

AFRICAN

FINE COFFEES

REVIEW MAGAZINE

July-September 2017 | Volume 7 | Issue 4

THE **UGANDA**
COFFEE ROAD MAP

ROBUSTA COFFEE
IN THE DEMOCRATIC
REPUBLIC OF CONGO

ISHAK K. LUKENGE
A COLLECTIVE VISION OF THE
SUSTAINABLE RESURGENCE OF
THE AFRICAN COFFEE INDUSTRY

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Contents



08



22



26



40



25

06 | IN THIS ISSUE

- 06 | AFCA on Social Media
- 08 | The History Of Coffee In Uganda
- 12 | A Collective Vision for the Sustainable Resurgence of the African Coffee Industry
- 15 | Fram Farm: African Coffee of the Year
- 16 | Kenya as SCAA Portrait Country
- 18 | Tanzania Coffee Industry Report 2017-2017
- 21 | Training of Trainers on International Coffee Trading System
- 22 | Robusta Coffee in D. R. Congo
- 24 | AFCA Cupping of Taste of Harvest Coffees in Finland
- 25 | The Fushan Experience
- 26 | First World Coffee Producers Forum's Final Declaration
- 28 | Uganda's Roadmap to Accelerated Production of Coffee
- 31 | Kenya Coffee Industry Endorses the 'Sauti Ya Kahawa' Platform
- 32 | Concept Note for the Establishment Coffee Improvement Programme for Africa
- 38 | About Uganda
- 40 | The 2013 Uganda Conference
- 42 | 15th AFCC & E Conference Stats
- 45 | The Perfect Cup of Coffee Begins with a Well Natured Plantation

51 | VITOR ZAMORA Celebration of a Life



05 | CONTRIBUTORS Contributors' Profiles



46 | AFCA MEMBERS' PROFILES Get to know some of our members from their business profiles

A WORD FROM THE **EXECUTIVE DIRECTOR**



The Coffee Industry sustainability is closely linked to the livelihood of the Coffee farmer, who in a large part, has no initiative to invest and produce more coffee. We carry an extract of the declaration from this meeting in this magazine.

Welcome to the 7th Edition of the AFCA Magazine

The World Producer forum was held this July in Medellin Colombia. With 5 regional Presidents and over 1,400 producers on site, the meeting provided a powerful back drop to highlight the plight of the Coffee producers. The Coffee Industry sustainability is closely linked to the livelihood of the Coffee farmer, who in a large part, has no initiative to invest and produce more coffee. We carry an extract of the declaration from this meeting in this magazine.

The Uganda Government has put in place an ambitious Coffee program, the Vision 2030. With a target to produce 20 million bags of coffee by the year 2030, this represents a defining moment for the African coffee Industry. We review the detailed Road Map in this issue.

The Kenya Coffee Platform, known as 'Sauti ya Kahawa' is taking shape under the leadership of the local coffee fraternity. The platform will be key in organizing collective action and dialogue in the coffee sector in Kenya. The Kenya Chapter, UTZ and Solidaridad provide the critical leadership to make the platform a reality.

The preparations for the 16th AFCC & E Conference have kicked off in high gear. We take this opportunity to applaud the Uganda Coffee Fraternity and acknowledge the support of the industry in the conference preparations. A State of the art Exhibition center is envisioned. We encourage delegates and exhibitors to register for the conference early enough to take advantage of the discounted registration fees.

Please sit back and relax as you review this issue of the African Coffee Industry in perspective.

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African Fine Coffees Association

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Ishak Lukenge
Chairman, AFCA Board of Directors

PROFILES

**Kambale K.**

Kamungele is the Export Director of Ets. TSONGO KASEREKA (Co., Ltd.) based in Butembo, Nord-Kivu, DRC and currently the president of the D.R. Congo Coffee & Cocoa Exporters Association (ASSECCAF). With over 10 years of green coffee exporting and involvement in a variety of coffee-revitalization programs, Mr. Kamungele is well-acquainted with the complexity of the DRC Coffee Value Chain and has a combination of private sector experience and coffee policy sector leadership. He holds a degree of Master in Coffee Economics & Science (Ernesto Illy) from the University of Trieste in Italy.

**Primus Kimaryo**

is currently the Acting Director General of Tanzania Coffee Board, and the Director of Coffee Quality and Promotions. Previously, Primus also held different positions at TCB such as; Coffee Development Officer from 2006 to 2008, Operations Officer for the Northern region from 2004 to 2006, and the Public Relations Officer from 1999 to 2004.

He holds a Master's degree in Coffee Economics and Science, Master of Business Administration (MBA), Coffee Diploma (Hons), he was also awarded BSc Agriculture General, and Diploma in Food Production and Nutrition (DFPN).

**Dr Emmanuel**

Niyibigira Iyamulemye is an agricultural scientist (PhD, MBA), with over 15 years' experience in agriculture-related programme design and delivery. Prior to joining Uganda Coffee Development Authority in October 2016 as the Managing Director, Dr Iyamulemye was the National Programme Coordinator for the Northern Uganda Agriculture Livelihoods Recovery Programme and the Karamoja Livelihoods Programme (KALIP), in the Office of the Prime Minister, Uganda.

**Dr Joseph K.**

Kimemia a coffee specialist who holds a PhD in Crop Science. He has worked at Coffee Research Foundation for over the last 28 years (10 of which he was the CEO/ Director of Research) till May 2015 when he was transferred to the Kenya Agricultural and Livestock Research Organisation (KALRO) headquarters to be in charge of Planning, performance Management and Quality Control. However he is still very active in coffee and is involved in several activities both locally and internationally.

**Ishak Kasule Lukenge**

is currently the Managing Director of Kampala Domestic Store Ltd a coffee exporting firm since 1995 and is also a cofounder and Director of Star Café Ltd, a Ugandan coffee roasting company. He is also the 2017-2019 AFCA Board Chairman.

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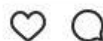
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THE HISTORY OF COFFEE IN UGANDA

DR. EMMANUEL IYAMULEMYE

The story about coffee in Uganda can be traced as far back as 19th Century. Stories are told of how coffee was used as an energy booster by long distance travelers, as a substitute for cigarettes and in cultural ceremonies.

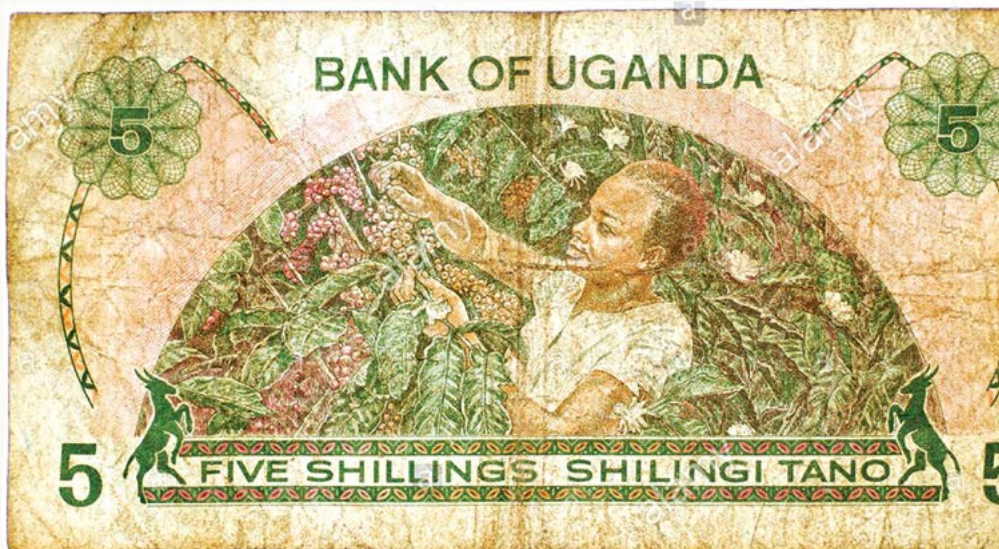
But first, the history.

Uganda grows both Robusta and Arabica coffee in a ratio of 4:1. The Arabica crop was introduced in Uganda in 1900 from Malawi and Ethiopian highlands. The Arabica crop initially performed poorly and was ravaged by diseases at the time it was introduced. On the other hand, there was an increase in farming of the natural undomesticated Robusta by smallholder farmers in the areas around the Lake Victoria basin.

Historical accounts suggest that after World War II, there was need for revenue sources to support the British economy, which had suffered significantly as a result of the war. Crops like cotton and sugarcane were forcibly grown in Uganda. As time went on, Uganda grew very good quality Robusta coffee.

By 1914, European and Asian farmers had established 135 plantations, sitting on over 58,000 acres of land, mostly in central Uganda. However, the crop was abandoned when prices fell in the 1920s.

In 1925, coffee accounted for 1% of Uganda's commodities exports. Responding to government extension services, coffee production kept growing, becoming a major source of household income and major contributor to the country's foreign exchange earnings.



In response to the need to police and streamline activities around coffee production and marketing, the first coffee institution, Coffee Industry Board, was established in 1929 with the main objective to address quality concerns. Later, the Department of Crops was created in 1946 with the aim of expanding Robusta coffee farming through adoption of deliberate aggressive promotion of the crop variety. In 1959, the Coffee Industry Board was charged with setting prices and in the same year, the Coffee Marketing Board was formed and given the added responsibility of marketing Uganda's coffee.

However, it was not until the birth of cooperative movements in the 1940s that coffee growing really became popular and coffee overtook cotton as the chief export crop. It provided

the homogenous vehicle for the growing, processing and export of coffee.

Following independence in 1962, the Coffee Marketing Board assumed full control of the coffee industry and in 1969, a coffee Act was passed to assume monopoly of all aspects of the industry. This management system remained unchanged until 1990 when the coffee sector was subjected to reforms as the government sought to revamp coffee production.

By the early 1970s, coffee export averaged three million 60-kg bags and Uganda's coffee exports accounted for 4% of global coffee exports. For an economy like Uganda, that was quite a figure to be proud of.



What gives the crop significance in Uganda's political and economic arena is that during President Idi Amin's regime (1971-1979), all other exports virtually ground to a halt but coffee trade boomed and remained the main foreign exchange earner for Uganda. At the time, Brazil experienced frost; most of its crops died, and so Uganda found itself in a period of plenty. The price of coffee shot up and Amin capitalized on the price increase. With the economic hardship eating into the bone marrow of Uganda, coffee became the economy's bloodline.

It was, therefore, not until the collapse of the international coffee agreement in 1987, when the global prices crashed by more than half the previous level that coffee production fell.

The birth of UCDA

The birth of Uganda Coffee Development Authority (UCDA) in many ways ties to the story

of Uganda's efforts to revamp economically. The country's economy had suffered numerous setbacks due to political instability and poor policy choices.

The reform programme that Uganda embarked on in the 1980s addressed both the macro and sectoral issues and focused mainly on the agricultural sector, especially the export crops like coffee.

At the time, the coffee sector challenges were poor quality, poor marketing both on the local and global market, weak regulatory framework, limited crop financing, inefficient management, diseases and poor infrastructure.

To reverse this downward trend, the government, supported by the World Bank, embarked on reviving the coffee industry through the Agricultural Rehabilitation Project. The \$70-million projects (\$22 million went into coffee sector) focused on revamping production, rehabilitating processing facilities, and marketing reforms.

However, restructuring the industry chain presented the need for the reorganisation of the institution managing the sector. The seed for restructuring the Coffee Marketing

Board (the institution that had the monopoly to run the coffee industry) was therefore planted in 1990.

