# AFRICAN FINE COFFEES REVIEW MAGAZINE

October-December 2017 | Volume 7 | Issue 1

KENYA
SEES 60%
INCREASE IN
COFFEE EXPORTS
TO THE US

DR. EMMANUEL LANGE LANGE



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## AFCA ON SOCIAL

Get to know what the coffee fraternity is talking about



## AFCA MEMBERS'

Get to know some of our members from their business profiles

## A WORD FROM THE

## **EXECUTIVE DIRECTOR**



The Uganda coffee roadmap targets producing 20 million bags by 2025, and also explore the country's plan on quality improvement and marketing.

Pelcome to the October – December 2017 Magazine issue of African Fine Coffees Association (AFCA), we hope you find it interesting and informative.

On behalf of the AFCA Board of Directors, I would like to express my gratitude to our contributors for their efforts in putting this magazine together.

In this publication, we highlighted the Uganda coffee roadmap which targets producing 20 million bags by 2025. Also from Uganda, we explore the country's plan on quality improvement and marketing by the Ministry of Agriculture, Animal Industry and Fisheries.

DW Coffee Export PLC is this year's winner of the Ethiopia Taste of Harvest Competition. Please find the journey of their success in this magazine.

AFCA Secretariat prepares for the biggest conference ever. Uganda will host the 16th African Fine Coffees Conference and Exhibition that will be held from 14th to 16th February 2018. The exhibition will be held at the magnificent Kampala Serena Hotel, in the lower gardens on a specially built tent with an amazing floor. The launch of this conference was held on 1st August 2017 at Kampala Serena Hotel. Registrations for the conference and exhibition are at a high speed; book your stand now to avoid disappointment.

Our members continues to grow, we have highlighted six exciting companies in Uganda, Democratic Republic of Congo, Canada, Burundi, and South Africa. This is one of the ways we use to promote and showcase our members; it is one of the entitlements on our value proposition to members.

We hope this will encourage and inspire the coffee industry.

Kamau Samuel
Executive Director
African Fine Coffees Association

## Editorial Team

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## A ROAD MAP TO GREAT HEIGHTS



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 60 kg bags by 2025
which was named the
Uganda Coffee Road Map,
what does this call for in the
Uganda coffee industry?

offee is a national strategic priority. It supports two millions subsistence farmers and generates between 20-30% of our country's foreign exchange. In FY 2016/17, coffee contributed USD\$ 490 million but it has potential to generate USD \$2 billion in export earnings annually.

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 actualize this directive, in December 2015, Uganda Coffee Development Authority (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 also agreed on potential strategies for Government action in FY 2016/2017 pending design of a Coffee Road Map. In March 2017, a Coffee Lab was held using a Rapid Delivery Lab methodology which culminated into a coffee road map - a transformative agenda for the coffee sub-sector. The Coffee Lab involved extensive and detailed stakeholder consultations followed by an intensive week of knowledge and expertise concentration to develop transformative initiatives for the coffee sub-sector.

The Coffee Lab process identified nine transformative initiatives for accelerating coffee production, namely build structured demand, brand Ugandan coffee, support local coffee businesses for value addition, strengthen farmer organizations and producer cooperatives, support joint ventures, promote concessions for large scale production, improve the quality of planting materials through strengthening research, improve access to quality inputs and develop a coffee finance program (credit).

The coffee road map recognizes the multi-institutional and multi-stakeholder role in its implementation with each stakeholder taking the lead in areas of their mandate. We therefore call upon all stake holders in the coffee road map to play their role in the implementation of this road map. UCDA pledges total commitment

towards the implementation of the road map.

This transformation will require five key shifts namely integrated initiatives that cover all areas of the value chain and support commercially sustainable players (with collaboration across all actors); structured demand, including branded Ugandan coffee and strategic deals with large-scale buyers; a mix of smallholders in stronger farmer organizations plus mid-sized and large farms; significant investment through private-public partnerships (PPPs); and high-quality inputs through stricter standards and enforcement.

The coffee road map is expected to achieve 20 million bags by 2025 in addition to supporting Uganda's social and economic development through export earnings of at least USD \$1.5 billion per year, improved livelihoods for 1.2 million households, attracting over USD \$1 billion financing and investment and 15% price premium for Ugandan coffee, due to strong branding.

On 5 July 2017 Uganda Coffee Development Authority and Uganda Cooperative Alliance signed a Memorandum of Understanding in a bid to boost coffee production countrywide, tell us more about this partnership and its goal.

The Memorandum of Understanding between UCDA and UCA is in line with the initiative identified in the Coffee Road Map of strengthening farmer organizations and producer co-operatives to enhance commercialization for over 900,000 farmers by 2020. The collaboration will strengthen the farmer organizations in a bid to boost coffee production and enable farmers gain higher productivity and increased incomes. Farmer organizations and cooperatives play an important

role in helping farmers improve their bargaining power and letting members benefit from economies of scale in particular increasing production and productivity, members bulking produce, ensuring value addition, accessing markets and capturing a higher share of the value added in the coffee supply chain.

Through the collaboration with UCA UCDA will mobilize rural communities to form co-operatives; guide communities to form their co-operative governance structures; train members; monitor operations; mentor the leaders and management staff to ensure that they perform their duties professionally; and conduct audit and supervision exercises to ensure the safety and sustainability of the co-operatives.

Local firms have tried to add value to coffee, but their brands still cannot compete. How does government plan to change this?

Ugandan coffee has been unable to attract a price premium in the global market due to lack of a brand identity. Though local retail coffee companies such as Kigezi coffee and Good African Coffee have developed brand identities they still face high marketing costs in the local and global market. When they enter new markets, they first have to create awareness about Uganda coffee which raises the costs they incur. Uganda's coffee will need branding in order to be competitive on the world market.

Uganda will build a strategy that incorporates brand identity, profiling and championing. Brand identity will be achieved through development and implementation of a brand campaign, profiling of all Ugandan coffees according to their taste and flavour also considering geographical location and publishing the profiles and finally through selection of a high profile person or event to be a coffee champion. This will raise

the profile of Ugandan coffee and influence consumption. There is also need to invest in the right technology for roasting, which is always changing and becoming more sophisticated.

We also have to improve on our marketing strategies to penetrate emerging markets like China, Algeria, Egypt, Tunisia, Morocco and Russia. To penetrate these markets, there must be public private partnerships that allow for investment in coffee marketing.

