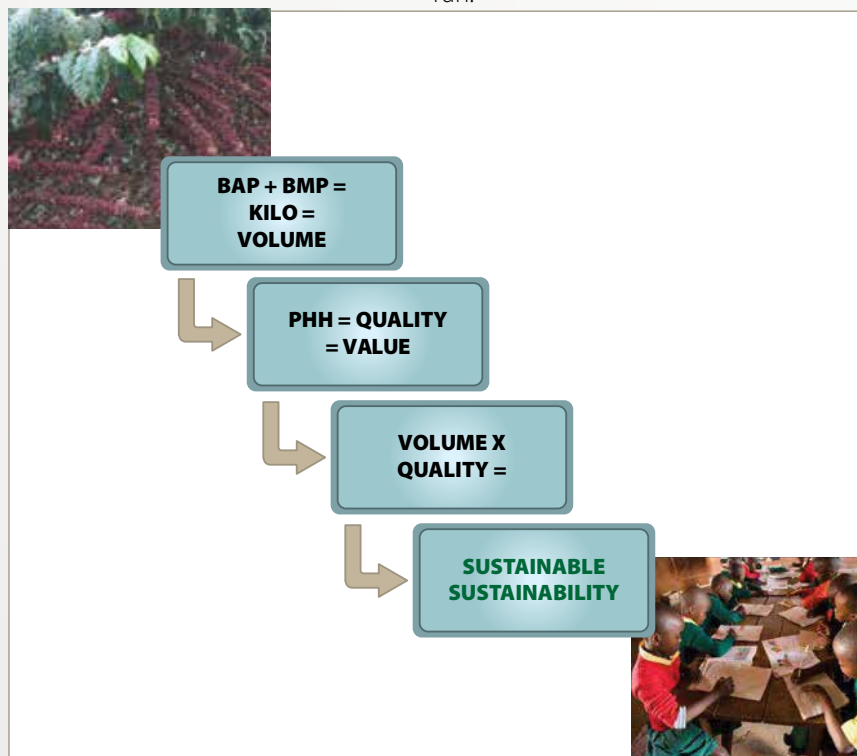
cash cost but it's a real opportunity costs because the farmers are not able to plant other crops for the price and income fluctuation mitigation. The estimated 2/3 reduction in insecticide and herbicide use through IPM and other trainings plus a hypothetical savings of \$50 per major accident, resulting once every four years for household members due to unsafe working conditions, may not translate into sustainable income for the farmer to remain in coffee production.

### Sustainability: The KILO Paradigm Shift

What if we start thinking of Sustainability as a “Kilo”?

Designing for “Kilo”...optimized productivity should not be an afterthought because its only when sustainable income is guaranteed that the **Social and Environmental aspects will be taken care of sustainably.**

The challenge of increasing yields requires focused resources on teaching farmers good agricultural practices. This would represent a shift in focus for many sustainability efforts, from preparing farmers for verification / certification to helping them increase yield. This would position Africa's coffee sector to become more globally competitive and attractive for farmers in the long run.







**The practices below have a very high economic benefit but are not part of the sustainability standards**

- Rejuvenation
- Fertilization
- Optimized intercropping
- Replanting
- Pest & disease management

Currently all standards require a farmer to start implementing compliance with standards in the three dimensions of sustainability immediately and concurrently. This approach is working well in the Americas [Brazil, Columbia] and Vietnam but is failing to get traction in Africa; why?

Very simple; there is a real business case for farmers in Brazil and Vietnam because sustainability initiatives found these farmers were for the most part economically sustainable with productivity of 2.5 tons/hectare of coffee on average with some attaining even 6tons per hectare. In the case of Africa, the

smallholder farmer is producing on average 400kg-500kg/ha and with this productivity, the farmer's capacity to implement sustainability practices in the environmental and social dimensions is very difficult, indeed next to impossible, because the because of the hand-to-mouth existence over the average smallholder is in poverty!

How can you expect a farmer to buy gumboots, gloves, not to cut trees, etc. when he/she cannot afford the basic needs of family like food and health? To implement sustainability standards in their present gold standard form in Africa, with smallholder farmer with such levels of productivity, is to certify poverty. This is not sustainable. Donors have assisted most of the few success stories of sustainability in Africa because there was no business case to support their implementation by the farmers themselves. But is the donor support itself sustainable?

Therefore, this calls for a paradigm shift in the implementation of

sustainability work in Africa if we are to ensure African farmers participate effectively and sustainably in the sustainability agenda. The new paradigm should be from GUMBOOTS TO KILO! We need to build a business case for a coffee farmer to remain in coffee production because without a business case for a coffee farmer, we are certifying poverty.

In Africa we have a very good proposition and it's the KILO. The Kilo means high productivity and big beans and we MUST design for KILO first and foremost. In this design we need to look at the farming system of coffee producers to support farmers immediate cash needs as the KILO comes on; we need to establish an immediate correlation between certification and farmer revenue. Short-term gains are essential to smallholder farmers and thus the need for a production system that achieves this. The KILO Paradigm framework below illustrates this.



### African Smallholder Farmers Meeting Minimum Standards by Default!

Ugandan farmers as an example could be shown to meet a basic set of minimum standards by default. All farmers audited in 2012 met the basic sustainability criteria<sup>1</sup>. These included;

- Worst forms of child labor
- Bonded and forced labor
- Trafficking of persons
- Representation by trade unions
- Forced eviction
- Immoral business relations
- Cutting primary forest
- Failure to provide potable water
- Failure to provide adequate housing

However, the non-compliances were in practices that don't have direct financial benefits for farmers- i.e. protective equipment / safe agrochemical use, recordkeeping, waste management, quality coffee storage, farm maps and agro-chemicals – storage among others.

