

# **AFRICAN** **FINE COFFEES** REVIEW MAGAZINE

April - June 2020 | Volume 10 | Issue 2

**BEYCO: THE WORLDWIDE  
COFFEE TRADING PROGRAM**

**MEET THE NEW AFCA BOARD  
DIRECTORS 2020-2023**

**ITC HOSTS THE FIRST EAC  
COFFEE BUSINESS FORUM**

**UNLOCKING THE POWER  
OF DATA COLLECTION**

# **ANTHONY MURIITHI**

**INTERIM DIRECTOR GENERAL AGRICULTURE & FOOD AUTHORITY**

# AFCA SPECIALTY COFFEE EXPO Cape Town

CAPE TOWN INTERNATIONAL CONVENTION CENTRE

27th - 29th October 2020

THEME:

**DOMESTIC CONSUMPTION:  
AFRICAN COFFEE ORIGINS UNVEILED**



[www.afca.coffee/expo](http://www.afca.coffee/expo)



# Contents



## IN THIS ISSUE

- 09 | AFCA Technical Exchange Trip, Bangalore, India
- 10 | The Contribution of the Coffee Sector to the Growth of Economies and Livelihoods
- 11 | The 18th African Fine Coffees Conference and Exhibition (AFCC&E) Highlights
- 14 | African Fine Coffees Association (AFCA) and Coffee Quality Institute (CQI) Partnership
- 15 | ITC Hosts the First EAC Coffee Business Forum at the 18th AFCC&E
- 16 | Sustainable Harvest Training Producers to Become Top Suppliers at the 18th AFCC&E
- 19 | 19th AFCC&E Invitation to Speak in Addis Ababa, Ethiopia
- 20 | BEYCO Worldwide Coffee Trading Program: Coffee Connected by Progresso
- 22 | How Digital Technology is Democratizing Data for Rural Businesses
- 24 | Coffee as a Nature-Based Solution to Climate Change
- 28 | AFCA Technical Exchange Trip, Minas Gerais, Brazil
- 31 | Rwanda to Host the Third World Coffee Producers Forum & AFCA Specialty Coffee Expo 2021
- 32 | Coffee Fermentation Back to Basics: The Role of Yeast in Coffee Processing
- 34 | Evaluating the Impact of Coffee Agronomy Training in Uganda
- 36 | The Role Data Can Play in Achieving the Next Decade's Sustainability Targets
- 38 | World Coffee Research Names George Kotch as Research Director
- 40 | The COVID-19 Pandemic and the Coffee Industry
- 44 | AFCA Member Profiles

## WRITERS' PROFILES



**Isabel van Bemmelen** (Page 20)



**Kate Hyder** (Page 22)



**Charles Maina Wainaina** (Page 22)



**Bambi Semroc** (Page 24)



**Margaret Fundira** (Page 32)



**Carl Cervone** (Page 36)



# A WORD FROM THE EXECUTIVE DIRECTOR



**W**e are living in uncharted times. Upon us is an epidemic that is causing havoc in the Coffee Value Chain.

Let's start from the beginning. We appreciate and applaud the coffee value chain members who made it to the 18th AFCC & E. Indeed, the event was a blast socially and the connections made during the event. We note and appreciate the contribution made by the Rainforest Alliance, ITC, WCR and the Sustainable Harvest events held alongside the 18th AFCC & E. Indeed, Mombasa offered the perfect environment to combine business and leisure (Pages 10-16).

Of special note is the installation of new AFCA Board of Directors, taking over from February 2020 to February 2023. Mr. Amir Hamza, from Tanzania is the new Board Chairman ably assisted by Mr. Karugu Macharia as

Vice Chairman and Dr. Birgit Andrag, as the Treasurer. We look forward to an exciting time as the Board takes up the leadership of the African Coffee Industry. Meet the new AFCA Board Directors on Page 5-7.

As we celebrate our past successes, it is important to look at the bleak landscape we face. After a successful Mombasa event, we immediately encountered the COVID-19, also known as the Corona Virus. The virus has dealt a blow to all the initiatives that the coffee industry has achieved over the last few years. In a blink of an eye, it is no longer possible to have a specialty cup of coffee as the café culture received a body blow with the implementation of social distancing. The cafés are closed! Coffee is traditionally built on excellent social networking and the specialty drink has played a key role in ensuring coffee is a cool drink. The African Coffee Industry finds itself on a cul-de-sac. Coffee demand is slowing, labour shortage is amplified (especially for countries that are in the harvest session), shipping and logistics have come to a halt due to regional lockdown and imposition of curfews and trading is depressed. It's a no-win situation for the African Coffee Industry (Page 40).

The New York C-price of coffee has risen sharply in the last one month. As governments continue to impose restrictions on movement, expectations of future delays and difficulties in managing shipments of coffee are driving the C market price up. Freight capacity is expected to plummet due to boundaries and

port shutdowns, with supply chains backing up as companies struggle to find available transport for their goods. In anticipation of extended supply disruption, some large roasting companies are "stocking up" by requesting earlier shipments of coffee. At the farm level, the curfew hours and social distancing requirements will escalate the labour problem, especially for the ongoing harvests in Ethiopia, Rwanda, Burundi and DR Congo.

Other major markets in Europe and the US are also face a daunting task to overcome COVID-19. Attention will now be paid to recovery and reopening of the economy shut down by the virus. Economic prospects are bleak, with projection of economies in recession. We hope the boost of a cup of coffee will stimulate the individuals and the economies, as well.

We remember the life and work of Piero Bambi, La Marzocco's Honorary President and founder of its Linea Espresso Machine. Working first as a technician, and then as a designer and engineer within his father's company, Piero oversaw the creation and management of La Marzocco's 1960 factory hub in Florence. We salute you, Piero Bambi, for the work you have done in the coffee industry.

At this time of quarantines, lockdowns, curfews and state of emergencies, we hope you can take time to reflect on the many issues affecting coffee farmers adversely. We encourage you to extend a brotherly hand to our community in need.

## EDITORIAL TEAM

### Editors

Samuel N. Kamau  
Nandi Jordaan

### Associate Editors

Doriane Kaze  
Wambui Waiganjo  
Mary Mbabazi

### Publisher

African Fine Coffees Association

### Cover Page

Anthony Muriithi  
Interim Director General Agriculture & Food Authority



## THE NEW AFCA BOARD DIRECTORS



### **AMIR HAMZA**

#### **BOARD CHAIRMAN | TANZANIA**

Amir Hamza is the Chairman and CEO of Amir Hamza (T) Limited which he owns with his family. He has a lot of experience in the coffee industry which spans over 40 years and is committed to the development thereof. The company has the largest and most modern with state-of-the-art factory in East and Central Africa that produces spray dried instant coffee. The company is also involved in trading of green coffee beans.

**Amir Hamza has sat on some of the following boards:** National Coffee Input Voucher Scheme, Tanzania Coffee Development Trust Fund, Tanzania Coffee Research Institute, Bukoba Urban Water and Sewerage Authority, Kagera Sports Committee, The Tax Appeal Board.

In the past, he served as the Chairman of the Tanzania Coffee Association and he has also been on the board of the Tanzania Chamber of Commerce, Industries and Agriculture Kagera Region, as Vice Chairman. He was also appointed by the Ministry of Agriculture on the Board of Tanzania Coffee Board and Chairman of the Tanzania Coffee Board. He is also the Interim Chairman of National Quality Association of Tanzania. Regionally, Amir

Hamza also sits on the Board of Kagera Regional Hospital. Amir Hamza has attended and continues to attend many conferences, exhibitions and seminars related to the coffee industry which are held in different countries worldwide.



### **KARUGU MACHARIA**

#### **VICE CHAIRMAN | KENYA**

Mr. Karugu Macharia, an ardent golfer, has served in various capacities in the agricultural sector for over 35. As an agronomist from Egerton University, he worked as an agricultural officer in Nyeri District before rising to Area Manager of the Central, Coast and Rift Valley regions under Coffee Board of Kenya in 1985 to 1988.

He later consulted for Kenya Planter's Cooperative Union to manage large and medium coffee estates, Cooperative Societies and Unions before holding the position of Head Field Services Department in 1997 to 2003.

He was instrumental in introducing certification standards in Africa and India (2003-2007) while consulting for Coffee Support Network of Solidaridad Netherlands in

East and Central Africa and Regional Manager-Africa and India for UTZ Certified.

In 2008, he set up a Regional office for Solidaridad East and Central Africa, establishing offices in Ethiopia, Kenya, Uganda and Tanzania, and served as the Regional Director till 2018. He is a founder member of the Kenya Coffee Platform together with AFCA, RA/UTZ Certified, GCP and continues to consult for the coffee industry regionally.



### **DR BIRGIT ANDRAG**

#### **TREASURER | SOUTH AFRICA**

Dr Birgit Andrag is currently the co-founder and Strategic Director of the By den Weg Group of companies. She has 38 years of experience the health, systems and management sciences. She was elected to join the Global Crystal Circle Entrepreneurs 'mentoring program under Roger Hamilton between 2019 and 2020. In 2018, Dr. Birgit was also awarded the Prestigious Global Business award for the By den Weg Group and also nominated by the Global Women President's Organisation in New York.

In addition to the above she was also awarded at International Women Entrepreneurial Challenge (IWECC) in Shanghai, China. In 2013, she was awarded Africa's Most Influential Women in Business: Awarded for Agricultural Sector by the CEO Magazine. Dr. Birgit graduated in Executive MBA at the Graduate School of Business, Cape Town in 2010. She also served as a Dental Practitioner in private practise from 1983 to 2007.



**KENNETH M. BARIGYE**  
**UGANDA**

Kenneth M. Barigye is a graduate of Development Studies of Makerere University [2003] and holds a Masters of Development Studies [2009] from Uganda Martyrs' University; a Post Graduate Diploma in Organizational Development (2010) from Uganda Management Institute; a Post Graduate Diploma in Advocacy and Lobbying (2012) from Uppsala University in Sweden; and a Masters of Business Management (2018) from Makerere University. He is the Managing Director of Mountain Harvest Limited, an Arabica coffee company working on an integrated basis sourcing Arabica coffee from smallholder farmers in Uganda and employing an inclusive business model, engaging its smallholder suppliers as an integral part of the coffee supply chain. He serves as a Director of Rwenzori Organic Coffee Limited, a single estate coffee company growing organic arabica coffee on the slopes of Mt. Rwenzori.

---



**KAMBALE KISUMBA KAMUNGELE**  
**DEMOCRATIC REPUBLIC OF CONGO**

Kambale Kisumba Kamungele is a coffee specialist with over 15 years in procurement, processing and trading of green coffee. He is currently the Export Director of Ets. TSONGO KASEREKA, a family business that has been exporting Congo coffee for the last four decades. He is the acting Executive Director of the Café Africa RDC, a non-profit organization whose mission is to revitalize the Congolese Coffee Industry. He pioneered the formation of the DRC Exporters' Association (ASSECCAF). He has been playing key roles in implementing Robusta production rehabilitation projects the western part of the DRC. Kamungele holds a B.Sc. (Purdue University, Indiana, USA), a M.Sc. (Université Laval, Québec, Canada) and a Master in Coffee Economics and Science, Ernesto Illy (University of Trieste, Italy).

---



**EPHREM SEBATIGITA**  
**BURUNDI**

Ephrem Sebatigita is a co-founder Coffee Belt East Africa which focuses on specialty coffees production and export. He officially joined the coffee industry in 1984 working at Office du Café du Burundi (OCIBU) after studying electronics engineering, in France. Since then, his passion for the coffee industry has continued growing. He has run several coffee dry mills and coffee washing stations owned by the Government, private operators and cooperatives, in Burundi. He is interested in new coffee processing methods and would like to dedicate part of his time training young people so that they can be engaged in the coffee Industry.

---



**ISSA NKURUNZIZA**  
**RWANDA**

His education background is in agribusiness with a master degree from Kenyatta University. Nkurunziza is currently working at National Agricultural Export Development Board (NAEB), in charge of Traditional Commodities Division - responsible to regulate and provide services as well as advocacy for four commodities namely coffee, tea, pyrethrum and essential oil. From August, 2015 to June, 2019, He worked as Tea Division Manager in the same institution. He also served as an Assistant Lecturer at National University of Rwanda, in the department of Agriculture Economics and Agribusiness, faculty of Agriculture from 2011 to 2015.



**ALAN ZUKAS**  
**ZAMBIA**

Educated in Zambia and the United Kingdom, Alan Zukas is the 2nd generation working on on Balmoral Farm located in Zambia. With over 25 years on livestock farming, cash crops such as maize, wheat, cotton and soya he diversified to coffee production and export in 1995, increasing the Arabica production from 3 to 60 hectares, setting up a wet and a dry mill and successfully transitioning the business into a profit making entity. As general manager, he manages all the planning, execution and monitoring of resources, social, technical and financial. In charge of 50 permanent workers and up to 300 pickers in season, he oversees harvesting, processing, fermenting and drying, hulling, cleaning and ends with a finished export product of graded green bean. Alan has experience collaborating with both private, public sector, farmers trade and industry. He is a former board member of the Zambia Coffee Growers Association [ZCGA] and a current Director and Coffee Consultant for Balmoral Farm

---



**GIZAT WORKU KEBEDE**  
**ETHIOPIA**

Gizat Worku Kebede is a graduate in Economics and Development Economics from Addis Ababa University and the current General Manager of the Ethiopian Coffee Exporters Association. Prior to his current position, he served as Commercial and General Manager, Corporate Planning and EMS Manager, the Liaison Office Head, Marketing and Procurement Department Manager, Market Analyst and Foreign Exchange Auction Unit Head positions at various different commodity, auction, trading, logistics, import and export companies, including the Foreign Exchange Auction and National Bank of Ethiopia.

---



**BERTRAND GAKO**  
**CAMEROON**

Bertrand Gako is a son of a factory worker, exporter and roaster, he has been in the coffee industry since childhood and an engineer by profession. He is the founder of à BRÛLERIE DU MOUNGO sarl founded in 2012, a member of the college of processors at the Interprofessional Council of Cocoa and Coffee (CICC). He is also the Managing Director of GKB FOODS INDUSTRY Sarl which is an agri-food company. Bertrand has served as the General Secretary of the Union of Cocoa and Coffee Processors of Cameroon (UT3C) since 2016. Previously, he represented local processing industries on the management committee of the Cocoa and Coffee Development Fund (FODECC) from 2016 to 2019.