## What are your thoughts on how to energize youth and gender to empower them?

Implementation of the coffee road map will require recognising the role women and youth play in the coffee sub sector and their potential to influence the industry. This will involve sensitizing the youth on the different opportunities along the value chain from production of seedlings to farming, employment during rehabilitation of old coffee trees, opportunities as baristas, roasters, and the export business. UCDA supports the youth in several ways through barista training courses, coffee clubs at major universities, nursery bed management, input dealerships and provision of employment opportunities through the rehabilitation of old coffee and harvest periods. I strongly believe that sustainable coffee production in Uganda will depend on the involvement of youth and women as key active players.



## Join the conversation

@AFCACOFFEE





Replying to @Tourismuganda @AFCA\_COFFEE and 14 others

@StephenAsiimwe2 : Coffee & #Tourism go hand in hand. #UCDA supports International missions with branded coffee from the





2:07 AM - 1 Aug 2017 from Uganda



Follow

Coffee is the only product that; You can grow, Roast, Grind (pound) and Drink it at home... @coffeeuganda; @volcanocoffee; @afca coffee



4:43 AM - 29 Sep 201



**EA Trade Invest Hub** 

Follow

Capitalizing on the Taste of Harvest Portal for increased exports goo.gl/nRBJPZ



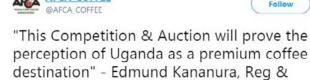
2:33 AM - 25 Aug 2017

AFCA Taste of Harvest Portal offers export opportunities for #Tanzanian #coffee producers bit.ly/2ugLGqP @AFCA\_COFFEE



8:10 AM - 7 Aug 2017











## Coffee Kenya....



## AFCA\_COFFEE @AFCA\_COFFEE

Martin Shabaya is officially the 5 time #Kenya Barista Champion!

The man that keeps setting records. The @Cristiano & @TeamMessi
of Coffee





# FOCUS ON QUALITY AND MARKETING





UCDA has kept the industry vibrant, working with research, to introduce new varieties, especially the most celebrated clonal coffee. They have been able to fight the coffee wilt disease, which almost decimated half of the coffee tree population in the country. Eighty percent of the war against coffee wilt disease has been won.

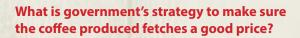
## What more does UCDA need to fully eliminate the coffee wilt disease?

We need to involve the district and sub county leaders in the struggle to fight the diseases affecting coffee. Their involvement will mean better contact with farmers, and a strong linkage with the Operation Wealth Creation extension system.

## Government has an ambitious target to produce 20 million bags by 2025. How achievable is this?

The target is fairly ambitious, but you always have to set high targets,.It is through bigger volumes that we will improve the welfare of farmers- to earn better from coffee production.

Increasing of coffee export volumes also is a priority. We are going to organize farmers into cooperatives and guide them in proper maintenance of coffee trees, soils, and increased use of fertilizers. Ilt is as a result of suh better farming pratctise f farmers that productivity and yields are increased.



Uganda's coffee is the best in the world in terms of the aroma. The only problem is with the management of the coffee tree, gardens, and poor quality due to poor post-harvest handling.

We are bringing the coffee law anytime this year, and the biggest component of the law is to address quality. Since most companies use Uganda's coffee for blending, issues of price shall not threaten us.

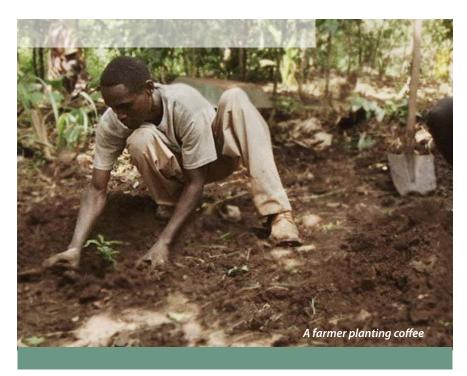
## Where do you see UCDA and the coffee sector in the next 25 years?

UCDA has worked with the private sector – the farmers, exporters and processors. You can clearly see that UCDA is involved and know their allies.

In the next 25 years, this cooperation must be emphasized to market the products better and improve the value chain. The industry should be stronger and one of the driving shafts of the economy.

With value addition and use of inputs like fertilizers, we can get 10 times the income we are getting today. If we maintain this momentum, our production will be around50 million bags.

# BEST COFFEE PRODUCTION PRACTISES IN UGANDA



## **Planting**

At least one month before planting, dig the hole 2 feet wide and 2 feet deep. Put the top black soils to one side and the red ones to another side. For Arabica, the holes are placed 8\*8 feet apart, Robusta grows wider and is planted 10\*10 feet apart. One may add compost manure to the hole so it fully decomposes, settling into the soil before planting. At this point, the farmer hopes for rain so it can soak the pit with water. Then it is time for the hardened seedling to be planted; the black soil goes into the hole first and is topped with the red soil.

## **Care for coffee**

Coffee is a forest plant. It needs light but not a lot of sunshine. If the shade trees or bananas are not yet fully grown to provide sufficient shade; use palm leaves or something similar to protect the new plants.

Arabica coffee is capped off when it is at knee length; the top of the shoot is broken off to allow two extra branches (referred to as siblings) to sprout. Ensure there is sufficient nitrogen in the soil, this will increase the yield of the tree.

For a mature plantation, it is recommended to selectively stump

one or two stems of a coffee tree. It may reduce the harvest volumes for a reason but the fresh sprouts lend the tree a new lease of life; also increasing its yield. Monitor and scout the field for pests and symptoms of disease and treat what needs to be treated. If there is a long drought, look out for leaf rust fungus which is easily managed with copper oxy-chloride. The pests can be spotsprayed with pesticide.

Prune excessive branches, weed, intercrop, mulch and water as necessary. Depending on soil fertility, weather conditions and care given to the coffee, it will flower anywhere between 18 and 24 months. If not pollinated in time, the flowers abort, falling of the trees. It is wise to support the pollination of Robusta that is cross-pollinated

A week after pollination, the cherries are formed. If the cherries are produced with insufficient nutrients in the soil, there are high chances that they will wither and dry before maturity. Test the soil to be sure but it is ideal to boost the soil with potassium for healthy cherries. With sufficient rains, the cherries will be ready to harvest 3 months after the berries are formed.

## Harvesting and handling

Pick only the ripe cherry that is red up to the knuckle – point of connection to the branch. Weigh and sort the coffee to remove insect damages and unripe cherries. When placed in water, the unripe cherries will float

The coffee is then pulped using either a hand pulper for small quantities or an electric one for larger volumes. The pulper removes the red skin and then the coffee is left in clean water for two days to remove the mucilage. Then it is ready for drying. Some buyers request for coffee dried with mucilage; apparently it has a unique cup taste.

The parchment coffee is dried on raised mesh drying tables that allow for aeration. It takes about one week

for the coffee to dry and retain the recommended moisture content of between 12% and 13.4%

The coffee that is dried in its husks, referred to as kiboko, takes up to 4 weeks to dry. The name allegedly makes reference to how farmers were caned if they were reluctant to grow coffee.