### National-Level Verification of Minimum Standards Can Be a Stepping Stone for Uganda to Embark on a Continuous Improvement Process

To achieve this we shall need to [go a step down of the baseline standard and have "4C minus"] that looks at

compliance with the key aspects of productivity and production systems in the first 12-18 months of a farmer's journey to sustainability. Let's make the farmer economically sustainable first and then require them to be environmental and socially sustainable. Economic sustainability will guarantee social and environmental sustainability and this will be sustainable sustainability.

The Kilo Paradigm also manages the farmers' risk of price and thus income ensuring that he stays in coffee production.

### UgaGap= 4C Minus =KILO= Economic Sustainability

#### Productivity

Soil: Mulching; plant nutrition;  
Seed: Correct seed planting material – CWR resistant; pruning;  
Water: Water harvest/use/ appropriate irrigation

#### Quality

Good Harvest Practices [GHP]:... only red cherries; in non contaminated containers  
Good Post Harvest Handling [GHH]:...drying on mat/cement; storing well; transporting well

Because a coffee farmer in Africa can not stay in coffee production sustainably at the current productivity, we have a very good window and a business case to work with them

to get economically sustainable first and with this to ensure the become subsequently socially and environmentally sustainable. Without this paradigm shift, we shall continue to make very little headway in Africa and only rely on project-funded certifications, which are few and also not sustainable. We need farmers in Africa to see sense in producing coffee like their colleagues in Vietnam and Brazil so that the requirements by standard in environment and social aspects can be met effortlessly – thus the KILO paradigm!



**Robert WaggwaNsibirwa** ▲

Robert WaggwaNsibirwa is the Founder and CEO of the Africa Coffee Academy; a master trainer in Coffee Sustainability Standards and Coffee Price Risk Management and has conducted trainings all over Africa in sustainability, risk management and entrepreneurship. He is also Chairman of the 4C Association, Director of African Fine Coffees Association [AFCA]; Director of Uganda Coffee Development Authority; Vice President Uganda Coffee Federation and As Chairman of the 4C Association and council representative for African Producers, Robert wants to expand training opportunities for small holder farmers and advocate for national coffee associations and authorities in Africa to embrace the 4C Code of Conduct.

As an individual, he is committed to supporting coffee enterprises as well as coffee initiatives that lead to positive socio-economic change, development and sustainability.

<sup>1</sup>. Sample size ~6,000 farmers, 2012



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# PRODUCTIVITY

## THE KEY TO SUSTAINABLE RESURGENCE OF THE AFRICAN COFFEE INDUSTRY.

.....  
Surely, there can not be any strangers to the fact that COFFEE's naissance is tied to Africa, as it has been proven again and again. 'Coffee drink' is defined as the beverage that results from brewing ground half-moon shaped beans that grow in distinctive climate areas.  
.....

Amazingly, Africa still remains the least benefactor in terms of per capita income in comparison with the rest of the coffee growing regions of the world. There is no need for high level research to confirm the low income levels from sales in Africa's coffee growing regions. The coffee beans are special; rich in terms of aroma and flavors but the quantity and qualities of beans is not too impressive and as a result derive little value.

Today, there are many interventions to improve the yield of coffee per hectare and quality of the bean. We seek to produce beans that are resistant to disease, generally look

better and produce natural flavors and aroma.

In many parts of the world today coffee has been too commercialized that the heart of coffee; flavor and aroma have been forgotten. In some cases, coffee has been churned to produce a uniform taste for mainstream coffee supply and not specialty for its flavor and aroma. The jeopardy of which is that it reduces the magnificence of coffee to the consumer just a stimulant to get through the day's work ahead by staying refreshed.

This trend not only separates the common consumer in the work

place and the mainstreamers that use "latté drinks" from the individuals who care and value the coffee they drink for its flavor and the aroma, it also reduces the margin of consumers willing to part with a higher price for the coffee.

Implausibly, our coffee production is far below that of the Latin America or Vietnam in terms of volumes being produced. Coffee producers in these parts actually earn the most value from their rather impressive coffee volumes rather than quality. It is most unfortunate when compared to the volumes produced in parts of Africa and although some might argue that the quality of the coffee is



**Matebu H Zemanuel****Education :** BS, MSc. Chemistry and Clinical Toxicology,**Registration:** AMERICAN SOCIETY OF CLINICAL PATHOLOGIST

Born and raised in Ethiopia and have lived in the US for over 25 years where I studied and worked in the field of allied health Sciences. My current engagement is in coffee export business at MULLEGE PLC with specialized assignment in Social responsibility and Economic stability and Environmental leadership of the coffee producers near our milling stations. I have worked on several projects with primary responsibility of Implementing project specified action plan for the respective community and evaluation of the small holder's progress and assist in certification process.



**"The farmers also learned how to make use of the pulp from the mill for making compost, vegetable farming and how to prepare seedlings and also improved their knowledge on post-harvest handling."**

far more impressive with flavor and aroma and nearly most of the time it fetches better price as a result.

Thus when talking about productivity and sustainability, it is important to focus on quality too in terms of flavor and aroma which forms the basis for marketable coffee. I am completely sold on sustainable coffee production especially in AFRICA having seen the trend, more land each year lost to other cash crops due to the unattractive prices or dwindling yields.

Coffee exporters and producers have come together to make the crucial steps in order to increase in volume of coffee produced and achieve sustainable coffee production. Ethiopia has got very few industrialized coffee farms and is majorly comprised of small holder producers. Producer support organizations, NGOs and the government need to provide support to their social, economic and environmental dimensions if they are to achieve any level of sustainability. Surely, more will be achieved when the small holders and commercial coffee farms as well as national institutions work together. Extension workers should offer essential support in the technical aspects of improved methods of coffee cultivation focused on better yield and ensure growth of disease resistant varieties.

