

AFRICAN FINE COFFEES REVIEW MAGAZINE

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BREWING BRILLIANCE:
DUBAI'S STRATEGIC PROWESS IN SHAPING
THE GLOBAL COFFEE RENAISSANCE

LOOKING BACK AT THE 20TH AFRICAN
FINE COFFEES CONFERENCE & EXHIBITION

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DMCC

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Discover Our Farms



Bale Mountain

The Bale Mountains are a mountain range in south-eastern Ethiopia. Located in the Oromia Region, the Bale Mountains form part of the Ethiopian Highlands. The Bale Mountains include Mount Batu and Tullu Dimtu, which is the second-highest peak in Ethiopia. Bale Mountains National Park, which is situated about 93 miles east of Shashamene and 248 miles from Addis Ababa, and occupies an area of about 860 square miles

Gelana Gesha

Another main farm of Kerchanshe is the Gelana Gesha coffee farm covering 750 hectares of coffee cultivation under brazilian agriculture technology. every agronomic practice is computer controlled using smart irrigation techniques. This is to guarantee uniform growth for our coffee seedlings and gave us maximum yield.

Debeka

Debeka Farm is one of the main farms of Kerchanshe. our Coffee plants propagated under green house technology for quality sidling, and our coffee is grown without shead practise.

All agronomic practices are computer controlled using smart irrigation techniques. Disease resistant varieties are cultivated and other preventive methods like thinning, pruning are used to prevent weeds.

Anasore

Anasora Farm is one of the latest farms of Kerchanshe. Coffee is grown under modern agriculture technology. every agronomic practice is computer controlled using smart irrigation techniques.



Bale Mountain



Gelana Gesha



Debeka



Anasore

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A WORD FROM THE **EXECUTIVE DIRECTOR**



Dear Esteemed Members and Coffee Enthusiasts,

Welcome to the 14th Edition of the African Fine Coffees Review Magazine, our second publication of 2024. As we delve into this edition of the magazine, we reflect on the 20th African Fine Coffees Conference and Exhibition, which took place in Addis Ababa, Ethiopia from February 6-10, 2024. This event saw record-breaking attendance, with over 1,200 participants from 51 countries.

First and foremost, I would like to thank our partners, Ethiopian Coffee & Tea Authority (ECTA), Inter-African Coffee Organization (IACO) and ACRAM for their invaluable collaboration in making this event a resounding success. I also want to congratulate all

those who participated in the Regional Taste of Harvest Competition, and applaud the 15 young baristas from seven countries who traveled to compete in the Africa Barista Championship.

Since the conference, AFCA has been steadfast in strengthening our foundation for the future. Our focus has been on fundraising, strategic partnership development, and enhancing member services. In pursuit of these goals, we attended the Specialty Coffee Expo in Chicago, USA, and eagerly anticipate our participation in World of Coffee Copenhagen. Additionally, we will soon launch the 2024 AFCA Member Survey and announce upcoming training events at the AFCA Coffee Campus in Uganda, inaugurated as a Professional Q Venue earlier this year.

In preparation for the 21st African Fine Coffees Conference and Exhibition, scheduled to take place from February 26-March 1, 2025 in Dar es Salaam, Tanzania, the AFCA team conducted a scoping trip to ensure a successful event. Stay tuned for registration details coming soon!

My heartfelt thanks go to the dedicated AFCA Board of Directors, staff, and our members for their unwavering support and contributions.

As we journey through 2024, may we continue to celebrate the unmatched beauty of African fine coffees and achieve shared success.

Warm regards,

Gilbert Gatali

Executive Director
African Fine Coffees Association





TRACON COFFEE




TRACON COFFEE

Tacon Coffee Export specializes in shipping the finest Ethiopian Arabica Coffee to different parts of the world for three decades now. Tracon has broken many local export records in its coffee export history, and it's proudly been a third-generation business. We have a unique site selection for specialty coffee, and we now have more than 40 sites for specialty coffee in Guji, Yirgacheffe, Sidamo and Limu (high altitudes coffee growing regions). We have two big coffee farms, one is in the highland of Limmu Gera, and the other is in the Bench Maji zone near Geisha village. Every year we experiment with new techniques to offer our clients special coffee lots and create unique flavors. We are involved throughout all the processes and are hands-on with the farming, drying, experimenting, milling, and exporting processes and always prioritize to satisfy our clients. The coffee business line of the company has a well-structured organization and management system where all the activities of procurement, and processing are focused on delivering consistent, quality coffee.