Government adopted policy and institutional reforms as part of the structural adjustment programme. An inter-ministerial committee, which was responsible for the restructuring of the Coffee Marketing Board between 1990 and 1991, was formed. The committee was tasked with working out the modalities for the establishment of a new fully-fledged authority to regulate the coffee sector. The four-man team comprised of Mr William Naggaga, Dr Peter Ngategize, Mr Fred Kawuma and Mr James Serunjogi.

By the early 1970s, coffee export averaged three million 60-kg bags and Uganda's coffee exports accounted for 4% of global coffee exports. For an economy like Uganda, that was quite a figure to be proud of.

In order to develop the best model for the management of the Uganda coffee industry, the team travelled to Latin America and coffee producing countries in Africa to study their systems. The team then made a report recommending the adoption of the liberal system of Costa Rica and Colombia known by the latin word cafeteros.

Based on this report, the Uganda government made the decision to liberalise the sector. The committee then drafted the bill for the establishment of Uganda Coffee Development Authority.



UCDA MD Dr Emmanuel Iyamulemye, UCDA board chairman Perez Bukumunhe and MAAIF Minister Hon. Vincent B. Ssempijja. Hon Ssempijja was introducing the MD to the UCDA board on Oct 13, 2016.

The UCDA Statute was subsequently passed as an Act of Parliament in July 1991. However, before UCDA became operational, the government created a Coffee Monitoring Unit in the Agricultural Secretariat of the Bank of Uganda.

In January 1991, the Coffee Marketing Board (CMB) was split into two entities; the Coffee Marketing Board Limited and the Uganda Coffee Development Authority. The Authority was tasked with the responsibilities of monitoring and regulating the industry, and advising government on policy issues while the Board retained the responsibilities of trading and coffee processing.

Given that the project was part of the World Bank's Agricultural Sector Adjustment Credit (ASAC), the World Bank experts recommended that the four-man team become the core of UCDA. The team worked under the Agricultural Secretariat (based at Bank of Uganda) until 1992, and then became UCDA employees.

The first Board of Directors was



chaired by the late Dr Israel Kibirige Sebunya, and the first Managing Director was Mr Ernest Kakwano, who was at the time the General Manager CMB. He spearheaded the process of putting together the senior management team.

Key staff members were transferred from the Coffee Marketing Board to serve in the Authority and these included statistics, quality assurance and inspectorate staff. They were responsible for the licensing of coffee processing factories.

Further reforms were undertaken in 1992 and 1994, by unifying the exchange regime. The Coffee Marketing Board Limited gradually liquidated all its assets, marking the end of government involvement in coffee trade and marketing, and thus

the start of full liberalisation of the sector.

The Authority was charged with promoting, improving and monitoring marketing of coffee in order to optimise foreign exchange earnings and payments to the farmers. It was also charged with quality control to ensure that all exported coffee met the standards stipulated by the contract between the seller and buyer. Price control and monitoring also fell under the Authority's docket in order to ensure that no contract for the sale of coffee was concluded at a price below minimum price. Among other objectives were development and promotion of the coffee industry through research and extension, marketing of coffee as a final product and promotion of domestic coffee



Mr Henry Ngabirano handing over to Dr Emmanuel Iyamulemye. Looking on is the Chairman of the UCDA Board and the Audit and Compliance Manager.

consumption.

UCDA then licensed private companies to trade in coffee. The first five private export companies were Kyagalanyi Coffee Ltd, Kaliro Coffee Ltd, Kalisizo Ltd and Zigoti Coffee, Mityana and Muhamud Musamba, Kawempe. Four Cooperative Unions that were processing coffee were also licenced to export: Bugisu, Busoga, Banyakole Kweterana and Masaka.

While coffee production was initially the responsibility of the Ministry of Agriculture, in 1994, there were further policy reviews and it was administratively decided that UCDA takes up the responsibility of production. This constituted the third phase in the formation of UCDA - the phase the country is in today.

The mandate in coffee production involved three major broad aspects. UCDA started by supporting development of planting materials-seed and seedlings. This mandate came at a time when the coffee industry was devastated by the Coffee Wilt Disease.

A decision was made to invite private sector players to manage and multiply the 20 demonstration nurseries, which had the seven lines of clones it inherited from government. UCDA thus capitalise on the efficiencies of the private sector and multiplied resistant varieties.

The second area was to support research. UCDA has continued to provide financing for coffee research, up to 40 percent of the budget of National Coffee Research Institute (NACORI) comes from the Authority.

The third broad area was to support extension which had been greatly affected by the reforms. It employed coffee district extension coordinators and they have continued to grow in number as their responsibilities expanded.

The Authority was established with five departments – Finance, Research and Development, Quality, Statistics, and Administration. In 1991, the Authority acquired Coffee House on Jinja Road, Kampala, its current headquarters, from the defunct East

Mengo Coffee Growers.

Currently, UCDA is in charge of all regulatory aspects of the industry, including enforcing regulations, monitoring quality, market intelligence and information, gathering statistics, undertaking promotions efforts, coffee replanting and expansion to new coffee growing areas. These functions are carried out in collaboration with other institutions.

First Management staff

Managing Director

Mr. Ernest Kakwano

Head Finance Department

Mr. Ismail Ssekandi

Head of Research Department

Dr. Peter Ngategize

Head of Quality Control Department

Mr. Henry Ngabirano

Head of Statistics Department

Mr. Francis Kene

A **COLLECTIVE VISION** FOR THE **SUSTAINABLE RESURGENCE** OF THE **AFRICAN COFFEE** INDUSTRY

| An Interview with the New AFCA
Chairman Board of Directors

MR. ISHAK K LUKENGE



Being the Chairman of the Board of Directors AFCA, your views play a key role to the African Coffee industry, could you share your views and vision for the industry?

The African coffee industry has been facing a lot of challenges. Some of them include:

- a) Volatile coffee prices
- b) unpredictable climate change
- c) low Yields and low productivity

My views on the above challenges are:

Volatile Coffee Prices

This is a big concern of all coffee farmers/producers all over the World culminating into the first ever World Coffee Producers Forum which took place in Medellin Colombia from the 10th July to 12th July, 2017. I attended this high level Forum braced by the President of Colombia - Juan Manuel Santos, President Bill Clinton, President of Honduras - Juan Orlando Hernandez and Luis Guillermo Solis President of Costa Rica.



The details of the outcome of this Forum are in the Declaration which I am sure is published in this magazine.

My vision for African Producing Countries to try and mitigate the volatile coffee prices is:

1. To increase coffee consumption in Africa. Of course, each African country is at different level of consumption. You find countries like Ethiopia are far due its historical coffee culture. I therefore suggest that each country designs its own strategy.
2. To increase regional coffee trade in the AFRICA. As AFCA we can play a big role in this endeavor, since it is one of our major mandate.
3. To lobby the African Governments to create trade policies that can successful implementation of (2)
4. To extend our horizon to emerging markets.

Unpredictable Climatic Change

This is an alarming concern of every human being. It is therefore a global problem where I would like to request our African Governments to give it high priority on the Sustainable Development Goals list.



Low yield and Productivity

Most of Africa coffee producing countries produce below 500kgs per hectare compared to other countries in the range of 2000kgs to 3500kgs per hectare. This is a result of so many factors:

- * Aged coffee trees- replanting and renovation

- * Depleted soil fertility-encourage farmers to use fertilizers approved by the authorities according to the nutrients deficiency of the location of the farmer.
- * Extended droughts due to climatic change-need to avail simple irrigation systems to our farmers to irrigate their coffee trees for higher yields.



The youth have a key role to play in the industry. What are your thoughts on how to energize youth and gender to empower them?

I am very passionate about the youth in the coffee industry. In most cases, the youth are marginalized in leadership and decision making, they are only involved as beneficiaries of programs and rarely/never involved in their development. There must be deliberate efforts right from the beginning to see that the youth must play a role. All coffee institutions should have a certain percentage of youths involved.

When it comes to youth participation in the African coffee industry, at production level, most coffee farming is done by older people as youth prefer to migrate to the cities. The youth are more visible at the trading level especially in aggregation of coffee from farmers also known as middle men.



It is through the youth that Africa can make progress towards the realization of the Sustainable Development Goals. I therefore recommend the following on how to attract the youth in the coffee industry;

a) Intensive investment in agriculture:

Make agriculture an attractive enough option for the youth to engage in.

Moving away from subsistence agriculture, and introducing commercialization and productivity improvements through technological changes and infrastructure support.

Profitable coffee production will engage young people on the land and slow down the drift to the cities.

b) Education and training:

Policies must concentrate on creating a system that is capable of inculcating young people's core skills and competencies.

The Educational system should focus on entrepreneurship development.



c) Private sector option:

Create a system of incentives to encourage the private sector to provide mentoring through training and skills acquisition opportunities for young people.

When it comes to gender, we mean creating a balance between the involvement of both men and women. Studies show that 43 percent of people working in fields are women, while males are often the managers and leaders of cooperative organizations. That means that men are more likely to get training, make decisions, and receive income which bring about gender inequality yet even the women have key roles they play in this industry.



This leaves us with a challenge of involving both the women and youth throughout the coffee value chain and make them part of policy making, development and other activities that take place in the coffee value chain which will be the first step in empowering and energizing them.

In the African context, where yields are quite low, what do you think is the very first step to make coffee farming a sustainable business for smallholders?

We need to rehabilitate and renovate the existing farms. Most farmers

make a mistake and leave the trees to over grow and the coffee trees tend to look like a forest which hinders the production of better yields. Through rehabilitation and renovation, yields will be increased and improved as the trees will not be competing for the nutrients which will enable farmers to get better yields from the same acreage.

Genuine fertilizers also have to be applied to improve the yields

Farmers should also learn the habit of harvesting water for irrigation purposes in case of drought seasons.



How best do you think we should market African coffees?

My vision is that African growers learn to work with the consuming countries in Africa and find bottlenecks and measures to promote direct trade rather than triangular trade.

One of AFCAs strategic objectives is to promote coffee trading within the region and increase consumption which will in a way help mitigate volatile coffee prices.



How best do you think African producing countries can solve the issue of research?

Most of the Africa producing countries share the same geographical conditions which mean that we can use the same researched materials and planting materials to improve our yields.

We have very fantastic research centers in Africa; I would like to encourage a formal movement and exchange of these varieties in the coffee growing countries which can only be done at the government level through the East African Community, IACO, COMESA and the African Union and promote this sharing mechanism.



FRAM FARM

AFRICAN COFFEE OF THE YEAR 2017 REGIONAL AFRICA TASTE OF HARVEST WINNER

WYCLIFFE MURWAYI



Mr. Wycliffe Murwayi, MD Sucastainability, Kenya & Tanzania gives James Kariuki his shield and certificate.

The home to the winner of 2017's East Africa Taste of Harvest competition is Gitwe, a small village in Kiambu County, only 60 km away from the capital Nairobi. That's where we found James Kariuki, 39 years-old, owner of Fram Farm. Earlier this year, we submitted Fram Farm's coffee to the Taste of Harvest Kenya competition organized by AFCA. The coffee was bright with floral notes and had that great body characteristic of Kiambu coffees. It was not only crowned the Kenyan winner, but it scored 88.37 points at the regional round, winning the 1st place on the East Africa Taste of Harvest, amongst hundreds of coffees.

James inherited his small block of coffee when his father passed away in 2001. The original family farm, "Muchunga", had approximately 23 acres, and was split into 7 smaller blocks. One remained to the matriarch, Beth Wambui, who, already in her 90's, still delivers coffee under the original farm registration. The other 6 were split amongst the 6 male children, as all sister had already married and moved away from Gitwe at that time. John Njoroge, Francis Muigai, James Kariuki, James Kamau and David Ndugu, have all become coffee farmers then.