## **Processing**

The UCDA Quality Services
Directorate works with farmers,
traders, roasters, barista and anyone
else in the coffee value chain to
train on harvesting and handling
procedures. Except farmers, everyone
else in the coffee value chain requires
a license; store keepers, primary
processors (pulping and hulling
factories) and roasters.

There is a technical extension team of agricultural engineers who enforce the organization mandate to license



and regulate all primary coffee processors in the country. Working under the management of the Development Directorate, technical team;

Checks that the machines are calibrated to the right settings to ensure the beans are not broken when hulling kiboko. Monitor the coffee arriving at the processing mill

to enforce the moisture standards of coffee before processing.

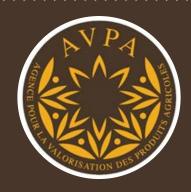
Where possible encourages farmers to take coffee for wet processing at a factory instead of using hand pulpers. This allows for uniform quality in pulped beans.

The wet processing factories must be licensed by UCDA.

## GIZ AND THE GERMANY GOVERNMENT COMMITS TO SUPPORT THE KENYA COFFEE PLATFORM

GIZ and the German Government have committed to support the Kenyan Coffee Plat form with a grant of Euro 400 Million for the next 2 years. GIZ hopes that the funds will be used to ensure the economic sustainability of the Kenyan Coffee farmer.





## THE THIRD EDITION OF THE INTERNATIONAL CONTEST OF COFFEES ROASTED IN THEIR COUNTRIES OF ORIGIN AVPA - PARIS 2017

n Wednesday, the 28th of June, at the prestigious Peruvian Embassy in Paris, medals were awarded to the best coffees that participated in the 3rd International Contest of Coffees Roasted in their Countries of Origin.

This third contest confirmed the expectations of the initiators and the participants. As for the producers, the passion is there: certain producers did an exceptional job on their green coffee, from its harvesting, its processing, its fermentation which were really controlled, its drying and finally its roasting. For the consuming countries the enthusiasm is still rolling for younger and younger coffee amateurs. The AVPA jury is reflecting this friendly evolution. The jury President, Mr. André Rocher, conforted by his own prestigious experience is relying upon the knowledge of elder members, while allowing younger members, like Nir Chouchana, President of the French Network of Baristas or Marina de Rouvre, recently graduated as sommelier and awarded in cupping contests, to express themselves.

Many countries participated in this competition. Still very present were coffees from Latin American countries mainly Colombia, Peru and Mexico, then Brazil, Costa Rica, Guatemala, Honduras and Salvador. From Asian countries were Nepal, Philippines, Thailand and Vietnam. This year Africa with Cameroon, Ethiopia, Tanzania and Togo confirmed the quality of its most known coffees. We also noted the presence of Rwanda participating for the first time, with other countries: like Haiti, Hawaii and Porto Rico

160 cuppings were done in French press and/ or espresso, which was a big task for the very selective but always passionate jury. Once more there was a great quality not only for the roasted beans but also for the

packages which conformity was checked by a specialized technician. They are more and more efficient and allow to plan a worldwide distribution. Among all these coffees 8 coffees obtained a "Gourmet Or", 18 coffees obtained a "Gourmet Argent" and 23 coffees obtained a "Gourmet Bronze".

It is during the friendly and brilliant event opened by his Excellency Alvaro de Soto, Minister Ambassador of Peru, that Philippe Juglar and the whole AVPA team took the pleasure to award the 2017 medals, Trophies and Diplomas, to producers who travelled all the way to France specifically for this occasion. The assembly was composed of Ambassadors, diplomatic delegates from producing countries and roasters

The diplomats, mostly at the highest level of Brazil, Cameroon, Colombia, Costa Rica, Guatemala, Honduras, Mexico, Nepal, Philippines, Salvador, Togo and Vietnam could have organized a real coffee summit! Besides this prestigious diplomatic assembly, the gastronomy world also wanted to attend and join the AVPA fiends to applause the happy winners. Thus, among the audience we noted the presence of Mr. Fabrice Prochasson, President of the prestigious Culinary Academy of France

Further to this award ceremony a coffee tasting was organised at AVPA premises. The first congress of locally valorised products included a seminary at the Cognacq-Jay "art de vivre" Museum, followed by a full day in Champagne where Champagnes Collet and CIVC (Comité Interprofessionnel du Vin de Champagne) represented by its brilliant director M. Charles Goemaere, gave a concrete approach of complex themes such as taste or geographic identity.

Know the results of the contest in our web page: **www.avpacafe.com** 



DW Coffee grower and exporter has been registered and established under the Ethiopian law and engaged in the export of the Ethiopian Green Arabica coffee worldwide. The company owned by Mr. Demissie Edema who is well known coffee grower and supplier from Guji zone for the past 20 years. As the owner has good experience in coffee farming starting from his infancy stage. this enables him to understand and control the quality of coffee starting from the farm.

he company has a vast experience in coffee business formely by using its own wet and dry coffee processing industries was coffee supplier from Guji and Borena Zone of Oromiya region.

Currently the company possess the following washed coffee pulping stations at Guji Zone.

Hambella Wamena Woreda, Tirtiro Goye Kebele, Kercha Wereda, Kercha Inshe Kebele, Bule Hora Woreda, Hartume Kebele, Bule Hora Woreda, Sarage Kebele, Odo Shakiso Woreda, Sewana Kebele (this is currently under construction and it will be ready for 2017/2018 crop years.) The company also posses the following unwashed coffee processing industries at Guji Zone, Hambella Wamena Wereda (Dimtu Town), Kercha Wereda (Kercha Town), -Bule Hora Wereda( Bule Hora Town), -Odo Shakiso Wereda Sewana Kebele (this is also currently under construction and it will be functional for 2017/2018 crop year)

The company gives emphasise for the principles of speciality coffee "micro climate and single origin" to do so It has established five separate speciality coffee drying stations with in Hambella Wamena Woreda of Guji Zone. The following are raised bed



coffee drying station located at:-

- Buku Abel Kebele
- Tirtiro Goye Kebele
- Seke Bokosa
- Haro Soresa
- Buku Saysay

The company classified the above sub divisions of Hambella Wamena Woreda based on vegetation cover, soil type, altitude e.t.c.

The company also has its own organic coffee farm in the following areas: 117 ha of organic coffee farm at Guji Zone Kercha Woreda, particularly in Gurachu Jeldo Kebele. This is a place where the owner of the company is born and started coffee cultivation, processing and coffee supplying business.