---



**BERNARD KAUNDA**  
**MALAWI**

Bernard Kaunda is a highly accomplished senior agro-professional wielding with more than 25 years' experience with exposure of the local and international Coffee Industry and markets. He possess comprehensive coffee knowledge, skill and insight encompassing production, processing, quality control, logistics, training, marketing, sales and strategic business administration with an excellent management and leadership track record.



## Coffee Dry Processing Equipment



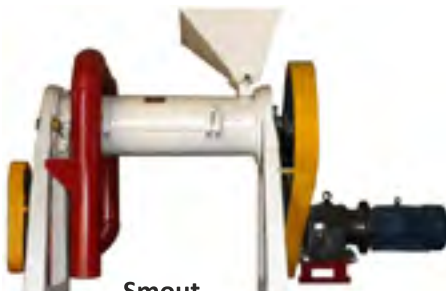
Pre Cleaner



Destoner



Africa Huller



Smout  
Peeler Polisher



Catador



Flat Deck Grader

## Coffee Wet Processing Equipment



Green Bean Separator



Pulper



Dry Pulper



Vertical  
Washer



Eco Mini Wet Plant



Eco Pulper

**MCKINNON**

**MCKINNON INDIA PVT LTD**

E-mail: [marketing@mckinnon.co.in](mailto:marketing@mckinnon.co.in)  
[www.mckinnon.co.in](http://www.mckinnon.co.in)

WELCOME TO INDIA   SATURDAY   12 SEPTEMBER 2020	
	5TH WORLD COFFEE CONFERENCE & INTERNATIONAL COFFEE COUNCIL, BANGALORE, INDIA, 7-12 SEPTEMBER 2020
KODAGU INTERCROPPED COFFEE   SUNDAY   13 SEPTEMBER 2020	
	The India Coffee Trust (ICT) is a non-profit organization formed by various stakeholders of the Indian Coffee industry. The primary mandate of ICT is to promote Coffee consumption in India and to generally promote the coffee industry. The Trust was originated in 2008 and operations formally commenced in 2011.
07:30 - 10:30	PICK UP AND 3 HOUR DRIVE TO KODAGU COFFEE PLANTATIONS
10:30 - 11:00	WELCOMING & INTRODUCTIONS FROM INDIA COFFEE TRUST
11:00 - 13:00	INDIA COFFEE TRUST INTERCROPPED COFFEE PLANTATION VISIT
13:00 - 14:00	LUNCH WITH INDIA COFFEE TRUST
14:00 - 16:00	CONSULTATION ON COFFEE INTERCROPPING WITH OTHER COMMODITIES
16:00 - 19:00	PICK UP AND 3 HOUR DRIVE RETURN TO MYSORE
19:00	DINNER AND SLEEP AT MYSORE PALACE HOTEL
MCKINNON INDIA   MONDAY   14 SEPTEMBER 2020	
	McKinnon India Private Limited is a joint venture of the world renowned William McKinnon & Co Ltd. of Scotland. Established in 1993 in India, McKinnon is a leading manufacturer, wholesaler and exporter of wet and dry processing, and laboratory equipment. Keeping the customer's requirements in mind, standard engineering principles and strict quality control procedures govern their manufacturing. They are supported by a highly skilled team of professionals, advanced infrastructure and all the required facilities in-house.
07:30 - 12:30	PICK UP AND 5 HOUR DRIVE TO NARASIMHANAICKENPALAYAM
12:30 - 13:00	WELCOMING & INTRODUCTIONS AT MCKINNON INDIA
13:00 - 14:00	LUNCH WITH MCKINNON INDIA
14:00 - 15:00	PRESENTATION & SHOWROOM
15:00 - 17:00	FACTORY TOUR OF MANUFACTURING LINES
19:00	DINNER WITH MCKINNON AND SLEEP AT NARASIMHANAICKENPALAYAM
MCKINNON ESTATE   TUESDAY   15 SEPTEMBER 2020	
07:30 - 12:30	PICK UP AND 5 HOUR DRIVE TO PALANI COFFEE HILLS
12:30 - 13:00	WELCOMING AT MCKINNON COFFEE ESTATE INDIA
13:00 - 14:00	LUNCH AT MCKINNON ESTATE INDIA
14:00 - 15:00	MCKINNON WET MILL, DRY MILL MODEL SETUP
15:00 - 17:00	MCKINNON COFFEE ESTATE & PLANTATION TOUR
19:00	DINNER AND SLEEP AT MCKINNON ESTATE INDIA
PALANI HILLS   WEDNESDAY   16 SEPTEMBER 2020	
08:30 - 09:00	PICK UP AND 1 HOUR DRIVE TO PALANI COFFEE HILLS
09:00 - 13:00	ORGANIC AND INTERCROPPED COFFEE PLANTATIONS
13:00 - 17:00	LUNCH AND SIGHTSEEING AT KODAI KANAL LAKE
19:00	DINNER AT PALANI HILLS
DEPARTURE   THURSDAY   17 SEPTEMBER 2020	



# THE CONTRIBUTION OF THE COFFEE SECTOR TO THE GROWTH OF ECONOMIES AND LIVELIHOODS

Speech by Prof. Hamadi Boga, Principal Secretary, State Department for Crop Development & Agricultural Research, Ministry of Agriculture, Livestock, Fisheries & Cooperatives.



**T**he coffee subsector has made significant contributions to the growth of many national economies, immensely contributing to the livelihoods of over 12 Million people across the entire African continent. It is a source of foreign exchange to many countries and it contributes significantly to their GDPs. Its importance in shaping these economies therefore cannot be overemphasized.

For many of us in Africa, Coffee is a strategic commodity. We take pride in that the global spread of coffee growing originated from the Continent and specifically Abyssinia. Having said that, I note that coffee industry development in Africa has been slowed down by a myriad of challenges among them rising costs of production, coffee price volatility, Low domestic coffee consumption, low youth involvement in coffee production and impact of the global warming just to mention a few. I believe that these challenges will be addressed during this conference meeting and possible mitigation measures recommended.

As you may be aware, coffee is the most traded commodity globally after petroleum. It grew from 95.4 million bags in 1988/1989 to 168 million bags in 2018/2019. Nevertheless, this coffee growth has

not been proportionately attained among the African coffee producing countries. This has resulted in the continents global coffee share declining from 17.6% in 1990 to 10.8% in 2016 as production has broadly stagnated for two decades. Over the same period Africa's share in the total value of global exports fell by a greater proportion from 21% in 1990 to only 9.4% in 2016. This is not good news for African countries. In Kenya, the sub-sector has experienced a downward trend in production, falling from a high of about 130,000 MT in 1988/89 Crop Year to about 44,000 MT in 2018/2019. But interestingly, and notwithstanding the decline in production, Kenya's Coffee continues to fetch premium prices in international markets, largely on account of its high quality.

In recognition of the importance of the sub sector in the promotion of our overall development agenda and in particular the "Big Four" Agenda, Kenya has initiated a number of institutional, legal and support-services interventions, which are intended to reverse the negative trends in Coffee industry and ensure sustainable Coffee farming in the country.

We have developed a comprehensive reform agenda to address the challenges in the coffee sector. In the reform agenda, among the strategies include production and productivity enhancing and domestic coffee consumption strategies. But more importantly, is the youth agenda which have a correlation with value addition and domestic coffee consumption. Some of the measures the Kenyan Government has taken in the recent past to help revitalize the coffee industry include; formulation

of facilitative coffee regulations, formulation of the cooperative policy, development of the coffee industry policy and establishment of the Coffee Cherry Advance Revolving Fund.

Research is also central towards the development of a competitive and consumer focus coffee products. The Kenyan Government has committed to fund the research activities aimed at full revitalization of the coffee sub sector.

In Kenya like in most African Coffee growing countries, save for Ethiopia, domestic coffee consumption is very low. In Kenya, it stands at about 5%. We have an ambitious programme among our reform agendas to promote this domestic consumption; this we expect will have a trickledown effect and will trigger youth driven growth in the sector through value addition. We expect this to assist in increasing our incomes, creating employment opportunities and at the same time stabilizing the coffee prices. This is the way to go.

In summary, a deep reflection is required, on the issues facing the Coffee Sector, and discussions towards developing lasting solutions that resonate with the needs, desires and realities of all participants in the Sector and more particular the depressed global coffee prices. The international coffee buyers need to work in close relationship with the farmers with a view to creating grower-buyer relationships for the sustainability of the production of high-quality coffee in Africa. The private sector must support research activities for the production of high-quality and higher volumes coffee for the trading fraternity and the consumers.



# THE 18TH AFRICAN FINE COFFEES CONFERENCE AND EXHIBITION (AFCC&E) HIGHLIGHTS

**On behalf of the African Fine Coffees Association's Board of Directors, the Secretariat and the Kenya Host Country Conference Committee (HCCC), we wish to express our sincere appreciation to all the attendees and exhibitors of the 18th African Fine Coffees Conference & Exhibition (AFCC&E), under the theme - "Specialty Coffee Markets: The Next Frontier".**

To our sponsors and partners, thank you for your continued support. By sponsoring and partnering with us, your company stood out as a leader in this growing industry and we are confident it left a lasting impression to all conference attendees.

To our exhibitors and delegates, your participation was highly appreciated and we hope it was a valuable networking experience for all of you, generating valuable business relationships.

The African Fine Coffees Conference & Exhibition (AFCC&E) is Africa's largest coffee trade platform, bringing together over 2,000 regional and international coffee roasters, traders, producers, professionals and connoisseurs under one roof.

This conference has increasingly been regarded as pivotal in providing a unique opportunity to exhibitors showcasing the best coffees and affiliated services, and providing ample opportunity to network with coffee luminaries from all over the

world. The conference also presents an array of topics for presentations and discussions. This is the perfect opportunity to gather valuable coffee information, build trade relations and buyer and seller interactions.

We therefore take this opportunity to invite you to the next AFCA conference, the 19th African Fine Coffee Conference and Exhibition from 17th to 19th February 2021, at the Millennium Hall, Addis Ababa, Ethiopia under the theme "Specialty Coffee at Origin".



*Official opening ceremony of the 18th AFCC&E.*

## Conference & Plenary .....



## Membership Awards .....



## Lifetime Achievement Award ..... Business Networking





## Exhibition



## AFCA Taste of Harvest

## AFCA Cupping Pavilion



## Social Networking





# AFRICAN FINE COFFEES ASSOCIATION (AFCA) AND COFFEE QUALITY INSTITUTE (CQI) PARTNERSHIP

The African Fine Coffees Association (AFCA) and Coffee Quality Institute (CQI) are working together to provide more consistent access to education across the region. The organizations met recently at the annual African Fine Coffee Conference and Exhibition in Mombasa, Kenya.

---

“We’ve been looking for a way to have a sustainable program in Africa,” said Tina Yerkes, PhD, Chief Executive Officer of Coffee Quality Institute. “We can be more effective and broaden our impact when we work together, and coordinating programs with AFCA will ensure we’re meeting demand in a region that is important for coffee production.”

---

The African Fine Coffees Association is a membership organization that represents the specialty coffee community throughout the coffee value chain with eleven chapters located in Burundi, Democratic Republic of Congo (DRC), Ethiopia, Kenya, Malawi, Rwanda, South Africa, Tanzania, Uganda, Zambia and Zimbabwe. Driven by its members, the organization strives to provide market linkages to elevate the profile of specialty coffees from Africa. They will work with Coffee Quality Institute to increase access to Q Grading and Q Processing Courses for their members.

---

“AFCA values the education and training CQI delivers in Africa. Helping CQI identify opportunity and desire for training is something our members want,” Nandi Jordan, Chief Operations Officer of the African Fine Coffees Association stated. “We’re taking time right now to assess the best places to start an ongoing, sustained program that provides training for producers and education for graders, including the internationally-recognized certifications that CQI offers.”

---

Since 1996, CQI has worked to improve the quality of coffee and the lives of people who produce it. Quality is one of the most important variables that influence a coffee’s value. Despite the impact of quality, many producers do not have access to the tools and support they need to understand the quality of their coffee, improve that quality, or access markets that reward that quality, ultimately enabling them to make more informed business choices.

---

Coffee Quality Institute brings diverse stakeholders together to solve local challenges. They work to develop customized solutions, shaped by coffee experts and decades of experience, resulting in long-term solutions that emphasize self-sufficiency. With deep roots in the coffee trade, CQI aims to facilitate market connections that build healthier supply chains and thriving coffee communities.

---

Next steps include developing the framework for this partnership and identifying a list of priorities. “We want to build this relationship very deliberately with clear metrics for success and support from the private sector” added Yerkes. “The result should be sustainable education in coffee communities in the AFCA region. It’s a real priority for CQI.” CQI and AFCA will focus on building infrastructure, including verified teaching labs, an instructor education pathway, as well as support for targeted workshops, Q Grader education, and Processing Certification for producers and coffee professionals.



---

*From left to right:*  
AFCA Executive Director (Samuel Kamau), CQI CEO (Tina Yerkes), AFCA COO (Nandi Jordan) and CQI Operations Director (Lisa Conway) inaugurating their new AFCA CQI partnership at the recent 18th AFCC&E.

---

## ITC HOSTS THE FIRST EAC COFFEE BUSINESS FORUM

The East African Community (EAC) Coffee Business Forum was jointly organised under the European Union (EU)-EAC Market Access Upgrade Programme (MARKUP) by the International Trade Centre (ITC) and the AFCA Conference and Exhibition, in collaboration with the EAC and the German Corporation for International Cooperation (GIZ).

The Forum brought together key coffee stakeholders from the public and private sectors from the five MARKUP countries: Burundi, Kenya, Rwanda, Tanzania and Uganda. The event was attended by representatives from the EAC Secretariat, governments of the EAC Partner States, the EU and AFCA. Ms. Dorothy Tembo, acting

Executive Director of ITC speaking to participants at the opening session, said the Forum offered an opportunity to address the issues faced by small and medium-sized enterprises moving up the coffee value chain.