**5000 coffee producing household in the YirgaCheffe area benefit from coffee sustainability project.**

The Project lasted three years (2005-2008) in which time we ably identified and listed all farmers supplying our Washing (pulping) Station. Our partner in the project supplied eco-friendly pulping machines from Colombia and even commissioned professionals to install the machines. An Agronomist was hired to train farmers in GAPs so as to broaden their horizons and improve their livelihoods. Furthermore, farmers were paid in excess of the market cost per kilo of coffee cherries they delivered for sale to our mills. With this extra income, benefactors were advised and shown how to invest in other enterprises such as animal husbandry, poultry farming and bee keeping. The project also resulted in the construction of boreholes for water for the community that was distributed through several points.

The farmers also learned how to make use of the pulp from the mill for making compost, vegetable farming and how to prepare seedlings and also improved their knowledge on post-harvest handling.

Conclusively, there was a general improvement of the farmers' livelihoods characterized by better health and wealth and much improved coffee production. The project built a strong integrated support system with more farmers benefiting even now and for years to come.



Karagwe and Kyerwa districts are situated North-west of Tanzania bordering Rwanda and Uganda. The area is about 270,000 hectares arable land, 120,705 hectares of which is under cultivation leaving 140,335 hectares dormant. The area is generally mountainous with an average altitude of between 1550 to 1800. Inhabitants enjoy rainfall of 10,000 to 12000 mm/annum and temperatures of between 22-26 degrees Celsius. The two districts produce an average of 50,000 metric tons of hard Robusta coffee per year 60% of which is bought by Karagwe Estates Ltd.



## KARAGWE ESTATES LTD. KAGERA REGION TANZANIA

**"The Karagwe Estates vision of liberating the small holder coffee farmers from absolute poverty is conclusive evidence of giving Karagwe farmers better life to acquire basic needs and raise the standard of living".**

Titus Thobias Itegerereize, General Manager



- Legally registered in 1988
- Approximately 6,000 Coffee farmers in Karagwe and Kyerwa Districts
- Trading coffee since 2002
- Operates about 200 Coffee Buying Posts (CBPs)

Coffee farmers in Karagwe and Kyerwa Districts, who were getting weary, are now gaining a new momentum, erecting new farms and enriching old plantation after the intervention of Karagwe Coffee Estates Ltd. A unique local based service oriented company, Karagwe's core commitment is to be of service to the farmers, making profits comes second. The company is fulfilling the national and international millennium objective of poverty reduction by creating an enabling environment for coffee businesses to thrive. Karagwe does this by advocating for improvement of terms of trade, supporting disadvantaged families, producing and distributing quality coffee seedlings and through supportive community based programs.

***"Each CBP employs a secretary skilled in coffee marketing and to farmer level training. We always pay cash for coffee to farmers. Traceability and accountability when buying and selling coffee are the company's weapon of success."***

The company collaborates with Karagwe Marketing Company Limited (KMCo), a sister plant where curing and grading is done for export. KMCo. has a modern coffee curing equipment, complete with a dryer and color sorter. The plant produces clean coffee at an average outturn ratio of 54% and moisture content of 12.5% acceptable by ICO and Tanzania Coffee Board.

## Triumphs

- Activities of Karagwe Estates have benefited more than 6,000 coffee farmers in the past decade.
- Karagwe coffee farmers have

expressed contentment with the prices offered by the Karagwe Coffee Estates Limited. As a result, many have been able to improve their livelihoods by constructing modern houses, sending their children to school as well as improved household nutrition. In addition, with the support of government, the electrification plan is being rolled out in the area.

- Local governments are able to collect coffee levies from the farmers in time. Karagwe Estates alone pays more than 60% of the budget. These revenues are useful for;

i) Infrastructure maintenance especially in the coffee producing areas.

ii) To raise quality coffee seedlings which are sold to farmers at subsidized prices. Currently, one seedling is sold to the farmers for Tsh 50 instead of Tsh 500.

- Karagwe's intervention has contributed to a reduction in coffee smuggling across the border which has greatly affected the area in the last decade. Karagwe Estates buys coffee at good prices and makes timely payments to the farmers who have in turn become loyal to the company. Moreover, the government is able to generate more foreign income to meet national commitments.

## Challenges

Notably, majority of the problems faced by small holder coffee farmers emanate from the prevalent socioeconomic environment. However, there are a few constraints

to our operations; The coffee business is not always certain as world coffee prices keep fluctuating.

Coffee disease (e.g. CBD, CLR and CW) have dealt a serious blow to productivity and production. Despite the government's investments in research work to produce resistant varieties for distribution, a lot still needs to be done in terms of building awareness and motivating farmers who had lost moral. Robust farmers in Karagwe and Kyerwa districts have limited or no access to appropriate technology for value addition. They are missing out on extra income which could better their livelihoods. Farmers have little or no access to education and training on how to improve coffee production and productivity. It is unfortunate that a lot of effort is put into cultivating huge farms which yield small volumes of coffee per tree making operation costs high.

Conclusively, the plan is to continue buying at competitive coffee prices from the farmers which will motivate them to produce quality coffee and expand coffee farms. The company also emphasizes engaging the young generation to curb their movement to the cities in search of 'better livelihood'. We are also hopeful that attractive coffee prices will continue to plod coffee smuggling.

Furthermore, Karagwe Estates next steps include; exploring new coffee markets and reducing red tape in marketing. This will require support from other coffee stakeholders. The process has already been initiated.

## AFCA Welcomes New Staff to its Team at the Secretariat

During the period the AFCA secretariat welcomed three new staff, Emily, Racheal and Timothy to its team. It is in line with the AFCA 2014 – 2017 strategy focusing on strengthening institutional capacity.



