

FINE COFFEES

REVIEW MAGAZINE

October - December 2016 | Volume 7 | Issue 1

COFFEE
TECHNOLOGY
EXPO HELD IN
KAMPALA

AFCA MEMBERS
TRAVEL TO
BRAZIL

CARLOS
BRANDO

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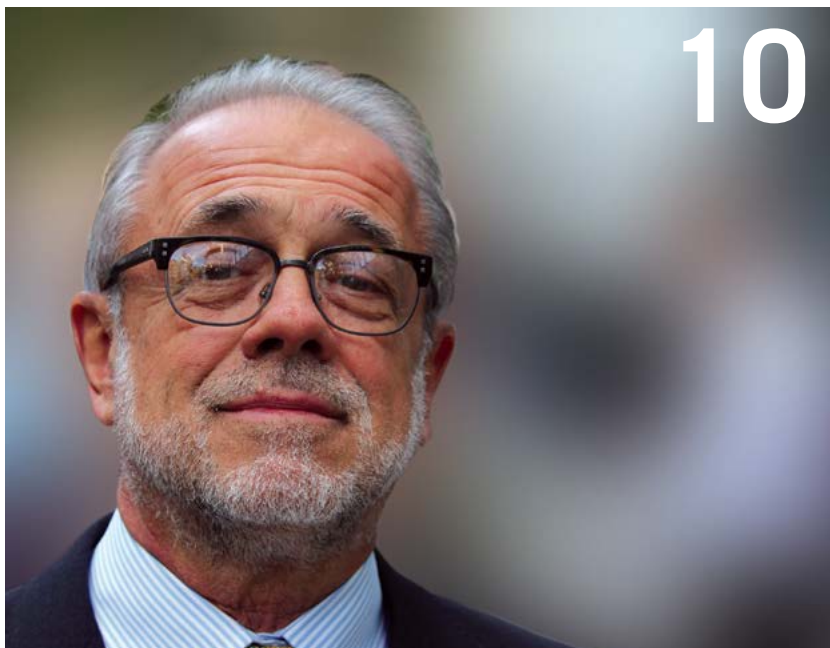
Conference & Exhibition

15th to 17th February 2017

The Millennium Hall, Addis Ababa, Ethiopia



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Get to know some of our members from their business profiles

the global brand



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A WORD FROM THE EXECUTIVE DIRECTOR



Preparations for the upcoming conference and exhibition in Ethiopia are in full swing with top speakers confirmed, exhibition space fast being bought up and hundreds of delegates already registered.

In this issue of the Magazine we hear from the world renowned coffee Guru, Carlos Brando – a great friend and long-time member of AFCA on the South South Partnership Africa must explore. We also interview the new head of Technoserve Global Coffee Initiative – Paul Stewart also a long term friend and member of AFCA. Lastly we hear from our new member Rwashosco from Rwanda as they celebrated 10 years of existence in style!

During this same period AFCA elected new board chairpersons and chapter committees in Kenya and Tanzania! We wish them all the best. AFCA also took several African coffee producers to Brazil in its annual origin trip! We feel that this trip was a great exposure for them and we hope they will be able to transfer the knowledge received back to their organisations and countries. The next trip is scheduled for Colombia!

Preparations for the upcoming conference and exhibition in Ethiopia are in full swing with top speakers confirmed, exhibition space fast being bought up and hundreds of delegates already registered. We would like to in a special recognise – Horizon Plantations, Mullege PLC, Ethio-Agric Cert, Primrose and UTZ Certified that have already come on board as event sponsors.

We 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 is excited to have you for another beautiful conference.

We hope to see you there!

Kamau Samuel

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African Fine Coffees Association

Cover Page Picture

Carlos Brando
Director and Partner, P&A International

PROFILES



Angelique Karekezi

has a long history in the coffee industry. Her mother is a coffee producer, and her father was a founding member of a coffee cooperative. In 2003, Angelique became an accountant at a washing station, and in 2004 she was promoted to the position of station manager. Two years later, she got a job at the USAID funded SPREAD program, which focused on improving the lives of Rwandan people through sustainable agribusiness. In 2008, Angelique became the chief accountant at RWASHOSCCO, a smallholders specialty coffee company that represents the interests of six coffee cooperatives. In 2014, she was promoted to the role of managing director, which she still holds today.



Carlos Brando is director and partner of coffee consulting, marketing and trading company P&A International Marketing that exports Pinhalense coffee machinery and consults for the International Coffee Organization (ICO), the World Bank, the Sustainable Trade Initiative (IDH) and companies and institutions in Brazil and abroad on strategy, marketing, sustainability, technology and quality. Carlos has coordinated coffee projects in over 90 countries on the 5 continents and contributed chapters to coffee books published in the US and Europe. He is a former member of the Technical Committee of the Brazilian Coffee Research Consortium run by Embrapa and of the board of UTZ Certified, and a current member of the Coffee Quality Institute Board, the BM&FBovespa's Coffee Advisory Board and Ipanema Coffees Board. Carlos is currently the vice-chairman of the board of Santos Coffee Museum that he helped to found.



Paul Stewart joined TechnoServe's coffee team in Tanzania in 2002 where his first job was to write a business plan for a low cost wet mill. In 2006, Paul reopened TechnoServe's Rwanda office where he led the introduction of low cost wet mills and a new model for coffee exporters to provide credit and marketing services to wet mills. Paul has led the East Africa coffee portfolio since 2012, which has grown into a +\$7 million portfolio of projects and reached over a quarter million smallholder coffee farmers across five countries.