The first day was characterised by high level plenary sessions on crucial topics. Throughout the plenary sessions, an overwhelming agreement emerged on the importance of coffee for the economic development of the region. Key recommendations arose, such as ensuring clarity and visibility on national and regional export requirements, facilitating trade processes and boosting local consumption of coffee.

The following days were dedicated to thematic workshops and walk-in business clinics on packaging and branding, access to finance, quality improvement and negotiating with buyers. During a cupping session held at the AFCA Conference and Exhibition on 13 February 2020, coffee exporters from the EAC had the opportunity to meet with European buyers and present their specialty coffees. In this occasion, ITC organised for the first time an online live mini auction that linked buyers across the world to selected specialty coffee exporters at the AFCA Conference.

MARKUP is a regional development initiative funded by the EU that aims to contribute to the economic growth of the EAC, by increasing exports of agribusiness and horticultural products, promoting regional integration as well as access to European markets.





## SUSTAINABLE HARVEST TRAINING PRODUCERS TO BECOME TOP SUPPLIERS AT THE 18TH AFCC&E

**D**uring the 18th African Fine Coffee Conference & Exhibition in Mombasa, Kenya held on 11 February 2020, USA specialty coffee importer Sustainable Harvest brought together a special producer training involving smallholder coffee farmer leaders from East African cooperatives representing Uganda, Ethiopia, Rwanda, Tanzania, Burundi, Malawi and DR Congo. It was the inaugural event of Sustainable Harvest's Most Valuable Producer (MVP) Program. The MVP Program is Sustainable Harvest's pioneering farmer education initiative aimed at equipping producer leaders with the knowledge and skills they need to succeed as top coffee suppliers. The philosophy of the program is to continually help the African coffee producer groups to meet the ever-changing needs of the roasters and global markets they serve.

The event offered an unprecedented chance for East African producer collaboration and provided an opportunity for Sustainable Harvest

to meet its Relationship Coffee producer partners face-to-face.

At the event, David Griswold, Founder and CEO of Sustainable Harvest, presented a background of Sustainable Harvest and its Relationship Coffee program, an award-winning business model founded on inclusiveness, transparency, and performance. He shared insights of producer success stories, and data on the trends in the specialty global marketplace with the leaders of the cooperatives. David also provided insight into Sustainable Harvest's origin training teams, the markets they operate in, and the technology of Tastify for digital cupping quality control and the company's proprietary tracking systems developed by Sustainable Harvest.

Matt Earlam, Managing Director of Sustainable Harvest (Europe) formerly of Twin Trading and Armajaro then joined Sustainable Harvest's Eric Rukwaya, Commercial and Logistics Manager (Africa), to

further explain the East African MVP coffee approach, objectives, benefits and how to qualify and enroll in the program. Producer organizations were introduced to Sustainable Harvest's methodologies for producers diagnostics and performance evaluations, market trend analysis and price risk management, and how the Relationship Coffee transparency and training model works in practice.

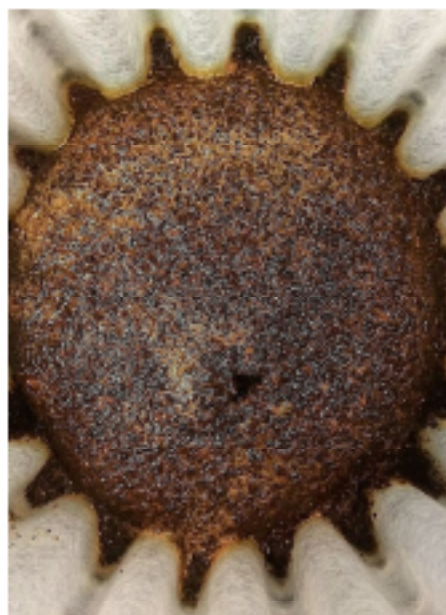
In the same week, the cooperatives had one-to-one meetings with the Sustainable Harvest sales team and discussed the 2020 harvest season forecast in terms of production, certification and price breakdown.

As Griswold said, these producer focused trainings will continue. "At the heart of our work is the Relationship Coffee Model transforming a traditionally linear supply chain into a virtuous circle of collaboration, transparency, and shared success. This is just the beginning."





# African Taste of Harvest Coffee Competition



## African Taste of Harvest Coffee Competition

The African Taste of Harvest is an annual high-end specialty coffee grading event, culminating from different coffee producing countries to the Regional African Taste of Harvest Competition, held at the African Fine Coffees Conference & Exhibition and AFCA Specialty Coffee Expo each year.

AFCA invites all coffee producers, cooperatives, millers and exporters in Africa to submit their finest coffee samples to the Taste of Harvest competition. All samples are 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) Coffee Cupping Forms and Protocols. This prestigious coffee cupping competition identifies and selects the absolute best coffees from each origin across Africa each year!

AFCA provides the platform for producers & buyers, aiming to expand new trade networks and strengthen existing business relationships, to set up direct business to business (B2B) connections, cup, showcase and promote their coffees and trade at record market prices.

Register: <https://afca.coffee/programs/registration/>

Email: [trainings@africanfinecoffees.org](mailto:trainings@africanfinecoffees.org)



# 19<sup>TH</sup> AFRICAN FINE COFFEES CONFERENCE AND EXHIBITION

**17TH - 19TH FEBRUARY 2021**

The Millenium Hall, Addis Ababa, Ethiopia

THEME:

## “SPECIALTY COFFEE AT ORIGIN”

**COFFEE FIELD VISITS**

**14TH - 16TH FEBRUARY 2021**

**SUSTAINABILITY FORUM**

**16TH FEBRUARY 2021**



Event Hashtag: **AFCA2021**  
[www.afca.coffee/conference](http://www.afca.coffee/conference)



BURUNDI



CAMEROON



DR CONGO



ETHIOPIA



KENYA



MALAWI



RWANDA



SOUTH AFRICA



TANZANIA



UGANDA



ZAMBIA



# CALL FOR PRESENTATIONS: 19<sup>TH</sup> AFRICAN FINE COFFEE CONFERENCE & EXHIBITION

**“SPECIALTY COFFEE AT ORIGIN”**

**Addis Ababa, Ethiopia**

**DEADLINE FOR SUBMISSION: 30<sup>th</sup> August 2020**

## **Conference Brief**

Addis Ababa will play host to the **19<sup>th</sup> African Fine Coffee Conference and Exhibition**. The event will be held from **Wednesday 17<sup>th</sup> to Friday 19<sup>th</sup> February 2021** at the Millennium Hall, Addis Ababa, Ethiopia.

## **Call for Presentations**

The 19<sup>th</sup> African Fine Coffee Conference & Exhibition Presentation Committee calls for technical presentations on the main theme **“Specialty Coffees at Origin”** to be made during the Conference.

**AFCA invites members to submit their abstracts in line with the theme.**

**Key themes include:**

- i. World Coffee Markets: Review of the Specialty Markets & Exploring the Specialty Segments**
- ii. Innovations & Emerging Technology in the Coffee Markets**
- iii. Domestic Coffee Consumptions**
- iv. Production & Productivity at the Farm Level**
- v. Climate Change & Mitigation Strategies**
- vi. Emerging Trends in the Coffee Industry Worldwide**
- vii. Economic Viability Models for Coffee Farming**

**Presentations should be relevant, practical and offer solutions and information on emerging issues in the Coffee Industry. Country specific presentations will be accepted.**

**The selection process will emphasis on coffee technical presentations. Company promotional presentations will not be accepted.**

Please submit a brief (1) page summary / abstract of your preferred area of presentation by **30<sup>th</sup> August 2020** to [ed@africanfinecoffees.org](mailto:ed@africanfinecoffees.org) and [mary.mbabazi@africanfinecoffees.org](mailto:mary.mbabazi@africanfinecoffees.org) for evaluation by the **Technical Committee**.

For more information, kindly visit <https://afca.coffee/conference/conference/speakers/>.





# BEYCO

## COFFEE CONNECTED BY PROGRESO

World coffee consumption depends on around 25 million smallholder farmers, whose direct access to this market is very limited. This makes obtaining financial services even more challenging. Farmers struggle to sell their high-quality coffees at a fair price and often find themselves underselling their beans. Access to the market is key to gain better prices and generate fair margins that will allow for family support and on-farm investment.

**M**ost coffee farmers do not have reliable track records of their economic activities and for financiers this translates into high risk financial services, which they are often not very keen on providing. At the same time, coffee production areas have never been in more need of investing than now, as production levels decrease with age, pests and diseases continuously mutate and quality demands from the market increase. To add the cherry on the cake, climate change hits smallholder farmers disproportionately harder due to the circumstances under which they have been producing coffee for so many years.

At Progreso Foundation we have been working with farmers and their organisations for over 20 years, providing technical assistance to

producer organisations on their path to becoming professional businesses. We are active in Latin America, Africa and Asia and so far, have reached more than 300,000 farmers and 100 cooperatives. Producer organisations are provided with training aligned with their specific needs, related to financial and administrative management, quality improvements and market access, and programs to increase their resilience to climate change.

Based on our experience we realised that the combination of access to markets and finance is key to overcome this impasse. Therefore, we developed Beyco, 'Beyond Coffee', a coffee trading platform that connects sellers and buyers from all over the world. But this is only the first phase. Beyco is designed to allow multiple

actors to connect, which play an important role in the coffee supply chain. In the near future we hope to invite financiers and traders to the platform and see a great opportunity in adding other service providers such as international freight and warehousing related to the trade on Beyco. In general, the platform provides all users traceability and transparency, and more visibility can be given to coffees that are traded on the platform by publishing them on the public map where they can be viewed by society at large.

As a non-profit organisation, we ensure the independence of the platform and provide concrete and effective support to the coffee sector, using properly deployed technology. On Beyco, blockchain technology is used to encrypt and safely store all data, which cannot be changed if not agreed by all parties involved. Instead of having multiple copies of the same information, Beyco allows the users to efficiently store data and grant access to this data to relevant users.

Beyco is completely free to use for both sellers and buyers. Every new



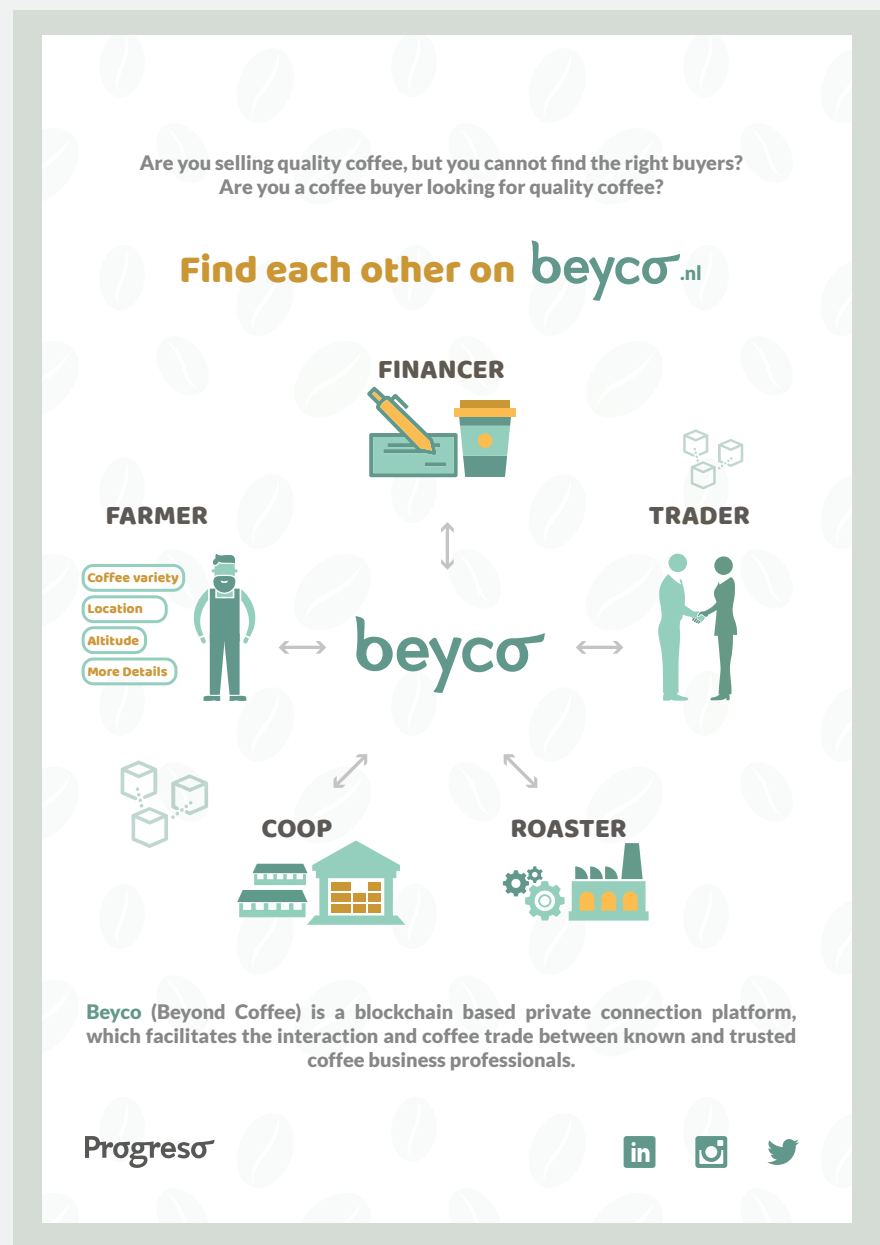
user can apply for access by sending a request to the Beyco team. They will do a short due diligence to ensure only officially registered organisations and their representatives become users. After access is granted and a profile is created, sellers will only see users with a buyer's profile, and buyers will only see users with a sellers' profile. The seller can list coffee offers, including details such as volume, variety, cupping score, certification etc. As a result, buyers will be able to access an "inventory" of different coffees from around the world and choose the ones most aligned with their needs. Buyers can use their own contract templates without any adaptation costs and both sellers and buyers will have access to real-time data on their transactions and can easily follow the status of each individual deal.