**Emily Mahero**  
Administration Officer/P.A.



**Racheal Sserwadda**  
Accountant



**Tim Byekwaso Jr**  
ICT Support Officer

## MZUZU COFFEE PLANTERS COOPERATIVE UNION TOPS MALAWI TASTE OF HARVEST COMPETITION.

From the 9th - 10th 2014 Malawi held its 2014-2015 Malawi Taste of Harvest competition. The event was held in Blantyre, Malawi and was presided over by Head Judge Robin Saunders and a team of three experienced Ugandan and Malawi cuppers; Faith Asaji, Navin Kumar and Christopher Gondwe



Arabica Winners				
	Contestant	Washing Station/Grade	Total Score	Contact
1	Mzuzu Coffee Planters Coop Union	Msese AB	82.94	christophergondwe@gmail.com
2	Mzuzu Coffee Planters Coop Union	Ntchisi Mountain AB	82.75	christophergondwe@gmail.com
3	Mzuzu Coffee Planters Coop Union	Kachere AB	82.69	christophergondwe@gmail.com
4	Mzuzu Coffee Planters Coop Union	Kakoma AB	82.5	christophergondwe@gmail.com
5	Mzuzu Coffee Planters Coop Union	Chikali AB	82.5	christophergondwe@gmail.com



**Christopher Gondwe** of Mzuzu Coffee Planters Coop Union receiving a trophy from the AFCA Malawi Chapter Chairman- Mr. Lalit Khatri.



**Head Judge Robin Saunders** during the cupping competition in Blantyre Malawi



## Strategic Meeting and Workshop

### Tanzania, Uganda, Kenya and Ethiopia

During this period AFCA held validation workshops for its Strategic Plan for the next 5 year to ensure the Sustainable Resurgence of the African coffee Industry. This event was funded by our CBI Partners.

The purpose of the workshops was to build awareness, momentum and understanding of AFCA's strategic plan and its impact on members. Additionally, the workshop fostered the exchange of members' experiences and lessons learnt through peer discussions. We expect an energetic exchange of ideas, hopefully leading to a shared goal for AFCA in the next five years.

The final results of the study shall be presented to the membership at the AGM in Nairobi Kenya.

## AFCA Receives Top 100 SME's Award

On the 4th December 2014 AFCA received the Top 100 SMEs Award at the Hotel African courtesy of KPMG and the Daily Monitor - Nation Media Group. This annual event identifies and awards 100 SMEs with high growth potential and sound corporate governance practices in Uganda.

Special Appreciation to our Members and Coffee Stakeholders/Partners who have been and guided us over the years!



AFCA receiving the Award from Barbra Mulwana, Board Chairman Mulwana Group of Companies.

## COFFEE AND CHOCOLATE EXPO

### SOUTH AFRICA

From the 17th to the 20th July AFCA participated at the Coffee and Chocolate Exhibition in Johannesburg South Africa. This event drew hundreds of Exhibitors and over 11,000 show-goers. During the event AFCA was also able to meet with the members and give presentations on the African Coffee Industry.





# OUR RECOGNITION OF YOUR MEMBERSHIP FOR OVER 10 YEARS

1.	NAEB
2.	Moplaco Trading Co. Ltd.
3.	Uganda Coffee Trade Federation
4.	Uganda Coffee Dev. Authority
5.	Thika Coffee Mills
6.	AFFA - Coffee Directorate
7.	Sogestal Kirundo Muyinga
8.	Sogestal Kirimiro
9.	Sogestal Kayanza
10.	Sogestal Mumirwa
11.	C. & A Business
12.	Ethiopian Coffee Exporters Association
13.	Oromia Coffee Farmers Coop Union
14.	Alpha Trading Partners P.L.C.
15.	Star Café Ltd.
16.	C. Dorman Ltd.
17.	I & M Smith
18.	Brazafric Enterprises Limited
19.	CIMBRIA (East Africa) Limited
20.	Fairview Estates Ltd.
21.	McKinnon India Private Ltd
22.	Zambia Coffee Growers Association (ZCGA)
23.	Coffee Quality Institute (CQI)
24.	Association of Kilimanjaro Specialty Coffee Growers
25.	Yirgacheffe Coffee Farmers Co-op. Union
26.	Tanzania Coffee Board
27.	Mzuzu Coffee Planters Co-operative Society



## BE OUR MEMBER TODAY

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

For more information contact:  
Devine Asalo, Membership Coordinator,  
African Fine Coffees Association



## FOLLOW US

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AFCA Hashtag - @AFCA\_COFFEE

AFCA Member of the Month Hashtag- #AFCAMemberoftheMonth

AFCA Taste of Harvest Hashtag - #AFCAtasteofharvest

African Barista Challenge - #africabarista



# TAYLOR WINCH (T) LTD AND EXPORT TRADING COMPANY LTD TOP THE TANZANIA TOH EVENT



From the 13th - 14th November 2014 Tanzania held its 2014-2015 Tanzaina Taste of Harvest competition. The event was held Moshi, Tanzania and was presided over by Head Judge Balam Hinyula and a team of four experienced Tanzanian cuppers; Prosper Mushi, Edwin Agasso, Pranav Joshi, Elia Mukwawa and Guest Cupper Flora Chengula.

## Our sincere appreciation to the sponsors –

Tanzania Coffee Board, DAE Ltd, Mambo Coffee Africa and Burka Coffee Estates.



Arabica Winners				
	Contestant	Washing Station/Grade	Total Score	Contact
1	Taylor Winch (T) Ltd	AA Hasambo AMCOS	84.6	mseaton@taylorwinch.com
2	Tembo Coffee Company Ltd	AB Jacksom Mwasenga	83.95	james@tembocoffee.com
3	Selian Coffee Estates	AA Selian Coffee Estates	83.9	edwin.agasso@burkacoffee.com
4	Taylor Winch (T) Ltd	AA Suma JKT Itende	83.8	mseaton@taylorwinch.com
5	Mondul Coffee Estates	AA Mondul Coffee Estates	82.9	edwin.agasso@burkacoffee.com
Robusta Winners				
1	Export Trading Company Ltd	SC 18 Bukoba	81.5	Pranav.joshi@etgworld.com
2	Export Trading Company Ltd	SC 18 Karagwe	80.25	Pranav.joshi@etgworld.com





## CFC CLOSING WORKSHOP

On the 21st November 2014, the CFC-ICO-45 PROJECT held its closing workshop at the Sheraton Kampala Hotel. Present were representatives from the AFCA Board, ICO, CFC, EU and the UCDA. Presentation and key presentation focused on lessons learnt from the project over the 5 years, what worked and what could have been done better.