27 ha of organic coffee farm located in Hambella Wamena Woreda of Guji Zone. this is the place where currently the top quality of Ethiopian coffee is found. The Hambela farm is located where the coffee farms are characterised by high quality fertile soil, good vegetation cover (shade tree) and at the altitude range of 2200-2280 masl. the coffee grown by DW from this area awarded in 2015/2016 crop year for attaining the second position in 2016 regional Africa taste of harvest competition.

DW Coffee Export Plc is well known by its speciality coffee prepared by collecting only red -ripe coffee cherries from its own farm and outgrower farmers then drying on raised coffee drying beds established in close proximity to coffee growing areas of Guji Zone particularly in five Kebeles of Hambella Wamena district. These coffees are collected and processed based on the principles of micro climate and single origin i.e. we separately collect and dry uniform coffees from uniform agro-ecology to have uniform cup quality, as result we won the majority of 2017 regional and national taste of harvest competition award that is held in Addis Ababa, Ethiopia at the METAD SCAA Certified lab and CLU quality lab respectively from7th to 14th February, 2017.

DW also gives due attention for it's out grower farmers and it provides technical and financial support for local farmers. DW also pays good price for farmers red-ripe coffee cherries and pays 70% of its profit for its out-growers. Therefore farmers are benefited being paid twice. This ensures the company's capacity to continuously supply high quality coffee for export market.

DW Coffee Export PLC is also in the process of acquiring additional coffee farm land in the Guji Zone Hambella Wamena and Odo Shakiso Woreda Sewana Kebele the latter farm land is well known by its fertile soil and dense forest which makes it ideal for coffee growth and development.

The company has strong financial resources as well as performance and has the experience of working with different domestic banks. The company has worked in the domestic coffee trade for the last 20 years that boosted the commitment of the founder to go to the international market. DW has been a member of the Ethiopian Coffee Exporters Association.

We export the best Ethiopian Arabica coffee of all categories which include:

## A. Speciality coffees

Guji (Hambella) Q1 and Q2 Yirgacheffeq1 and Q2 Sidamo Q1 and Q2

### B. Sundried

- -Sidamo G.4
- -Lekempti Grade 4 and 5
- -Djimma Grade 4 and 5
- -Harar Grade 4
- -Yirgacheffe Grade 4

## C. Washed

- -Yirgacheffe Grade 2
- -Sidamo Grade 2
- -Limu Grade 2
- -Teppi Grade 2

The company acquire a group of efficient, dependable and sincere professionals who are graduates of higher institutions with M.A and M.SC in different and compatible discipline such as coffee production, processing, Business management. Our professional staffs have several years of experience in coffee production, processing and trading.

## **Contact details**

P. O. Box 24895/1000 Addis Ababa Ethiopia

**Tel:** +251 11 557 6849 **Fax:** +251 11 557 6850

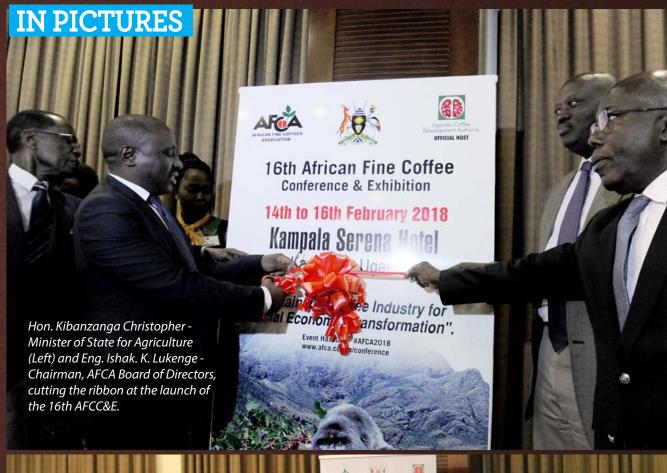
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# The Conference Launch





From left to right: Mr. Asiimwe Steven - MD, Uganda Tourism Board, Mr. Perez Bukumunhe- Chairman, UCDA Board of Directors, Hon. Kibanzanga Christopher - Minister of State for Agriculture, Mr. Emmanuel Iyamulemye - MD of UCDA, Eng. Ishak. K. Lukenge - Chairman, AFCA Board of Directors and Mr. Kandu Joseph - ED at NUCAFE.

## THE 16TH AFRICAN FINE COFFEE CONFERENCE & EXHIBITION 2018

## LAYOUT PLAN





## ABOUT UGANDA

## **Entebbe International Airport**

Entebbe International Airport is the principal international airport of Uganda. It is near the town of Entebbe, on the shores of Lake Victoria, and approximately 40.5 kilometers (25 minutes) by road south-west of the central business district of Kampala, the capital and largest city of Uganda.

## **Entry and Exit Requirements**

- Passport: You should have a valid passport to allow you enter into Uganda and the expiry date should extend about 6 months and more.
- Visa: This can be obtained at any Uganda Embassy or High Commission in different countries. You can also obtain visa on your arrival at Entebbe International Airport or at the border stations. Please note that countries under the East African Community members do not need VISA.
- Air ticket
- Bus ticket

## **Cell Phones**

You will need an unlocked international quad cell phone and you can buy the Ugandan sim card from MTN, UTL, Africell or Airtel.

A local sim card can be purchased at approximately \$2. You can as well send or receive money while in Uganda using Western Union.

## **Health Tips**

- Yellow fever certificate: Kindly arrange to have one as you prepare to enter Uganda through any of its border crossings like Entebbe Airport, Malaba, Cyanika, Katuna, Ishasha, among others.
- It is recommended that you drink bottled water while in Uganda or purify all your drinking water by boiling to avoid stomach upsets and diseases like diarrhea, dysentery among others.
- Do not forget to consult your doctor or health care provider ahead of time before you travel.