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BREWING BRILLIANCE: DUBAI'S STRATEGIC PROWESS IN SHAPING THE GLOBAL COFFEE RENAISSANCE

By Saeed Al Suwaidi, Director of Agri Commodities, DMCC



As we gather at the 20th African Fine Coffees Conference & Exhibition in Ethiopia, the coffee industry finds itself at the nexus of an exciting evolution. The impact of the Green Coffee Movement has been redirecting the global focus toward the wealth of coffee-producing countries in Africa, which are emerging as regions of untapped potential given their bountiful harvests and centuries-old coffee heritage.

Located at the centre of the global trade network, Dubai is perfectly positioned to channel the forces of the Green Coffee Movement by acting as a leading hub for the convergence of cultures, economies and partnerships. This strategic role underscores a commitment

to reshaping the dynamics of the coffee industry in order to support the growth of a market that is characterised by diversity, sustainability and responsibility.

An instrumental player in facilitating the success of this vision is the Dubai Multi Commodities Centre (DMCC). As a gateway for trade, DMCC plays a pivotal role in connecting African coffee producers with global markets through Dubai, moving African-origin coffee from the farms of Africa to the cups of consumers worldwide.

But at DMCC it is not just about facilitating trade; it is about providing access to a specialised ecosystem where efficiency meets excellence. The passionate coffee culture in the UAE serves as a powerful incentive, driving a growing demand for premium experiences. This demand, in turn, drives innovative value addition processes that redefine the concept of coffee from a mere beverage to an immersive experience. And as Dubai embraces this evolution, DMCC takes centre stage with its world-class infrastructure and state-of-the-art facilities, seamlessly aligning with the rich coffee ecosystem.

The DMCC Coffee Centre offers a unique ecosystem, serving the entire coffee supply chain from crop to cup. From the moment the raw coffee beans arrive, they undergo a complete journey that involves expert roasting techniques, blending processes and packaging methodologies. Other value addition services within this first-of-its-kind facility include inbound and outbound logistics support, warehousing, distribution and professional SCA-certified barista training.



This approach has positioned the DMCC Coffee Centre as a major hub for coffee producers and buyers. More than 100 different coffee varieties from Africa, Central and South America, and Asia have been traded through the Centre, marking it as a global focal point for coffee transactions. With 7,330 metric tonnes of green coffee handled annually, including fine African varieties, the Centre has contributed significantly to the Green Coffee Movement.

The DMCC narrative is not just about commodities, but more about creating unique connections and experiences as well as a commitment to contributing to the global coffee renaissance. And as the Director of Agri Commodities at DMCC, I am proud to acknowledge our strategic role in the shift resonating from the heart of Africa to the crossroads of global trade in Dubai.



SABLE FARMING COMPANY LTD

By **S. Kamran Mohsin**, General Manager, Sable Farming

OUR LOCATION

Sable Farming Company Limited's head office is located in southern Malawi in the Chiradzulu District near the city of Blantyre. It comprises three estates: Mapanga, Chipale, and Ngapani. Mapanga surrounds the head office along Zomba Blantyre Road, while Chipale is 48 kms further north closer to Zomba, and Ngapani is 120 kms in the direction of Mangochi District, on the border with Mozambique. One of the most isolated estates in Malawi, on a dry day, it takes four hours to reach Ngapani by land.

OUR HISTORY

Coffee was first introduced in Malawi by missionaries in the 1880s. Unfortunately, in recent years, coffee production in Malawi has been on the decline, as most producers have chosen to uproot the crop to replace it with either macadamia or other cash crops. As a country, smallholders make up a third of production volume, while the estate sector contributes the remaining of Malawi's annual volume of 1,500 metric tons (MT).