What was clear from project was

actors in the value chain need more capacity and training on the area of certification.

Members are encouraged to download the final project report from the website at [www.eafca.org/programs/cfc.asp](http://www.eafca.org/programs/cfc.asp)

Our sincere appreciation to the EU, ICO and CFC for the funding and support offered to AFCA over the five years.



## Bean There Coffee Company brings coffee from the Democratic Republic of Congo to South Africa

Bean There Coffee Company, South Africa's first roaster of Certified Fairtrade coffee, recently launched their newest origin; a Kivu 4 washed Arabica from the Democratic Republic of Congo. Bean There has teamed up with the Virunga Coffee Company in North Kivu in a direct fair trade partnership. The Virunga Coffee Company was established by Schluter with the aim of investing in the coffee production in the Democratic Republic of Congo. Virunga focuses on providing training to coffee farmers and access to the international coffee market. Virunga has several agronomists working with coffee producers at the foot of the Nyiragongo volcano.

The political conflict and ensuing humanitarian crisis that has plagued the DRC, especially North and South

Kivu, had crippled the coffee industry. The formation of companies such as Virunga is essential if the DRC is to be a major player on the international coffee scene. There are small groups of coffee farmers producing exceptional lots and Bean There is excited to partner with one such group. We hope to work with the farmers to improve the quality and the quantity of their coffee.

This Democratic Republic of Congo Virunga coffee emits a plum aroma, highlights a crisp acidity and ends with a rich, fruity flavour. Bean There is excited to introduce this outstanding coffee to the South African market and hopes this purchase is the beginning of a sustainable and rewarding relationship with Virunga Coffee Company.



**This Virunga coffee emits a plum aroma, highlights a crisp acidity and ends with a rich, fruity flavour.**

**Virunga focuses on providing training to coffee farmers and access to the international coffee market.**





# ITC and AFCA sign MoU to support Africa coffee industry

On the 9th October 2014, International Trade Centre (ITC) Executive Director Arancha González and the Africa Fine Coffees Association (AFCA) Executive Director Samuel Kamau today (9 October) signed a Memorandum of Understanding (MOU) to step up support to vulnerable coffee communities in Africa. The two organizations will also collaborate on buyer-to-buyer (B2B) linkages, and develop content for e-learning in coffee.

This agreement formalizes the relationship between ITC and AFCA, a regional non-profit association representing coffee sectors in 11 member countries, which have been collaborating since 2012, and will see the relationship expand in other areas, too.

ITC will support the AFCA Development Fund to be launched next year. The fund, which will be launched at the 2015 AFCA Conference, proposes a framework for providing matching program grants to AFCA members for projects in the upstream areas of the value chain such as production, harvest, post-harvest handling and primary processing. ITC meanwhile, will focus on building institutional and market linkages. ITC will also support B2B meeting and corporate partnerships within AFCA networks, linking vendors with buyers, with a particular focus on women.

Through its expanding distance-learning programme, ITC will work with AFCA to develop content for e-learning with the

Africa Coffee Academy. ITC will help AFCA in co-branding and delivery of content through the ITC SME Trade Academy and AFCA web platform.

Past collaborations between ITC and AFCA, have resulted in the introduction of a gender and youth initiative. This initiative established five strategic objectives to contribute to the growth of the African coffee industry. by increasing the participation among women and youth, promote market linkages, expand opportunities for women coffee producers, strengthen branding, boost women representation and membership in each AFCA country, and sensitize all AFCA staff to gender equality dimensions in all aspects of internal work relationships.





# Solidaridad

Eastern & Central Africa Expertise Centre

Solidaridad and partners: A continuously evolving journey towards responsible, transparent, traceable and profitable supply chains

Solidaridad is an International network organization operating via 10 regional centers namely; (1) East & Central Africa, (2) West Africa, (3) Southern Africa, (4) China, (5) South & South East Asia, (6) Central America, (7) United States America, (8) the Netherlands, (9) Andes & (10) South America ([www.solidaridadnetwork.org](http://www.solidaridadnetwork.org)).

Solidaridad's structure is designed to maximize international development cooperation, transparency, accountability, results based performance and impact. Nico Roozen as chair of the Executive Board of Directors is responsible for steering the strategic policy agenda.

Solidaridad has strategic partnerships with Governments and government bodies, multi-lateral organizations, private sector companies and industry, voluntary standards/labels, research and knowledge Institutions contribute to our awareness and learning on the reasons for what works well to input to our

continuous improvement approach.

At Solidaridad, we have over 45 years of global experience and learning while facilitating responsible, transparent, traceable and profitable supply chains. Solidaridad is a transition manager and catalyst for 'change that matters', fostering cooperation and partnerships amongst value chain actors towards inclusive sustainable economies and fulfilment of global welfare expectations.

Our strategic papers identify these commodities of soy, textiles, aquaculture, cocoa, oil palm, sugarcane, fruits and vegetables, coffee, gold, livestock, tea and cotton as having the greatest potential to positively impact livelihoods of producers and associated value chain actors globally.

Solidaridad will continue to partner with like-minded actors on empowering producers. This calls for innovative commitment to create responsible, transparent, traceable supply chains that are profitable to all actors



# Stakeholders in Uganda meet to discuss local industry issues in Maya

The coffee day is an annual convention of coffee stakeholders that marks the beginning of the coffee year in Uganda to focus and appreciate a selected challenge in the industry and also share the mitigation strategies going forward in the coffee year.

Under the theme "Honouring the past, treasuring the present, shaping the future", the 5th Uganda Coffee Day was held in Maya coffee village on the 2nd October 2014 coordinated and organized by Uganda Coffee Federation (UCF). The Guest of Honour was the famous Major Gen. Salim Saleh.