Kenyan farmers taking part
TechnoServe's Coffee Farm
College



Gisuma Coffee Cooperative
washing station



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

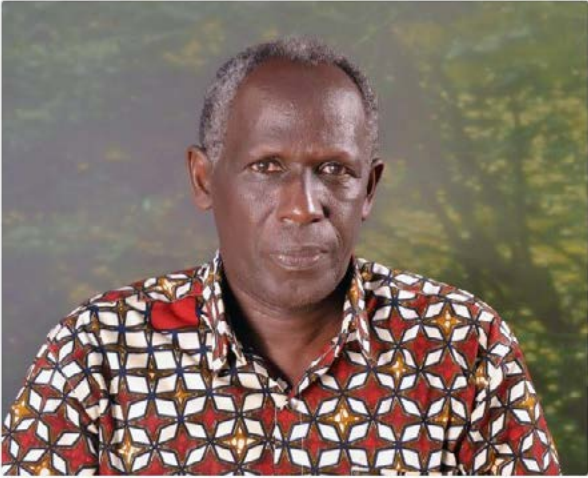
AFCA conference On Social Media



Yvonne Ishimwe
@ish_Teamhopemag

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Dr.Daniel N.T. Rukazambuga, Professor of Pest Management @Uni_Rwanda is confirmed to speak at the #AFCA2017! #Rwanda



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@ClaireSelden

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Annette Pensel, ED of @GCPcoffee opening the #Vision2020 workshop @ICOCoffeeOrg



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#Ethiopia: The Cradle of Mankind, the Source of the Blue Nile & Origin of Coffee, it's gift to the world! #AFCA2017



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Join us in #Ethiopia, Addis Ababa for the #AFCA2017 - the home to the oldest Coffee Ceremony in the World. 🇪🇹🇪🇹😊



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Congratulations to Paul Stewart -
@TechnoServe New Global Coffee Director. All the best! - goo.gl/r5q7dP



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8:14 AM - 9 Sep 2016



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Special Recognition to this Amazing Companies that have already come on Board to Support the [#AFCA2017](#) [#Ethiopia](#)



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So happy to announce that FAST is participating in the [#AFCA2017](#) hosted by @AFCA_COFFEE. Looking forward to cooperate with this framework.

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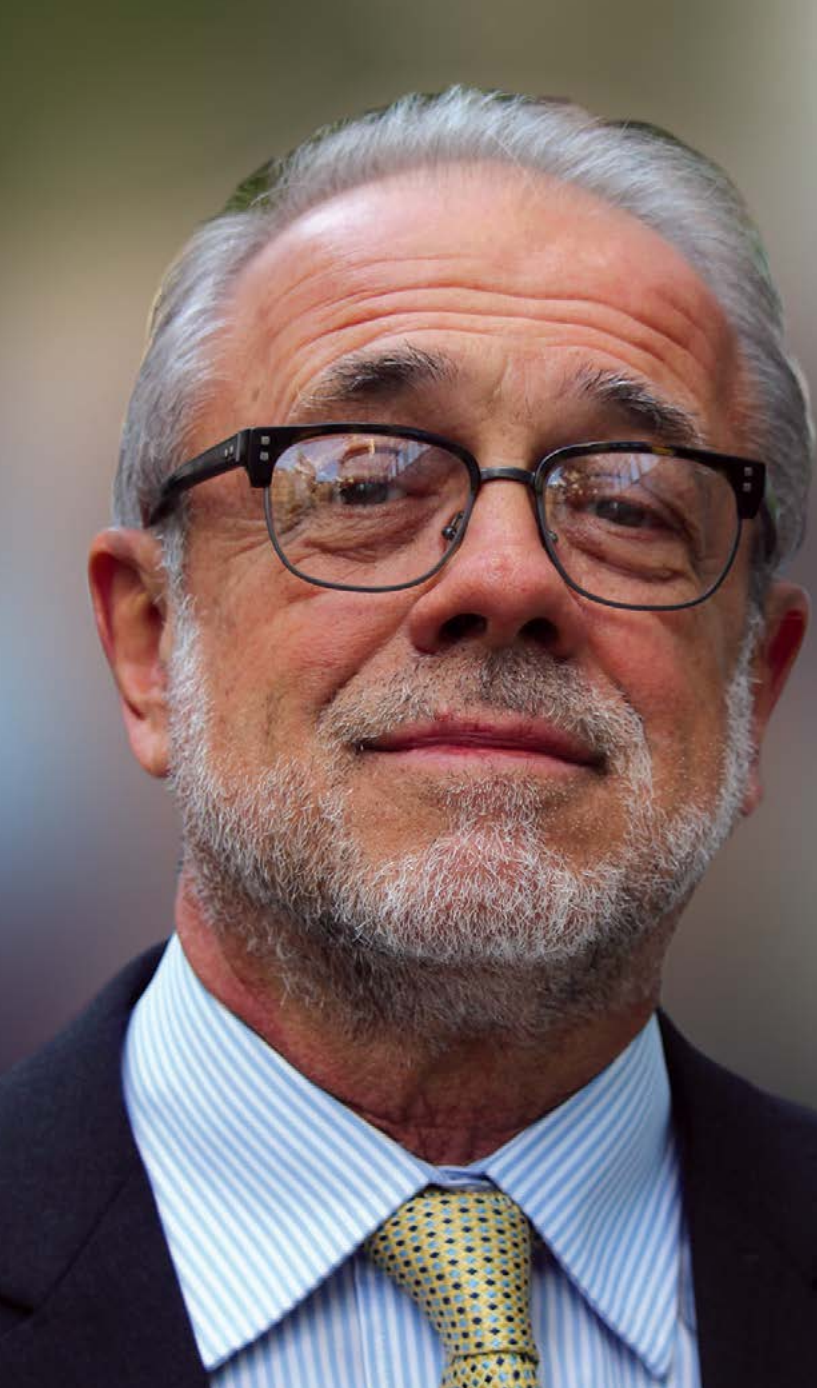
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5:14 AM - 5 Sep 2016



SOUTH-SOUTH COLLABORATION: IT IS TIME FOR AFRICA TO SEIZE THE MOMENT!

Carlos Henrique Jorge Brando

In round numbers, Brazil and Vietnam hold about 25% of the area planted with coffee in the world but together they produce 50% of the world crop. Again in round numbers, the two countries together have an average productivity between 25 and 30 bags of 60kg or 1.5 to 1.8 tons per hectare to be compared with under 10 bags/ha or 0.6 tons/ha for all the other producing countries combined.