Sable Farming Company as we know today was started in 1972 when Ngapani was opened for

the Malawi Young Pioneers (MYP) settlement scheme to grow maize in rotation with dark fired tobacco. In 1976, MYP expanded to Mapanga to grow tobacco, in addition to piggery, poultry, and other dairy products. Both Ngapani as well as Mapanga were later on handed over to Spearhead Holdings Ltd., a government entity. In 1987, Gafforio and Company opened up Chipale and planted coffee. From 1988 to 1989, the Commonwealth Development Corporation (CDC) acquired Mapanga, Ngapani, and Chipale to form what is now known as Sable Farming Company Limited.

The present ownership, Global Tea and Commodities UK Ltd. acquired Sable Farming Company from CDC in 2001. Global Tea and Commodities UK Ltd. is one of the fastest growing, fully integrated tea, coffee, and macadamia companies in the world, offering a range of services at every stage of the supply chain. It was also awarded the prestigious Queen's Award for Sustainable Development in 2005.

OUR CROPS

Sable Farming Company grows coffee as well as macadamia. Mapanga has only macadamia while Chipale and Ngapani have both. Both crops are Rainforest Alliance certified and USFDA approved. The macadamia factory is state of the art and FSSC certified as well.

OUR COFFEES

Sable's coffees are drip irrigated, fully washed, fermented, dried on raised beds, milled, and bagged on the estate. Our coffees have

been sold in Europe in green bean form for years, with an SCA cup score ranging from 82 to 84 points. They have also formed part of the Starbucks Special Reserve as well as specialty coffee lines in Germany. Sable coffees have hints of sweet citrus, berry, spice, chocolate, and cedar. One of the largest producers of coffees from Malawi, Sable Farming Company produces close to 600 tons of green beans annually from varieties such as Catimore 128/129, SL 28, Ruiru 11, and Catuai, among others. Harvest starts around May/June and lasts until September/October. Coffee processing takes place from mid-July and ends in December.

OUR COMMITMENT

We remain committed to employ members of the surrounding communities, with close to 1,800 seasonal workforce and around 70 staff. Ngapani alone is the largest employer in Mangochi District. During Cyclone Freddy in March 2023, Sable Farming Company, along with its buyer

partners, assisted the surrounding communities with food and supplies.

We also maintain roads and bridges leading to our neighboring communities to provide them critical

access to the main road. Sable also has two clinics which serve not only our workforce but also the surrounding communities, especially in Ngapani where access to healthcare is limited. This clinic is also recognized and assisted by the local government and is open to serving all those in need.

We also support a government primary school along with Starbucks in Ngapani. As part of this project, the school was renovated a few years back, and as part of Phase II, we brought electricity to the school in 2024. In the next phase of the project, we plan on building a computer lab for the students to start learning IT at a young age. This school is among the best schools in the district and has already created some outstanding achievers who have gone on to become doctors, teachers, and mechanics.



One of the largest producers of coffees from Malawi, Sable farming produces close to 600 tons of GBE annually from varieties such as Catimore 128/129, SL 28, Ruiru 11, catuai etc.





Daye Bensa Coffee

Face of Ethiopian Speciality



Our Stories

Founded by two ambitious brothers born from a coffee farming family. Owned our first washing stations on 1997 to solve the problem of travelling long distance to sell our coffee. We never held back after, Now we own 50+ washing stations and 3 farms also working with 2500+ farmers. We are well known for our refined processing, traceable coffees and sustainable productions.

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SOLIDARIDAD'S EFFORTS TOWARDS SUSTAINABLE COFFEE PRODUCTION

by Boniface Mulandi, Senior Project Manager Solidaridad



Our participation at the 20th African Fine Coffees Conference & Exhibition in February 2024 was marked by a deep dive into crucial issues affecting our current economic landscape. At the forefront was the presentation of our Fair Value Study findings, shedding light on the untapped opportunities for enhancing fair value distribution in Uganda. These insights were shared with stakeholders not only at the AFCA Conference, but also at the World Coffee Producers Forum in Rwanda and the National Agricultural Show in Uganda, fostering meaningful discussions and collaborations.

sustainable supply chains. We work throughout the entire value chain to make sustainability the norm. Our innovative solutions support the transition to an inclusive economy that provides sustainable livelihoods with fair and profitable business opportunities. This includes decent working conditions, a fair living wage, and production in balance with nature so that all people can thrive now and for generations to come.