The trees are said to have been planted around 1958, all SL 28, while the factory was built in 1982. During that time, cherry was delivered to Kiamwangi Society, but according to James, his father had too much coffee, so building his own mill became the natural path to follow. The mill built for Muchunga Estate is still the same structure all brothers use today, but in alternate days of week, as they coordinate the picking during the main season.

The set-up is not uncommon in Kenya, and together with the growing detachment of the smallholder farmer from the traditional cooperative societies, it

has boosted the small estate movement in the country. Every day we see more and more Kenyan farmers like James deciding to invest in their own processing, either in newly built factories or sharing old family facilities.

Fram Farm is the proof of the potential small estates have where tradition meets entrepreneurship. With the income of his original 3.3 acres inherited in 2001, James leased another 5 blocks of coffee, all SL 28 planted during the same time of his father's farm, from his neighbors nearby. The winner of this year's Regional Taste of Harvest was cultivated in a total of 12 acres, on 8,000 stems.

Our work as marketers and exporters goes beyond simply promoting good quality coffee, but lies in building sustainable relationships between producers and farmers. At Sucastainability, we believe that promoting entrepreneur farmers just like James, who share the same passion for quality and values as his buyers, will add significant value for all parties involved for many crops to come.

Sucastainability Kenya

KENYA AS SCAA PORTRAIT COUNTRY IN PICTURES





Cabinet Secretary Mr. Willy Bett, Agriculture and SCAA Board Member drinking Kenyan Coffee at the Starbucks Booth.



US Buyer cupping Kenyan Coffee



Cabinet Secretary M/r Will Bett with Ric Rhinehart, Executive Diretor, Specialty Coffee Association of America



Cabinet Secretary Mr. Willy Bett, Agriculture and Food Authority with Fred Kongongo at the Portrait Country Booth with Maasai.



US Buyer sampling Kenya's AA Coffee



M.r Steve Walls 2017 CQI Leadership Medal Merit awardee with Bridget Carrington, Managing Director, C/Dorman Limited.



Cabinet Secretary Mr. Willy Bett sampling Kenyan coffee at the Kenya Pavilion

TANZANIA COFFEE INDUSTRY REPORT 2016-2017

Primus Kimaryo

Coffee Production:

Coffee accounts for about five percent of Tanzania's total exports by value and generates earnings averaging US\$100 million per year. The industry provides direct income to about 400,000 smallholders who produce 90 percent of the Tanzania's coffee. Although there is an expansion of new farms and improvement of agronomic practices, erratic weather due to climate change remains an underlying challenge to sustainable coffee production in Tanzania.

The Government of Tanzania and coffee stakeholders continues to implement the strategic plan (2011-2021) by supporting the coffee production and expansion program

that involves increasing yields in existing farms and facilitating the private sector to start new farms. The two most commercially important species grown in Tanzania are varieties of *Coffea Arabica* (Arabica Coffee) and *Coffea Canephora* (Robusta Coffee).

Robusta Coffees grown in the Western portion of Tanzania are often dry processed, while the Arabica coffees in other regions are wet processed. Wet processed coffee typically dominate the Tanzanian coffees exported to the specialty coffee market. Most of the coffees processed in Tanzania is exported overseas, much more because the companies specific

for roasting and grinding coffee are privately owned by overseas investors. Wide opportunities for internal and external investors are available making coffee in Tanzania a competition crop to process in Tanzania.

Coffee production in year 2016/17 is 46,963.5MT compared to 60,188.0MT for the year 2015/16 (TCB, 2017). There is 13,224.5MT decrease in coffee production in 2016/17 compared to the year 2015/16. In the year 2017/18, Tanzania Coffee Board forecasts a further decrease in production from 46,963.5MT to 43,000MT due to the biennial bearing cycle and climatic condition.

Coffee production in Tanzania 2016/17

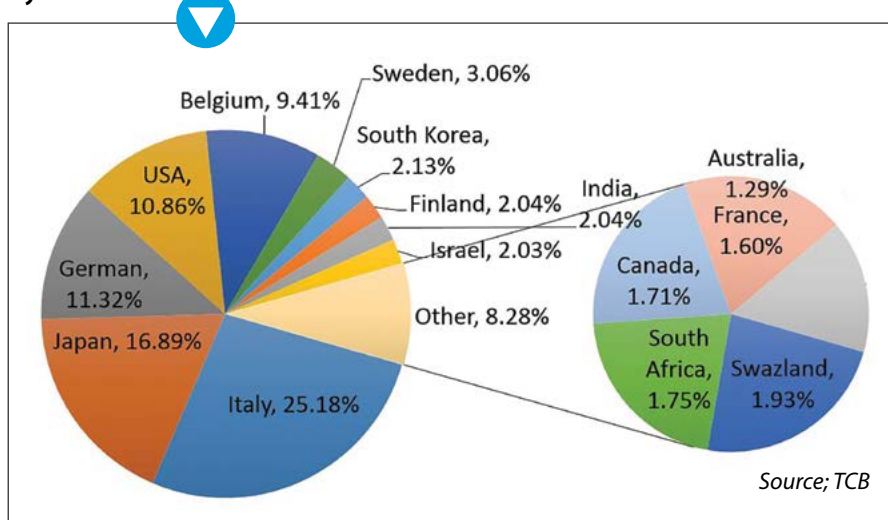
| | Region | 2015/16 | 2016/17 | 2016/17% |
|----|--------------|-----------------|-----------------|-------------|
| 1 | Arusha | 2,353 | 1764 | 3.8% |
| 2 | Iringa | 58 | 5 | 0.01% |
| 3 | Kagera | 24,443 | 20,023 | 42.6% |
| 4 | Katavi | 2 | 2 | 0.00% |
| 5 | Kigoma | 1,094 | 1,101 | 2.3% |
| 6 | Kilimanjaro | 3,314 | 2,847 | 6.1% |
| 7 | Manyara | 27 | 18 | 0.04% |
| 8 | Mara | 670 | 517 | 1.10% |
| 9 | Mbeya | 1,816 | 2,141 | 4.6% |
| 10 | Morogoro | 7 | 9 | 0.02% |
| 11 | Mwanza | 5 | 7 | 0.01% |
| 12 | Njombe | 119 | 86 | 0.18% |
| 13 | Ruvuma | 13,693 | 10,855 | 23.1% |
| 14 | Songwe | 12,405 | 7,540 | 16.1% |
| 15 | Tanga | 182 | 49 | 0.10% |
| | Total | 60,188.0 | 46,963.5 | 100% |

Source: TCB

Coffee consumption:

Most of Tanzania's coffee is exported and local consumption is estimated from five to seven percent of the total production. Tanzania Coffee Board estimates that domestic coffee consumption is growing at an average of between 1.5 and 2 percent per year due to a coffee drinking culture that is gradually taking root in the urban and semi-urban areas

Consumption of Tanzania coffee by countries



Coffee Marketing in Tanzania.

About two - thirds of coffee produced in Tanzania is mild Arabica, and the rest is hard Arabica and Robusta. Arabica coffee is grown in the northern and southern and Robusta coffee in western areas of the country and marketing is centralized via an auction in Moshi.

There are three system of selling coffee in Tanzania

i) Farm gate market/Internal market

At this level of the market, producers sell their coffee either to licensed coffee buyers, cooperatives, farmer groups or associations. Coffee which is sold in this market is in the form of wet processed parchment or dried cherry. Buyers then take the coffee for dry and Milling to produce clean coffee (green beans).

ii) Coffee Auction

Coffee auctions are conducted every week on Thursdays during the season (usually 9 months). Coffee is sold to licenced exporters by TCB at the coffee auctions in Moshi. Licenced exporters come to the auction and buy coffee from suppliers who can be individual farmer, groups, and cooperative or from private buyers. Most of the prominent exporters are affiliated with the multinational companies which sell coffee to roasters in consuming countries. Prices in this market are generally

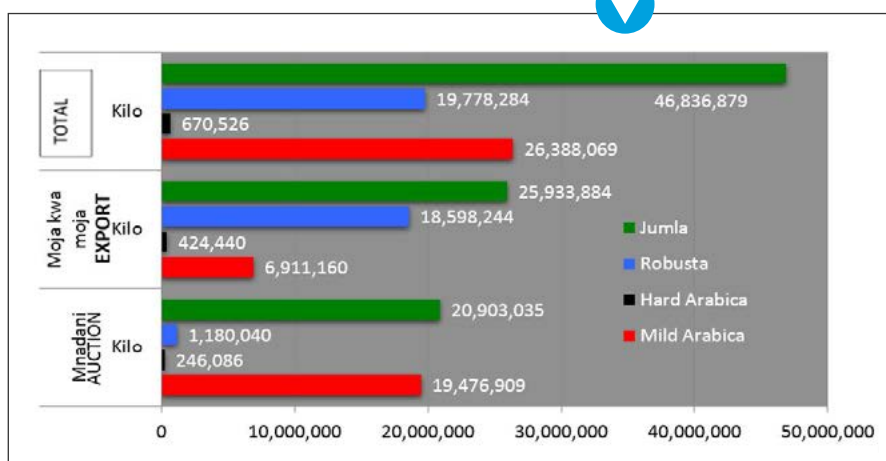
set in reference to New York Futures market for Arabica coffee and London Futures market for Robusta coffee. Most of the coffee sold in this market is brought by private coffee buyers and other farmers' organizations.

iii) Direct export market

Producers of premium top grade coffees that are able to establish

direct contact with buyers overseas are allowed to by - pass the auction and sell their coffee directly. The Tanzania Coffee Board is mandated to approve the sale contract after being satisfied that the price offered is higher compared to the coffee sold to the auctions.

Distribution of coffee sold through Auction and Direct Export in 2016/17



Tanzania Agricultural Policy

As part of the country's Agricultural Sector Development Strategy (ASDS), the GOT launched the Coffee Industry Development Strategy (CIDS) in 2011. The overall goal of CIDS is to improve incomes across the entire value chain by increasing coffee production and quality. GOT forecast coffee production to reach 80,000 tons in 2017 and 100,000 tons by 2021. According to the Tanzania Coffee Board (TCB) the target has not been attained and thus there is a need to review the CIDS to identify the problems and find the solution. Despite of various challenges facing the coffee industry, the following has been achieved under the strategy:

i) *Improvement of delivery of extension services*

In an effort to improve the delivery of extension services, TCB in partnership with coffee industry stakeholders have launched a new coffee curriculum to be used by all institutions delivering extension services to coffee farmers. The aim of the harmonized curriculum is to ensure common standards by extension service providers.

ii) *Improving the business environment*

In 2013 GOT revised the regulations that guide operations of the coffee industry and included new measures to remove opportunities for conflicts of interest in the industry. In 2017 GOT through the Ministry of Agriculture Livestock and Fisheries has removed unnecessary taxes/ deductions and reduces other contribution which were hindering the growth of coffee sector. Out of 26 taxes and deductions claimed by stakeholders to hinder growth of the sector, more than 17 have been removed. The purposes of the government is to create a conducive environment for investment in coffee industry.

iii) *Formation of stakeholders forums*

Following the amendment of the Coffee Act in 2009, coffee industry stakeholders have formed stakeholder's forums which convene annually and deliberate issues of common interest for the benefit of the sector. The 8th National Coffee Stakeholders Conference was held