At the other end of the market – consumption. Brazil has increased the volume of coffee consumed in the country from 6 to 21 million bags, from 2 to 6 kg per person per year in 25 years, to become the world's second largest consumer after the US. These examples are a sure indication that there is a lot of room for south-south collaboration in most aspects of the coffee business.

The opportunities for collaboration do not stop in agronomy and technology because productivity growth depends not only on what

happens within farm gate but also beyond it. For example, are the new varieties and fertilizers required to increase productivity available and can small holders access them? Also, is there an efficient system – extension service – to transfer technology and train growers on the techniques required to increase productivity?

Looking at it from another perspective, Brazil, Vietnam and Colombia transfer from 80 to 90% of the FOB export price to their coffee growers which endows them with enough income and profit to buy the inputs, crop protection products

and equipment required to increase productivity. Besides having an efficient coffee supply chain that rewards growers, the availability of finance is another beyond-farm-gate factor that enables the funding of working capital for the procurement of fertilizers and agrochemicals and other within-farm-gate-technology investments that will conduce to higher productivity.

Development of coffee consumption in producing countries is an excellent example of south-south collaboration that has worked. In 2004 the ICO commissioned P&A to review the experiences

to promote coffee consumption in exporting countries and to develop a methodology that could be used by other countries. P&A created the Step-by-step Guide to Promote Coffee Consumption in Producing Countries based on the Brazilian success story as well as on other attempts that did not quite work. P&A subsequently applied this south-divided tool to help create programs to promote coffee consumption in India, Mexico, Colombia and other so called south countries that have shown marked consumption growth. Africa has not yet used the Guide or embarked in countrywide programs to promote coffee consumption.

Using the case of Brazil, Arabica and Robusta, production and domestic consumption, there is no doubt that there is plenty of room and opportunities for south-south collaboration between Brazil and African countries. Skepticism apart – what works there does not work here, what works in Brazil does not work in my country! – and with due adaptation and concern for local specificities, there are effective ways to transfer methodologies and technology to increase coffee production and consumption. And these are only two areas of possible cooperation. Is it not surprising that what north-south collaboration often does is to perform this same south-south technology transfer in a south-north-south triangular manner?

Perhaps there is not more south-south collaboration in the coffee world for lack of the necessary instruments (e.g.: financing other than north-south foreign aid) or facilitators (e.g.: consulting companies or the Global Coffee Platform, active in Brazil, Uganda and Tanzania). Another reason may be that attempts to collaborate via agreements between governments, for example between coffee research institutions, usually face resistance from growers in the more technologically advanced producing countries let alone the bureaucracy to implement them.



The most obvious way to bridge this gap and to effectively carry out Brazil-Africa transfer of coffee-related technology and beyond-farm-gate institutional set-ups is to use consulting companies and professionals in Brazil that can provide services to government, institutions or even the private sector in African countries in what may range from Private Public Partnerships (PPPs) to purely private business. The rewards will be immense, specially for small holders who constitute both the vast majority of growers in Africa and the ones who have productivities that are even lower than their countries' low averages.

Last but not least, Brazil-Africa collaboration programs cannot and should not be based on simply

replicating in African countries what Brazil did. The cooperation must be much more complex and sophisticated. More important than what Brazil actually did is why and how it did, i.e., the methodology behind change and improvement. This is why a road map will have to be created to establish the process of collaboration and technology transfer that will help Africa to seize the moment and to benefit from Brazilian and other experiences. This road map will have to review what the country or region that is to benefit has already done, successes and failures, so that the collaboration will be sensitive to local needs and requirements. It may even be the case that the greatest transfer will be of methodology and not technology!



Today the African Fine Coffees Association interviews the new TechnoServe Global Coffee Director, Mr Paul Stewart.

1. Congratulations on your new position! So tell us about TechnoServe and how does it work?

TechnoServe was founded as a non-profit organization in 1968 with the idea that when people in developing countries have access to information, capital and markets, they can lift themselves, their families and their communities out of poverty. We work with enterprising people to build competitive farms, businesses and industries.

Our approach is to harness the power of the private sector to help farmers and entrepreneurs transform their lives. On a practical level, that means that we always start by identifying market opportunities that can bring lasting benefits to the women and men we work with, and then we help to equip them with the tools they need to seize those opportunities.

Business Solutions To Poverty – The Techno Serve Way.

Paul Stewart



Gisuma Coffee Cooperative washing station



Kenyan farmers taking part TechnoServe's Coffee Farm College

... smallholder farmers in many parts of the world are capable of growing excellent coffee that earns them a good living—if they have access to the right information about agricultural practices, adequate processing facilities and better access to markets.

In 2015, our work empowered 319,000 people to earn more than \$75 million of additional revenue. To achieve that kind of impact, we partner with many of the world's leading companies and foundations, as well as the public sector.

2. Where does TechnoServe work and what expertise does it have?

TechnoServe works in 29 countries around the globe, including 18 countries in Africa. Our areas of expertise include agricultural value chains, enterprise development, women's and youth empowerment and corporate partnerships, among others.

3. Now talking Coffee what impact have you had?

Coffee is one of TechnoServe's key focus sectors, as smallholder farmers in many parts of the world are capable of growing excellent coffee that earns them a good living—if they have access to the right information about agricultural practices, adequate processing facilities and better access to markets.

In East Africa, we have been developing and expanding the model of cooperative-owned wet mills since the early 2000's. We recently completed an eight-year project with the Bill & Melinda Gates Foundation that provided technical assistance to 340 new or existing wet mills and agronomy training to nearly 140,000 farmers. Across Ethiopia, Kenya, Rwanda and Tanzania, that project helped more than a quarter-million farmers earn higher incomes and increased the supply of high-quality coffee available in the region.

We work with a number of coffee companies, such as Nespresso, Mother Parkers, JDE and others, to boost the quantity and quality of sustainable coffee produced by smallholder farmers around the world, benefiting their customers as well as improving incomes for these farmers.

4. What direction do you see the Global Coffee Community needing to take in the next 10 years?

The global coffee community, like a lot of sectors, is going to have to grapple with the

effects of climate change. Obviously some areas will be affected more than others, but there is a lot of work to be done to help farmers adapt to more challenging growing conditions.