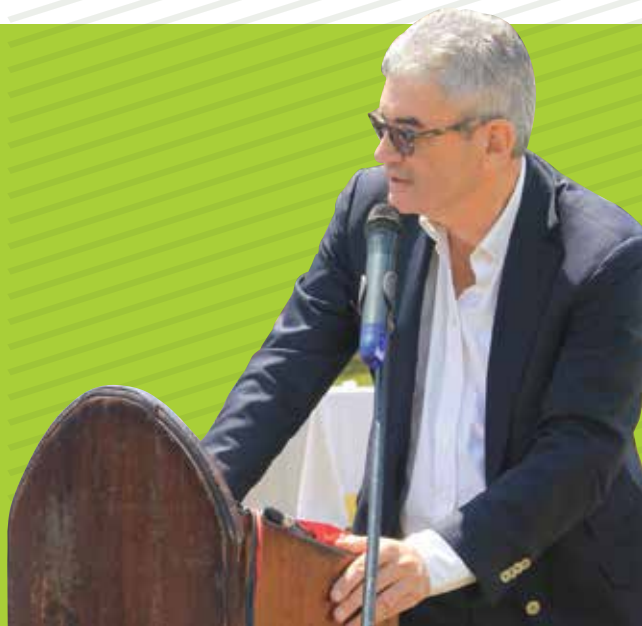
With the coffee fraternity well constituted, the president of UCF, David Barry, gave an overview of coffee year 2013/2014 outlining issues like coffee prices on which he gave a light of hope to the crowd as he forecasted that the coffee global prices are unlikely to fall. Based on this, if the Ugandan coffee prices were to be retraced, the

country is at a level conducive for planting and growing of coffee on sustainable and profitable basis. Other pertinent issue outlined include the competitive environment in the country, a forecast of 3.6m bags in export.

Mr. Henry Ngabirano gave an outlook of 2014/2015 stressing government intervention as well as good farming practices so as to increase the countries overall production. The importance of demand driven research was echoed by COREC which were appropriate accountability, income targeted and client preferred research.

This was wrapped up with a presentation on improving gender relations in coffee and on why the youth should vigorously engage in coffee production. The next coffee day is scheduled for 1st October 2015.

**Source: Mildred Mbabazi – AFCA Uganda Chapter Coordinator**



The next coffee day is scheduled for 1st October 2015



## The 54th Inter African Coffee Organisation (IACO) Annual General Assembly

At the 54th Inter African Coffee Organisation (IACO) Annual General Assembly (AGA), delegates held the 2nd African Coffee Symposium in Kampala, Uganda, from November 17th to 18th 2014, under the theme: "Unlocking the potential of the African Coffee Industry"

The General Assembly, preceded by the 2nd African Coffee Symposium, was officially opened on 19th November 2014 by the Prime Minister of the Republic of Uganda, the Rt. Hon. Dr. Ruhakana Rugunda, with the keynote address delivered by Her Excellency Mrs. Rhoda Peace Tumusiime, the Commissioner for Agriculture and Rural Economy at the African Union Commission, attended by Ministers, Ugandan Parliamentarians, representatives of international and regional bodies, and Delegates from IACO member states.

From the wide range of reports and papers discussed at the Symposium, the General Assembly made the following declaration:

- 1) Given the importance of coffee in the African Economy, including poverty reduction in rural communities;
- 2) Noting the continued decline of coffee industry in a number of African countries;
- 3) Considering the emerging challenges contributing to the decline;
- 4) Noting the commitment and input of IACO in the renaissance coffee sector in Africa;
- 5) Considering the contribution of private sector in the development of coffee industry;

There is urgent need to unlock the huge potential of the African coffee industry.



# 4S@Scale

## 'opens shop' in Uganda



The Sustainable and Secure Smallholder Systems at Scale (4S@Scale) is a Public-Private-Partnership (PPP) that has a five year mandate and is supported by the Ministry of Foreign Affairs of the Netherlands, Hivos, Ecom Agroindustrial Corp. Ltd; KAWACOM Uganda Limited (Uganda), Sustainable Management Services (Kenya) and Tutunze Kahawa Ltd (Tanzania); Kenya National Farmers Federation – KENAFF (Kenya), Biogas Solutions Uganda Ltd (Uganda) and CARMATEC (Tanzania).

Hivos is an international development organization with a mission of contributing to a free, fair and sustainable world.

ECOM Agroindustrial is one of the world's largest commodity trading and processing companies in coffee and provides technical support to smallholder coffee farmers. Kawacom Uganda Limited is a Subsidiary of ECOM whose mission is to be the most reputable and leading quality coffee supplier, building on tradition of

excellence and based on empowered small-holder farmers.

Biogas Solutions Uganda Ltd (BSU) is a registered private company limited by guarantee established in Uganda with the objective to formulate, develop and set in motion strategies, policies, plans, measures, systems and approaches that support private sector led biogas sector development aimed at sustainable improvement of the livelihoods of rural and peri-urban households in Uganda.

The programme commenced in Uganda with Kawacom (U) Ltd on 1st of July 2014 and intends to work with different players in the sector to ensure that coffee farmers get the best output from their produce and the good reputation of Ugandan coffee is maintained.

4S@Scale aims at increasing farm productivity levels in the Kenya, Uganda and Tanzania, through the following ways:

- Introduction and adoption of good agricultural

practices

- Incorporating the use of bio-digesters and bio-slurry
- Diversification of income streams
- Inclusion of women and youth

The programme is targeting 20,000 farmers in four Kawacom Sustainable projects of Bushenyi and Kasese in the West, Kiboga in Central region and Sipi-Kapchorwa in the East of the country. Uganda offers the programme new opportunities, as farmers in the country sell the coffee directly to the market, unlike in Kenya that has a well-established co-operative sector that buys farmers' coffee. The targeted farmers will not only get access to markets but also use of local Village Savings and Loan Associations (VSLA) which will be used as vehicles to access credit. VSLAs acts as self-help saving groups and are popular across the country. We will also be giving the farmers the chance to start using bio-slurry from the bio-digesters on their crops either directly on their coffee or as compost on other crops.