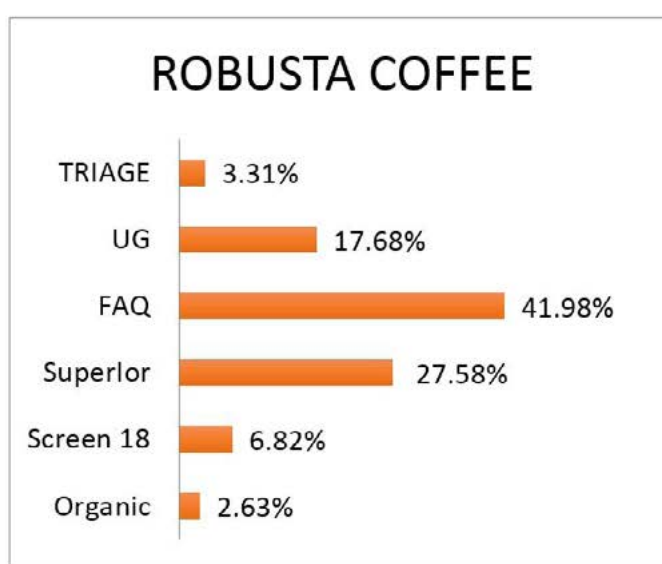
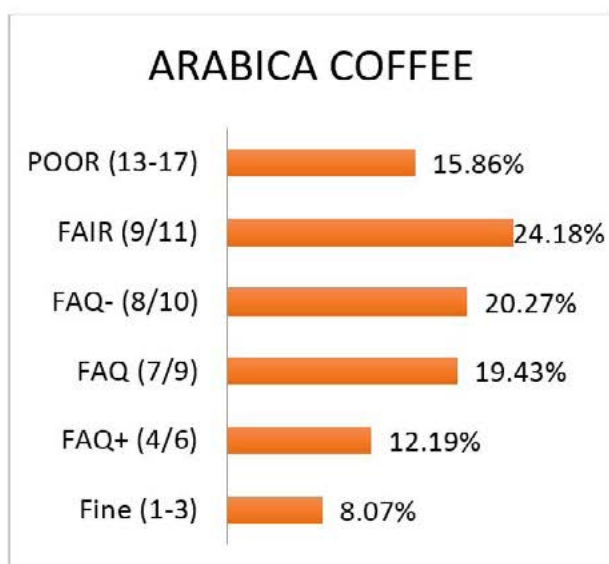
at Nashera Hotel in Morogoro Municipality on the 18th and 19th May, 2017.

The conference attracted more than 400 coffee stakeholders within and outside the country. The theme for the conference was "*Sekta ya kahawa yenye tija ina fursa ya kutoa mchango katika kujenga Tanzania ya viwanda*". The Guest of honor for the conference was the Minister of Agriculture Livestock and Fisheries Hon, Eng. Dr Charles John Tizeba.

iv) *Access to inputs through Development Fund*

In 2012 TCB in partnership with coffee industry stakeholders established the industry funded Coffee Development Fund (TCDF). The main objective of the fund is to facilitate the implementation of shared functions as agreed by stakeholders from time to time including access to inputs by smallholder coffee farmers.

5.0 Tanzania coffee quality 2016/17



Source: TCB



TRAINING OF TRAINERS ON INTERNATIONAL COFFEE TRADING SYSTEM AND THE USE OF THE ONLINE PLATFORM

From the 6th to the 8th June 2017, AFCA with fund support from the USAID East Africa Trade and Investment Hub hosted a regional cupping workshop in Nairobi Kenya at the Intercontinental Hotel.

The training was focused on bringing 10 cupping professionals from Uganda, Kenya, Rwanda, Ethiopia and Tanzania to Nairobi to understand the new Taste of Harvest Competition and Auction Protocols. (2 from each country) They discussed the lead time schedules, cupping standards and auction logistics process.

The two trainers were;

1. **Teija Lublinkhof**, AFCA's Board Treasurer and Director in charge of Trainings - Taste of Harvest and Africa Barista Initiative.

2. **Tom Carew** the Founder of the Bean Auction – the current service provider for the Taste of Harvest Auction Platform

Following the competition of the training the trainees will also be required to train coffee exporters when they get back to their origin on the new taste of harvest protocols. During the 2017 Taste of Harvest cycle will act competition national head judges at the competition level.

This was first time - AFCA ever brought the top cuppers in the region together.

Of these 10 trainees – 7 were women.

Exporter/Producer Level Training by Trainers – Moshi, Tanzania

Moshi – Tanzania

The Taste of Harvest Protocol training in Tanzania took place on 28th - 30th June, 2017 at the Nyumbani Hotel in Moshi Municipality. The total number of participants for the training was 20 people. Of these 10 were women.

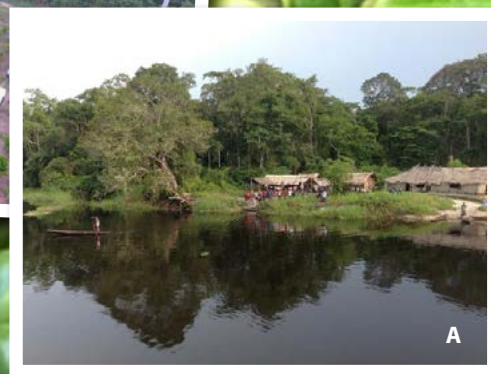
The objective of the training was to share with the AFCA Tanzania Coffee Stakeholders the revised Taste of Harvest protocols. Exporters, Producer Organizations and NGOs that will be submitting their coffees to the Taste of Harvest 2017/18.

The lead trainer was Mr. Ulrick Carl from Tanzania Coffee Board with the assistance of Chapter Coordinator Mr. Godfrey France.

Robusta Replanting in Progress at the Miluna Plantation of the NOCAFEX Group (Sud Ubangi) ▼

A| Mongala River : Tributary of the Majestic Congo River (Equateur Province DRC.

B| Miluna Robusta Plantation (44 Hectares) in Gwaka, South Ubangi Province, DRC.



ROBUSTA COFFEE IN D.R. CONGO

Kambale Kisumba Kamungele

Coffee play an important role in the economy of many African countries. The Democratic Republic of Congo (DRC) is one of the continent's 25 coffee-producers and coffee is an important cash crop in the country playing a major role in the livelihoods of thousands of households and being an important foreign exchange earner for the national economy.

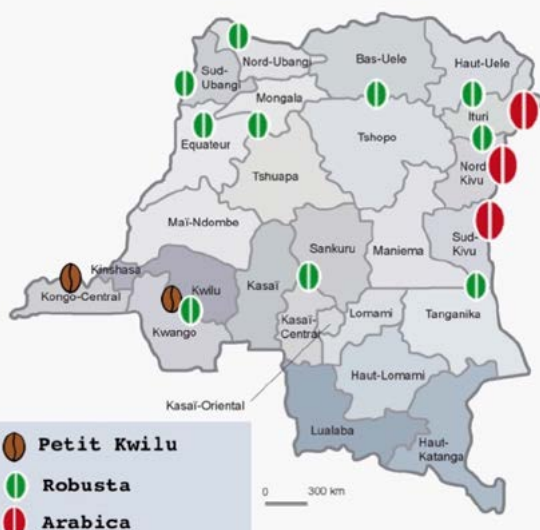
volumes have been declining for the last three decades. A new approach for revamping the coffee industry is needed, if the country is to continue respond to the challenges of the needs of the rural farmers in the midst of an increasing global coffee consumption..

In the DRC coffee is mostly produced by smallholders in mixed farms where it is intercropped with subsistence crops such as banana, beans, which ensure households' food security. Many varieties of coffee are available in the country but two major species are grown for commercial purposes;

Canephora is cultivated in low altitude regions covering the central plateaux and the equatorial regions. It is worth mentioning that in the north-western part of the Congo-Central province, a special variety of Canephora adapted to the Mayombe eco-system, the Petit Kwilu, can be found. This variety, from which the Brazilian Conillon is said to have been derived, has smaller fruits but presents neutral cup and good acidity characteristics, when washed.

Historically the DRC was a mainly Robusta producing country. During the height of the sector in the 1980s the country's exports averaged over 80'000 metric tons per year , of which 80 % was Robusta.

The ravages of Coffee Wilt Disease (CWD) and multiple factors associated with political instability during the last 25 years decimated the production. Although much of the produced coffee is smuggled



The DRC is a country endowed with a tropical climate, fertile soil, abundant water resources, which offers favorable conditions for the cultivation of coffee. Despite its immense potential, the country's coffee production and export

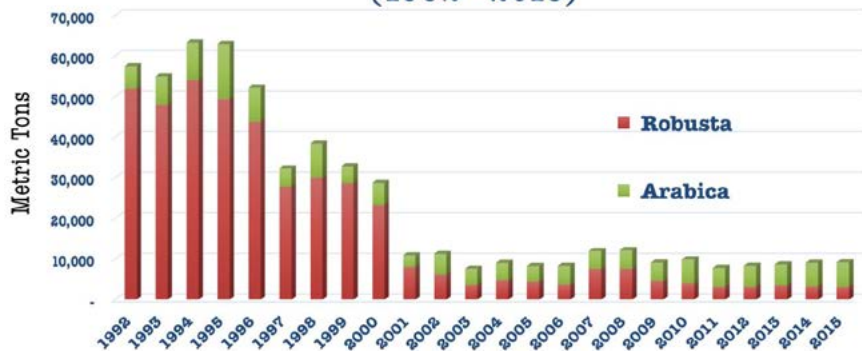
Arabica is cultivated in the eastern highlands ashore the African Great Lakes . The great concentration of production is found around Butembo/Beni area in Lubero territory (Lake Edward) , in Goma/ Bukavu (Lake Kivu), and in the Magahi area in the Province of Ituri (Lake Albert).

into neighboring countries, the current official exports average approximately 10'000 metric tons per year, of which 40% is now Robusta.

is about 155.1 million bags (55% Arabica and 45%Robusta). In an address at the Global Coffee Forum, Milan, organized by the ICO, it was

expected to rise, African eating habits and spending patterns are being transformed. A burgeoning middle-class made up of young professionals is adopting western life style, which includes coffee drinking in the diet. This trend will contribute further to the demand for coffee and this is once again an opportunity for the African coffee farmer, particularly for D.R. Congo Robusta.

25 Years DR Congo Coffee Export Performance (1992 - 2015)



Recent developments in the sector have been observed more in Arabica than in Robusta during the last decade. The attention of many international development agencies have been concentrated primarily in the North and South Kivu, where the focus is mainly on supporting cooperatives to access high value markets through high quality certified Arabica. Robusta, on the other hand seem to have been abandoned, and previous production sites need intervention to rehabilitate their production.

Robusta potential to grow and provide rural farmers with income that can help transform their lives is huge. It is worth reminding that Coffea Canephora was first identified growing in the wild in the Belgian Congo back in 1898. The actual cultivation of coffee as a cash crop started in early 1900s. Some of the the earliest research institutions that served as Robusta Coffee planting material dissemination centers were in the DRC and today a few of them are still holding precious germplasms necessary for the survival of the coffee specie.

According to the International Coffee Organization, the current world coffee production (2016/2017) is estimated to 151.6 million bags while the global consumption

presented that the global coffee consumption will increase by a third to 200 million bags by 2030, as the world population increases and disposable incomes rise. The share for each type is expected to be 55% Robusta and 45 % Arabica. This is a tremendous opportunity for the DRC which has 80 million hectares of arable land, a population close to 80 million, a favorable climate and enough water resources. The statistics above are very encouraging to small holders farmers in the DR Congo who aspire to a better life.