The specialty coffee segment will continue to expand, which offers great opportunities for East African coffee farmers. But meeting this opportunity will require closer links between farmers and traders to meet the needs of specialty roasters.

5. On a lighter note tell us about yourself? What do you do in your spare time? What is your favourite movie? Also how do you like your coffee?

Probably the most interesting fact about me is that I'm an identical triplet! I enjoy mountain biking in the hills above Addis Ababa at the weekend. My favourite movie is The Secret of Kells, a beautifully animated Irish story that I love to watch around St. Patrick's Day every year. In the morning I enjoy an Americano and in the afternoon I enjoy a shot of espresso.

A DECADE OF DISCOVERY

CELEBRATING **10 YEARS** OF PRODUCING SPECIALITY COFFEE IN RWANDA

Rwanda Small Holder Specialty Coffee Company (RWASHOSCCO) was established in 2005, towards the end of PEARL/USAID project. The idea was to leave behind a farmer's umbrella organization or company that will handle all marketing and export logistics and strengthen the management and leadership of primary cooperatives. It is a farmer-owned marketing, exporting, and roasting company that also provides key services to Small Holder coffee cooperatives in Rwanda. RWASHOSCCO Ltd is a limited company incorporated in the Republic of Rwanda. It is owned by 6 cooperatives; Bufundu Coffee (BufCoffee), Abahuzamigambi ba Maraba, KOAKAKA Karaba, all in the Southern province, COCAGI Gashonga, in the Western province, Dukundekawa Musasa, in the Northern province, and COCAHU Humure, in the Eastern province. These cooperatives employ around 13,600 coffee farmers.



Dr. Tim Schilling giving a speech during the event

RWASHOSCCO celebrated its 10th anniversary from 13th to 14th July 2016. The celebrations started from Kigali and then continued on Thursday 14th from one of their cooperatives known as Abahuzamigambi ba Maraba. The event was graced with various dignitaries such as Dr. Tim Schilling (Executive Director of World Coffee Research), Mr. Tony Nsanganira (Minister of State for Agriculture), Mr. Jean Claude Kayisinga (Permanent

Secretary Ministry of Agriculture), and Mr. Gilbert Gatali (AFCA Rwanda Chapter Chairman). Among the attendees were also coffee buyers and partners of RWASHOSCCO from all over the world.



The company has come a long way since they began 10 years ago with the support of a USAID funded project. Today RWASHOSCCO has a self-sustaining model that does not rely on external funding for development. Our members are committed to paying 90 Rwanda Francs per kilogram of coffee exported by RWASHOSCCO.

Through the unique model applied by RWASHOSCCO of linking coffee farmers to markets and buyers has ensured that our farmers get their work's worth and enjoy maximum profits. We have seen lives being transformed and women being empowered as a result. Our farmers can today borrow up to 3.5 million US dollars and re-pay within a short period of 1 year.





Some of the buyers who attended the event

The way forward for RWASCHOSCO will focus on 3 things;

- a) Improving the quality of their coffee by training the farmers. Alongside trainings conducted within cooperatives, RWASCHOSCO has been organizing annual educational trips to coffee producing countries for information exchange so that the farmers can learn and apply best practices in coffee production, processing and packaging through the training partnerships with COCOCA in Burundi, CPCU in Uganda and SIDAMA in Ethiopia.
- b) Expansion of sources of income. RWASCHOSCO would like to see its farmers expand and diversify their sources of income and contribute more to coffee export through different projects that supplement their coffee income. This will lead to improved standards of living for them, their families and eventually the society as a whole. In addition we have a target to increase our international certification as we plan to export organic coffee which is more competitive in the international market. We would also like to tap into "women coffee" for our women farmers to earn additional income. Currently, International Women Coffee Alliance has a Chapter in Rwanda which will be instrumental in mobilizing women and promoting their coffee at the International market.

- c) Continuous partnership with the government of Rwanda in implementing coffee export policies. RWASCHOSCO has a target to export roasted coffee from Maraba to increase farmers' income and prove to Rwandan citizens and the world that Rwanda is capable of producing quality coffee and compete on the international market.



Ms. Angelique Karekezi, Managing Director of RWASCHOSCO giving a speech

The Managing Director of RWASCHOSCO, Ms. Karekezi Angelique who is also the Chairperson of International Women Coffee Association (IWCA) for the Rwanda Chapter congratulated all the cooperative members especially Maraba, Musasa and BufCofee co-operatives which are now able to fully process coffee produced by their members from picking to packaging for the export market which is a great achievement and encouraging to the Rwanda coffee community. She concluded by encouraging all stakeholders to work together in growing the coffee industry and improving the livelihoods of their farmers.



The Coffee Technology Expo-2016

1st – 3rd September, 2016

The objective of the cTe is: to create awareness and demand for coffee related technologies and services along the value chain to the coffee stakeholders in Eastern African region by exhibiting, showcasing, and training visitors on an annual basis.



Uganda is the leading Coffee Exporter and 2nd coffee producer in Africa. Uganda boasts of over 1.78 million households engaged in coffee production. It's estimated that less than 30% of the coffee stakeholders use technology and equipment in the coffee values chain. BrazAfric Enterprises Limited [BrazAfric], the leading supplier of coffee technologies in Africa together with the Africa Coffee Academy [ACA] – the leading business and technical supporter of the Coffee Value Chain in Africa joined hands to host an annual Coffee Technology Expo [cTe].



The cTe was the best place to see emerging trends up-close, with many companies choosing the event to unveil new technologies or make big announcements. Coffee practitioners loved new ideas, and had been looking for platforms closer to home to showcase new innovation. BrazAfric and ACA announced the launch of the cTe-2016 that was doing just that! The objective of the cTe is: to create awareness and demand for coffee related technologies and services along the value chain to the coffee stakeholders in Eastern African region by exhibiting, showcasing, and training visitors on an annual basis.