Furthermore, we addressed the pressing requirements of the European Union Deforestation Regulation (EUDR), emphasizing the need for companies to ensure their products are free from any deforestation traces when entering the EU market or being exported from it. Our session "A Holistic Approach to a Circular Economy in Coffee" took center stage, advocating for sustainable practices and highlighting the importance of embracing circular economy

principles within the coffee industry.

Through our active engagement and thought leadership at these events, we are committed to driving positive change and sustainable growth in the coffee sector. Solidaridad is an international solution-oriented civil society organization with over 50 years of experience in developing solutions to make communities more resilient and create more

Guided by an approach that gives prominence to our producers, we promote sustainable land use, contribute to improved working conditions and livelihoods, ensure food and nutrition security, as well as strengthen dynamic producer organizations. We bring together supply chain players and engage them with innovative solutions to improve production while ensuring the transition to sustainable

and inclusive economies that maximize the benefits for all. We facilitate the strengthening of local capabilities in developing countries, support the creation of enabling environments for economies to thrive, and improve market access. Through our practices, we encourage fair and transparent trade, uphold corporate social responsibility, and foster conscious commodity sourcing and consumption.

Overall, African coffee production makes up 12% of the overall worldwide production of coffee beans; however, about 75% of smallholder coffee farmers (and workers) still live in poverty with a myriad of challenges. Solidaridad East and Central Africa is implementing transformative projects and programmes to improve smallholder farmers' income, profitability, and diversification. We aim to develop joint solutions that transform the coffee sector. We work with producers to increase productivity, reduce costs, and monitor the performance of their farms.

Solidaridad Flagship Projects

RECLAIM SUSTAINABILITY PROGRAMME

RECLAIM Sustainability! is a five-year programme (2021-2025) supported by the Ministry of Foreign Affairs, Kingdom of the Netherlands. The programme is implemented through a consortium and aims to invoke the actual meaning of sustainability both in theory and practice in global commodity supply chains. The programme contributes to inclusive sustainable value chains and trade in an innovative way, in which the interests, voices, and rights of farmers, workers, and citizens (both male and female) are represented and heard in decision-making for sustainable use of

natural resources, decent work, fair value distribution, and sustainable consumption.

The programme will strengthen the interaction between **a vibrant and strong civil society** that engages and debates with public and private decision-makers, monitors implementation and enforcement of policies and mechanisms, holds decision-makers accountable, safeguards gender and social inclusion, and demands and consumes sustainable products; **a responsible private sector**



implementing comprehensive policies and innovative inclusive business models for truly sustainable sourcing, production, trade and investment; and **a supportive public sector** enforcing national, regional and international comprehensive norms and regulatory frameworks that ensure sustainable production, trade, and consumption in Kenya and Uganda.

PASSPORT TO COFFEE EXPORT (PACE)

Passport to Coffee Export (PACE) is a European Union (EU) funded project targeting approximately 22,500 smallholder coffee farmers, with 52% being youth aged (18-35 years) and women, in Mbeya, Songwe, and Ruvuma regions, Tanzania. The project will support 200 factory workers from 25

cooperatives, and four community processing and value-addition centers, to acquire technical skills and adopt best practices in order to enhance quality, reduce post-harvest waste, and encourage resource efficiency and recycling. In addition, 200 extension workers from relevant Ministries, Local Government

Authority (LGA's), TaCRI, and Envirocare will be trained to deliver innovative agricultural practices to farmers.

THE PATHWAYS TO PROSPERITY COFFEE PROGRAMME

The Pathways to Prosperity Project is a seven-year programme (2023-2029) supported by the Ministry of Foreign Affairs, Kingdom of the Netherlands. The programme adopts a dual approach, combining interventions at the level of the production system, with complementary interventions in the market system. These two dimensions strengthen each other with the explicit aim of addressing the structural weaknesses and their root causes in the market and production system. A crucial complementary approach relates to changing the governance system; creating the enabling policy and governance context to enable many other market actors to take up, copy, and adopt solutions.