The global demand for Robusta driven by the consumption increase in non-traditional markets is evident. According to ED&F MAN Volcafé Newsletter, Brazil uses 43% of Robusta in their domestic blends, while East Europe uses 46%, and Asia as the biggest consumer of Robusta thanks to its customary 3-in-1 solubles uses up to 68% of Robusta in their blends. Apart from Ethiopia, the birthplace of Arabica, where coffee drinking is an old tradition, other parts of Africa have joined the dance of coffee drinking and an estimated 60% of Robusta is used in the blends, especially in Maghreb and Sahel countries. There is also an opportunity for other Sub-Saharan Africa coffee consumption. As urbanization is rising across the continent and buying power is

Facing the reality of Climate Change, Robusta could offer an alternative crop to respond the threat of global warming. As it is well known, coffee is sensitive to climate fluctuations; temperature and rainfall conditions are critical to production. Arabica is particularly sensitive to increasing temperatures, especially during blossoming and fructification. Robusta coffee is better adapted to higher temperatures, but is much less adaptable to lower temperature. According to a recent study by the Australian Climate Institute, some parts of Africa may no longer produce coffee by the end of this century, as a result of the rise in temperature globally. This would be an opportunity for Robusta, as asserted by Christophe Montagnon, scientist at the World Coffee Research, in a RFI Interview.

The Democratic Republic of Congo's Coffee sector is undergoing positive changes. There has been a tremendous improvements in the official export volumes as well as quality of Arabica, which is contributing to the visibility of the country's origin. In order to witness a true renaissance of the DRC Coffee Industry, a special attention need to be paid to the Robusta production. Traditional production sites rehabilitation with improved planting materials will increase yields and overall production volume, which will translate in more income for farmers thus unlocking Congolese wealth through its Robusta Coffee.

Kambale Kisumba Kamungele
Export Director
ETS Tsonga Kasereka



AFCA Cupping of Taste of Harvest Coffees in Finland





THE FUSHAN EXPERIENCE

Martin Shabaya

It's always nice to be in the fushan cup international barista championship, because I get to meet and make friends with passionate individuals who drive the quality and coffee culture forward like never before. Also we get to experience how other people from different parts of the world do their own coffees in the most modern and traditional ways in terms of cultivation, processing, roasting and etc.

During competition, we get to learn a lot of diverse recipes, brewing and preparation techniques that commonly celebrate coffee flavor. From this year's competition, I was surprised to have made it top five

for as much as my coffee was good, had some small technical issues that got me worried on my overall performance.

When the award ceremony started, I was called the first one on stage and I thought that literally they had begun from the last (24th). You can imagine the nice surprise that caught me.

Besides all, I had a lot of fun by familiarizing myself with different coffee brewing methods, equipments and machines, doing and learning different latte arts and also the general culture.





WORLD COFFEE PRODUCERS FORUM

First World Coffee Producers Forum's Final Declaration

The First World Coffee Producers Forum met in the city of Medellin, Colombia, on July 12, 2017, and considering that: Profitability of coffee farming in many producing countries faces a critical situation, even going through periods of losses, due to different factors such as: lower international coffee prices, which have dramatically deteriorated the coffee trade terms (reducing the purchasing power of coffee growers), low agricultural productivity, increasing production costs related to climate change and variability, and rising labor costs of production activities such as harvest.

1. Lower profitability has led a significant percentage of coffee producers in the world to live in poverty, with deprivations in their quality of life (housing, utilities, delayed or poorly attended education, low access to health systems, etc.), and reduced ability to reinvest in their farms.
2. Even if development of specialty coffee in the last decades has generated some premiums to producers, these have not been enough to offset the costs associated with certifications, and the analysis of value of the global coffee chain shows that the share reaching producers is very low, in contrast to that remaining in the hands of traders, roasting companies, and distributors to final consumers.



“...the world may face a crisis characterized by a structural reduction of the global coffee supply, with the consequent impacts on quality of life of producers and their regions’ social stability...”

3. If corrective actions aiming to address the aforementioned problems in a coordinated way are not undertaken and their financing is not guaranteed, in the medium term the world may face a crisis characterized by a structural reduction of the global coffee supply, with the consequent impacts on quality of life of producers and their regions’ social stability, while global demand will continue growing without being met, which will generate undesirable imbalances in the coffee market that may put sustainability of the global chain at risk.

Resolves:

1. To work co-responsibly with all stakeholders of the global coffee chain and the ICO’s support to develop an Action Plan that shall be based on problems faced by coffee farming in different regions of the world, namely: very low prices to producers and excessive volatility, the largest share of the chain value remaining in the other links; adaptation to climate change, scarce workforce, difficult generational change, and precarious social conditions for producers.

2. The Action Plan shall define the goals to be met, the time period to meet them, and the required funding.
3. A co-responsible commitment to properly implementing the Action Plan and funding it must be achieved at the highest level with representatives of the industry, donors, international cooperation, multilateral organizations, and national and local governments.
4. As starting point for the Action Plan and based on inputs of the first World Coffee Producers Forum, a study will be conducted by an independent body to analyze the behavior of coffee prices in the last 40 years, production costs in this same period, and their correlation. The study will analyze if international coffee prices, both at the New York and London stock exchanges, reflect the reality of the physical market, and will present alternative solutions to the problems discussed in the Forum.
5. For the actions to be developed, a Committee will be formed, made up of two representatives of producer associations from African countries; two from Mexico, Central American and Caribbean countries; two from South American countries and two from Asian ones, and at least one representative of the industry in each of the following regions: North America, Europe and Asia.
6. This Committee shall submit a progress report in the next meeting of the ICO’s International Coffee Council, to be held in March 2018.

The next World Coffee Producers Forum will be held in 2019. The Committee will coordinate with countries the venue of the next Forum.

This declaration is adopted in Medellin on July 12, 2017.



HE Yoweri Museveni on signing of the Uganda Coffee Roadmap

UGANDA'S ROADMAP TO ACCELERATED PRODUCTION OF COFFEE

Dr. Emmanuel Iyamulemye

Uganda is ranked as a top Commonwealth producer of coffee, the second largest African producer and seventh world producer. Coffee contributes about 30% of Uganda's total export earnings. The country grows two types of coffee—Robusta and Arabica. The coffee yield is 700kg per hectare for traditional Robusta coffee, 2,500kg per hectare for clonal coffee and 600kg per hectare for Arabica coffee. Uganda produces an average of 4 million 60kg bags per year (80% Robusta and 20% Arabica). Robusta coffee is grown in low lands while Arabica coffee is grown in different highland areas of the country that is, on the slopes of Mount Elgon on the boarder of Kenya, on the slopes of the Mount Rwenzori on the border of DRC and in the west Nile region of the country.

There are currently, 1.7 million households in Uganda growing coffee. Of the 93 coffee growing districts 50 grow Robusta, 28 grow Arabica and 15 grow both with a potential for 324,000 ha of land area suitable for coffee production. Production has risen steadily since 2009/10 at 2.7 million 60kg bags to a high of 3.6 million bags in 2013/14. However, this declined in 2014/15 to 3.2 million bags before rising again to 3.5 million bags in 2015/16. The total annual volume of coffee exports for FY 2017/18 is projected at 3.9 million

bags against a 2025 target of 20 million bags.

In October 2015, His Excellency the President of the Republic of Uganda issued a directive to accelerate coffee production from the current 4 million 60 kg bags to 20 million bags by 2020. To actualise this directive, in December 2015, UCDA in collaboration with the Prime Minister's Delivery Unit convened a stakeholders' meeting in which an agenda for a Coffee Lab was agreed upon. The stakeholders agreed on potential strategies for government action in FY 2016/2017 pending design of a Coffee 2020 Roadmap (effectively, the results of the aforementioned Coffee Lab).

In March 2017, McKinsey & Company Limited, a renowned global consulting firm, supported the transformational process by developing a comprehensive medium-to-long term roadmap for the coffee subsector. This was done through a Rapid Delivery Coffee Lab.

The Coffee Lab identified nine key transformative initiatives that focus on putting Uganda on the path to

achieving 20 million bags of coffee production per year by 2025. They hinge on three pillars which will catalyse the transformation of the coffee sector in Uganda namely Demand and Value Addition, Production and Enablers. These are further broken down into specific initiatives:

1. Building structured demand through country to country deals, especially with China
2. Branding Ugandan coffee to drive demand and improve value by up to 15%
3. Supporting local coffee businesses for value addition, including primary processing and a soluble coffee plant
4. Strengthening farmer organisations and producer cooperatives to enhance commercialisation for smallholder farmers and ensuring broad access to extension, inputs, finance and aggregation
5. Support joint ventures between middle-class owners of

underutilised land and investors to develop coffee production

6. Providing and promoting concessions for coffee production on large underutilised tracts of land
7. Improving the quality of planting material (seeds and seedlings) through strengthened research and multiplication of improved varieties
8. Improving access to quality inputs by reducing counterfeiting (fertiliser, pesticides, herbicides) from current 40-60%
9. Developing a coffee finance programme with the Central Bank and Treasury to provide financing to farmer organisations (including on-lending) to smallholders), coffee businesses and investors. The Coffee Roadmap was launched by the President of the Republic of Uganda, H. E. President Yoweri Kaguta Museveni on April 13 where he ordered the coffee stakeholders to ensure that Uganda achieves its coffee production target of producing 20 million bags annually by 2025. Each initiative with the



resultant estimated bag equivalent is highlighted in the table below:

| Initiative cluster | Description of Initiative | Estimated bag equivalent by 2025 |
|--|--|----------------------------------|
| Structured demand and value addition: Demand for additional production can be driven by local and international consumers. | Branding <ul style="list-style-type: none"> Marketing strategy e.g. "Birthplace of Robusta" locally and globally Profiling for regional tastes and flavours Championing to raise the profile of Uganda coffee (e.g. through barista coffee competition) | 2 Million |
| | Local consumption <ul style="list-style-type: none"> Create environment to incentivise and standardise local retailers Sensitise public on coffee benefits Presidential Buy Uganda Build Uganda initiative for Ugandan coffee in public offices | 1.5 Million |
| | China deal <ul style="list-style-type: none"> Government-to-government deal to offtake coffee production as a move to balance trade deficits/repay loans | 1.8 Million |
| | Emerging markets <ul style="list-style-type: none"> Government-led coffee delegations to negotiate preferential terms and introduce private players into new markets such as Algeria, Egypt, Tunisia, Morocco, Russia | 1.2 Million |
| | Global growth <ul style="list-style-type: none"> Remain constant and capture the growing global demand | 1 Million |
| | Value addition through anchor businesses – wash stations | 0.92 Million |
| | Value addition through anchor businesses – soluble plant | 0.4 Million |
| Production: anchored on yield improvement and expansion in production land. | Farmer Organisations: By 2025, aim to have 60-80% of farmers in strengthened farmer organisations and have access to all benefits of the programme including finance, inputs and extension where 50% of these adopt Good Agricultural Practices | 6.88 Million |
| | Support joint ventures between middle-class owners of underutilised production land and investors | 2.6M Million |
| | Provide and promote concessions for coffee production on large underutilised tracts of land | 1.7 Million |
| Enablers: facilitate production, productivity and marketing | Improve quality of planting material (seeds and seedlings) through strengthened research and multiplication of improved varieties | |
| | Improve access to quality inputs by reducing counterfeiting (fertilizer, pesticides, herbicides) from current 40-60% | |
| | Develop coffee finance programme with Central Bank and Treasury to provide loans of up to 900 million USD by 2020 | |
| Total | | 20 Million |



KENYA COFFEE INDUSTRY ENDORSES THE 'SAUTI YA KAHAWA' PLATFORM

The Kenya Coffee Industry players have overwhelmingly endorsed the formation of the Kenyan Platform, aptly named '**Sauti ya Kahawa**'. This inclusive initiative aims to bring together all major sectors of the Coffee industry to discuss and implement wide ranging initiatives in the Kenya Coffee Sector.