The cTe-2016 took place from 01st - 03rd -September, 2016 at the Uganda Manufacturers [UMA] show grounds in Lugogo - UMA Multi-Purpose Hall and was sponsored by Toper Roaster (NK), Pinhalense

and Mercantile Credit Bank. The theme of the Expo was "Delivering Innovative Input and Extension Services Solutions through Science and Technology".

The cTe-2016 was officiated by Hon. Mathias Kasamba and was graced with both local and international dignitaries like the Chairman of BrazAfric Group – Mr. Marcos Brandalis, Mr. Carlos Brandos – Pinhalense and PEA Marketing, Mr. Eylem Sencan – Toper Roasters NK, Mr. Stanley Ngugi – Buhler, Operation Wealth Creation, UCDA, NaCORI, Coffee Exporters and Coffee Farmers from all the coffee growing regions in the country.

Key Features of the event included an exhibition hall with over 30 exhibitors (www.coffeetechnologyexpo.com) a conference area where insights

into new coffee technologies and innovations way pointed out to the enthusiasts and roasting training session conducted by toppers SCAE certified trainer – Mr. Eyelm. Toper received a total of 93 trainees that took part in the introduction to roasting training sessions. The 3 days of the expo were flocked by over 800 devotees with representation from all the CVC actors

The cTe-2016 awarding of exhibitors and sponsors was officiated by the Chairman of Uganda Coffee Development Authority – Mr. Perez Bukumunhe who also welcomed the guest to the coming cTe-2017 taking place in September – 2017 from 7th – 9th. In one of his chats with the guests Mr. Carlos Brandalis commented that this was the first of its kind and a great event that needs to be replicated in other BrazAfric partner countries.





Kenya Training & Kenya Chapter Committee

Kenya AFCA Chapter Elects Management Committee

On the Friday, 2nd September 2016, the Kenya AFCA Chapter held its AGM and elected the following to its Management Committee for the next three years. We wish them the best!

- Chairperson – Dr. Joseph Kimemia of KALRO
- Vice Chairperson – Ms. Nancy Cheruiyot of Commodities Fund
- Treasurer – Mr. Benson Apuoyo of AFA-Coffee Directorate
- Committee Member – Mr. David Murunga of Sasini Ltd
- Youth Representative – Mr. Anthony Ngugi of SMS Ltd
- Women in Coffee Representative – Ms. Millicent Onjoro of Fairview Estates
- Farmers Representative – Ms. Phyllis Nganga of KCCE.



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BASF aims to turn knowledge rapidly into market success. The vision of BASF's Crop Protection division is to be the world's leading innovator, optimizing agricultural production, improving nutrition, and thus enhancing the quality of life for a growing world population. BASF is an expert in offering high quality coffee crop protection solutions in Kenya. Our registered products in coffee are;

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of CBD during the months of June and July. AgCelence® from BASF is an innovative technology that goes beyond crop protection to deliver more yield per ha due to increased plant growth efficiency, better stress tolerance, and effective disease control. This physiological benefit is called AgCelence® and is a registered trade mark of BASF.

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A broad spectrum fungicide for the management of Coffee Berry Disease and Leaf Rust. Tested and proven Multi-site fungicide for Coffee Berry Disease and Leaf Rust with preventive and curative activity. Delan® is a perfect resistance management tool. Delan is IPM compatible and poses low risk with resistance management. Delan® is an excellent tank mix partner with cabrio®.

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BASF is a leading research and development company and will continue to champion business excellence initiatives by embracing customer centricity, operational excellence and innovation. Through our research; we will continue introducing products that will give benefits/ solutions to coffee farmers so that they can excel in their farming business. At BASF, We Create Chemistry to cultivate prosperity.

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NARDOS COFFEE EXPORT



Background

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

Coffee Export

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

Standards:

Washed:

Guji grade 2, Sidamo grade 2, Yirgacheffe grade 2, Limu grade 2, Bebeke grade 2, Tepi grade 2, Lekempti grade 2.

Unwashed:

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

Specialty Preparation Coffee:

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

Sister Company

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

Social commitment

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

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RWASHOSCCO



History

RWASHOSCCO was created in 2005, towards the end of PEARL/USAID project. The Idea came from Dr. Timothy Schilling, then Chief of Party PEARL/USAID with an objective of leaving behind a farmer's umbrella organization or company that will handle all marketing and export logistics and strengthen the management and leadership of primary cooperatives.

Who we are

RWASHOSCCO Ltd is a limited company incorporated in the Republic of Rwanda. It is owned by 6 cooperatives; Bufundu Coffee (BufCoffee), Abahuzamigambi ba Maraba, KOAKAKA Karaba, all in the Southern province, COCAGI Gashonga, in the Western province, Dukundekawa Musasa, in the Northern province, and COCAHU Humure, in the Eastern province. These cooperatives employ around 13,600 coffee farmers. RWASHOSCCO is a farmer-owned marketing, exporting, and roasting company that also provides key services to Small Holder coffee cooperatives in Rwanda. RWASHOSCCO Ltd is a limited company incorporated in the Republic of Rwanda. It is owned by 6 cooperatives.

Contact details

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KAGERA CO-OPERATIVE UNION (KCU)

KCU Ltd was established to maintain favorable markers to raise farmers' income.

Our Mission is to improve the well-being of its farmers by assisting them to produce a high quality product that continues to capture the satisfaction of its customers and hence fetching premium returns.

Kagera Co-operative Union (KCU) is a Voluntary Association of 125 Primary Cooperative Societies representing over 60,000 small farmers of the mainly Robusta Coffee in Kagera Region in the north west of Tanzania (West of Lake Victoria). Each primary society is owned by about 500 small coffee producers. Kagera Co-operative Union Ltd therefore has about 60,000 members. For a primary society to be a member of KCU Ltd, it has to own shares in KCU.

Each primary co-operative society has about nine committee members, and two representatives to the KCU General assembly which convenes twice a year- this is the supreme body for KCU Ltd decision making. Primary cooperative societies also hold general assemblies before each assembly of the union.

Since its establishment in 1950, Kagera Co-operative Union Ltd members mobilized themselves to market their own coffee. Their marketing had till 1990 always ended at auction, previously at Mombasa port of Kenya, and later at Moshi in Tanzania where coffee exporters gather to bid for different coffee lots.