We aim to contribute to the following three systemic outcomes in selected sectors and countries:

1. Viable and Resilient Production, in which capacitated producers have the knowledge and skills to grow and diversify production and businesses, in a climate-smart manner, offering more decent jobs to their workers (including rural youth, men, and women);
2. Inclusive Service Delivery that ensures sustainable access to

Enterprise (SMEs) by targeting specific agricultural commodities.

TRACE KENYA

The TRACE Kenya project contributes to economic growth and promotes environmental and social standards of 15,000 smallholder coffee farmers (30% women and 10% youth) in Kericho, Nandi, and Bungoma counties by growing Kenya's organic coffee for export. Our approach includes capacity-building initiatives and interactive training on innovative

expansion for African Coffee Roasters EPZ Limited (ACR), and an enhanced market for the farmers guaranteeing better incomes and livelihoods. The project strives to create an inclusive, market-driven, and sustainable coffee sub-sector that generates increased income opportunities and creates decent jobs for many along the value chain. The project's ultimate innovation is in the delivery of the first organic certified Kenyan coffee to global consumers.



- relevant technology, inputs, products, and services, tailored to the needs of farmers, miners, processors, and agri-entrepreneurs); and
3. Inclusive Market Connection, in which market actors adopt (and mainstream) inclusive trade, sourcing and pricing, and reward policies and practices.

TO CERTIFICATION & BEYOND

This European Union (EU) funded project aims to promote the effective use of certification schemes and Voluntary Sustainability Standards (VSS) for about 21,000 smallholder farmers in the Southern highlands of Tanzania and Zanzibar. The project is part of the EU-EAC Market Access Upgrade Programme which aims to assist producers and Small and Medium

organic coffee practices, facilitating access to high-yielding and disease-resistant coffee varieties and promoting eco-friendly technologies in coffee production. Adoption of organic agricultural practices will spur the development of organic inputs supply chains and innovations as well as lead to improved coffee volumes increasing farmer incomes and

creating new job opportunities. In addition, youth will be equipped with the right skills to enable them to pursue economic opportunities on and off the farm in relation to coffee production.

The commercial objective of this project is to develop market access for Kenyan organic coffee in Europe, US, Japan, and Korea. This translates to premium coffee for global consumers, market

CLIMATE HEROES

The Dutch Postcode Lottery - Dream Fund project aims to fight poverty and climate change by enabling millions of smallholder farmers in Uganda and Kenya to invest in carbon farming and get paid for it on the international carbon market. Being a climate hero means two things: first, farmers can remove CO2 from the atmosphere and to help limit global warming; and second, farmers can become more resilient to the consequences of climate change through the adoption of climate-smart practices.

For more information about our work, please contact Rachel Wanyoike, Managing Director, Solidaridad East, and Central Africa at Rachel.wanyoike@solidaridadnetwork.org.



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LOOKING BACK AT THE 20TH AFRICAN FINE COFFEES CONFERENCE & EXHIBITION

By AFCA



From February 6-10, 2024, the African Fine Coffees Association (AFCA), together with the Inter-African Coffee Organization (IACO), the Robusta Coffee Agency of Africa and Madagascar (ACRAM), and the Ethiopia Coffee & Tea Authority (ECTA), hosted the 20th African Fine Coffees Conference & Exhibition (AFCC&E), featuring the 1st African Coffee Week. The event took place in Addis Ababa, Ethiopia, and featured a lineup of international and regional speakers, an expansive exhibition hall, engaging workshops, exclusive B2B coffee cupping sessions, social events, and coffee competitions.

On this occasion, AFCA and IACO, the largest coffee organizations on the continent, came together for the first time. Uniting the public and private sectors, the 2024 edition of the AFCC&E featured a high-level policy forum and dinner, with increased participation

from West Africa and policymakers from across the continent. We extend our utmost gratitude to IACO, our partners ECTA and ACRAM, and more importantly, to our sponsors. The event would not have been possible without your invaluable support. We are happy to share the following event highlights:

Conference & Exhibition

Over four days, the AFCC&E featured 121 exhibition booths from 85 companies, in addition to 52 total speakers and panelists, 44% of whom were women.