The Kenyan Coffee sector faces a multitude of problems and constraints, which has led to

persistent decline in the volumes of the coffee produced in the country over the recent years.

It was for this reason that AFCA, UTZ and Solidaridad East and Central Africa held consultative meetings and pledged support in formation of the Kenyan coffee platform. In the initial stages, the three organizations formed the Technical committee to kick-start the process. The Global Coffee Platform, AFA-

Coffee Directorate and Commodities Fund were also incorporated into the Technical Committee and also proposed the composition of an all-inclusive Steering Committee, with the mandate of overseeing the implementation of the platform work plan.

The Steering committee membership has representation from the Council of Governors, The Ministry of Agriculture, the Coffee Directorate, the Ministry of Cooperatives, The National Task Force on the Coffee Sub sector from the Public Sector and the Major private sector association representing the farmers, marketers, exporters, civil society organisations, Donors and other Coffee partners.

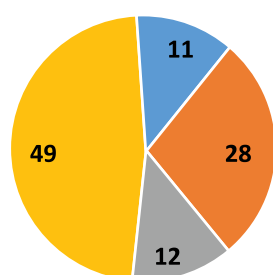
The talks have finally yielded to action; Kenya is putting an elaborate coffee platform with sustainable productivity as their main vision. A series of stakeholder sensitization meetings have been planned, with the first one planned for July 2017.



CONCEPT NOTE FOR THE ESTABLISHMENT COFFEE IMPROVEMENT PROGRAMME FOR AFRICA (CIPA)

Dr. Kimemia Joseph

Global Coffee Production 2016 (ICO, 2017)



● Africa ● Asia ● Central America ● South America

Coffee is one of the leading foreign exchange earners for the producing countries on the African continent accounting for approximately 11% of the world's total production (Fig 1) and roughly \$2 billion in annual revenues.

There over 25 African countries producing both arabica and robusta coffee. In fact Africa is the center of origin for both arabica and robusta coffee species. There is therefore a huge untapped genetic potential for development of new varieties to suit various biotic and abiotic issues.

Over the past 20 years coffee production in Africa has been relatively stagnant or declining. This poses a problem even to roasters dependent on African coffees. They may shift to other origins with the possibility of not including the African coffees in their blend. This decline could be attributed to the fact that over 50% of the coffee trees in Africa are over 50 years old, most of the varieties used by producers are not disease resistant, poor soil fertility management, little work been done on development of high performing coffee varieties and there is inadequate human resource capacity in breeding and seedling multiplication.

The problem is further complicated in that African coffee research capacity is extremely low and severely underfunded. As a result, most African producing countries have little or no means to conduct the types of research needed to produce and extend the technologies

required. This then leads to lack of easily accessible high yielding, high quality, and climate resilient and disease resistant coffee varieties.

The revitalization of the coffee sector in Africa will create greater volumes of quality coffee for the market and therefore increased incomes for producers and consequently improved livelihoods for the rural coffee growers. In order to forge ahead, it is therefore necessary to address issues of appropriate high yielding, high quality coffee varieties, climate resilience, soil fertility, disease and pest management.

In order to forge ahead the issue of lack of appropriate high yielding, high quality, climate resilient and disease resistant pure varieties which are available and accessible to all member countries need to be addressed. The African soils being fairly old and overused are extremely poor in both macro and micro nutrients to exploit the potential of the existing and new varieties. The soil fertility management have to addressed. This will be a good activity for public-private partnership.

The African Fine Coffee Association (AFCA) has the recognition and acceptability by both the producers



RABc15-Rwanda



CWDr 5- Uganda



Batian- Kenya

and traders. It has therefore to play its leadership role in defining and driving the coffee agenda in Africa.

The program will aim to undertake the following:-

Develop capacity building to the coffee stakeholders on agronomic practices to maximize yield and quality with the existing varieties.

Carry out soil fertility assessment in conjunction with the private sector with an aim of developing regional/ country specific fertilizers

Develop high yielding, high quality, and climate resilient and disease resistant coffee varieties for the farmers.

In conjunction with national agricultural research institutes (NARI's), international research organizations and NGO's working in coffee set up coffee seed and seedling production strategies/facilities

Financial Implications

The program will initially to be financed by the AFCA Board but with development and funding of proposals it will then become self-financing.

16th African Fine Coffee Conference & Exhibition

14th to 16th February 2018
Kampala, Uganda

Theme:
***"Sustainable Coffee Industry for
Social Economic Transformation".***

Event Hashtag - #AFCA2018
www.afca.coffee/conference



BURUNDI



CAMEROON



DRC



ETHIOPIA



KENYA



MALAWI



RWANDA



SOUTH AFRICA



TANZANIA



UGANDA



ZAMBIA



ZIMBABWE





Why Uganda?

1. It is the legendary home to the Worlds finest Quality Robusta and Africa's Top Arabicas.
2. What better place to explore the Source of the Nile and go rafting.
3. See Worlds largest concentration of over 1000 Birds Species!
4. Meet the famous mountain Gorilla.
5. Safe and Reliability.
6. Lush green vegetation.
7. A warm temperate climate.
8. Enjoy the unspoilt Scenic Beauty.
9. Climb the Mountains of the Moons & Mount Elgon.
10. Laugh with the one of the World's Most Hospitable people.

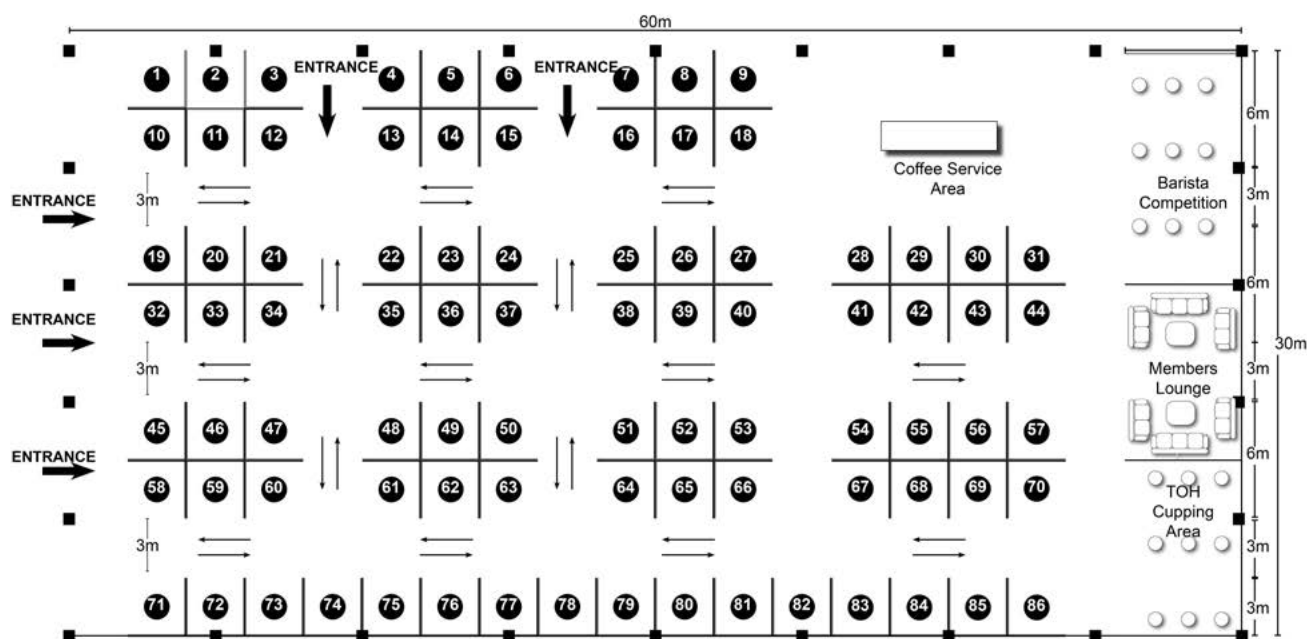
Welcome to the Pearl of Africa



THE 16TH AFRICAN FINE COFFEE CONFERENCE & EXHIBITION 2018

LAYOUT PLAN

THE 16th AFRICAN FINE COFFEE CONFERENCE & EXHIBITION 2018
LAYOUT PLAN





ABOUT UGANDA

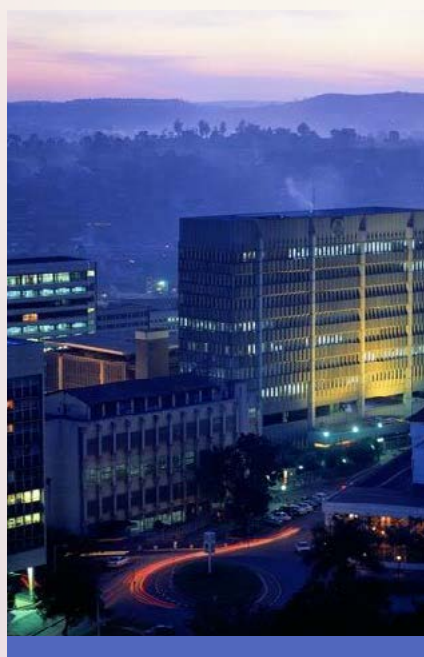


Kampala

Kampala is Uganda's national and commercial capital bordering Lake Victoria, Africa's largest lake. Bustling Kampala makes a good introduction to Uganda. It's a dynamic and engaging city, with few of the hassles of other East African capitals and several worthy attractions to keep you occupied for a couple of days. As the heartland of the Buganda kingdom, Kampala has a rich and colourful history, visible in several fascinating palaces and compounds from where the nation was run until the arrival of colonialism.

The city is coterminous with Kampala District. Surrounding Kampala is the rapidly growing Wakiso District, whose population more than doubled between 2002 and 2014 and now stands at over 2 million.

Source: Wikipedia



Health

Kampala has several recognized hospitals such as the International Hospital under the IMG Group.

Yellow fever vaccine and card is essential on arrival. Taking shots or preventative medicine for Hepatitis A and B, Meningitis, Malaria, Tetanus, Polio and Typhoid are also recommended.

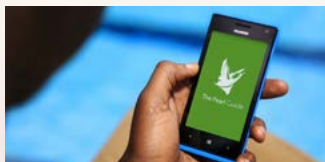
Expecting to get closer to wild animals, rabies vaccination should be prioritized.

Source: Lonely Planet



The Pearl Guide App Useful Uganda Travel App.

The Pearl Guide App is Uganda's premier holiday and leisure mobile app with detailed coverage of all the best Uganda attractions, holiday resorts, amenities, events, nightlife and so much more. Visit website for more information here - <http://thepearlguide.co.ug/our-mobile-app/>



Climate

Kampala has a tropical rainforest climate (Af) under the Köppen-Geiger climate classification system. Temperatures average at 23°C.

Another facet of Kampala's weather is that it features two annual wet seasons. There is a long rainy season from August to December and a short rainy season from February to June.