Trade and financial track records are automatically generated for all users, as information of transactions is stored on Beyco. This is particularly ground-breaking for both farmers and their organisations. The coffee sector, especially on the producing side, still largely runs on paper, creating challenges for farmers and their organisations to prove their creditworthiness and thus limits their access to financial services. They will now gain complete ownership of their data and the opportunity to share it with relevant users, such as potential buyers but also financiers. As a result, there will be more

working capital available during the harvest season, so farmers can deliver their coffees to their organisations and receive payments upon delivery.

This lowers the need for side selling, allowing sellers to make reliable offers and comply with signed contracts, generating to more financial stability.

More than 250 sellers and buyers have already registered on the platform, seizing the opportunity to create a more sustainable coffee sector. In the following months, we are hoping to see even more users registering and starting to trade on Beyco. This is really a great opportunity for the industry to respond proactively to the challenges in the sector, while making sellers and buyers part of the solution. If you would like to learn more or register as a user, please visit [www.beyco.nl](http://www.beyco.nl)





# HOW DIGITAL TECHNOLOGY IS DEMOCRATIZING DATA FOR RURAL BUSINESSES

By: Kate Hyder, Senior Manager, Advisory Quality and Innovation, Root Capital  
& Charles Wainaina, Advisory Services Manager, East Africa, Root Capital

**T**wenty years ago, down the backroads of rural Mexico, Willy Foote came across a vanilla cooperative. In the face of violence and poverty, farmers in the region were connecting with higher incomes through the cooperative. Willy saw the potential of these businesses to transform rural communities, but they lacked access to the credit they needed to grow. Soon thereafter, he formed Root Capital to provide financing to rural enterprises at the end of the dirt road.

But, a number of years ago, the Root Capital team realized that credit wasn't the only thing that was missing. Many of the remote areas in which we work lack the formal education opportunities available in cities. This means that the enterprises we financed were missing the management tools necessary to unlock their full impact for farming families.

To combat this, we developed our advisory services program, which connects staff at rural enterprises with the know-how they need to facilitate business operations and growth. Through on-site training



and centralized workshops, we provide our clients with the skills necessary to manage credit—not just from Root Capital, but eventually from other commercial and social lenders. In this way, we can spur truly sustainable change in rural communities. As our clients have faced new challenges, our advisory services have evolved from a narrow focus on financial management skills to a broader menu of agronomic, climate adaptation, and related advisory services.

But the impacts of climate change are accelerating and the coffee commodity market is experiencing a prolonged, unsustainable price

crisis. These 21st century challenges require 21st century solutions. That's why we've spent the last four years pioneering a suite of Digital Business Intelligence (DBI) services that leverage mobile technology to make rural enterprises more agile and efficient.

Data collection is nothing new for our clients. Buyers, certifiers, and funders impose any number of external data-reporting requirements on agricultural businesses. While these stakeholders care about the statistics they receive, they are not concerned with how the data points are collected. The result: cooperative offices with hundreds of mismatched

pages, scrawled in pen. These data then have to be manually entered into single-use spreadsheets, using time that would be better spent providing urgent agronomic assistance to farmers.

Instead of adding to the noise, we work with clients to confront this messy challenge with a clean, mobile solution. We developed a DBI platform that cooperative employees can use in the field to collect data directly and later—once connected to the Internet—upload it to the cloud through basic tablets. Through initial capacity-building workshops and continuing technical support, our advisory team ensures that our clients' data are digital from the point of collection. This saves time and money while also decreasing the risk of human error. What's more, we work with these businesses to identify key performance indicators from which we develop dashboards to track these indicators in real time. This information isn't simply sent to third parties abroad; it's being harnessed to benefit the business and its farmers. That's why, when constructing a team of advisors to implement our DBI services, we didn't look for IT specialists; we looked for long-time veterans of the coffee industry who understand our clients' needs.

So far, our DBI services have primarily been focused on coffee cooperatives in Latin America. But the challenges these businesses face—and the lessons we've learned so far—apply to small and growing coffee businesses around the world. For example, our advisory team worked with CECAFE, an 850-member coffee cooperative in northern Peru, to identify the information that would best support their response to agronomic and market insecurity. They focused not just on how to collect this data, but also how to synthesize it into information that the cooperative can act on. Considering factors such as organizational size, technological hardware, and internet access, we developed questionnaires and a

### Client Quote

"We won an infrastructure project of \$1M to improve the traceability of our coffee and the application of fertilizers. We won it because when the donor came we presented all of the reports we generated thanks to the data advisory from Root Capital, including maps with individual farms and crop disease control plans. When they saw this, they approved the project. We were the only organization that won this project." -- General Manager of *Montaña Verde Coffee Cooperative, Honduras*



### Digital Business Intelligence Training

database alongside the employees who will actually use these tools.

CECAFE is now beginning to integrate their farm-level data with information from their sales and agronomic extension departments, allowing them to optimize harvest estimations, increase sales, and improve income for members. Meanwhile, the cooperative's agronomic extension team is beginning to harness aggregated data to inform their response to the diseases plaguing farmers' coffee plants. By creating a holistic digital database that covers all aspects of the enterprise, CECAFE is ensuring they are as prepared as they can be to adapt to the challenges facing their business today.

Starting in August of 2019, we began to adapt our DBI services for coffee businesses in East Africa. Inspired by the spectrum of innovative technologies in African agriculture—built on mobile money and higher rate of cell phone penetration than other farming regions—we piloted numerous approaches to help African agri-business clients leverage digital data. But we have found that the suite of DBI services pioneered in Latin America continues to be our most successful innovation. This is

largely because it builds on existing business processes, such as internal inspections, rather than trying to create parallel ones.

Early trainings with the tool in Rwanda have been promising, especially in engaging young people. Though the end goal of DBI services is improved business decision-making and management, the inclusion of digital tools naturally brings in more youth—and, by extension, increases their involvement in the business. Older managers may rely on digital natives to support them with tablet-based data collection or computer-based analyses. This opens the door for young people to be more involved in staff roles and business management. For example, in one recent workshop in Rwanda, youth made up more than 90% of the attendees.

Root Capital's DBI services continue to evolve in response to the needs of our clients. By leveraging digital technology, we can help coffee enterprises around the world strengthen their relationships, their business, and eventually their communities—even in the face of rising challenges to the profitability and sustainability of the sector.



# COFFEE AS A NATURE-BASED SOLUTION TO CLIMATE CHANGE

SUSTAINABLE COFFEE CHALLENGE LEADS THE WAY TOWARDS 2025 GLOBAL SUSTAINABILITY TARGETS THAT WILL BENEFIT PEOPLE AND NATURE.

**Editor's note:** Bambi Semroc is the Vice President of Sustainable Markets and Strategy for Conservation International's Center for Environmental Leadership in Business. In this role, she leads the Sustainable Coffee Challenge. Ms. Semroc was one of the speakers in Session 6: "Productivity Improvement" during the 18th African Fine Coffees Conference & Exhibition on February 12-14 in Mombasa, Kenya.



**SUSTAINABLE  
COFFEE  
CHALLENGE**

**#SUSTAINCOFFEE**  
Learn more at [sustaincoffee.org](https://sustaincoffee.org)

**W**ith a vision of making coffee the world's first sustainable agricultural product, the **Sustainable Coffee Challenge** was launched in December 2015. Convened and facilitated by Conservation International, the Challenge brings together a coalition of more than 140 like-minded partners including companies, governments, nonprofits, trade associations, research institutions and others.

Over the past five years, the Challenge sparked a movement that has increased transparency of sustainability commitments made across industry and has accelerated collective action among its partners to scale up sustainable sourcing, renovate and rehabilitate coffee farms, improve labor practices and

As a tree crop farmed by millions, coffee has the potential to be a sustainable, 'natural climate solution'

supply and map and monitor coffee and forests. In addition, the coalition has aligned the sector around a common Sustainability Framework<sup>1</sup> and created a wide range of tools and resources to promote alignment and guide partners in their sustainability efforts.

## **New and Even Greater Challenges**

However, the world has changed significantly over the past five years, as has coffee. In a recent report<sup>2</sup> from the World Economic Forum (WEF), the organization emphasizes that

1- Co-developed with the Global Coffee Platform  
2- Global Risk Report 2020

environmental risks – climate action failure, extreme weather, biodiversity loss, natural disasters and human-made environmental disasters – now present the greatest risk to economic stability and social cohesion. Despite significant strides made by the coffee industry – through the Sustainable Coffee Challenge and many other initiatives – these risks pose new and even greater challenges.

Climate change is reducing the area suitable for coffee production, pushing high-quality arabica into higher altitudes and threatening the last remaining intact forest areas. At the same time, low commodity prices make coffee production less profitable for farmers in the vast majority of producing countries, creating conditions where farmers seek 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. At the same time, the global demand for coffee will likely double or triple by 2050 as independently projected by World Coffee Research and Conservation International. How can the coffee industry maintain a diversified supply of coffee to meet growing demand while ensuring improved *livelihoods throughout the value chain? How can we leverage coffee's potential to be a solution (rather than contribute) to climate change?*

## Meeting the Challenge

Coffee has the potential to be a sustainable commodity that provides tremendous climate benefits, meaning that coffee can serve as is

a 'natural climate solution' (*see text box*).

If the sector can double, or even triple, productivity on the existing 10 million hectares of coffee lands over the next 25 years, we can conserve up to 20M hectares of forest and avoid up to 3.3GT of carbon emissions<sup>3</sup>.

For instance, expansion of coffee production into forests currently poses a threat in Ethiopia and Uganda. In these countries, there is a tremendous need to significantly increase yields while avoiding extension of the current coffee footprint beyond degraded lands. A recent study commissioned by the Sustainable Coffee Challenge found that more than 25% of the global need for renovation and rehabilitation lies in four countries across East Africa – Uganda, Ethiopia, Kenya and Tanzania. A concerted effort to renovate and rehabilitate smallholder farms across these countries could increase coffee production by over 129,000 ton / 2.1 million bags. Unlocking this potential would avoid the clearing of 218,000 hectares of forest and the release of at least 35 million tons of carbon, while also improving farmer incomes by increasing productivity and quality<sup>4</sup>.

Globally, there is the potential to increase tree cover on more than 40% of all coffee lands, which would store at least an additional 25M tons of carbon<sup>5</sup>. Planting additional trees on farms – whether it be via shade or other interventions like windbreaks, live fencing or other practices – not only increases climate resilience of coffee production, but also has the potential to increase farm income and improve the livelihoods of farmers.

## What are 'natural climate solutions'?

Nature is good for our climate: By absorbing and storing carbon from the atmosphere, forests and other high-carbon ecosystems can help to forestall climate change. Any action that conserves, restores or improves the use or management of these ecosystems — while, and this is important, increasing carbon storage and/or avoiding greenhouse gas emissions — can be considered a “natural” climate solution. The scientific community overwhelmingly agrees that the climate is in crisis and we've got about 10 years to drastically cut our carbon emissions, or humanity will suffer devastating consequences.

These efforts will require unprecedented investments in renovation and rehabilitation of coffee farms coupled with technical assistance and forest conservation incentives and safeguards.

## Join the movement!

Coffee can serve as a natural solution to a changing climate. In the coming months, the Sustainable Coffee Challenge will roll out a new 5-year strategy that includes an ambitious global target to secure 100 million tons of carbon by 2025 and drive

3- In calculating the potential carbon savings from avoiding coffee expansion, Conservation International assumed that a hectare of tropical forest stores 165 tons of carbon.

4- These calculations assume a 25% implantation success of the total potential within the respective countries

5- Research by Jha et al 2012 estimates that 41% of coffee area has no shade production. In addition, Rikxoort et al 2014 estimates the carbon in different coffee production systems. Conservation International combined these figures to estimate the carbon potential from improved shade management.



investments in nature-based climate solutions that benefit people and our planet. This strategy will include enacting of sector-wide pledges to address the challenges and meet these targets. By transitioning coffee supply chains to sustainable sources, the Challenge sends strong demand signals for supply chain transparency, living income and adoption of better agronomic, social and environmental practices.

The Challenge will continue to convene partners through its Collective Action Networks to act on joint priorities and opportunities, provide resources and drive investments – individual and sector wide – in four key areas: sustainable

sourcing, living income for farmers and workers, climate adaptation, and forest conservation and restoration. To track the coffee sector's progress against its goals and to promote transparency, the Challenge will urge partners to make new and more ambitious commitments via its Commitments Hub <<https://www.sustaincoffee.org/commitments/>>. To learn more about the Sustainable Coffee Challenge, please visit [www.sustaincoffee.org](http://www.sustaincoffee.org) or reach out to [scc@conservation.org](mailto:scc@conservation.org).

*Scan the QR-codes below to get download two new and useful resources from the Sustainable Coffee Challenge:*

2019 Commitments  
Hub Report



Sustainability  
Framework Brochure  
"What If...All Coffee  
Was Sustainable"



# SUCAFINA



During AFCA 2020 Spikes Estate from Kiambu County, Kenya, won the regional Taste of Harvest competition and from the 10 national Kenyan finalists, Sucafina has the pleasure of being the chosen service provider for four winning farms and cooperatives. We would like to thank the farmers for their continued support and for our buyer's willingness to support the African smallholder farmer.



# DREAM BIG! DREAM SPECIALTY!

## MEET OUR LINE FOR SPECIALTY COFFEE AND MICRO LOTS

Exclusive line for smallholder farmers and specialty coffee growers. With PaliniAlves equipment your specialty coffee gets the treatment it deserves.