Our cooperative movement has since then changed shape at different stages, but always maintaining the same goal, services to its members and long term plan of self-sufficiency in marketing own crop. Our connection to the fair trade partners in 1990 was stone to our new error of direct connection to the consumer community.

Achievements

KCU Ltd as co-operative movement pools all members' production costs together and benefits are equally distributed to the members-it is this sort of unity that makes KCU Ltd with affiliation to the fair trade movement manage within the hostile liberalized marketing system. The fair trade benefits earned by selling about 50% of the total production to the fair trade system may be briefly narrated as follows;

- Members has remained together as an organization as they enjoy secure prices and fair trade premium compared to what they could earn if they were divided and selling their coffee to the conventional market.
- KCU has created reliable and permanent partnership with its customers especially the 100% fair trade companies like Twin Rapunzel, Café direct, Gepa, Oxfam, trade fair original, and Trade Aid importer, just to mention some.
- Fair trade social premium has been put into use at different primary societies. Some societies have built additional classrooms and health centers while others have constructed and repaired roads which head to crop collection centers
- KCU members who are now more informed of market behavior and fluctuations in prices can now be more easily explained. This is because we received plenty of marketing information from our fair trade partners and other buyers.
- Environment protection, its KCU strategy as prior pointed out that at one point all our primary cooperative societies join the organic coffee project to ensure protection of our environment.

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Email: kcu@habari.co.tz



ROMEL GENERAL TRADING PLC

Who we are

Romel General Trading PLC was acquired by Kaliti Food S.C the only food-processor based in Addis after seven decades under State ownership through the Public Asset Privatization Program. After acquisition, Romel General Trading continued diversify the Company's Operations significantly and as a result started coffee export. With the newly established coffee export department in 2008; KFSC, who is one of the first founding members of the Ethiopian commodity Exchange (ECX), started export of fine Ethiopian Arabica Coffee to the world market. For over 10 years, ROMEL has been excellent in the retail lighting industry. Established in 2004, Romel is the nation's largest lighting retailer with multiple stores throughout Ethiopia. We serve customers nationwide with the largest selection of functional and decorative indoor and outdoor electrical equipment. The range of products includes light fixtures, louver fittings, circuit breakers, adapters, lamps, switches, sockets and other electrical items, with over 4000 product selection.

Romel operate as pioneers in the Ethiopian electric goods Industry by having own brand goods, driving performance at every level of the organization, meeting global standards in operations and benchmarking excellence in innovation & delivery. Recently, the company has opened its new, high standard switch and socket assembly plant in town. Now, widening its sector, Romel, with the brand name Cerealia, has started export of Ethiopian Arabica Coffee, in its best quality.

OUR VISION

Strive to be the excellent and preferred brand in food' and agribusiness sector. To be the best supplier of Ethiopian Arabica coffee.

MISSION

To produce and serve the market with affordable, quality products involving highly professionals and modern technology with the primary purpose of satisfying the interests and needs of its customers, employees, shareholders and other stakeholders.

OUR VALUES

The "PERFECTION" Rule

- Passion for our Customer - We measure our excellence by our Customers Satisfaction
- Excel in Quality - Quality First
- Reach Higher - We always aim for the best
- Fit - fit for every one
- Every person, every idea Counts
- Creative - WE come up with Nobel ideas every time
- Team work
- Integrity - We act with integrity and show respect
- Open Minded
- Never Give up

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Urael AB Business Zone 6 floor Office No. F6/101 BOLE SUB CITY ADDIS ABABA, ETHIOPIA



TANZANIA CHAPTER COMMITTEE

On the Friday, 9th September 2016, the Tanzania AFCA Chapter held it's 7th AGM and elected the following to it's Management Committee for the next three years. We wish them the best!

- Chairperson: Mr. Primus Kimaryo of TCB
- Vice Chairperson: Mr. Amir Hamza of Amir Hamza Co. Ltd
- Treasurer: Mr. Josephat Sylvand of KCU
- Committee Member: Mr. Sam Mburu of Dorman (T) Ltd
- Youth Representative: Mr. Pranav Joshi of Export Trading Group
- Women in Coffee Representative: Mrs. Fatima Faraji of Finca Estate
- Farmers Representative: Mr. Titus Thobias Itegereize of Karagwe Estate Ltd



VISITS TO THE AFCA SECRETARIAT



1



2



3

1. Katuka Development Trust and Coffee Trading Company with the AFCA Executive Director.

2. David and Andrew from the East Africa Trade Hub, our Partners, with the AFCA Program Manager.

3. AFCA Member Alefe Theo of Plantations de Motando from the DRC with the Conference Manager (right) and Great-lakes Region Chapter Coordinator (left).



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, Bebeke 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

MEET THE SPEAKERS



Sergio Figueredo

FAST Project Manager Latin America
& AXiiS



Edward E. Massawe

General Manager, Tanzania Coffee
Farmers Alliance (TCFA)



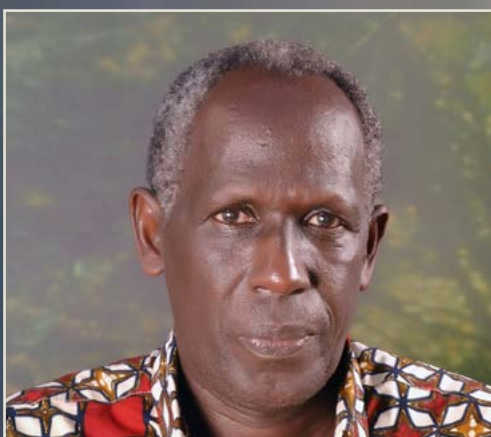
Dr. Denis Seudieu

Chief Economist, International Coffee
Organization



Phil Schluter

Managing Director, Schluter SA



**Dr. Daniel N.T.
Rukazambuga**

Professor of Pest Management,
University of Rwanda



Judith Ganes

Founder and president of J. Ganes
Consulting, LLC

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RWANDA



COFFEE TRIP TO BRAZIL

TravelBox and P&A/Pinhalense in partnership with the African Fine Coffees Association offered this incredible opportunity to African coffee producers/stakeholders experience all aspects of coffee growing, harvesting and processing thought guided visits to relevant Arabica and Robusta coffee producing areas in Brazil.

