

AFCA REVISED STRATEGIC PLAN 2020 - 2023

**18th July 2019 at Kampala
Serena**



VISION:

Sustainable Coffee Business



MISSION:

To deliver Transformational Coffee Services
to Members



CORE VALUES:

Integrity

Innovation

Commitment



SLOGAN:

“Home of Africa’s Finest Coffees”



STRATEGY FOCUS AREAS

- MEMBERSHIP
- COFFEE CONFERENCE AND FORUMS
- MARKET LINKAGES
- INCOME DIVERSIFICATION
- COFFEE INSTITUTE
- POLICY AND ADVOCACY
- INSTITUTIONAL STRENGTHENING
- GENDER AND YOUTH

1. MEMBERSHIP

- Conduct a membership survey for value proposition
- Design training plans and validate membership needs
- Organize membership events participation
- Develop Export markets & Promote domestic consumption

COFFEE PROGRAMS FOR ALL SECTORS OF THE COFFEE VALUE CHAIN

1. Producers
2. Cuppers (quality / grading)
3. Trading (export / import / logistics)
4. Roasters
5. Baristas

PRODUCERS

Trainings

- Q Processing Course
- Effective Participation in the ToH
- Farm Management / Washing Station Management

Competitions / Striving towards Excellence

- Taste of Harvest Competition & Online Auction

Programs / Projects

- Coffee Safari / Coffee Origin trips
- Coffee Educational Exchange Trips
- Certifications



CUPPERS (QUALITY / GRADING)

Trainings

- Q Arabica & Robusta Training
- Advanced Cupping Training

Competitions / Striving towards Excellence

- Taste of Harvest and Online Auction
- Cup Tasters Competition

Programs / Projects

- Certified Coffee Grading
- B2B Cupping
- Cupping APP



TRADERS AND LOGISTICS

Trainings

- Importing / Exporting / Logistics Trainings
- Trading Trainings - J Ganes
- Price Risk Management

Competitions / Striving towards Excellence

Best Exporter Award

Programs / Projects

- Logistics / Blockchain Project
- Traceability / Traceability App
- Inter-African Trade Review



BARISTAS & ROASTERS

Trainings

- Advanced Barista Training
- Sample Roasting Training
- Production Roasting Training
- Alternative Brewing Methods

Competitions / Striving towards Excellence

- ABC / WBC
- Roasting Competitions

Programs / Projects

- Barista Bootcamp
- Direct Sourcing Trips
- Roaster's Retreat



AFCA COFFEE PROGRAMS

AFCA COFFEE CONFERENCES

17TH AFCA CONFERENCE & EXHIBITION, RWANDA
18TH AFCA CONFERENCE & EXHIBITION, ZANZIBAR
19TH AFCA CONFERENCE & EXHIBITION, MOMBASA

AFCA CONFERENCE PROGRAMS

AFCA REGIONAL TASTE OF HARVEST
AFCA TASTE OF HARVEST PAVILLION
AFRICAN BARISTA CHAMPIONSHIPS
AFRICAN BARISTA BOOTCAMP
CQI PROCESSING TRAINING
AFCA ROASTERY
AFCA BREW BAR
AFCA RESOURCE CENTRE
AFCA MERCHANDISE STORE

AFCA KNOWLEDGE HUB

COFFEE EDUCATION SERIES
AFCA COFFEE INSTITUTE
AFRICAN FINE COFFEES REVIEW MAGAZINE
AFRICA COFFEE OUTLOOK
AFCA RESOURCE CENTRE

AFCA COFFEE ORIGIN TRIPS

KENYA/UGANDA COFFEE SAFARI
KENYA COFFEE SAFARI
RWANDA COFFEE SAFARI

INNOVATION & DESIGN

AFCA DRIPKIT COFFEE PRODUCT
WASHING STATION PROJECT
TRACEABILITY APP
CUPPING APP

AFCA COFFEE EDUCATION EXCHANGE TRIPS

BRAZIL PALINI & ALVES COFFEE EXCHANGE

AFCA MARKET LINKAGES / INTERNATIONAL EVENTS

SWISS COFFEE DINNER
INTERNATIONAL COFFEE EXPO HAIKO HAINAN CHINA
GULFHOST DUBAI
ICO MEETING KENYA / LONDON
SCA EXPO BOSTON
WORLD OF COFFEES BERLIN
CAFE SHOW SOUTH KOREA
SCAJ JAPAN



2. COFFEE CONFERENCE AND FORUMS

- Conduct members' needs of the conference
- Get the full value chain to participate in the conference
- Lobby buyers and especially independent buyers attend the conference
- Review Member value benefits for the conference.
- Synchronize conference with other activities: coffee safari and trainings, to add value.

3. MARKET LINKAGES

B: New Markets Development

- Far East (Japan, Korea, China, Singapore)
- Russia, Finland, Sweden, Norway, Ireland.
- Magreb Countries (Tunisia, Algeria, Morocco, Egypt etc)
- Middle East (UAE, Saudia Arabia, Qatar)

4. INCOME DIVERSIFICATION

- Governments Support for training programs and events
- Private sector partnerships for AFCA events and programs.
- Grants Fund Development
- Online Donations
- E-portal shop for coffee and coffee items
- Training income



5. COFFEE INSTITUTE

- Establishment of AFCA Knowledge /Information Hub. Support Coffee Research Presentations & Learnings,
- Online Library / Resource Centre
- Online Coffee Portals
- Online Country Coffee Profiles
- Publications
- Training, Workshops & Seminars on coffee
- Exchange programs - Producers & International
- Research & Information Centre



COFFEE INSTITUTE CONT'D

AFCA Knowledge Hub approach : -

- Trainings – producers, quality, grading, roasting, barista
- Competitions / Excellence – ToH, Roasting, Barista,
- Programs – coffee safaris, exchange programs, fellowships, barista camps.



6. POLICY ADVOCACY

- Linkages and MoU with key African strategic Institutions – AU, COMESA, EAC, SADC, EABC
- African Institutions : IACO, ACRAM, South African Specialty Association (SCASA)
- Global Institutions : ICO, Global Coffee Platform
- Coffee Associations Partnerships: SCA, SCAJ, Korean Specialty, Swiss Coffee Association, German Coffee Association, Colombian Coffee Federation, Brazilian Specialty Coffee etc
- Expert & Policy Papers development & Presentations in Key Forums
- Board representation at key International Organizations



7. ORGANIZATIONAL STRENGTHENING

- Institutional Development – Governance Structure strengthening
- Develop performance monitoring and evaluation framework
- Staff Development in Key areas
- Implement a Performance Management Plan
- Regional Face in Staff Hiring
- ISO certification of AFCA Processes
- Focus on Innovation - ICT

8. GENDER & YOUTH

- Support & mainstream Gender and Youth in AFCA world. Min 40% participation in AFCA programs
- Deliberate Focus and Support of Gender Agenda
- Gender Workshops and Seminars
- Channel funding and grants to women activities
- Mainstream Youth Affairs in AFCA programs – adopt the ‘Coffee is cool’ strategy to attract the youth
- Increase number of women in the Board to at least 2