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The programme intends to work with different players in the sector to ensure that coffee farmers get the best output from their produce and the good reputation of Ugandan coffee is maintained.

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# ENGAGING FULL CAPABILITIES FOR IMPROVED OUTCOMES IN THE COFFEE SUPPLY CHAIN

**By Kimberly Easson,**

Vice President of Strategic Partnerships  
Gender Program Advisor Coffee Quality Institute



**T**he global coffee market is expanding; consumption around the world continues to grow. Specialty coffee trends are generating enthusiasm and engaging a new pool of young consumers. At the same time, the industry faces significant risks to supply linked to climate change, plant disease, food insecurity, aging farming populations and out-migration from farming communities, among other issues. Real concern exists that supply will not keep pace with market opportunities.

Fortunately a hidden resource exists to help address these global problems: coffee's women. The development sector has confirmed that social return on investment in women is high, and points to a competitive advantage held by those communities where women

have the opportunity to contribute to their potential. However, throughout coffee-producing regions, women are overburdened with domestic and productive responsibilities, undervalued and lacking compensation for their work, and as a result, disenfranchised

and disengaged from their desire and capability to fully contribute. In most coffee-producing communities, women do much of the work, yet it is predominantly men who have access to the land and resources and who are targeted for training investments.





As a result, the industry fails to capture the full benefit of the human potential in these communities. Furthermore, the negative consequences of this imbalance—such as domestic violence, alcoholism and lack of resources dedicated to education and healthcare for families—wreak havoc on not only short-term productivity and coffee quality, but the long-term health of coffee communities and, therefore, the coffee industry.

The global coffee industry can no longer afford to let these significant capabilities go to waste as we

try to resolve the monumental global challenges that threaten to disrupt the supply of quality coffee upon which our businesses thrive. Engaging the full capabilities of women and men in coffee producing communities and throughout the value chain will be what assures a sustainable coffee future.

A Partnership for Gender Equity  
Coffee industry leaders agree that a more gender-sensitive approach is essential to ensure a sustainable supply chain. At the same time, it is recognized that more work is required before we can fully understand how to engage effectively on matters of gender equity.

To deepen a shared understanding of the subject, The Coffee Quality Institute (CQI) recently launched a collaborative research initiative with industry and development partners. Through participatory workshops in four countries and an extensive literature review, the research will explore the link between coffee and gender in order to inform CQI's strategic approach to gender, and encourage innovation in the coffee industry.

The first workshop was held recently in Popayan, Colombia with 34 local men and women farmers and six international industry participants. Together they explored the balance of power in community and supply chain relationships, the relative share of work and income, and other dynamics that influence the well being of communities and hence, the health of the coffee supply chain. Through the workshop exercises, participants gained new perspectives about the value of women's work and the importance of making shared decisions on issues that impact family wellbeing. Building on this new understanding, the group discussed a vision for the future, what they wanted to achieve, and how to improve upon current

conditions based on the gender analysis. The local participants agreed that the unique dialogue and new awareness was something that they wanted to share widely in their communities.

Outcomes from the four workshops will be analyzed together with key data points from the literature review and industry input to form the basis of an academically based, industry-friendly report that will recommend additional research, partnerships, pilots and investments that can actually move the needle on this important issue.

Future Vision: Industry Collaboration to Engage All Capabilities Fully  
In line with CQI's commitment to quality coffee and the life of the people who produce it, the organization is confident that gender sensitive approaches by the industry in coffee communities will underpin a more resilient supply chain. A diverse range of programs, activities and investments targeted to coffee's women will encourage thriving coffee communities and a healthy coffee business far into the future.

Gender equity is a key link between the many sustainability issues and business issues - climate change, food security, health and education, disease mitigation, coffee quality and yields. These complex issues can be positively impacted when the industry works together, allowing a visible and equal place for women's voice and position throughout the industry, with engagement of coffee communities' full capabilities to work together to build a sustainable future for quality coffee and quality lives.

CQI is currently seeking industry involvement, including funding partners for all stages of the initiative.

**For more information contact, [keasson@coffeeinstitute.org](mailto:keasson@coffeeinstitute.org)**

# ITC launches initiative to increase public procurement from women vendors

ITC launched an initiative to increase the number public procurement contracts being awarded to women-owned businesses. Currently only an estimated 1% of public-procurement contracts globally are awarded to women entrepreneurs.

Announced at the annual Roundtable of the Global Platform on Sourcing from, ITC Executive Director Arancha González said: 'Women account for half the world's population and have a concrete role to play in economic development. We can collectively improve the 1% of public procurement that finds its way to women-owned businesses.'

A guide was unveiled – 'Empowering women through public procurement' – that will help governments to develop guidelines for public procurement that will facilitate sourcing of more goods and services from women entrepreneurs. Whereas many governments have for a long time used public-procurement policies as a tool to promote socio-economic objectives, few have used



**We can collectively improve the 1% of public procurement that finds its way to women-owned businesses.'**





## The world Export Development Forum (WDEF) Women Vendor's Exhibition & Forum (WVEF)



public procurement to unleash the economic potential of women entrepreneurs.

The guide looks at the challenges commonly faced by women entrepreneurs in accessing and participating in public procurement. It also sets out techniques for overcoming these barriers and provides advice on designing targeted assistance strategies to increase public procurement from women-owned businesses. This includes establishing mandatory goals or targets; subcontracting plans; preferences; reservations; and capacity building. The Government of Rwanda, through the Rwanda Development Board, hosted the WEDF 2014 in

Kigali, Rwanda. The theme of WEDF 2014, 'SMEs: Creating jobs through trade.' The urgent need to create employment opportunities, in particular for youth, was at the core of the discussions between global thinkers and practitioners from the public and private sectors. They also explored the necessary policy and support measures required to enable SMEs to realize their potential as growth and employment drivers. The task for governments, trade support institutions, trade and investment promotion authorities, multinationals and the international development community is to unlock SMEs' potential by investing in building productive capacity, improving skills and supporting access to capital and finance.