The trip that took place from the 30th July to the 6th August 2016 and attracted participants from Uganda and Tanzania namely: **Abdalla Mangalji – coffee farmer under UCDA, Norman Mutekanga – UCDA, Jimmy Bakulu – UCDA and Gerald Manongi – Mbozi Coffee, Tanzania.**

During the trip, participants had the opportunity to witness the coffee harvesting, to learn about new technologies used in harvesting and processing and also to see what Brazil is doing to increase its productivity in both Arabica and Robusta.

TravelBox hosted the group and accompanied them to a series of field visits and meetings with relevant stakeholders in Mogiana and South Minas, the most important Arabica producing areas, and also in Espírito Santo, the largest Robusta producing state in Brazil. The group saw harvesting done with hand-held harvesters and also with a large self-propelled harvester on Arabica farms in the Mogiana region. The delegation witnessed all stages of coffee processing, including wet milling, on-farm drying and dry milling, and the three different processing methods used in Brazil: natural, pulped natural, and washed. The visitors learned the

implications of each system on coffee quality and cup profile during visits to small and medium-sized farms.

The program continued with visits in the Pinhal area of the Mogiana region. They visited Pinhalense, the world's leading coffee processing equipment manufacturer, where the delegates saw the production lines and assembly of machines and also had the chance to meet the engineers of the Projects Department, where small, mid-size and large mills for Africa, Asia and Latin America are designed. Meetings were held with P&A, the company that manages Pinhalense exports to more than 90 countries, including African markets, and with Carmomaq, a locally based industry that manufactures roasters of all sizes, grinders and packing machines for Brazilian and foreign markets.

The visits continued at Cooxupé, the largest coffee cooperative in Brazil, with more than 12,000 members, located in Guaxupé, state of Minas Gerais. The group was hosted by Mr. Jorge Florêncio, the Marketing Director, and had a chance to talk to the president of the cooperative, Mr. Carlos Paulino. The highlight of the Cooxupé visit was the cooperative's Japy Complex, a state-of-the art fully automated operation with capacity



to mill up to 5 million bags of coffee per year. The group was dazzled by how much coffee was stored in big bags (each one containing the equivalent of 1,200 kg), and how it was dry processed and prepared for exports without manual handling.

In Espírito Santo, the group met with the Coffee Department of Incaper (the state's Research and Rural Extension Institute) and had an informative meeting with the president, several directors, and researchers about Conilon, the Brazilian Robusta, and the research work developed in regard to highly productive and resistant varieties, that can have an average productivity as high as 100 bags/hectare! Presentations about the Robusta scenario of both Brazil and African countries were made and an interesting discussion was held. Finally, a highly productive Conilon farm was visited so that the group could witness their achievements first hand.

TravelBox is a Brazilian-based travel company specialized in coffee itineraries, for additional information, please contact Maria Brando: mariabrande@hotmail.com / www.travelbox.com.br





FLOCERT expands portfolio to assurance services for Private Codes and Programs

You will most certainly know us as the global provider for Fairtrade certification. And you might be aware that over the last years we have expanded our service offering to also carry out certification and verification for other standards (e.g. UTZ, 4C, EDGE, SMETA/ETI). But did you know that based on this experience we also help brands, retailers and organizations to convert their own sustainability programs into a verifiable private code and accompany it with regular assurance services? These Private Codes or Programs can be based on the organization's own values and objectives, and can even be used in addition to their Fairtrade certification. For such demands we offer tailored assurance concepts based on the individual customer needs and the code's focus and requirements.

Ose Nielsen, FLOCERT's Global Head of Product Development, has more information.



Ose (middle) in discussions on a Private Code

Q: Ose, which kind of organization typically asks us to work on their Private Code or Program?

A: Most often we receive demands for private customized code development and verification from brands and retailers. They intend to implement the code into their existing supply chains. On some occasions we also develop codes for associations, foundations or



consultancies who want to create the code with us on behalf of their founders or business partners.

Q: What are FLOCERT's key areas of expertise?

A: We have almost two decades of experience in auditing and certifying Fairtrade standards in various product categories and since recently verify a couple of additional sustainability standards beyond Fairtrade. This means that the spectrum of expertise is large. But we have a very distinct history in agricultural products and global supply chains, with a strong focus on farming/community areas. Our key content fields of expertise are:

- Workers' rights
- Organization of farmers and workers
- Supply chain integrity
- Financial tracking
- Environmental sustainability
- Child protection
- Gender equality

Q: What exactly is it FLOCERT can offer an interested customer?

A: We deliver customized services in

three main areas:

1. Development of Private Code
2. Design of a verification architecture
3. Revolving third party verification

The **development of a Private Code** is particularly beneficial for companies that wish to translate their very own tailored sustainability programs and goals into verifiable rules without necessarily having to cling to already existing generic certification standards. A combination with Fairtrade is by all means possible and can be the perfect supplement.

The **design of a customized verification architecture** supports the assurance of a private code. It is very much in demand these days. A tailor made verification framework allows our customers to improve the dialogue and interaction with their supply chain partners. Within this framework it is possible to combine third party verification with self-assessment and second party monitoring. This renders a private code very agile and user friendly. On-site verification of a private code

can be accompanied with technical verification solutions. We are for example able to map supply chains and trace volumes or financial premiums and facilitate impact story telling.

Revolving third party verification

is the most professional and objective assurance cover for a private code and helps to minimize reputational risks. Verification is also an important vehicle to embrace stakeholders, to increase awareness and to enable implementation of the sustainability goals behind the code.

For more information on these services please go to our Website at <http://www.flocert.net/verification-services/code-of-conduct-verification/> or contact o.nielsen@flocert.net.