## Kampala Hospitals and clinics.

The Uganda Health Care Guide recommends these private hospitals for the business traveler because they offer relatively quick and quality health services in the time of emergencies. They include; International Hospital of Kampala (IHK), Nakasero Hospital Kampala , Kampala Hospital, SAS Clinic Kampala , Paragon Hospital, and Case Hospital Kampala

## **Internet Access**

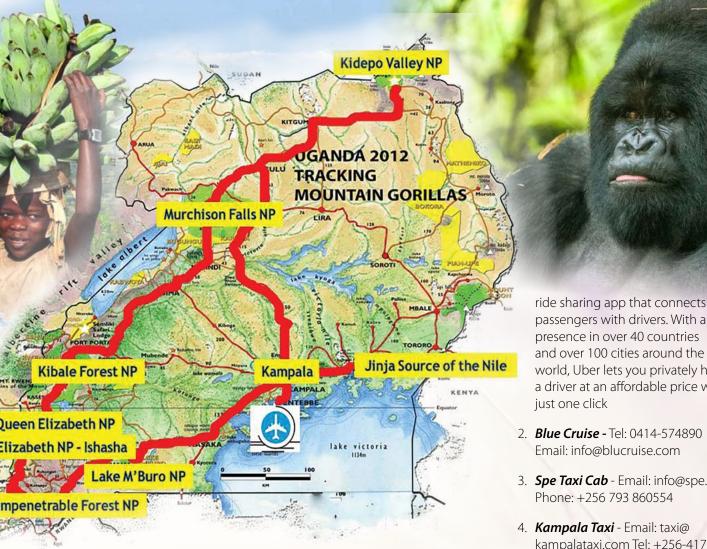
Majority of western-style hotels, cafes plus restaurants within Kampala offer Wi-Fi, some for a small charge and the majority normally for free as long as you order something

## Surviving in Kampala

This bustling hub of Uganda is full of energy and always humming with life. While it might seem extremely overwhelming at first, Kampala has its own charm – and in terms of major metropolitan cities is one of the safest in East Africa. Most travelers move quickly through Kampala, using it only as a gateway to their safaris in the National Parks. However, if you are here to actually see Uganda, Kampala is a great place to start.

## Here are a few tips to surviving in this energetic city:

- 1. Don't bother traveling during the hours of 7AM-9:30AM or 4PM-7:30PM. These times are known to be Kampala's rush hours and traffic is impressive in its madness especially if you are in a car and it really isn't worth bothering with, as you will be stuck in place for hours.
- 2. When looking to exchange cash, forex bureaus give the best exchange rates much better than banks. Make sure that when you arrive in the country you bring \$100 bills (USD) and not lower denominations because they will fetch a lower value. Also, make sure they are new bills. Bills printed before 2006 are not accepted as widely because they are believed to be more easily counterfeited.
- 3. In terms of public transit, bodabodas are the most expensive way to go, followed by the big buses, and lastly the white taxi minibuses. While the taxis may seem very confusing to use at



first because those pickup points are quite chaotic, once you figure them out they are usually the best means of transport. The conductor is usually hanging out of the window yelling his destination, and waving your hand will get him to pull over and pick you up. One thing to know, however, is that if the taxi is not full, your trip will take longer because the conductor is going to stop and pick more people up as others get off.

- 4. Don't forget! When crossing the street, look to your right! Traffic travels along the left side of the road – though realistically traffic comes from any direction - so be very careful when crossing any road. Find a crossing buddy! It could be anyone heading your direction. Just kind of shadow their movements - it will seriously help until you get the hang of reading the traffic madness.
- 5. Theft is a constant concern in Kampala's bustling downtown

areas, as is common in many major cities. Make sure that you wear your backpack in front of your body, and don't leave your valuables in your pockets – even pockets with zippers – as they won't last long there. If you travel with cameras, you should never walk around with one slung around your neck. All it takes is for someone to slash the strap and run off, and there goes your camera. Traveling with your camera exposed draws attention to you - keep it hidden.

6. The truth is, traveling without a local person at night is not the best idea. There are roads that even the locals will not take at night because of the high risk of bandits. It is very wise to learn which roads these are, and if you have to travel at night, to avoid using them.

## **Taxi options**

1. Download the Uber app on your mobile phones: Uber is a presence in over 40 countries and over 100 cities around the world, Uber lets you privately hire a driver at an affordable price with

- 3. Spe Taxi Cab Email: info@spe.ug
- kampalataxi.com Tel: +256-417-130130, +256-417-130131 Mob: +256-712-489222, +256-702-489 222, +256-773-259277.

Common means of payment used in Uganda include; Cash payments; Mobile Money Transactions, ATM machines which are also VISA electron Enabled:

ATMs are liberally scattered all over Uganda, starting at the airport, and most of them have that friendly Visa logo. The most well-ATMed banks are Stanbic, Standard Chartered Bank and Barclays.

Banking hours are 8.30 a.m. – 6 p.m. on week days and 8.30 a.m. – 1 p.m. on Saturdays. Some bank branches however, operate 24 hours.

## **Useful Numbers**

Police Emergency: 999/112

**Central Police Station** Kampala:

0800122291

*Fire Brigade:* 0421222/ 0714667752

## Africa Barista Championship Stats

International legistes of

International baristas at the first ever African All Star Event

Regional competitors at the first ever African All Star Event

Female competitor at the first ever African All Star Event

Barista participants from Ethiopia at the first ever African All Star Event

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

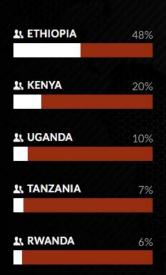
"I feel like I just came from stone age like yesterday! I thought I knew a lot about espresso and extraction only to find I was so not yet there. I personally learnt a lot from the all-stars baristas especially on technical and sensory point of view. I was so inspired by the story behind their area of 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 Shabaya1st Runner Up

"I learnt several things form 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 Okutta2nd Runner Up

## Who's attending?

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

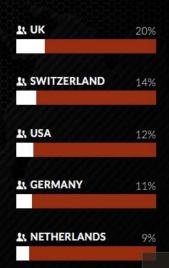
Percentage of African Coffee Producers from these Countries:



Percentage of Producers from other Origins:



Percentage of International Participation from these Countries:



## NUCAFÉ TIIRNING POFFE

# TURNING COFFEE FARMERS TO EXPORTERS

Today, Nucafé has a membership of 203 farmers' associations and cooperatives, impacting over 200,000 families. NUCAFE seeks to improve the livelihoods of coffee farmers by promoting the farmer ownership model. The model holds that farmers should own their coffee throughout the value chain, from the coffee beans to the final export product.



or a long time, farmers were only "custodians of coffee" says Joseph Nkandu the Executive Director of NUCAFE, one of TMEA's (Trade Mark East Africa )partners in Uganda. They sold raw coffee to cooperatives, where it was dehusked, sorted and graded. At each stage of the value chain the price of coffee increased, but the growers only received payment for the minimum value at the first stage.

In the 1990s, the Ugandan government liberalized the coffee industry meaning private buyers could now compete with cooperatives to buy raw coffee from farmers. By 1993, unable to compete, cooperatives collapsed, leaving farmers in disarray.