WASHER AND  
SEPARATOR



MOTORIZED CLEANING  
PULPER



WET DECAFFEINATED WITH  
WASHER



DRYING PULPER WITH  
GREEN BEANS SEPARATOR



PROCESSING WITH ROLLER AND  
SEPARATOR



CLEANER



ROASTING



DENSITY TABLE

Please contact us for  
further information:

Phone: +55 19 3661-9600  
export@palini-alves.com.br

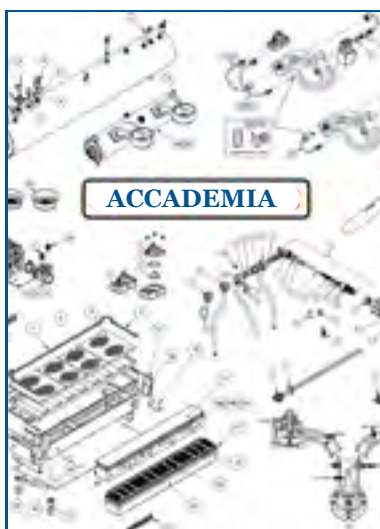
[www.palini-alves.com.br](http://www.palini-alves.com.br)

© palini-alves.com.br | palini-alves | palini-alves

**PALINI ALVES**  
always ahead



## AFCA Technical & Educational Exchange Trips



ACCADEMIA

### AFCA Technical & Educational Exchange Trips

The AFCA Technical Exchange Trips will take you to the world leaders in coffee equipment and processing technology in Brazil from 1-5 June 2020 and India from 12-16 September 2020.

Learn the origin and history of espresso machines and culture, and technical training on the AFCA Educational Exchange Trip in Florence, Italy from 20-24 July 2020.

Register: <https://afca.coffee/programs/registration>

Email: [trainings@africanfinecoffees.org](mailto:trainings@africanfinecoffees.org)

AFCA Member: USD1600 / Non Member: USD1800



## AFCA TECHNICAL EXCHANGE TRIP PROGRAM MINAS GERAIS, BRAZIL | 1-5 JUNE 2020

WELCOME TO BRAZIL   SUNDAY   31 MAY 2020	
	EVENING ARRIVAL AT SÃO PAULO AIRPORT (GRU)
	MEET DRIVER AT AIRPORT AND 1.5 HOUR DRIVE TO ITU
	CHECK IN AND SLEEP AT IBIS HOTEL IN ITU
GUARANY   MONDAY   1 JUNE 2020	
	Guarany is a 97 year old traditional Brazilian owned company, with manufacturing processes endorsed by ISO 9001, ISO 14001 and other relevant international accreditations for its equipment. Guarany exports to more than 60 countries and established themselves internationally as one of the most renowned equipment manufacturers, used for the application of agricultural products, plant protection, plant nutrition, irrigation, forestry and environmental health.
07:30 - 8:00	BREAKFAST AND CHECK OUT FROM IBIS HOTEL
08:00 - 08:30	PICK UP FROM IBIS HOTEL AND DRIVE TO GUARANY
08:30 - 09:00	WELCOMING & INTRODUCTIONS AT GUARANY
09:00 - 10:00	GUARANY FACTORY TOUR
10:00 - 10:30	COFFEE BREAK
10:30 - 12:00	GUARANY PRESENTATION
12:00 - 13:00	LUNCH BREAK
13:00 - 14:00	SESSION ON PLANT PROTECTION AGAINST CBD, LEAF RUST AND POTATO
14:00 - 16:00	DEMONSTRATION & APPLICATION OF EQUIPMENT
16:00 - 18:00	DINNER WITH GUARANY
18:00 - 19:30	PICK UP AND 1.5 HOUR DRIVE TO PINHAL
19:30	CHECK IN AND SLEEP AT HOTEL PALACE IN PINHAL
PINHALENSE   TUESDAY   2 JUNE 2020	
	Pinhalense Máquinas Agrícolas has a 3 unit manufacturing plant (80,000 m²) in the town of Pinhal, where it was founded more than 68 years ago. It is the world leader in coffee processing equipment. With ±820 employees and machines in operation in almost 100 countries in the coffee industry. pinhalense holds over 25 patents from harvest to export, and invests permanently in research of new quality and technology for the evolution of the equipment, installations and operation.
08:00 - 08:30	BREAKFAST AND WALK DOWN TO PINHALENSE SHOWROOM
08:30 - 09:00	WELCOMING & INTRODUCTIONS AT PINHALENSE
09:00 - 10:00	PRESENTATION & SHOWROOM
10:00 - 13:00	FACTORY TOUR OF MANUFACTURING LINES
13:00 - 14:00	LUNCH BREAK
14:00 - 16:00	PINHALENSE FINISHED GOODS WAREHOUSE
18:00	DINNER WITH PINHALENSE AND SLEEP AT HOTEL PALACE

PINHALENSE   WEDNESDAY AM   3 JUNE 2020	
07:00 - 07:30	BREAKFAST AT HOTEL PALACE
07:30 - 08:00	PICK UP AND 30 MIN DRIVE TO SANTANA ARABICA FARM
08:00 - 12:00	LARGE WET MILL, DRY MILL AND PROCESSING IN ACTION
12:00 - 13:00	LUNCH AT RESTAURANT ANTONIETA AND HAND OVER TO PALINI & ALVES
PALINI & ALVES   WEDNESDAY PM   3 JUNE 2020	
	Palinialves has been innovating the machine market for coffee processing processing For over 40 years. always being ahead of time, Palinialves gained the trust of the producer and national market leadership, from small scale producers to large agricultural enterprises & exporting warehouses, by providing innovative solutions adjusted to the evolution of Brazilian agribusiness, technical assistance, specialised support, assembly and maintenance in Brazil & internationally.
13:00 - 15:00	1 HOUR DRIVE TO PALINI FARM & PROCESSING SITE
15:00 - 18:00	PALINI WET MILL & DRY MILL MODEL SETUP
19:00	DINNER WITH PALINIALVES AND SLEEP AT HOTEL PALACE
PALINI & ALVES   THURSDAY   4 JUNE 2020	
08:00 - 08:30	BREAKFAST AT HOTEL PALACE
08:30 - 09:00	PICK UP FROM HOTEL PALACE AND DRIVE TO PALINIALVES
09:00 - 09:30	WELCOMING & INTRODUCTIONS AT PALINIALVES
09:30 - 10:00	PALINIALVES VIDEO & PRESENTATION
10:00 - 12:00	TECHNICAL EXPERT SESSION
12:00 - 13:00	LUNCH BREAK
13:00 - 14:00	PALINIALVES SITE VISIT
14:00 - 16:00	PALINIALVES FACTORY TOUR
19:00	DINNER WITH PALINIALVES AND SLEEP AT HOTEL PALACE
P&A MARKETING   FRIDAY   5 JUNE 2020	
	P&A marketing is a company with over 20 years experience and global operations in agribusiness. p&A Develops work in strategic intelligence, marketing, technology, sustainability, project development, business plans, promotion of consumption and trading in agribusiness. their extensive and diversified experience in coffee production chains are complemented by analytical techniques and knowledge of the organisational environments in which the coffee business operates.
06:30 - 07:00	BREAKFAST AT HOTEL PALACE
07:00 - 10:00	PICK UP AND 3 HOUR DRIVE TO BRAZILIAN COOPERATIVE IN PARAGUAÇU
10:00 - 12:00	BRAZILIAN COOPERATIVE PRESENTATION
12:00 - 13:00	LUNCH AT CHALE DO QUEIJO RESTAURANT
12:00 - 14:00	VISIT TO COOPERATIVE FACILITIES
15:00 - 17:00	2 HOUR DRIVE BACK TO PINHAL
19:00	DINNER WITH P&A AND SLEEP AT HOTEL PALACE





tradition and innovation

# The Brazilian technology that has conquered the world!

## Worldwide Launching

# BALANCE · W

New S7 Valve, better and safer with progressive filtration system

Anatomical and adjustable lever

Higher volume pump with hydraulic agitation system

New design for better ergonomy

Decorative and adjustable straps



Illustrative Images



Knapsack Power Mist Duster



Blower



Knapsack Granule Applicator

## Technological solutions for Coffee plantations

[guaranyind.com.br](http://guaranyind.com.br)





# RWANDA TO HOST THE THIRD WORLD COFFEE PRODUCERS FORUM & AFCA SPECIALTY COFFEE EXPO 2021

On, 17th February 2020, Mr. Juan Esteban Orduz, the President of Colombian Coffee Federation and Chairperson of WCPF in an interview with CNBC Africa announced that Rwanda will host the third World Coffee Producers Forum. This decision for Rwanda to host the III edition of WCPF was made at the end of 2019 edition of WCPF held in Campinas, Brazil.

Mr. Juan emphasized that the World Coffee Producers Forum is nonprofit organization. He added that the main objective of this forum is to bring together coffee producers, industry leaders, economists and analysts, to tackle and find solutions for very important issues faced by coffee producers.

“Our togetherness in seeking solutions for our common problems is necessary; we have to work jointly and co-responsibly to make permanent changes to issues that compromise the future supply of coffee.” said Mr. Juan.

This Forum will attract over 1,500 regional and international industry leaders, economists and analysts from over 40 coffee producing countries across the globe to discuss possible solutions to the challenges faced by coffee farmers around the world.



## The AFCA Specialty Coffee Expo, Rwanda

*“Domestic Consumption at the Heart of Africa”*

**13-15 July 2021** | Kigali Convention Center, Rwanda

Coffee Field Visit dates:  
16 - 17 July 2021  
World Coffee Producers Forum:  
14 - 15 July 2021

**#AFCA2021**  
[www.afca.coffee/expo](http://www.afca.coffee/expo)





# COFFEE FERMENTATION

## BACK TO BASICS, THE ROLE OF YEAST IN COFFEE PROCESSING

Margaret Fundira, Camille Duez, Nathalie Sieczkowski

Fermentation in coffee is often referred to as some biochemical reaction leading to the removal of the mucilage from the bean. In fact, lots of microorganisms are present at this key step of the coffee processing and can impact the process.

Indeed, indigenous flora can be diverse and some microorganisms can play an important role on the demucilagination but also on the quality of the final product. These microbes occur naturally in the environment and they play different roles, some of which have a positive impact while others may have a negative impact on the coffee.

In its strict sense, fermentation is an anaerobic (without oxygen) cellular process in which organic matter is converted by microorganisms into simpler compounds and chemical energy (ATP) is produced. So, we have production of alcohol, carbon dioxide and secondary metabolites. In general, across different food and beverage applications, fermentation has been used for centuries to preserve, process and affect the sensory attributes of food. Similarly, in coffee we observe benefits of processing or fermenting cherries with selected coffee yeasts. Lallemant has been extensively researching on the impact of selected microbes on coffee processing for more than 6 years now and as a consequence we have commercialized four selected

yeasts for coffee processing. These selected yeasts can be applied for any processing technic, be it whole fruit, wet or honey processing with the exception of coffee whose mucilage removal is done mechanically.

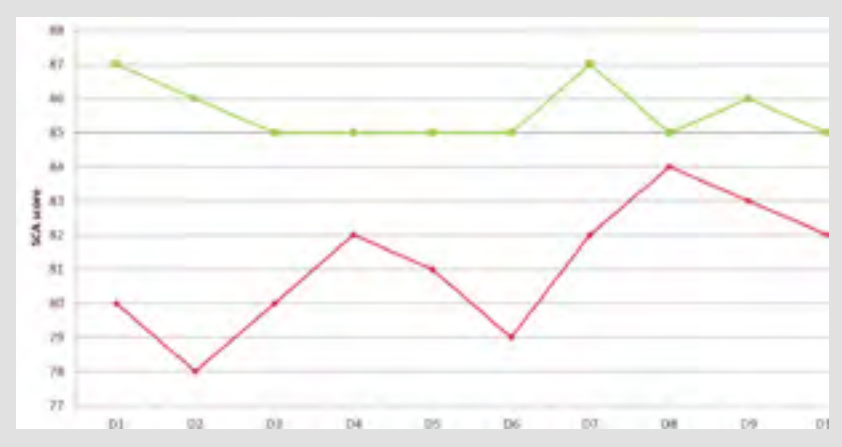
The initial thought that comes to mind for most producers is the fact that they have been fermenting and continue to ferment their coffee without addition of selected microbes. So, what is the difference to what Lallemant in the form of Lalcafé is now offering? The difference is the fact that we are selecting yeasts or microbes that impart positive attributes to our coffee compared to letting the fermentation take place without controlling it. In this case anything that is present (indigenous microbes, good or bad) at the time will do the fermentation. De Malo Pereira (Pereira 2015) evaluated a starter culture fermentation during on-farm wet processing, using one selected strain isolated from green coffee beans (Pereira, 2014). At the end of the fermentation, the selected yeast strain prevailed over indigenous microbiota, and the production of specific aroma compounds increased.

Thanks to this starter culture, the final product was evaluated as a high-quality coffee. During semi-dry processing, Evangelista conducted several starter cultures with different yeasts: *Saccharomyces cerevisiae*, *Candida parapsilosis* and *Pichia guilliermondii*. One of the resulting coffees released caramel flavor, not detected in the control (Evangelista, 2014). In general terms, inoculation with the studied selected yeast avoided the production of undesirable acids such as butyric and propionic acid, therefore enhancing the coffee final quality. In our research and trials in origin countries, we have observed many benefits that a producer stands to gain by controlling fermentation.

Therefore, developing new starter cultures with selected microorganisms could be a way to resolve challenges that are experienced during coffee processing. From our research and observations, starter cultures help the demucilagination process; limit the formation of some undesirable compounds potentially produced by the indigenous flora as bio protectors and benefit from the metabolism of the selected yeast that contributes to the aroma development. When used in wet processing, a reduction of up to 25% in water savings has been observed and over time, there is a consistent quality and profile of the processed coffee as seen in Figure 1 below. On average we observe a 2-point increase in the cup quality of

the coffee on using the Lalcafé yeast.

Figure 1 : Cupping Scores over time



The Green graph shows the small variation in cupping scores which is 2 points between the highest and lowest scores. For non-inoculated fermentations we observed a much higher variation of 6 points. Over a period of 10 days, when yeast was added, a more consistent quality was observed.