Ose Nielsen, Global Head of Product Development, is audit and certification expert at FLOCERT. She has 20 years of Fairtrade experience and is responsible for the development and global implementation of innovative assurance services at FLOCERT. Together with FLOCERT's international team and external partners she has implemented a range of additional Voluntary Standard programs and designed bespoke assurance and impact services for private customers. Ose is trained Project Manager on Prince 2, Design Thinking and GRI 4 Lead Verifier



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

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

1. Grow your Business;

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

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

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



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

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

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

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



MEMBERSHIP FEES:

1| ANNUAL Membership: US\$ 500

2| TERM Membership: US\$ 1200



- Members participate with AFCA in International specialty related events such as SCAA, SCAE, and SCAJ where they are presented with an opportunity to engage in global multi – stakeholder platforms.

2. Grow your Coffee Knowledge through attending any of the exclusive AFCA workshops, seminars held in different member countries.



Please visit our website at www.africanfinecoffees.org for more information or send us an e-mail at secretariat@africanfinecoffees.org

AFRICAN FINE COFFEES REVIEW MAGAZINE



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For more information on how we make your
brand grow with us please contact;

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BrazAfric providing Total Solution to Coffee and Grain Processing Equipments



Marcos . G . Brandalise
Chairman & Founder of Braz Group of Companies

WHO WE ARE

BrazAfric Enterprises Kenya Ltd (BEL (K) is a member of (BRAZ) Group of Companies (BGC), a business set up with strong operational presence across eastern Africa covering six countries being Kenya ,Uganda ,Tanzania, Ethiopia ,Rwanda and Mozambique . The company was incorporated in 1998 with the objective to promote mechanization of Agriculture in order to enhance Agribusiness and value chain addition in the region. All the group companies operate independently maintaining coordination among themselves with the Headquarters bases in Nairobi setting and overseeing operational coordination policy formulation and implementation. The company was incorporated in 1998 with the objective to promote the sale of product with

strong emphasis on environmental friendly energy saving and Accessories. These include Coffee processing Equipment Grain processing, handling and storage equipment, instant water heaters, Farm tools and Implements.

VISION:

To become regional Leader in supplying High Quality, Innovative, Agriculture, Energy & Environment Conservation Product & Services.

MISSION:

Establishment of strong finance based coupled with Efficient Business Systems and Controls to ensure profitability in Offering, Reliable Technical Back Up, Focused product selection, Supported by Vigorous marketing approach with our Regional network.

OUR AIM

The BEL(K) aim is to become leading company in supply of post and pre harvesting equipment, which shall enhance the improvement of value chain to the processors, traders, large and small scale farmers, thus strengthening the agribusiness sector. This is expected to be channeled through realization of a well-functioning regional grain and coffee trade, as a result of establishment of structured grain and coffee system, strengthened market information system, capacity building of value chain stakeholders as well as improving trade

WHAT WE DO

In the spirit of achieving our mission, the company has been segmented into small focused business units which are able to meet the clients and offer them the required solutions to their need. This business unit includes:

COFFEE DIVISION:

We offer all solutions to the coffee farmers, coffee traders and coffee exporters by providing all range of tools, knapsacks, shade nets, pre-harvest equipment, Post- harvest equipment colour sorters, coffee roasters, and laboratory equipment. We also offer training to usage of all the equipment so as to ensure the customer satisfaction and need is met.

GRAIN DIVISION:

We offer solution to grain handling farmers, traders and processors by providing all ranges of equipment from soil preparation to grain handling and storage equipment in spirit of ensuring the maximum value addition is met. Product ranges from farm tools, pre harvest equipment and laboratory equipment. We also offer training on usage of all the equipment so to ensure the customer satisfaction and need is met.

TRADE DIVISION

Upon realization of the gap in the market based on the clients need, BEL(K) introduced this division to fill the gap. This division deals with fast moving portfolio of goods which includes, instant water heaters ,Lawnmowers ,Cold shower heads, Cane Knives, Tea shears.

TECHNICAL DEPARTMENT:

This is a support division in ensuring the solution to the client is achieving and maintained. The division is generally involved in design, installation, commissioning and training and after sales services. The division is also engaged in giving technical solution and advice to the clients to as to ensure they are provided with the required solution to their need.

SUPPORT DEPARTMENT

This is the department which is involved in ensuring the above sub-units are in a position to deliver the required service and solution to the clients within the time frame. They include procurement which sources the best solution from our core principles in Brazil, France and account, administration and human resource.

The synergy within the all departments and division has enhanced team spirit which has continued to see BEL(K) grow in heights, as we strive in enhancing quality and affordable solution within Africa.

OUR PRODUCTS

Our products range from:

- Metallic grain silos and dyers
- Coffee Processing Equipment's (Wet mills, dryers, destoners, gravity table, size graders, Hullers.
- Rice Processing Equipment's
- Maize Processing Equipment's
- Seed Processing Equipment's
- Electronic grain and coffee colour sorters
- Air Compressors
- Coffee rosters & Grinders
- Soya processing Equipments
- Cassava Processing Equipment.
- Land preparation equipment's which includes disc ploughs, disc harrows, rotary cultivators
- Planters / seed drills for all seeds, mostly focused on conservation agriculture.
- Crop protection Equipment's which include Knapsack sprayers, Boom sprayers and Turbine sprayers
- Animal feed preparation equipment which includes foliage shredders / hammer mills, forage harvesters feeds mixers etc.
- On farm post- harvests equipment's which includes Sheller's / thresher, grain cleaners/classifiers, seed treatment and storage silos
- Garden care and watering solutions, quality tools (pruning saws, secateurs , Cane knives, Tea shears)

COFFEE & GRAIN PROCESSING MACHINERY



BrazAfric Enterprises Kenya Ltd

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Email: coffee.hod@brazafirc.com, coffee@brazafirc.com www.brazafirc.com

Offices: Kenya (HQ), Uganda, Tanzania, Rwanda, Ethiopia, Mozambique



MULLEGE

COFFEE EXPORTER P.L.C

ADDIS ABABA, ETHIOPIA



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- First company to do 100% Eco-friendly processing
- We are always willing to learn from our valued customers

Your next green Coffee Choice!



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