With the establishment of NUCAFE's

own home in Kiwanga Namanve, more and more of these farmers are going to enjoy more services along the coffee value chain from their own premises. The factory is now fully fledged and fully functioning with a grading plant and roasting plant

Trade Mark East Africa partnered with Uganda's NUCAFE to invest in a coffee roasting machine which has enabled farmers to process coffee beans, ultimately increasing the value of their produce by 30% as compared to selling raw unprocessed beans

## Power of one

To bridge the gap, NUCAFE undertook a research that revealed farmers were largely ignorant of coffee beyond the trees in their farms. With the survey results

NUCAFE drew up a five-year strategic plan that centered on training and creating of awareness amongst farmers. Organizing farmers into associations and cooperatives, followed, with the agreement that cooperatives would maximize income for members. And so, began the farmer ownership business model which is changing the face of the Uganda coffee industry.

## Steps towards ownership

In the first step farmers contracted and paid machine owners to de-husk their coffee beans which increased their value by 10 percent.

Secondly, in 2009 the cooperatives with NUCAFE's support out sourced sorting and grading where graders took on farmers



as customers. Graded coffee was worth another 30%. This step was also a breakthrough says Nkandu, because at that point beans could be exported; and this time it would be farmers who would do it.

## TradeMark East Africa's (TMEA's) Intervention

To reach its next level, NUCAFE partnered with TMEA's TRAC fund to purchase a roasting machine. For TRAC to disburse the money, Nucafe had to meet pre-set milestones which included: securing the commitment of 5,000 smallholder farmers to the project; the installation of a coffee roasting facility with a capacity of 100 kgs per hour; the creation of minimum 94 full time and 460-part time jobs in the coffee associations; a boost in coffee sales

from 200 to 900 metric tones; and a 30 percent increase in coffee bean sales revenue for farmers.

NUCAFE not only set up a roasting facility that grinds and blends coffee, but also opened a high end state of the art omukago coffee shop that deliver highly differentiated trendy coffee to the middle and low income earners in Uganda. The coffee shop enhance the capacity of the farmers to participate in the most profitable nodes of the coffee value chain .This enable them to make more money because they retain ownership of amore valuable form of coffee it sells two of its brands; ie NUCAFE and Omukago. brands The Omukago coffee shop is located on George street just opposite the UNICEF offices.

## Reaping rewards

Farmers who have been in Nucafé since inception, such as Muluya Philip Luyombo – chairman of the Kabonera Coffee Farmers Association - are reaping rewards. Following change of fortunes, Philip has bought additional 50 acres of land, purchased a car for the first time and built his family permanent stone house. But perhaps the biggest reward is that all his five children are well educated up to tertiary level. "My children are graduates", he proclaims. "That's from hard work using coffee. All their certificates are gifts from growing coffee."

Nucafé, too, has received recognition, recently winning Investor of the Year MSE Category from the Private Sector Foundation Uganda.

# KENYA SEES 60% INCREASE IN COFFEE EXPORTS TO THE US

5 Months after Kenya Exhibited it's Local Coffee Beans at the Specialty Coffee Expo in Seattle, United States exports have increased by 60% the government confirmed in September.

griculture Cabinet Secretary Will Bett says the exhibition that was held in April this year enhanced US Dealers interest, a situation equally supported by growing direct sales.

"In the ensuing period there has been a steady increase in volumes exported to the US Market. On average the US imported 92,033 bags in the April to August 2016/17 financial year compared to 57,499 bags in a similar period the previous season accounting for 60% increase said Bett.

## **Third Highest**

According to Data from the Agriculture and Food Authority Coffee Directorate coffee exports to the US in 2015/16 production year reached 6.1 million kilograms valued at Kshs 3.3 billion accounting for 13.8 per cent making it the third highest Kenyan coffee destination after Germany and Belgium. Average price was significantly higher at KshS 38,454 (\$384.54) for a 60 kg bag. Coffee Directorate interim head Grenville Melli attributed the deals made between US Traders and Local farmers during the exhibition.

The company exports to various global destinations in 2015/2016 production period had reached 44,343 metric tonnes compared to 43,789 metric tonnes shipped in 2014/15 coffee year.

## **Value Chain**

He said local campaigns by value chain players is expected to increase exports by more than 25 per cent in the next coffee year. "US is emerging as a lucrative market for Kenya Coffee owing to expansion of the middle class among other consumers. As value chain players, we are working on programs geared towards empowering local farmers to produce coffee based consumer requirements" said Kiplimo.

Bett said more high returns will be realized in the future as the value chain players intensify strategies to implement programs aimed at empowering growers to understand the growing consumer trends.

Source: Daily Nation



## Member Profiles



## **WHO WE ARE**

TGEP Inc is a Canadian Company specialized in the Selection and Importation of Arabica Coffees. These coffee beans grown in Burundi, in East Africa land locked between Kenya and Tanzania on the east and south, Lake Tanganyika on the West and Rwanda at the north end. This is the country where tea, Palm oil, oranges grow all year round. The hills of Burundi will provide a unique coffee. Some say that Burundi is the best kept secret on that continent.

Grown in tropical climates, cultivated on hillsides of 1.600 to 2.500 meters, the coffee cherries have been picked by hand for generations, handmade, treated with organic fertilizers, harvested on human sized farms, we invite you to explore the hills of Burundi to discover one of the best Arabica coffee that Africa has to offer.

This is why TGEP was created as a partnership between associates living in Bujumbura and in Montreal, Canada. We select, finance, transport and negotiate Green coffee around the World. We invite you discover high quality coffee and the range of services provided by TGEP Inc. to make sure that your most demanding requirements are met:

## **Contact details**

Website: www.tgep.ca

## In Bujumbura:

M. Tharcisse Niyungeko, Vice President Operations, Trading & Sourcing, Tel; 257 79 955 805, Email: Tharcisse Niyungeko (tharcisseniyungeko@ymail.com)

## In Montréal;

Pierre-Paul Brassard, CEO, Tel: 1 514 912 4647, Email: ppb1@bell.net



### Who we are

The Coffee Importers and Roasters Organisation (CIRO) is a true coffee emporium. As the preferred one-stop solution, Ciro offers expert services in coffee sourcing, roasting, blending, packaging, training, equipment, technical support, national and international distribution and market trend analysis.

As the largest manufacturer of pure coffee in South Africa, it is easy to understand why Ciro is a noteworthy front runner within the coffee service industry and renowned for consistent quality, innovative product formats and extra value offering.

Ciro is one of the most trusted names by both consumers and the trade in the Away-from-Home market and this has been achieved through our expertise in espresso and filter offerings; value-adding support services; world-class barista training; global brand partnerships; and consistent high-standard offerings – which all helps our family of customers and partners minimise costs and focus on their core business.