**Over 1,200
Attendees**



**52 Speakers
and Panelists**



**121 Exhibition
Booths**

The exhibition showcased local, regional, and international coffee companies, support organizations, and equipment manufacturers, among other companies. Over 1,200 attendees from 51 countries walked the show floor and attended the conference, which featured talks and presentations on market access strategies, processing and fermentation, living income, the Specialty Coffee Association's Coffee Value Assessment, circular economy, and carbon measurement, among others.

B2B Cuppings



6 B2B Coffee Cuppings



Over 350 Coffee Samples Cupped

The B2B Cupping Room provided participants with an exclusive opportunity to have their coffees cupped by roasters and traders during the event. Following the cuppings, there was a space for business meetings and further networking. During the event, 19 companies and organizations took part in six (6) B2B Cupping Sessions.

Workshops



4 Workshops

With support from partners, AFCA facilitated four workshops during the event, including the "Algrano Direct Trade Workshop" by Gilles Brunner, Algrano; "Risk Management: Understanding Futures & Options" by Judith Ganes; "New Frontiers in Post-Harvest Processing" by Emma Sage, Coffee Quality Institute (CQI); and "Unlocking opportunities: Dive into Acorn's world with a hands-on workshop on program entry, onboarding essentials, and your path to success" by Isabel van Bemmelen, Acorn.

African Taste of Harvest

The Taste of Harvest Competition is an annual coffee quality competition to determine the highest quality coffees on the continent. This year, a total of 78 coffee samples competed across four categories: Washed, Natural, Honey (Arabica), and Robusta, with Ethiopia securing the top spots. For more information on the Taste of Harvest results, view Page 20.



78 Samples



9 Workshops

Africa Barista Championship

The Africa Barista Championship also takes place annually, during which qualifying baristas are judged on their performance while preparing three beverage types: espresso, milk-based, and a signature. This year, a record high of 15 baristas competed in the championship, with Kenya and Uganda taking the top five (5) spots. To hear from the Africa Barista Champion, Kennedy Owino, check out his interview on Page 22.

In addition to the key programs outlined above, the event also offered two unique day events on February 7th, including Sustainability Day and African Farmer Day. Sustainability Day, hosted in partnership with Rainforest Alliance, is a day dedicated to sustainability in the coffee sector. This year, the day had a key focus on the new European Union Deforestation Regulation (EUDR). African Farmer Day, also made possible with support from partners, was a day dedicated to farmer education and training. Over 75 farmers attended the event, with sessions spanning from trade show preparation to coffee pulp recycling.

Thank you again to all our partners and sponsors. We look forward to seeing you all in Dar es Salaam, Tanzania in February 2025. For inquiries about the next AFCA Conference, please contact secretariat@afca.coffee.





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Horra Trading



Horra Trading, a cornerstone of the Horra Corporate Group, boasts a rich history dating back to 2005. What began as a single trading entity has blossomed into a leading force within Ethiopia's economy. Today, Horra Trading proudly holds the title of Ethiopia's top coffee exporter, a testament to their unwavering commitment to quality and dedication to international partnerships. Their relentless pursuit of excellence has been recognized by the Ethiopian government, earning them numerous awards for their significant contribution to the nation's economic prosperity.



Ethio Gabana



Ethio Gabana, another member of the Horra family, embodies the deep connection between the company and Ethiopia's rich coffee heritage. Established by individuals with a long lineage in the coffee industry, Ethio Gabana is dedicated to sharing the unique taste and tradition of Ethiopian coffee with the world. Their expertise spans generations, allowing them to source exceptional beans from diverse origins across Ethiopia. Utilizing nine strategically located washing stations and collaborating with over 34 vertically integrated suppliers, Ethio Gabana ensures the traceability, quality, and certification of every bean they source. Their dedication to excellence has been recently recognized, with their coffee winning the coveted AFCA test of harvest in 2019/2020.