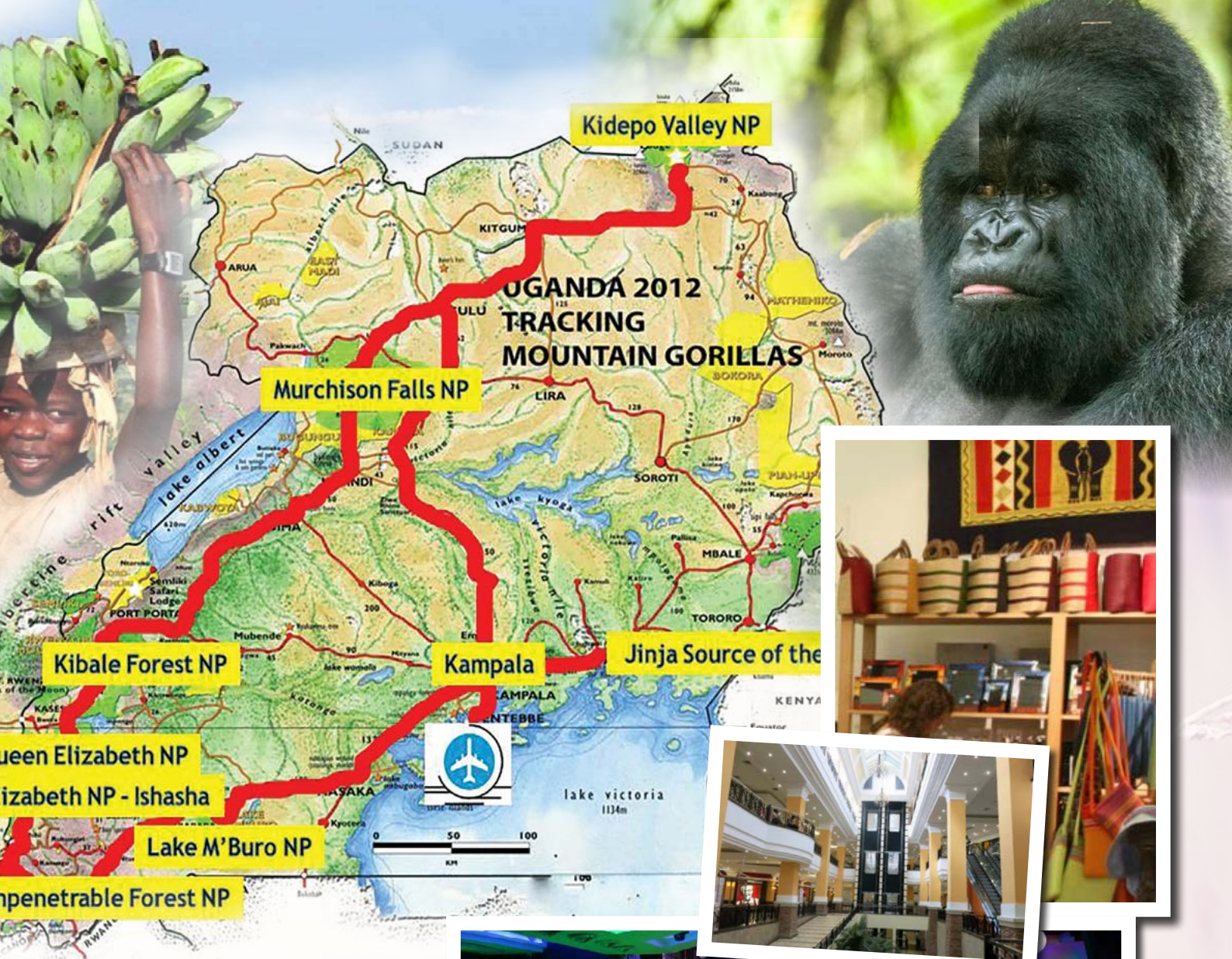


Constitutional law and the government of Uganda



Uganda is a Sovereign State and a Republic. It is a sitting member of the United Nations, African Union, The East African Community and the Commonwealth. The Government of the Republic of Uganda is a Democracy made up of three arms: The Executive – comprising of president, vice president, prime minister, cabinet; The Legislative – parliament; and The Judiciary – Magistrates' Courts, High Court, Court of Appeals (Constitutional Court), Supreme Court.





The Constitution is the supreme law of Uganda. The present constitution was adopted on 8 October 1995. It is Uganda's fourth constitution since the country's independence from Britain in 1962.

Source - <http://www.gou.go.ug/about-uganda/sector/constitution-government>

General Facts

| | |
|-------------------------------|--|
| Time Zone | GMT + 3 |
| Currency | UGX |
| Exchange rate | US\$ 1 = 3500 TO 3600, but it varies from time to time. For up-to-date rates, visit: https://www.bou.or.ug/bou/rates_statistics/statistics/interest_rates.html |
| Official languages | The Official Language is English is commonly spoken, especially in the service industry. Other languages mainly spoken are Luganda and Swahili |
| Electricity | 220 to 240V AC, 50 Hz, Power Socket type – Great Britain – Grounded B2-1363 |
| Religion | Majority Christianity and minority Islam |
| International Dialing code | +256 |
| Ambulance, Fire and Police | 999/112 |
| Uganda Tourism Board Hotlines | Tel: +256 414 561 700 |

The 2013 Uganda Conference

IN PICTURES



Kenya Coffee Board receiving the 2013 regional Taste of Harvest winners trophy - Arabica.

Africa regional Taste of Harvest judges pose for a photo.



World coffee market industry session and discussion panel



Former MD Henry Ngabirano speaks during the Uganda Coffee industry session.





Etienne Delbar poses for a photo with a traditional dance troupe at the closing dinner



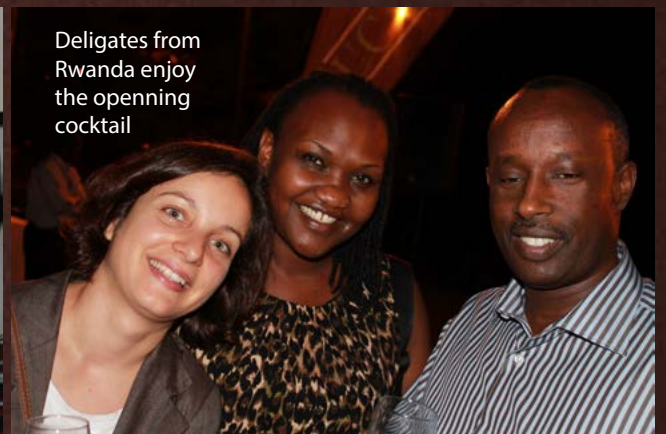
Delegates from Burundi and India at the closing dinner



The 2012 and 2013 Barista champions at the award giving ceremony



UGACOF receives the 2013 regional Taste of Harvest award -Robusta



Delegates from Rwanda enjoy the opening cocktail



Farmers register for the Africa Coffee Sustainability Forum

15TH AFCC & E CONFERENCE STATS

Stats from the Business to Business Event

About the B2B event

Number of women owned export companies that had their coffees cupped
Number of women owned export companies that had their coffees cupped
Number of women owned export companies that had their coffees cupped



13

Number of women owned export companies that had their coffees cupped



25

Number of containers to be purchased

1,000,000

Amount in USD worth of East African coffee to be purchased



The Regional Taste of Harvest Event Stats

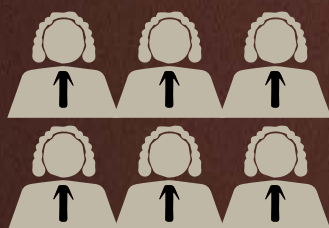
About the Taste of Harvest

Number of women owned export companies that had their coffees cupped
Number of women owned export companies that had their coffees cupped
Number of women owned export companies that had their coffees cupped



3

Of the best coffees from 6 countries were entered into the competition



6

Female judges from Kenya, Ethiopia, Zambia and South Korea

Of 2017 delegates...

88%

recommend this conference to companies

88%

are likely to attend the 2018 Uganda conference

75%

met new clients

75%

are satisfied with the new contacts made

Africa Barista Championship Stats



- 5** International baristas at the first ever African All Star Event
- 5** Regional competitors at the first ever African All Star Event
- 1** Female competitor at the first ever African All Star Event
- 15** Barista participants from Ethiopia at the first ever African All Star Event

What participants said about the first ever All Stars Event in Africa

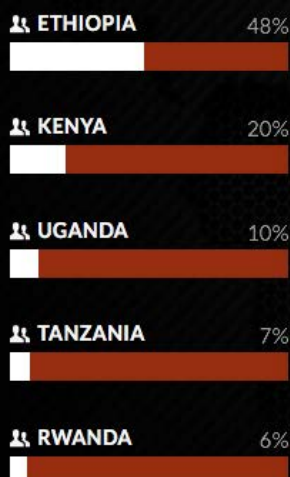
"I feel like I just came from stone age like yesterday! I thought I knew a lot about espresso and extraction only to find I was so not yet there. I personally learnt a lot from the all-stars baristas especially on technical and sensory point of view. I was so inspired by the story behind their area of excellence and really, This has helped me a lot in my day to day chores. In preparation to the KNBC and WBC am so sure from what I learnt from the All-Stars that we do have a great opportunity to be among the top baristas in the world. I thank all who were involved in this eye opener opportunity and God bless you." - Martin Shabaya 1st Runner Up

"I learnt several things from the All Stars Competition. Most important for me was how to extract a great espresso by focusing more on the Dose, Yield and time. Those three factors play a very big role in order to get a great espresso I learnt not to give up no matter how many times you compete when you have a goal and vision you will always achieve. I also learnt that when coming up with a signature beverage not only looking at the flavors found in your coffees but also how to work with different ingredients which can improve the coffee and create a new taste profile." - Mark Okutta 2nd Runner Up

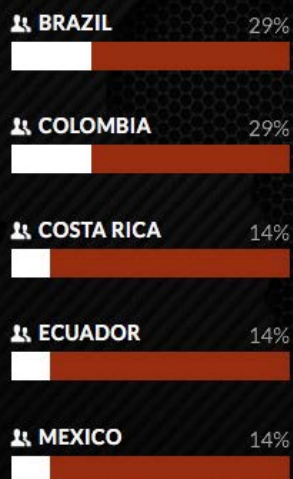
Who's attending?

Statistics are from the 15th AFCC&E in Addis Ababa 2017

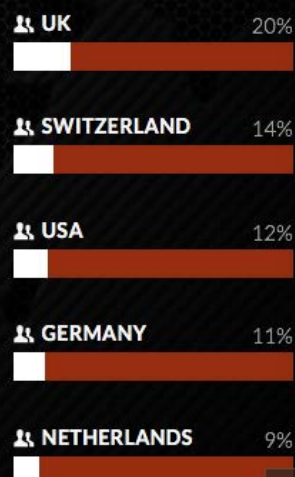
Percentage of African Coffee Producers from these Countries:



Percentage of Producers from other Origins:



Percentage of International Participation from these Countries:





THE
BEST
COFFEE
IN THE WORLD
COMES FROM
AFRICA

**We just thought
you should know**



Lessons from Brazil

Our Knowledge, Your Success.

The Perfect Cup of Coffee Begins with a Well Natured Plantation

With a coffee shop on nearly every corner in countless cities around the globe, it comes as no surprise that coffee is one of the top commodities worldwide. As the third most consumed beverage, after water and tea, coffee beans are in high demand everywhere.

Brazil is best known for not only ranking number one in coffee production, but for the expertise and detail involved in bringing up coffee trees. As the common saying goes 'If you want to be the best, learn from the best', countries such as Kenya have taken to increase their coffee production by rubbing shoulders with the world leader.

Growers from 12 professional farms in Kenya benefited from an educational tour to Brazil organized by Amiran Kenya. Well known for its role as an agricultural solution provider, Amiran clearly understands the need for mentorship and in the common slogan 'seeing is believing'.

Spacing

Amiran is keen on ensuring farmers

try out more innovative options like planting more trees on the same acreage of land. The common practice among Kenyan coffee growers is to plant about 450 trees in an acre at the spacing of three meters between trees and between rows. Yet in Brazil, which is the world's leading coffee producer, about 1,300 coffee trees are planted in an acre.