We provide expertise and services across a wide range of different channels to a widespread and diverse customer base and, for more information on our extensive range of products (from coffee, tea and instant mixes) visit our website on www.ciro.co.za

## **Contact details**

For all contact details, visit our website on: http://www.ciro.co.za/

Or contact our Head Offices in Johannesburg, South Africa:

29 Eaton Avenue Bryanston 2021 Johannesburg, South Africa Tel: +27 11 287 6700 Email: info@ciro.co.za



### **WHO WE ARE**

Kawacom is the Ugandan branch of the ECOM Agro-Industrial Group, and is, since 1996, the leader in sustainable coffee initiatives and export of certified coffees. Kawacom believes that by investing in farming communities the company can positively impact the quality of life of its members and the environment in the areas in which it works. Since the late nineties it has been working with the diligent farming communities surrounding Sipi Falls on the slopes of Mt. Elgon. Today 11,000 farmers are certified to Organic, UTZ and Rainforest Alliance standards.

Sensing the potential to improve the area's coffee output Kawacom constructed, in 2009, a fully equipped, state-of-the-art centralized wet processing mill unique to Africa. This centralized processing facility has an 8.5mt/hr cherry processing capacity, mechanical dryers, retractable drying yard roofs, a 300 Mt warehouse and a natural waste water treatment system using volcanic rocks in combination with various aerobic and anaerobic digestion techniques so as to leave no footprint on the environment. Through the deployment of such a coffee processing mill, Kawacom enhances the quality of smallholder-grown fine Ugandan Arabica. By selling cherries, as opposed to semi-washed parchment, farmers have seen an increment in price relative to market values and consumers around the world have been taken aback by the Fully Washed end product.

At this time in our history providing our clients with a very crisp 82 and 84+ coffees seemed like it was not enough anymore the potential for doing even more was identified, driven by passion and inspiration from what is being done abroad the Company decided to venture into the processing of much higher-end coffees.

Kawacom in 2015 was proud to announce its provision of Starbucks with a Single Origin, Special Reserve coffee. First ever Ugandan Arabica to be bought by Starbucks Reserve. The distinctive cup profile of 'SIPI FALLS' Fully Washed has since then earnt its position on some of the most coveted shelf spaces in the Specialty Coffee markets around the World.

The Company continues working relentlessly on quality improvement, processing innovations and season-through milling of high-end coffees to supply more Specialty Industry players and is as such establishing itself as a forerunner of Specialty coffees from Uganda. The 2017 Taste of Harvest competition rankings testify that the proof of this hard work from all involved already resides in the distinctive cup profile of Uganda's Sipi Falls Specialty Coffees with some Naturals, Honeys, and carefully processed Fully Washed lots ranked 1st, 2nd, 3rd, & 5th at the Uganda event, and 5th during the East Africa regional competition, leaving only Kenyan and Ethiopian coffees ahead (call it an Olympic effort).

We hope that this recognition for Ugandan Specialty coffee will grow over the coming years as the country's coffee infrastructure expands and farmers continue to work hard seeing greater economic benefits.

## **Contact details**

Address: Plot M284 Ntinda Industrial Area, Kampala, Uganda

Phone: +256 31 2260201

E-mail address: ugandasales@ecomtrading.com

## EASTERN ONGO



## About us

Founded by Ben Affleck, Eastern Congo Initiative (ECI) is an advocacy and grant-making initiative wholly focused on working with and for the people of eastern Congo. We envision an eastern Congo vibrant with abundant opportunities for economic and social development, where a robust civil society can flourish. ECI believes that local, community-based approaches are essential to creating a sustainable and successful society in eastern Congo.

We believe public and private partnerships, combined with advocacy that drives increased attention and public policy change, will create new opportunities for the people of eastern Congo.

To achieve this vision, we advocate with and on behalf of the people of eastern Congo to:

Increase the quantity and quality of public and private funding that supports the communities and citizens of eastern Congo, providing local organizations and leaders with the necessary resources to heal and sustain their communities.

Raise public awareness about the tremendous need and opportunity in the region through highly targeted media and advocacy activities.

Drive policy change that increases United States government engagement in Congo.

## **Contact details**

Website: http://www.easterncongo.org/



## **MATRACO**





Created in 2015, Matsitsi Trading Coffee, "MATRACO" SU, a company whose objective is the production and promotion of specialty coffee that can be sold on the international market has a satisfactory price for the benefit of the country in general and producers in particular.

Mr. MATSITSI Z., the owner of MATRACO, is a coffee producer with more than 10,000 coffee trees. It holds 3 washing stations including 2 stations that are operational in Kayanza province and 1 under construction in Muyinga province. Please note that the 2 washing station from KAYANZA province are among which have won the Cup of Excellence 2013,2014,2015 and 2017 competitions.

## **Vision of MATRACO:**

Developing the rural world based on the production of specialty coffee, stimulation of agro pastoral production, promotion of fair trade, natural balance and protection of the environment.

**Contact Details** Matsitsi Zuberi, Managing Director

## Matsitsi Trading Coffee "MATRACO" **Address:**

Quartier Mukoro, Kayanza Province P.O. BOX 6227 Bujumbura

Telephone: +25775259508 **Mobile Phone**: +25779927932 Email: matsitsiz@gmail.com Contact Person: Matsitsi Zuberi Title: Managing Director



## **History, Vision and Objectives**

Café Africa is a non-profit organization registered as an association under Swiss law. It was founded in 2006 by Mr. John Schluter who worked nearly 40 years, mainly in processing, exporting and marketing African coffee.

of working with Africa's coffee industry to find ways to restore Africa's coffee production to its former level in world markets, having fallen from 25 – 30% of global exports to around 10% by 2006.

The Association aims to act as a catalyst to focus the vision of the industry in each country, and to bring the stakeholders to work together towards achieving that vision, to help organizations and companies to identify and agree the key the agreed objectives, and to find creative ideas and methods for rekindling interest in coffee production in Africa, especially among young people

## Where We Work

While Café Africa was founded in Switzerland, country offices have been established wherever it supports the national coffee sector. Café Africa is currently working in three countries. In Uganda we helped establish, with UCDA, the National Coffee Platform, and provide the secretariat for its Steering Committee, a group which has met nearly every month for over 10 years, bringing a better degree of harmony to the sector. We have supported District Coffee Shows in the major production areas since 2008, attracting over 150,000 farmers to learn more about coffee. Harmonized extension materials were developed through the Steering Committee, and have since been used as the basis of training of agronomists Contact details and lead farmers, both public and private sectors, in nine Districts.

In Tanzania, we worked with the Tanzania Coffee Board (TCB) to establish in 2009 an annual stakeholder meeting of the coffee sector. This has since been incorporated into the Regulations with the National Coffee Conference, (NCC), held annually in May. We supported the development of a National Sustainability Curriculum, which has now been rolled out in agronomy training in 3 Districts, with a further two now included. Key to the NCC is the input from the Zonal Stakeholder Committees, which we have supported together with the TCB, to ensure the voice of the producers in the production areas is heard at the annual meeting.