Depending on the quality of the raw material (cherries), the yeast has metabolic processes that convert the sugars and organic acids into different flavour compounds enhancing the flavour of the coffee. Some producers have raised concerns with the possibility of making all coffee taste the same as a result of controlling fermentation with selected yeasts. This is not an issue as there are many parameters such as the variety, the terroir, environment, processing technics and the quality of the coffee at harvesting. A look at the impact of yeast on different coffee varieties supports this point as shown in in Figure 2. All analyses for Figure 2, were done with JMP 14 with the following tests – ANOVA 2-way @5% and 10%, PCA on 1 to 3 axes, multiple comparison of means with the HSD test @5% and a hierarchical clustering using Ward’s method. Even though there is no clear pattern for each strain, we can see that all the controls are amongst the most Bitter and Green samples. On Bourbon Rojo and Geisha, Intenso and Cima show some Fruity Berry notes and low Acidity, Citrus whereas on Bourbon Amarillo and Castillo, Intenso and Cima show some Citrus and Body. For Oro, all cultivars behave differently, giving diverse sensory profile. This PCA highlights the fact that inoculating with a yeast does not

standardize the coffees. Indeed, the cultivar profile still prevails on the sensory map but allows a diversification of it. Each strain will give a twist on any cultivar, most of them are positive but we are starting to shape a pairing after some years of trials and feedback from producers.

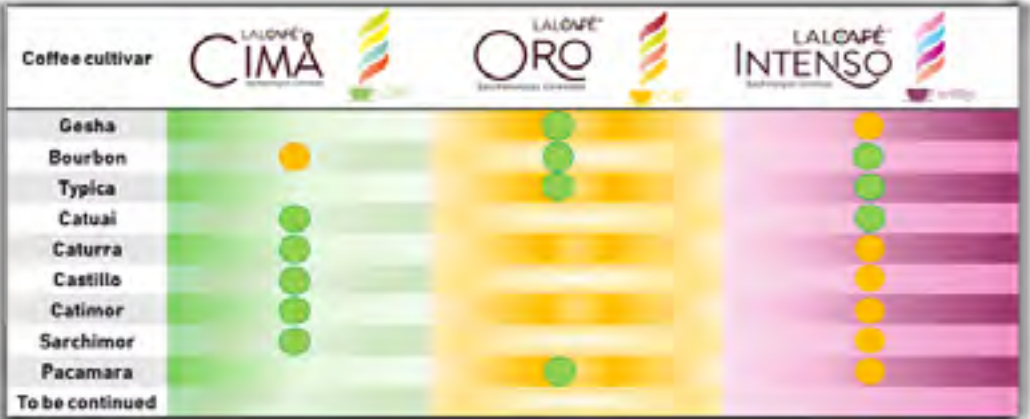
Lalcafé yeasts offer a tool with which producers can achieve their goals using the processing technics of their choice given their coffee. We recommend a holistic approach to processing that includes controlling fermentation with selected yeasts. It is better to initially do small trials of all the yeasts to establish

Figure 2: PCA of the impact of Lalcafé Yeast on different coffee varieties



one’s preferred strain. We are available to recommend duration and processing technic given the available resources. Figure 3 below, is a guideline that producers can use when selecting the yeast to use. For further enquiries contact Margaret Fundira: [mfundira@lallemand.com](mailto:mfundira@lallemand.com).

Figure 3: Yeast selection guideline





# EVALUATING THE IMPACT OF COFFEE AGRONOMY TRAINING IN UGANDA

Vivian Hoffmann, Research Fellow, IFPRI



Most of the coffee produced in Africa is grown on small family farms. Yields on these farms tend to be far below their potential, and many farm families live in poverty. Increasing yields of smallholder coffee farmers in Africa offers the potential to sustainably reduce poverty in the region, while also meeting production needs as global demand for coffee continues to increase.

**W**ith the right practices, farmers can increase coffee yields by two to threefold. What isn't clear, though, is how many farmers can be convinced to adopt recommended practices, which can include significant investment in fertilizers, mulching material, and labor costs, or how to help farmers achieve these gains in a cost-effective way. One approach is to provide agronomy training to farmer groups. Training is provided monthly by a voluntary or paid extension agent, with sessions following the crop calendar, typically over a two-year period. Another approach, which may be combined with in person training or implemented as a stand-alone intervention, is to send farmers agronomy recommendations and reminders on their mobile phones.

Mobile networks now reach rural areas in even the least-developed coffee growing countries, offering a low-cost way to reach millions of farmers.

Often, the impact of training is evaluated by comparing farmers' practices before vs. after training completion. Such comparisons are informative, but incomplete. Farmers who come to training may be highly motivated, and on track to improve their practices with or without training. Further, due to yearly variation in coffee yield arising from differences in weather and coffee's biennial bearing cycle, it is difficult to measure impacts on production. There is little existing evidence on the impact of agronomy training on smallholder yields for any crop, and

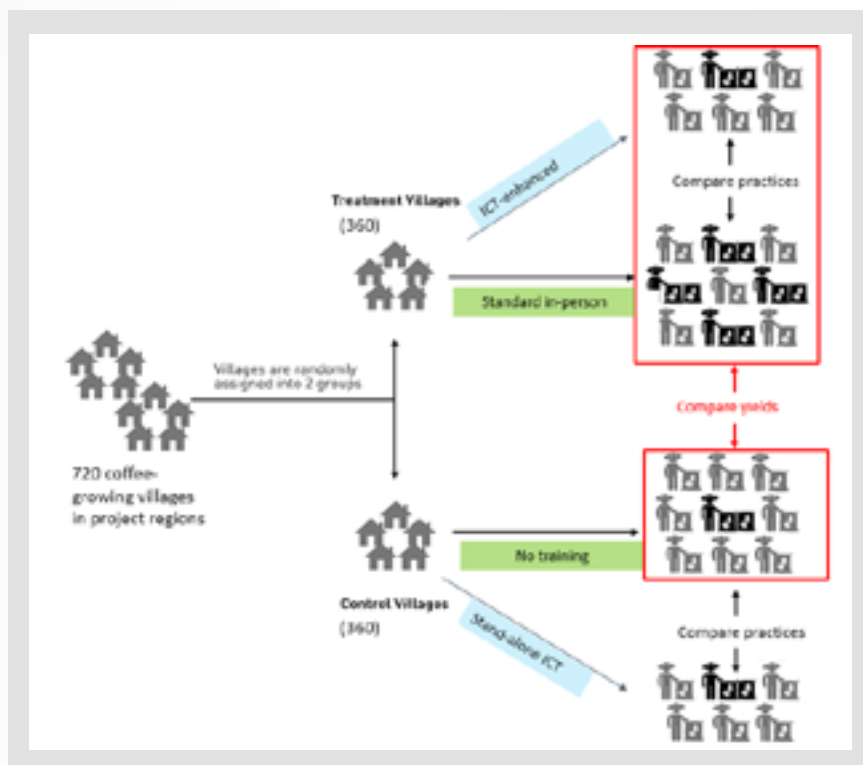
even less for coffee, since adoption of good practices can take years to affect production.

A group of researchers at the International Food Policy Research Institute, Harvard University, and Laterite are conducting a study to fill this knowledge gap through a large-scale, randomized evaluation of agronomy training implemented by TechnoServe, Hanns R. Neumann Stiftung (HRNS), and Precision Agriculture for Development (PAD) in Uganda. TechnoServe and HRNS will collectively train approximately 60,000 coffee farmers in Uganda between 2018 and 2022 through monthly group training sessions.

The study relies on an experimental design, illustrated in Figure 1, in

which training is offered in 360 “treatment” villages, and 360 otherwise similar villages are observed as “controls”, where no training occurs. Pre-recorded phone messages developed by PAD are sent to some farmers in villages where in-person training is offered as reinforcement of key concepts, and to a separate group of farmers in control villages a stand-alone program.

**Figure 1. Experimental design**



The primary outcomes for the evaluation of in-person training are the observed adoption of recommended agronomic practices and coffee yield per tree, as measured through pre-season harvest of green cherry on randomly sampled trees. These outcomes will be observed three years after the start of training and compared between farmers treatment vs. control villages, and between those who were sent messages vs. those who were not.

Several challenges arise in this research. First, we must avoid farmers in control villages accessing training in treatment villages – otherwise, even if training has an impact, comparing those in treatment and

control villages won’t allow us to see this. To deal with this challenge, we selected control villages that were at least 1.4 km away from the nearest village in which training was offered. The downside of this is that HRNS and TechnoServe were only able to serve a fraction of the farmers they would normally train in the study districts. This adds cost and logistical complexity to their programs and can be difficult to explain to farmers who live far from where training is offered.

in training, and it’s critical that the farmers in treatment and control villages are similar. To find such farmers, we held a training on harvest and post-harvest practices for coffee in all villages – treatment and control – before the start of the 2-year agronomy training program. Farmers who attended this training were later surveyed about their current coffee practices and production, and the same farmers will be surveyed again after the end of the program.

As shown in Figure 2, there is plenty of scope in to improve the yields of farmers targeted by the training intervention. Over 70% are harvesting less than 0.5 KG of green bean equivalent coffee from each tree, with many at lower end of the 0.2-0.5 KG range expected using traditional methods, or even below this range.

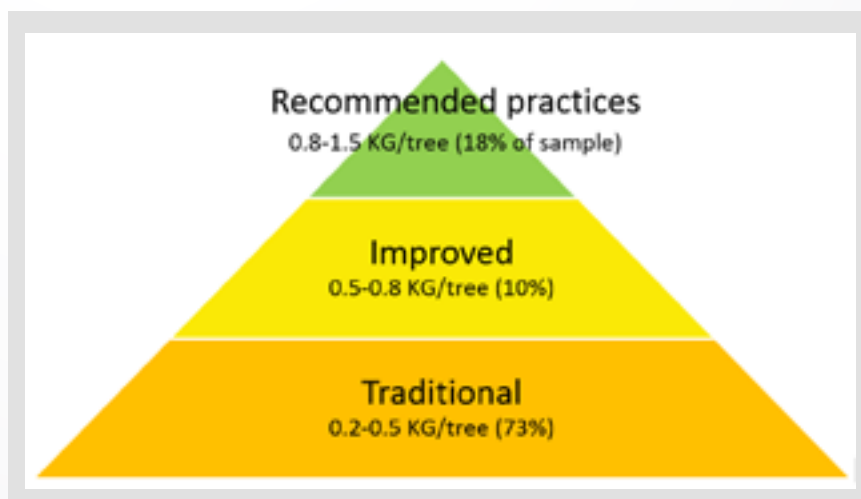
By 2023, we should have some answers about the extent to which offering these farmers training can move them up the productivity ladder, and to higher incomes. In the meantime, you can follow our progress at <https://www.ucat.coffee/>.

#### Reference:

*Tony Mugoya, 2018. The financial viability of coffee farming in Uganda. Uganda Coffee Platform Study Report.*

Second, we want to include farmers in the study who are both interested

**Figure 2**



**Figure 2. Proportion of study farmers by green bean equivalent yield (categories from Tony Mugoya, 2018)**



# THE ROLE DATA CAN PLAY IN ACHIEVING THE NEXT DECADE'S SUSTAINABILITY TARGETS

Carl Cervone, Cofounder and COO, Enveritas

**What We Do:** Enveritas is a not-for-profit organization established in September 2016. We verify coffee purchases for traceability, sustainability, and positive impact.

**W**e've developed technology that can identify the features of coffee farms from satellite imagery. We use it to map entire communities and growing regions. Then we identify a statistically representative sample of farms from within those communities. We send trained enumerators to those points to speak to farmers, workers, and verify sustainability conditions on-site. Participation is voluntary and free for farmers. Individual farmer data is anonymous and confidential, but we analyze trends across populations of farmers at a regional level.

At our core, what we are doing is talking to farmers and capturing their work, their challenges, their successes. We talk to farmers like Cecilia in Guatemala, a young female farmer with one cuerda of coffee; like Joao in Brazil, whose farm in the

Cerrado is fully mechanized; and like Shibiru in Ethiopia, who has 3.5 hectares of young coffee growing at over 2000 meters.

We are a young organization but this is not a pilot project. We're already working in more than 10 coffee countries. We began in Uganda because we knew that if our platform didn't work in Africa it didn't matter if it worked in Costa Rica or Brazil. It had to work where the majority of the world's farmers live, not just where the majority of the world's coffee is produced.

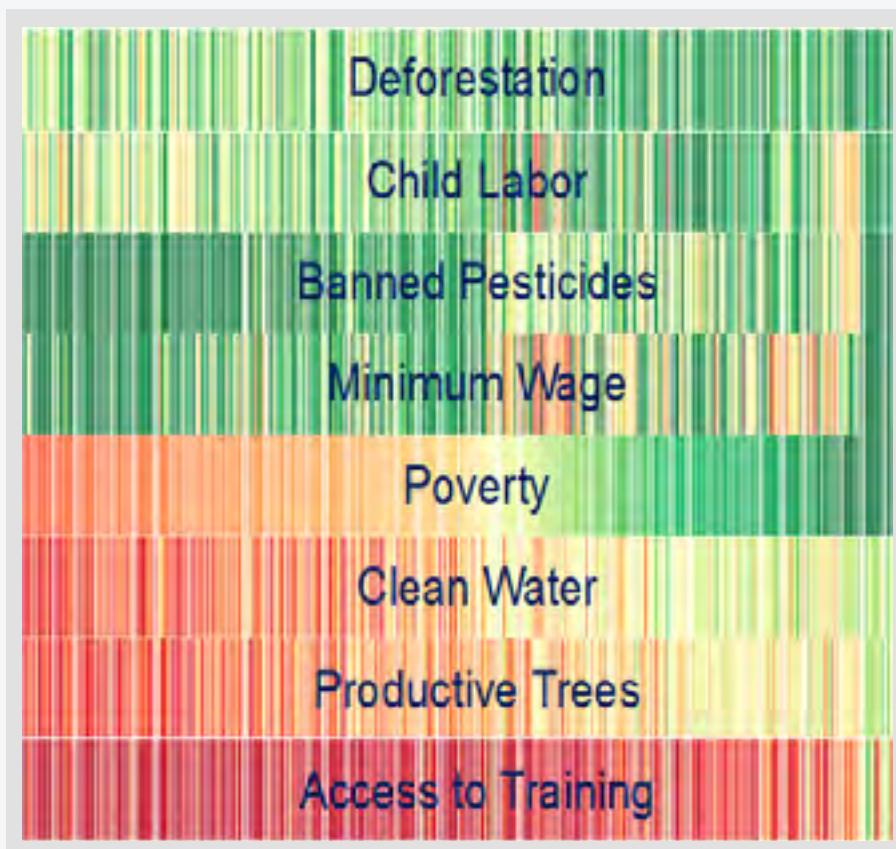
Once we start working in a country, we want to adapt our technology and develop our teams to verify all of the coffee regions in that country. Some countries have hundreds of regions, and our aim is to verify each region each year. We hope to have full coverage in over 20 countries in the next 24 months.