Being smart amidst unpredictable weather patterns

In recent years, the world's coffee production faced the impact of higher temperatures and lower rain levels that in turn influenced coffee yield and quality as well as increase in pest and diseases. The changing weather patterns calls for farmers to practice climate-smart agriculture such as the use of Amiran's Nutrigation system.

The Amiran Nutrigation system is used for fertigation as soluble crop nutrients (fertilizers) are added to the irrigation water and dispersed equally among the plants through the drip lines. Introducing fertilizer through the drip lines ensures full utilization of the fertilizer properties as it is not washed away after being applied in large quantities.

Amiran believes that the lessons brought back home from Brazil will help both large and small-scale coffee growers reap the most out of their plantations. One of the most exciting aspects is that even though Amiran is located in Kenya, the company partners with its sister companies in East, South and Western Africa on various coffee projects.



Member Profiles



DEDAN KIMATHI UNIVERSITY *Better Life Through Technology*



Dedan Kimathi University of Technology (DeKUT) is a Chartered Public University that has two campuses: the Main Campus located 6 km from Nyeri town along Nyeri- Nyahururu highway and Nairobi Campus located at Pension Towers, Loita Street. DeKUT is a Premier Technological University that endeavors to provide holistic education. With world class facilities, exceptional staff and students, DeKUT boasts of the highest level of innovation and academic excellence.

The courses offered are spread through School of Engineering, School of Science, School of Business Management and Economics, School of Computer Science and Information Technology, School of Health Science, Institute of Geomatics, GIS and Remote Sensing, Institute of Tourism and Hospitality Management, Institute of Food Bioresources Technology, Geothermal Energy Training and Research Institute and the Institute of Professional Studies.

The Institute of Food Bioresources Technology offers the following programmes: (i) Certificate in Coffee Technology and Quality Management, (ii) Diploma in Coffee Technology and Cupping, (iii) B.Sc. Food Science and Technology, and (iv) M.Sc. Food Science and Technology. The Institute is currently developing a model Coffee Technology Center towards processing, packaging, research and training in coffee technology. Among the pioneering products of the Center includes DeKUT's premium medium roast ground/whole bean coffee and coffee-flavoured yoghurt. DeKUT farm is endowed with 175,000 bushes of coffee (combined SL 28, Batian and Ruiru). DeKUT coffee farm is also involved in Coffee Productivity Project in collaboration with Coffee Research Institute (funded by European Union) to provide high quality coffee seedlings to the farmers at subsidized prices.



For enquiries contact:

DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY

P.O BOX 657-10100 Nyeri | Cell: 0713123021/ 0727088807;

Email: marketing@dkut.ac.ke | Cell: 0710-127516;

Email: directornairobi@dkut.ac.ke

 Dedan Kimathi University of Technology |  @DeKUTkenya



MZUZU COFFEE PLANTERS COOPERATIVE UNION

Prior to establishment of the Union on 5th January, 2007, the organization operated as Smallholder Coffee Authority. (A Government Parastatal Organization)

The Authority worked from 1979 to 1999, then transformed itself into Smallholder Coffee Farmers Trust between 1999 and 2007.

Vision: Leaders in achieving Quality Life for Malawian Smallholder Coffee Farmers.

Mission: World Class Producers, Processors and Marketers of Specialty and Certified coffees through Sustainable Coffee Cooperatives and Sustainable coffee based farming systems.

Our goals

- **Coffee production:** To reach 1000mt of green beans coffee by 2019/20
- **Farmer organization:** To ensure self-sustainability of all Cooperatives by 2019/20.
- **Economic impact:** To achieve average gross earning by coffee growers of 1000 USD per year from at least 1000 trees of coffee that are well managed.
- **Environmental impact:** To ensure all growers plant trees, practice soil and water conservation measures practice use of organic manure, practice rain harvest technology and plant cover crops in the coffee fields.

Our partners

1. Twin and Twin Trading through joint marketing initiative (JMI)
2. Malawi Confederation of Chambers of Commerce and Industry.
3. African Fine Coffee Association
4. Fair Trade Network.

Economic empowerment of our Smallholder Coffee growers remains Our Main Goal.

Contact details

E-mail address: hbkalua@gmail.com

Telephone: 265 332 8996





CENTRAL COFFEE FARMERS' ASSOCIATION LTD (CECOFA)

Products:Coffee **Country:**Uganda



Introduction: Central Coffee Farmers Association (Cecofa) is a farmer owned organization based in Wakiso district of central Uganda. Formerly known as Nsangi Coffee Farmers' Association. The organization was originally founded in 2005 by a small group of entrepreneurial farmers. CECOFA is now made up of 3182 farmers within the districts of central Uganda.

CECOFA brings together coffee farmers from the Wakiso region and helps them improve their farming practices, access the international market, and receive technical training and support. Cecofa's vision is to help alleviate poverty in their district through market-based sustainable agriculture practices.

Coffee growing and processing: Our farmers grow natural Robusta coffee near the shores of Lake Victoria, harvest only red ripe cherries, dry naturally under the sun, hulled at our coffee factory, graded and exported all over the world.

Quality management systems: Cecofa invests a lot in quality management, traceability and coffee farming sustainability programs with a quality control laboratory and trainings in GAPs.

Youth: Cecofa was the first producer organization in Uganda to involve young people in coffee farming as a business through games and sports as the entry point. Our Coffee football youth club now has a lot of ambassadors and youthful crusaders and coffee farming.

Community welfare: Through our community social responsibility programs we reach out to community to address the general needs like water and sanitation, environmental protection, health care and infrastructural development.

Coffee profile:

Altitude: 1450m

Smallholders: 3 ha on average

Total area under production: 4,670 ha

Growing practices: Mountain microorganism fertilizers and shade trees, terraces and post-harvest handling methods used

Coffee variety: Robusta: Screens 12, 15, 18

Typical profile: Nutty, woody and creamy cereal notes with a medium to strong body and smooth finish

Harvest: January-December

Other certifications: 4C

Email: nsangi_cfa@yahoo.com

Website: <http://www.cecdfa.org>



Who we are

Rwanda Trading Company (RTC) was established in 2009 as a vehicle for positive social impact. We are committed to securing economic freedom and security for smallholder farmers by building resilient, transparent supply chains.

RTC has 175 full-time and 500 seasonal employees work. RTC processes and exports 24% of Rwanda's yearly coffee production. We own and operate 14 wet-milling stations and work directly with farmers throughout Rwanda – buying, milling, processing and marketing their coffees. We service roaster clients throughout the United States, Europe and Asia.

We believe that profitable and ethical business go hand in hand. Our model is built on trust and communication. From the outset, we have established partnerships with farmers to help them in the field and to work with them to create stability and mitigate risk.

We focus on quality and invest in production. RTC offers financial literacy, agribusiness management and agronomy training programs to increase yield and keep them operational, profitable and healthy. We oversee milling, processing and quality control and provide access to the futures market to secure the best prices for farmers.

Contact details

Website: www.rwandatc.com | **E-mail:** clay@rwandatc.com

Address: KN 3 Rd, Kigali, Rwanda

Sasini

SASINI LTD.



Who we are

Sasini Limited is a public Company, quoted in the Nairobi Securities Exchange and was incorporated, in 1952 in Kenya, East Africa. The company has about 9500 shareholders, a significant majority of whom are Kenyans. The overseas investors constitute about 5%.

The core business is Agri-based comprising of 911 and 1600 hectares under coffee and tea respectively, which produces some of the finest tastes in the world. The farms comprises of 7 and 4 estates of coffee and tea respectively.

In an effort to go up the value chain, Sasini Ltd has invested in a modern coffee curing (milling) plant, with a capacity of handling 12 tons of green coffee in an hour. The facility has made it possible for Sasini to enter the export business with the requisite logistical arrangements and we are currently handling about 20% of the National coffee production. On the total production, about 35% has been exported directly to overseas roasters and Trade Houses across Europe, Asia and America while the balance is offloaded through the Nairobi Coffee Exchange.

The export department is well endowed and has promptly shipped all the coffees to the desired destinations to the expectation of the clients. Our estates and the coffee mill are certified under the Utz Certified, Rainforest Alliance, Fair-trade, ISO 22000:2005 and Café standards. This assures our buyers of quality products and traceability at all levels of production.

In addition, the company has incorporated a subsidiary arm namely, Sasini (K) Limited. This is mainly to enable the group participate in Trading and Exports activities at all levels. The company is currently very active at the Auction and offers various quality profiles to the coffee buyers internationally.

In recognition of the challenges posed by the global warming, Sasini has extensively embarked on re-afforestation and training programs to all its partners in coffee and tea. Elaborate tree nurseries have been established with a focus of generating sufficient planting materials.

Contact details

E-mail: info@sasini.co.ke

Telephone: +254 726 201 888/ +254 722 868 053



misozi

MISOZI COFFEE COMPANY

SPECIAL COFFEES from SPECIAL PEOPLE and A SPECIAL PLACE

Traceable Rwandan gourmet coffees

- Fairtrade certified
- In conversion to organic

Farmers from several independent co-operatives in Rwanda have invested heavily to bring the best of their crop to the market. Now their joint-venture, Misozi, is proud to offer you the fruits of their labour, and the prospect of a long term, mutually satisfying partnership.

About us

Misozi is the Kinyarwanda word for "hills", where the coffee comes from. Misozi is the farmers' own fair-trade certified export and marketing company for 9 cooperatives. All the member co-operatives are also fair-trade certified and constitute its shareholders. Misozi's mission is to identify and foster links with discerning market partners. Our objective is to establish long term partnerships based on mutual commitment and relationship.

Our offer is a range of fully washed arabica coffees from individual co-operatives. We invite buyers to get to know the coffees, the people and the places. We look forward to each co-operative having their own special and direct relationships with coffee buyers.

We offer a full, professional service:

- Tailor-made to the buyers' requirements
- Responsive and flexible
- Reliable and efficient
- Full profiles of each co-operative and its coffee

Looking to the future

After the deep trauma and tragedy of recent years, Rwanda's coffee farmers today have their eyes firmly fixed on the future. They are coming together from their different backgrounds to form co-operatives to build better livelihoods for their families and their communities.

TYPE: Rwanda fully washed COFFEE

Variety: Bourbon

Processing: WET

Altitude: 1600 m-2200 m

Contact details

Address: Kigali-Rwanda

Phone: +250788761196

Email: misozicoffee@yahoo.fr

AFRICAN FINE COFFEES REVIEW MAGAZINE

October-December 2016 | Volume 7 | Issue 1



**No Magazine Gives You as Much Mileage
in the African Coffee Industry!**

.....

Use our magazine to push your brand to the
next level by reaching out to international
and local audiences.

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

Paul Martin Maraka
Program Manager, AFCA
+256704588839. +256414269140/1
martin.maraka@africanfinecoffees.org; secretariat@africanfinecoffees.org



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 facilitate business introductions and establish new links and relationships between different categories of stakeholders along the value chain.



- 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.

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



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



VICTOR ZAMORA

.....
**CELEBRATION
OF A LIFE**

The African Fine Coffees Association (AFCA), would wish to extend our deepest condolences to the family of the late Victor Zamora and to Delta Technology Corporation, one of the core members of AFCA. He passed away peacefully at his house in Heredia, Costa Rica.

Some of our Sponsors and Partners for the 16th AFCC&E



Uganda Coffee
Development Authority



**ANKOLE COFFEE PRODUCERS
Co-operative Union**



Hanns R. Neumann Stiftung



Member Countries



BURUNDI



CAMEROON



DRC



ETHIOPIA



KENYA



MALAWI



RWANDA



SOUTH AFRICA



TANZANIA



UGANDA



ZAMBIA



ZIMBABWE