

ANNOUNCING THE ETHIOPIA NATIONAL TASTE OF HARVEST COFFEE COMPETITION 2021!!!

Dear AFCA Ethiopia Chapter Members,

The African Fine Coffees Association (AFCA) is hosting the **Ethiopia Taste of Harvest** an annual prestigious specialty coffee grading competition, from **9-12 February 2021 at the Ethiopia Commodity Exchange (ECX) in Addis Ababa, Ethiopia.**

AFCA invites all coffee producers, cooperatives, millers and exporters in Ethiopia to submit their finest Arabica coffee samples to the Taste of Harvest competition. All samples will be cupped, graded and judged by a panel of qualified and experienced local and international judges, using the Coffee Quality Institute (CQI) and Specialty Coffee Association (SCA) Specialty Arabica Coffees Cupping Form and Protocols, to identify and select the absolute best coffees from Ethiopia in 2021.

The Top 10 AFCA member coffees results will be published on the AFCA website and promoted at leading international coffee conferences and exhibitions in Europe, America, Middle East, Australia and Asia, on social media, coffee trade magazines and buyer channels throughout the year.

The Top 5 AFCA member coffees will qualify for promotion in the Regional African Taste of Harvest and B2B Cupping Pavilion at the **19th African Fine Coffees Conference & Exhibition in Addis Ababa, Ethiopia from 17-19 February 2021 and the AFCA Specialty Coffee Expo in Kigali, Rwanda from 13-15 July 2021.**

B2B Networking opportunities & direct trade information will be provided to international roasters, buyers and traders, invited to cup and buy the best coffees from each country, while conference delegates will also be able to cup and taste the coffees in the Taste of Harvest Cupping Pavilion.

Important Taste of Harvest Dates:

Sample Submission Deadline: 29 Jan 2021
Sample Coding & Green Grading: 2 Feb 2021
Calibration & Elimination Cupping: 9-10 Feb 2021
Semifinals & Finals Cupping Round: 11-12 Feb 2021

TASTE OF HARVEST RULES & REGULATIONS:

SAMPLE QUALITY: The quality of the samples submitted should be Specialty Arabica Grade with a cupping score of 83 points and above.

SAMPLE SIZE: 8kg Green Coffee Beans should be duly packed and submitted to the local chapter representative listed below. 3kg of hulled green coffee is required for the national and regional African competitions. 5kg of AFCA member winning coffees will be showcased and promoted at AFCA's annual regional Coffee Conference & Exhibition, the AFCA Specialty Coffee Expo, leading international coffee cupping events, trade fairs and expo's in Europe, America, Middle East, Australia and Asia.

Sample requests from international buyers will be drawn directly from the winning lots in its warehouses. **All samples submitted must be a true representation of its lot. Minimum exportable lot size is 5 bags and maximum is 25 bags of 60kg per bag.**

CONSENT TO PUBLICISE INFORMATION: AFCA may publicise, share and promote any tools, manuals, materials, photos, content and information developed during this event for marketing purposes through its social media, marketing material, websites, databases and auction platforms et al. This agreement should be signed at the bottom of the Sample Identification Form by the person/organisation responsible for submitting the sample. No entries will be accepted without this agreement.

SAMPLE SUBMISSION: Samples should be submitted with the following electronic documents at <https://afca.coffee/programs/registration/> as verification of entry. No samples will be accepted without electronic submissions.

1. Register at <https://afca.coffee/programs/registration/>.
2. Complete and detailed Sample Identification Form.
3. Warehouse Receipt as proof of export lot availability.
4. **USD50 Non Member Sample Entry and Proof of Payment.**
5. 3x High Resolution Images promoting the coffee, plantation or process.
6. 1x High Resolution Company / Cooperative Logo.
7. Signed Written Consent Form.

Attention: Feven Genene
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We look forward to your participation.
AFCA Ethiopia Taste of Harvest Committee