## A Snapshot of Sustainability in 2020

The graph represents a snapshot of what we've observed across 1/3 of the coffee world in 2019. It's a complicated graph, so here's an explanation of how to read it.

Each vertical slice is a community of coffee farmers somewhere in the world. There are 416 slices on this page, each representing a community of coffee farmers that we verified last year. The colors represent the state of progress on a particular sustainability topic. Green means more progress, red means less progress.

One of the fundamental issues in most coffee communities is poverty. It's 2020 and nearly half of the world's coffee farmers and their families live in poverty. The chart is sorted by poverty levels, so on the left, where



you see the darkest red, you have communities where most farmers live below the \$3/day poverty line. And on the right, you have communities that are dark green and extreme poverty is no longer an issue.

Deforestation and child labor are hotspot issues. There are pockets and places with more significant challenges on these issues.

Banned pesticides and minimum wage are other hotspot issues. For these two issues, we observe lots of dark green on the left and then again on the right of the chart. The simple interpretation is that the poorest farmers don't purchase any pesticides or hire any workers, so they are "green by default". As incomes increase though, they are likely to start using pesticides and hiring workers and lose this status. All the way to the right, where incomes are highest, we see another group of farmers who are all "green". This time it's by design, not by default. These farmers tend to live in countries where social and environmental requirements are more stringent and have taken deliberate actions to adopt more

sustainable practices.

Clean water correlates closely with poverty. Productive trees is another issue with lots of red; this standard capture age of trees and whether they are reaching a reasonable level of productivity given the agronomic conditions in their area. Finally, access to training, which is also mostly red across the coffee world.

There are other insights we could draw from this chart. But, an important takeaway is that no one is all green. No community has fixed everything, even just this small set of eight issues. (We look at many more issues than just these.)

### The Good News

The good news is that the data also shows clear signals of improvement, things that are working. While a lot of our work is about verifying entire communities and regions of farmers, we also verify "fully traceable" groups of farmers, like cooperatives, farmer programs organized by exporters, and out-grower schemes. We can compare them to similar farms in the same

region. When we do that, clear differences stand out. We can verify that positive impact is real and quantifiable.

We can also go very deep into specific issues and look at change over time. For example, in Vietnam, a recent ban on paraquat has been enforced. Across the 54 communities we work in there, we've seen a more than 50% drop in paraquat use in one year.

El Salvador was one of the countries most affected by the coffee leaf rust (roya) outbreak in the 2010s. World Coffee Research, for example, is working hard to establish nurseries and help farmers replant with new varieties. This year 65% of farmers in our sample were replanting a portion of their coffee farm in the last year.

In Uganda, we see a strong link between helping farmers access formal financial products like savings and credit and reduced likelihood of children missing school to help with coffee farming.

Each of these accomplishments, however, prompts a follow-up question. If paraquat use is falling, what's it being replaced with? If farmers are replanting, which seed are they using and where are they getting it from? We can help answers those questions too.

But data and insights are only valuable if they can be acted upon. And here we come to the final part of our work. We verify buyers' actions and contributions to work on these issues.

Doing better requires being transparent about progress and being able to separate the signal from the noise. We've created a platform that helps the coffee sector do that, that is free for farmers to participate in, and that can guide us towards an improved state.

When we release this chart in 2030, we hope it's full of green.



# WORLD COFFEE RESEARCH NAMES GEORGE KOTCH AS RESEARCH DIRECTOR



World Coffee Research is pleased to announce the appointment of George Kotch to the position of Research Director. The position is the senior scientific leadership position at the collaborative research nonprofit, responsible for leading WCR's global research portfolio and building partnerships.

Dr. Kotch is one of the world's foremost experts in building effective plant breeding programs and networks. In particular, he has focused on linking the needs of "customers" (e.g. farmers, as well as those who eventually consume the food farmers grow) to the research process and strategic R&D investments. Over three decades, he has managed some of the world's largest global breeding programs, covering alfalfa to zucchini and everything in between.

"George brings tremendous experience accelerating impact in breeding programs, bringing new varieties that respond to farmer needs and market demands for quality and consistency," notes Jennifer "Vern" Long, CEO of WCR. "Coffee faces serious challenges in the 21st century and George brings experience from a range of

crops— he'll leverage networks and techniques from across the globe to focus on coffee's challenges. This is the right moment to bring him to our community as we face the combined threats of climate change and low prices."

In the Africa region, Dr. Kotch will work closely with the African Breeding Hub hosted by the Rwanda Agriculture Board. The hub serves as centralized locations for countries in east Africa to access breeding populations, expertise, and materials that can be utilized to create new coffee varieties for the benefit of local producers in each participating country.

Dr. Kotch brings three decades of experience in building breeding programs and networks, including most recently leading the product design and management effort of the global Excellence in Breeding Platform, an ambitious program to modernize and improve breeding outcomes for the global community of international agricultural research centers (the CGIAR) and national breeding programs in low and medium-low income countries. Under Dr. Kotch's leadership, the program supported breeding

programs to change behavior— instead of approaching breeding from a tool-based or academic approach (e.g., what problem do I the researcher think needs to be solved?), the programs pivoted to user-led design approaches (e.g., what problem does the user—a farmer or a consumer—need to have solved?). Linking user needs to breeding strategies, supported by increasingly low-cost genotyping tools, has led to substantive behavior change among national and international breeding programs worldwide. He will bring this perspective to the African breeding hub as it begins working in earnest to produce new coffee varieties for the region over the coming years.

He formerly served in several senior positions leading breeding teams at H. M. Clause as Vice President of R&D (Americas & Pacific) and Head of Global Vegetable Seed R&D at Syngenta. There, Dr. Kotch directed of all aspects of Syngenta's global vegetable research and development program, covering 20 crops, from strategy development to global implementation and oversaw a team of over 800 employees.

Dr. Kotch left the private sector

to bring his skillset to enhance the capacity of Asian and African national breeding programs focused on agricultural innovation for food security. He was the head of breeding at the International Rice Research Institute (IRRI) in the Philippines, part of the GCIAR international agricultural research center system, which works to abolish poverty and hunger among people and populations that depend on rice agriculture as a staple food crop. For IRRI, Dr. Kotch led all aspects of the global rice breeding program which included substantial partnership with national governments and private partners.

Along the way, created two start-up companies and assisted as technical

advisory/fundraiser for a third, and served as visiting industry scientist at both UC Davis and N.C. State, helping to build public/private partnerships. From his earliest days as a broccoli and lettuce breeder in Idaho in the late 1980s, Dr. Kotch emphasized a strategic and results-oriented approach. He holds a Ph.D. in Plant Breeding and Genetics from the University of Wisconsin.

World Coffee Research is the only organization in the world applying advanced agricultural science for coffee on a world-wide, collaborative basis. The nonprofit program is funded and driven by the global coffee industry, guided by producers, and executed by coffee scientists around the world. Formed by the

global coffee industry in 2012, WCR's mission is to grow, protect, and enhance supplies of quality coffee while improving the livelihoods of the families who produce it. We recognize that innovation in coffee agriculture is necessary to confront the challenge of climate change and to transform coffee producing into a profitable, sustainable livelihood. [worldcoffeeresearch.org](http://worldcoffeeresearch.org)

---

For more information about World Coffee Research and its programs, please visit [worldcoffeeresearch.org](http://worldcoffeeresearch.org)  
Press Contact:

Hanna Neuschwander,  
Communications Director

Mobile: +1 503 560 7828

Email: [hanna@worldcoffeeresearch.org](mailto:hanna@worldcoffeeresearch.org)

Twitter: @WCoffeeResearch

# CELEBRATION OF LIFE



**Gakwaya Pascal Kalisa** leaves behind a deep legacy of service and devotion to coffee, and to his home country of Rwanda. Pascal was born into a coffee farming family. His career in coffee began more than 15 years ago, when he worked as an agronomist and coffee washing station manager with Rwanda's first specialty coffee washing station, MARABA. He worked as a sustainability and farmer relationship manager at KZNOIR Limited, where he supported 10,000 coffee farmers, managed certification program, and created projects to support the health and wellbeing of the local community.

Pascal was involved in the SPREAD and PEARL projects with Dr. Tim Schilling in the mid-2000s as coffee quality manager; those programs launched Rwanda to becoming a mecca for specialty coffee and generated millions of dollars of value for the Rwandan economy. He was trained in coffee cupping, export processes, and coffee marketing. For WCR, Pascal built an unprecedented network of partnerships and farmer field trials in East Africa. He worked closely with the Rwandan Agriculture Board to support the launch of Africa's first collaborative breeding hub, the long-term impact of which will be felt in East Africa for decades to come. Just days before his death, Pascal had been promoted to Regional Coordinator for all of WCR's Africa programs.

Pascal was intelligent and funny. He was generous with his smile, his time, and his knowledge. He was the best colleague you could ask for -- offering support and guidance, asking challenging questions, modelling compassion and respect. We were honored to work alongside him, and we are devastated by his loss.



# THE COVID-19 PANDEMIC AND THE COFFEE INDUSTRY

**T**he COVID-19 pandemic is a genuine global health crisis that deserves all the world's current attention and sacrifice. However, the rapid emergence of this global crisis does not make the coffee price crisis go away. For many people and businesses, it simply puts it out of focus.

As producers sell their current coffee crops, the New York 'C' price continues to bounce between \$1.00 and \$1.25 per pound. Clearly, the coffee price crisis remains in full effect, and continued speculation in soft commodities markets will ensure that it continues or even worsens. Coffee shops are struggling as lockdowns and social distancing erase local demand. As the world hunkers down, people will keep drinking coffee; they just won't be spending as much money on it.

When the world emerges from this health crisis, most of the attention will focus on local concerns, like restoring jobs, reopening schools and replenishing savings.

All the while, people will keep drinking coffee. They just won't have the emotional or economic energy to ask whether coffee producers are getting paid. Looking squarely upon the economic challenges of others is difficult when one's own economic foundations are uncertain.

Therefore, most of the world's coffee producers, who started 2020 in vulnerable economic positions, will come out of another harvest season further behind. When they look for the supporters they had in 2019, they might find that many are occupied with other pressing issues.

Over the last 18 months, we have been able to stimulate and sustain conversations and initiatives focused on the coffee price crisis. Although there are few tangible indicators of progress, these collective efforts were creating a potential for meaningful change.

We are very worried that the current pandemic will drain the collective interest in paying producers appropriately for their coffees, and that commodity markets will continue to ensure that we do not have to. Therefore, the people who grow our coffees will not recover from the effects of the current health crisis, or the many coffee price crises that go back generations. Instead, they will be faced with more rocks and more hard places.

If beauty is in the eye of the beholder, then the opposite must also be true. Ugliness is only visible to those who look at it. And make no mistake, the way we structure coffee supply chains and compensate coffee farmers is ugly. This is clear to those people who have been looking.

The COVID-19 health crisis has understandably tightened the views of people in traditional coffee-consuming countries on their own households and surrounding communities. The question remains, will enough people continue to look at the bigger picture in order to sustain meaningful change in the coffee trade?

---

Source: SCA

# C DORMAN SEZ LTD.

**C.Dorman**  
SINCE 1950



C. Dorman Ltd, founded by Charles and Ellen Dorman in 1950, quickly established itself as an East African coffee exporting company of high repute. Today, known simply as Dormans, the company continues to be one of the region's preeminent exporters, still deeply committed to purveying coffees of the highest quality but also to supporting the coffee farmers of Kenya, Tanzania and Rwanda through investment in sustainability programmes, activities that it believes will secure the livelihood of the coffee farmers and the future of coffee production within the region. In September 2019 C. Dorman Ltd changed its name to C Dorman SEZ Ltd after being granted an Enterprise Licence by the Special Economic Zones Authority to operate in the special economic zone in Kiambu County.

Dormans offers roasters and importers around the world a large variety of qualities and grades from around the East African Region. Our trading and quality control team has an abundance of knowledge of the region and is able to advise and provide tailor made solutions for every buyer's palate. At our modern export facilities we are able to process and pack coffee to individual client specification and our experienced logistics team is able to ensure timely and professional shipment around the globe.



C Dorman SEZ Ltd.  
Tatu City Industrial Park  
L3-01 & L3-02  
P.O Box 30147-00100  
Kiambu County, Kenya  
Tel: +254-675863000  
**Email: [traders@dormanscoffee.com](mailto:traders@dormanscoffee.com)**  
**Website: <https://cdormancoffee.com>**





[ INTRODUCING TO AFRICA ]

# FROM COFFEE SHOPS TO INDUSTRIAL LINES, PERFECT ROASTS.

GSB2



## caloratto

ROAST TIME: 12-18 MIN

STAINLESS STEEL AND ELECTROSTATIC COATING

NATURAL GAS OR LIQUID PROPANE

TOUCHSCREEN CONTROL PANEL

CAPACITY: 5 KG, 10 KG, 15 KG AND 30 KG PER BATCH

COMPATIBLE WITH ROASTING SOFTWARE

## Stratto

ROAST TIME: 12-18 MIN

LOW ENERGY CONSUMPTION

100% ELECTRIC, NO GAS LINES

TOUCHSCREEN CONTROL PANEL

CAPACITY: 300G - 1KG PER BATCH

COMPATIBLE WITH SMARTPHONES, TABLETS  
AND ROASTING SOFTWARE



🌐 [carmomaq.com.br](http://carmomaq.com.br) • @carmomaq • ✉ [peamarketing@peamarketing.com.br](mailto:peamarketing@peamarketing.com.br)



**Contact P&A or the sales agent in your area**

Ethiopia - Probex - [probexplc\\_et@yahoo.com](mailto:probexplc_et@yahoo.com)  
Southern Africa - I & M Smith - [natasha@iandmsmith.com](mailto:natasha@iandmsmith.com)  
Cameroon - Kenzo - [support\\_kenzo@capicameroun.com](mailto:support_kenzo@capicameroun.com)  
Angola - ECSA - [ecsa.angola@gmail.com](mailto:ecsa.angola@gmail.com)  
Ghana - Z&J Company - [znjcompany@gmail.com](mailto:znjcompany@gmail.com)



## CREATING AN INCLUSIVE, CLIMATE-SMART COFFEE SECTOR

Solidaridad is an international solution-oriented civil society organization (CSO) working through eight regional expertise centers to transform markets and make them more sustainable and inclusive.