In Democratic Republic of Congo we initially helped stakeholders develop their National Coffee Strategy, which was adopted by the Government in April 2011. With the difficult economic and social environment in the country, progress has been slower than hoped, but since 2011 there has been Café Africa was founded with the objective considerable investment in coffee, most especially in Eastern DRC, North and South Kivu, where the arabicas are of an intrinsically good quality. In addition, we have supported the development of nurseries under an AIDCOM programme of the EU, as well as the production of the special Petit Kwilu robustas on the western seaboard in Congo Central Province.

Apart from these countries, we have worked extensively in Cameroun, though we do not have an office there at present, as well as points of intervention, and work to achieve having consulted on several other countries' coffee sectors, including Burundi, Gabon, the ECCAS countries, Ethiopia, and Kenya.

> Overall, the growth of Africa's production has not been as fast as we would have hoped, though in Uganda, exports have grown well, from a 3-year moving average of around 2.45 million bags to their current level of around 3.8 million (taking into account the encouraging result of more than 4 million bags for the 2016/17 coffee year).

The market opportunity is still growing, as global consumption continues to grow, possibly even faster than had previously been anticipated. With the world needing about 50 million bags of additional coffee by 2030, it will be up to Africa's producers – and their Governments – to decide if they want to gain a better share of the market. Based on the likely outlook, it should prove a worthwhile investment for growers who have the courage to stick with coffee, provided they can achieve reasonable levels of productivity!

	,	,	,
Café Africa International	Café Africa Uganda	Cafe Africa Tanzania	Café Africa DR Congo
C.P.1111 1260 Nyon Switzerland	3 <sup>rd</sup> Floor Bakwanye House Wampewo Avenue P. O Box 31668 Kampala Uganda	2nd Floor, Kibo Towers, P.O. Box 7812 Moshi Tanzania	Immeuble Botour, 8ème Etage, Commune de la Gombé, Kinshasa Democratic Republic of Congo
<b>Tel:</b> +41 223624152 <b>Fax:</b> +41 223624154	<b>Tel</b> +256 312266154 <b>Mobile</b> +256 782246621	Tel +255 272754400 Mobile +255 782072227	<b>Tel</b> +234 895681275
jes@cafeafrica.org	se@cafeafrica.org	cpm@cafeafrica.org	pld@cafeafrica.org

# ORGANIZATIONS FROM AROUND THE GLOBE WORK TOGETHER TO SUSTAIN COFFEE



aunched in December 2015, the Sustainable Coffee Challenge – facilitated by Conservation International (CI) and co-founded by Starbucks – brings together a coalition of companies, governments, nonprofits and research institutions working toward the common goal of making coffee the world's first sustainable agricultural product. Nearly two years ago, at the UN climate negotiations in Paris, companies and organizations from across the coffee supply chain joined together to call upon their peers to recognize the need to make coffee fully sustainable.

Climate change has been affecting coffee growing conditions, market volatility is significantly lowering prices, aging coffee trees are declining in productivity, and coffee farmers are seeking economic alternatives for their livelihoods. In Africa alone, challenges like these have caused coffee productivity to decline by about 40% since the 1970s, resulting in a significant decrease in net-production and global exports of coffee across Africa.

Paired with that, consumers drink more than 600 billion cups of coffee a year – a consumption rate projected to grow rapidly. To sustain coffee production and the livelihoods of coffee producers, the sector must significantly increase coffee productivity in every producing country. And since coffee producing countries across Africa

account for 12% of the world's coffee production, it will be crucial to engage with actors at all levels to collectively tackle the complex threats and sustain the future of coffee production in Africa.

Today there are more than 80 organizations that have joined the Challenge, united in the belief that it is possible to meet growing market demand while for coffee while ensuring the prosperity and wellbeing of farmers and conserving forest, water and soil. Starbucks, Twin, Nespresso, Farm Africa, Root Capital, Sustainable Harvest, Technoserve and UTZ represent only a few of our partners who are committing their time and expertise to ensure that the US\$22 billion global coffee industry, which supports the lives of 25 million coffee producers, does not cease to

But it's not just companies and NGOs. In June 2016, Rwanda became one of the first-ever countries to join the Challenge. And as Ambassador Bill Kayonga, Chief Executive Officer of Rwanda's National Agricultural Export Development Board (NAEB) noted, "In Rwanda more than 355,000 small holder farm families produce and depend on [coffee] for their livelihoods. We have an obligation to these farmers, their lands and the economy of our country to ensure the continued sustainability of the industry."

### Join the movement!

Word of the Challenge's efforts is quickly spreading throughout the coffee industry, and more institutions are committing to the vision. Growing in maturity, the Challenge has developed a Commitments Hub at www.sustaincoffee. org to showcase what different organizations are doing to advance sustainability. The Challenge has also launched four Collective Action Networks dedicated to finding solutions that address the greatest challenges facing coffee: Coffee Farm Renovation and Rehabilitation; Improved Labor Practices and Supply; Scaling up Sustainable Coffee Sourcing; and Mapping and Monitoring of Coffee and Forests.

"This movement of committed partners is showcasing the unique contributions of each to a more sustainable coffee sector," CI's coffee lead, Bambi Semroc, emphasizes. "We're enabling actors from across the sector to learn from one another and find companions in taking on some of the pressing issues together."

To sustain coffee and the people whose lives depend on it, we need to preserve the future of the industry. And that starts now.

To learn more about the Sustainable Coffee Challenge and to get involved as a partner, please visit www.sustaincoffee.org or reach out to Niels Haak by emailing scc@conservation.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 wouldlike 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 tofacilitated 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



# AFCA & USAID EAST AFRICA TRADE AND INVESTMENT HUB (THE HUB) HOLD SPECIALTY COFFEE AUCTION TRAINING IN KAMPALA AND NAIROBI

During the month of August and September, the African Fine Coffees Association (AFCA) conducted a quality control training session for exporters and producer cooperatives in Uganda and Kenya. The trainings highlighted the benefits of the Taste of Harvest competition and auction protocols for developing, showcasing and exporting high-quality coffees from the East African region. The Taste of Harvest ambassador trainers stressed the importance of coffee export lead-time schedules, cupping standards and auction logistics processes.

Kampala, Uganda: 22nd to 24th August 2017

Venue: Hotel Africana

**Trainers**: Doreen Rweihangwe, Clare Rwakatogoro

Nairobi, Kenya: 21st – 23rd September 2017 Venue: Sarova Panafric and Coffee Directorate Lab

Trainers: Regina Mwangi, Judy Murimi

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



Uganda Coffee Development Authority











































## Member Countries