The flagship event of the International Trade Centre (ITC), which was held in Africa for the first time, event had been the largest ever WEDF, with more than 1,200 registered participants from 73 countries

At the Women Vendors Exhibition and Forum, which was held in conjunction with WEDF, around 500 business-to-business meetings led to 44 letters of intent being signed, worth around US\$5.5 million. The agreements included a Brazilian buyer that will sell tour packages that bring tourists to Africa for coffee sampling, eco-tourism, Nollywood, fashion and more.



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ACA provides bulk coffee shipment inspection, certification and quality-control laboratory testing. ACA coffee bean cargo testing and inspection help ensure bulk coffee bean buyers receive the correct quantity and quality of coffee beans ordered. Certified cuppers with expertise in coffee testing operate modern analytical laboratories to international standards.

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• Supremo Coffee • Ankole Coffee Producers Cooperative union • KDS Coffee, Ltd • National Union of Coffee  
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Contact ACA on

Plot 139 Kira Road, Kamwokya, Kampala | P.O. Box 4925 Kampala, Uganda | +256 (0) 414 690 523  
[office@africacoffeeacademy.com](mailto:office@africacoffeeacademy.com) | [www.africacoffeeacademy.com](http://www.africacoffeeacademy.com)





# 14<sup>th</sup> African Fine Coffee Conference & Exhibition

**Date: 18th - 20th February 2016**  
**Dar es Salaam, Tanzania**

**Event Hashtag - #afcatanzania2016**  
**[www.africanfinestcoffee.com](http://www.africanfinestcoffee.com)**





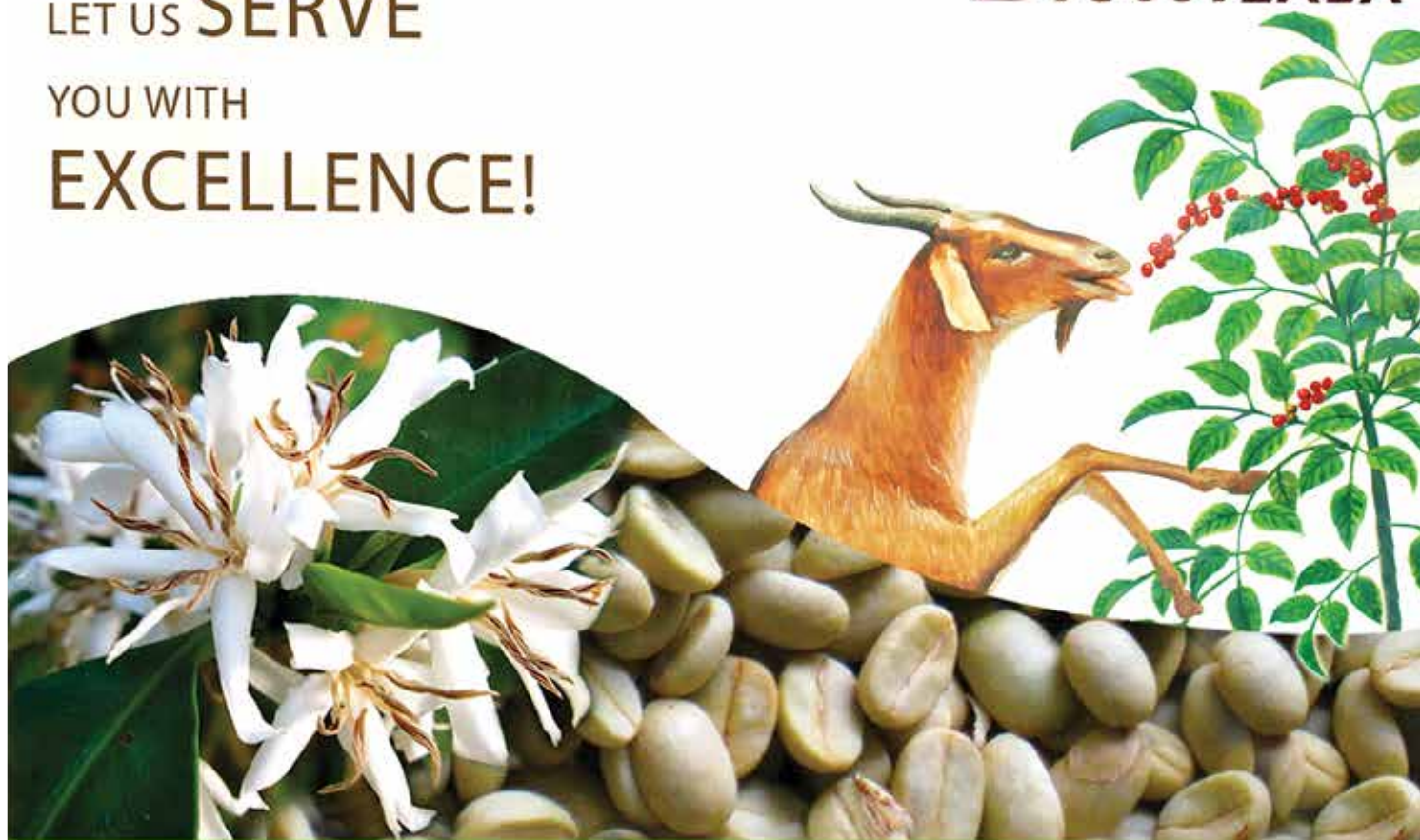
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WEBSITE : [www.adulinacoffee.com](http://www.adulinacoffee.com)