Solidaridad has steadily grown its coffee project portfolio in East & Central Africa since 2008. It is actively involved in the coffee sector throughout the region and we acknowledge that a sustainable coffee sector will not only improve coffee farmers' livelihoods but is also instrumental for economic growth and prosperity. We work with key industry players and growers of all sizes to ensure a future with sustainable coffee.

At Solidaridad, we work towards creating an inclusive, climate-smart coffee sector by providing technical support and training whereby we support farmers in increasing coffee yields on existing land. We promote practical interventions such as ensuring the land does not degrade by using manure, planting trees to provide shade to coffee and preventing water pollution, as well as broader farm management training.

Solidaridad has proven it is possible to enhance production and income for farmers while reducing land degradation, and in turn, protecting the environment.

Our flagship projects in East & Central Africa include:

- The Coffee Resilience Programme (Kenya, Uganda and Tanzania).
- Food Security through Improved Resilience of Small Scale Farmers in Ethiopia and Kenya - FOSEK (Kenya and Ethiopia).
- Oromia Coffee and Dairy Development Project (Ethiopia).
- Traceable Organic Coffee from Kenya - TRACE Kenya (Kenya).

More information available from:

**Solidaridad East & Central Africa**  
**P.O. Box 42234 - 00100, Nairobi, Kenya**  
**Phone: +254 716 666 862**  
**Email: [info.secaec@solidaridadnetwork.org](mailto:info.secaec@solidaridadnetwork.org)**  
**[www.solidaridadnetwork.org](http://www.solidaridadnetwork.org)**







## BEAUTIFUL COFFEE RWANDA (BCR)

**What we do:** Beautiful Coffee Rwanda (BCR) is a fair-trade social enterprise in coffee business. BCR is supporting partnership programs with coffee farmers to build a sustainable business model together. We sensitized our farmers about the concept of fair trade and other certifications which are needed to enhance the capacity to meet coffee buyers.

We are supporting four small Cooperatives including COOCAMU coffee, BWISHAZA Coffee, GISHYITA Coffee, and KARORA Coffee, all harvesting 100% Arabica Bourbon Coffee.

Our coffee beans are grown around Lake Kivu in the districts of Karongi and Rustiro in the Western Province of Rwanda. This region has not only breathtaking sceneries but also has perfect conditions that enhance production of rich flavored coffees due to availability of highly fertile soils.

### Contacts:

10, KG 9 Ave, Nyarutarama, Kigali, Rwanda  
Email address: [bcoffeerwanda@gmail.com](mailto:bcoffeerwanda@gmail.com)



## BRÛLERIE DU MOUNGO Sarl

**About us:** BRÛLERIE DU MOUNGO Sarl is a coffee roasting company that can respond and adapt to all your requests. Founded in 2012, the company has become one of the most renowned companies in roasting in Cameroon.

BRÛLERIE DU MOUNGO provides its customers with a wide range of products ranging from Triplex sachets from 250grs to 1kg to 5kg bags in bulk via Nespresso compatible capsules and also green coffees.

Our roasted coffees are marketed under the Café YOAN label. Since its creation, BRÛLERIE DU MOUNGO has always had the priority of respecting the quality of its products. We follow the path of coffee step by step from the acquisition of the seeds to the cup tasted.

We feel concerned about the fate of coffee producers and the company has therefore decided to get involved in fair processes. Contact details

**BRÛLERIE DU MOUNGO Sarl**  
B.P 617 NKONGSAMBA - CAMEROUN



## DNV . GL

DNV GL is a global quality assurance and risk management company. Driven by our purpose of safeguarding life, property and the environment, we enable our customers to advance the safety and sustainability of their business. We provide classification, technical assurance, software and independent expert advisory services to the maritime, oil & gas, power and renewables industries. We also provide certification, supply chain and data management services to customers across a wide range of industries. With origins stretching back to 1864 and operations in more than 100 countries, our experts are dedicated to helping customers make the world safer, smarter and greener.

As one of the world's leading certification bodies, we help businesses assure the performance of their organizations, products, people, facilities and supply chains through certification, verification, assessment and training services. Partnering with our customers, we build sustainable business performance and create stakeholder trust across all types of industries.

Our Kenyan Address is below:

### Postal Address:

DNV GL Kenya Limited.  
P.O. BOX 1896-00606  
Sarit Center, NAIROBI.

### Office Address:

Solis Premium Serviced Office Suites  
6th Floor West End Towers, Waiyaki Way,  
Westlands, Nairobi.



## ROOT CAPITAL

Root Capital invests in the growth of agricultural enterprises so they can transform rural communities. These businesses purchase crops such as coffee, cocoa, or grains from smallholder farmers. With growth, they become engines of impact that can raise incomes, create jobs, empower women and young people, sustain peace and preserve vulnerable ecosystems.

We supply these businesses with vital resources: access to capital, trade and technical partners, financial training and conservation practices. We work in hard-to-serve geographies where others don't. To date, we've distributed USD 1.3 billion to improve the lives of over six million people in farming communities. In East Africa alone, Root Capital supports 30 coffee cooperatives and private enterprises with a combined total of USD 15 million in short- and long-term credit. We're determined to invest in the growth of these rural coffee businesses so that they can innovate, lead, and spark development in their communities.

**Contact Details:** Agnes Mueni Manthi | Root Capital | EA Business Development Officer. M:+254 722-204-743 | E: [amanthi@rootcapital.org](mailto:amanthi@rootcapital.org) | Skype: manthimueni. [rootcapital.org](http://rootcapital.org)





## KEREMARA LIMITED- JUNGLE COFFEE ESTATE

### About Jungle Estate

Set high in the Mt. Kenya highlands, Jungle Estate is a medium scale coffee farm producing single estate, top quality coffee. It sits between two permanent rivers at 5,800 feet above sea level on deep volcanic soils full of nutrients. Jungle Estate is home to top quality coffee due to its intrinsic climatic, geographical and soil features coupled with careful cultivation, nurturing and harvesting of the coffee beans.

### The Beautiful High Place

Jungle estate was originally established by the European settlers in Kenya in the late 1920's and named "Jungle Estate" because it was within a very dense indigenous bush. The farm has passed down two generations of European families and is currently owned by another family under the company name Keremara Limited. Keremara is the indigenous name (kikuyu) for a "beautiful high place".

### Coffee Production

Jungle estate specializes in production and primary processing of washed Arabica Coffee on 51 hectares (126 acres). Having been run by the same family since 1974, the farm has gained consistency in production and processing the distinctive Jungle coffee beans. Jungle coffee is selectively hand picked where only the ripe red cherry is harvested as it ripens. The cherry is then rigorously hand sorted at the wet mill to remove any undesirable cherry. The good cherry is then pre-washed, pulped and graded by density before fermentation to remove the slimy mucilage. Fermentation is monitored every thirty minutes until complete when the coffee is washed and graded again by density.

Drying of Jungle coffee takes place on raised tables drenched in the morning and evening sunlight. During the drying process, which takes two weeks, any undesirable bean is removed by hand. When dry, the coffee is stored in cool dry store before delivery to the millers for hulling, grading and marketing. Jungle coffee is sold at the Nairobi coffee Exchange between the months of January and May of each year under the brand name "Jungle".

Cup Characteristics: A bright and winy acidity as expected from a high quality Kenya coffee, but also gives the consumer a sweet, tart, citrus, or orange taste as well.

### Contact Person:

Keremara Limited-Reception  
Email: [info@junglecoffee.co.ke](mailto:info@junglecoffee.co.ke)  
CellPhone: +254 722 298643  
Phone: +254 20 232 7059  
P.O. Box 896-10100 Nyeri, Kenya

### John Kimondo

Estate Manager  
Email: [jkwambugu@junglecoffee.co.ke](mailto:jkwambugu@junglecoffee.co.ke)  
CellPhone: +254 721630676  
Phone: +254 20 232 7059



## PUZZLE COFFEE SHOP

### About Us

Puzzle Coffee Shop is a Specialty Coffee Shop located in Stone Town, Zanzibar – Tanzania.

Built by the values of be passionate, be honest and be yourself, we focus on it to connect and socialize proving an exceptional cup of coffee and homemade pastries.

### Academy

Workshops: Learn about coffee's journey from its origins to the major commodity it is today. From growing the cherries through grading, roasting, and brewing, this is an overview of the coffee value chain.

Barista Skills: Learn the practical skills you need behind the espresso bar: learn how to set your grinder, milk techniques, health and safety, customer service, and basic business practices.

Foundation: The Foundation level provides a first taste of a specific coffee skills and is a great way to get insight into a module to help you decide if you want to go on to learn more. The Foundation level requires no previous experience. Courses at this level usually take 1 day.

**Intermediate:** The Intermediate level is suitable if you are already part of the industry, working in the field covered by the module, and have a firm knowledge of the basic skills. Experience working in the field is recommended for this level. Courses at the Intermediate level usually take a minimum of 2 days.

**Brewing Methods:** Learn about the variety of methods for brewing coffee and the brewing variables that affect quality. The Brewing module provides hands-on learning on grind profiles, brewing methods, measuring coffee strength and charting a coffee's extraction.

**Foundation:** The Foundation level provides a first taste of a specific coffee skills and is a great way to get insight into a module to help you decide if you want to go on to learn more. The Foundation level requires no previous experience. Courses at this level usually take 1 day.

**Intermediate:** The Intermediate level is suitable if you are already part of the industry, working in the field covered by the module, and have a firm knowledge of the basic skills. Experience working in the field is recommended for this level. Courses at the Intermediate level usually take a minimum of 2 days.

### Contact details

Address: Shangani, Stone Town,  
Zanzibar P. O. Box 3471  
Telephone number:  
+255 67 304 2654  
Website: [puzzle@puzzlecoffeeshop.com](mailto:puzzle@puzzlecoffeeshop.com)



# FOR IMPROVED QUALITY COFFEE PRODUCTION

**NORDOX 75WG**  
Cuprous Oxide Fungicide

**Nordox 75WG** - The most concentrated copper fungicide product for Control of Bacterial and Fungal Diseases.



**verno™ FG**  
Fertilizer  
Copper / Zinc  
a NORDOX Innovation

**Verno FG Copper 30% + Zinc 30%**  
A combined copper and Zinc Foliar applied fertilizer for the correction of copper and Zinc deficiencies in all Crops.



## NORDOX Benefits

### Highest Concentration

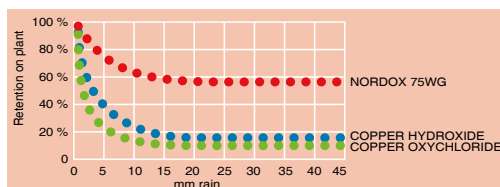
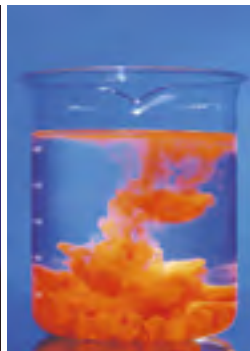
Saves weight, freight  
and space  
Reduced dosage rates

### New Generation

User friendly, No dust  
Very low or no hazard  
classification Ref.RTC\*  
Easy to measure  
Superior suspensibility

### Superior stickability

Less waste Fewer sprays  
Increased efficacy  
Gentle to the environment



## VERNO Benefits

### Unique formulation

Copper and Zinc combined Saves  
extra rounds of individual sprays

### New Chemistry

High Solubility, Rapid dispersion  
in spray mixture, Uniform  
Adsorption on leaf surface

### Better results

excellent Flower induction,  
pollination and retention,  
increased internodes length for  
more berries space, cushion  
plant against extreme cold and  
hot weather, Uniformity in  
ripening, longer Leaf retention  
on plant



For Organic Use

Approved for use in Organic  
Farming by OMRI & USDA-USA



Inspected by ECOCERT SA F – 32600.  
Product suitable for use in Organic Agriculture  
conforming to regulations n° 834/2007 and 889/2008,  
NOP Regulation and JAS Regulation.



**Manufacturer:**  
**NORDOX AS,**  
Østensjøveien 13,  
N-0661 Oslo, Norway  
[www.nordox.no](http://www.nordox.no)



**Agribase Bioscience International Ltd.**  
[marketing@agribasegroup.com](mailto:marketing@agribasegroup.com)  
[www.agribasegroup.com](http://www.agribasegroup.com)  
Kenya || Uganda || Tanzania



# AFRICAN FINE COFFEES REVIEW MAGAZINE



## MAGAZINE ADVERTISING RATES



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

NO.	POSITION	MEMBER RATES (USD)	NON – MEMBER RATE (USD)
1.	Back cover & center page	850	950
2.	Front page strip	400	500
3.	Inside front, Inside facing & inside back cover	750	850
4.	Full pages (exclusive of center & cover pages)	700	800
5.	Half page	400	450
6.	Quarter page	220	250

For advertising inquiries, contact;  
[doriane.kaze@africanfinecoffees.org](mailto:doriane.kaze@africanfinecoffees.org) and [kamau@africanfinecoffees.org](mailto:kamau@africanfinecoffees.org)



20:20



pinhalense



# COFFEE PROCESSING MATTERS



 **PINHALENSE**

↑ Find us on Instagram

[pinhalense.com.br](http://pinhalense.com.br)  
[/pinhalensema](https://www.instagram.com/pinhalensema)



**SPECIALTY  
COFFEE EXPO  
BOOTH 1738**