Horra Anderacha



Horra Anderacha, a sister company established in 2015, further strengthens the Horra Corporate Group's commitment to Ethiopian coffee. This meticulously managed plantation, nestled within the UNESCO-designated Sheka Forest Biosphere Reserve, dedicates itself to cultivating exceptional Anderacha coffee. Their 539 hectares of land produce specialty traceable coffee beans, renowned for their distinct flavor and aroma. Horra Anderacha's dedication to quality extends beyond cultivation, encompassing every step of the process, from the careful harvesting of coffee cherries to the final export and delivery of green coffee beans. By implementing stringent quality assurance practices and leveraging the expertise of their dedicated team, Horra Anderacha ensures a truly exceptional coffee experience from farm to cup.








Taste of Harvest 2023-2024 Results






The African Taste of Harvest is an annual coffee quality competition hosted in AFCA member countries. National competitions take place following each country's harvest season for Arabica and Robusta, culminating in the Regional African Taste of Harvest Competition at the African Fine Coffees Conference and Exhibition each year.

AFCA invites its members to submit their finest coffee samples to the Taste of Harvest Competition. All samples are cupped and graded using the Specialty Coffee Association (SCA) scoring system and forms. A panel of experienced and certified judges selects the top five (5) coffees from each of the following categories: Washed, Natural, and Honey (Arabica), and Robusta.






This year, a total of 78 samples from nine countries competed in the Regional Competition in Ethiopia. A panel of seven regional and international judges, all of whom are certified Q Graders, conducted the competition. For results across all four categories, please see below:

Washed Arabica Category		
1st Place - Washed Arabica Final Score: 89.46		Wonberta General Import and Export Country: Ethiopia Contact Person: Asfaw Kejella, Export Manager Contact Email: wonberta2@gmail.com
2nd Place - Washed Arabica Final Score: 88.86		Tadesse Desta Coffee Export Country: Ethiopia Contact Person: Tadesse Desta, Manager Contact Email: tadessedesta26@yahoo.com
3rd Place - Washed Arabica Final Score: 88.82		ISSAM PLC Country: Ethiopia Contact Person: Iman Oumer Contact Email: iman.eliasomer@gmail.com
4th Place - Washed Arabica Final Score: 88.54		Marua Farmer Cooperative Society Submitted by Louis Dreyfus Company Country: Kenya Contact Person: Vivian Gichiri Contact Email: vivian.gichiri@ldc.com
5th Place - Washed Arabica Final Score: 88.36		Daye Bensa Coffee Exporter Country: Ethiopia Contact Person: Yewbdar Gasaw Contact Email: operations@dayebensacoffee.com

Natural Arabica Category		
1st Place - Natural Arabica Final Score: 89.68		David Ngibuini, Maguta Estate Coffee and Tea Company Ltd. Country: Kenya Contact Person: David Ngibuini Contact Email: david@magutaestatecoffee.com
2nd Place - Natural Arabica Final Score: 89.25		Testi Trading PLC Country: Ethiopia Contact Person: Faysel Abdosh Contact Email: tplc218@gmail.com
3rd Place - Natural Arabica Final Score: 88.21		Tadesse Yonka Gameda Country: Ethiopia Contact Person: Tadesse Yonka Contact Email: tadeseyonka7@gmail.com

4th Place - Natural Arabica Final Score: 88.11		ISSAM PLC Country: Ethiopia Contact Person: Iman Oumer Contact Email: iman.eliasomer@gmail.com
5th Place - Natural Arabica Final Score: 87.93		David Ngibuini, Maguta Estate Coffee and Tea Company Ltd. Country: Kenya Contact Person: David Ngibuini Contact Email: david@magutaestatecoffee.com

Washed Arabica Category

1st Place - Honey Arabica Final Score: 88.11		Faysel Abdosh Yonis Submitted by Testi Trading PLC Country: Ethiopia Contact Person: Faysel Abdosh Contact Email: tplc218@gmail.com
2nd Place - Honey Arabica Final Score: 87.96		Yihonal Trading PLC Country: Ethiopia Contact Person: Contact Email: yihonal4@gmail.com
3rd Place - Honey Arabica Final Score: 87.86		EPHTAH Speciality Coffee Exporter Country: Ethiopia Contact Person: Wubit Bekele Contact Email: wubit@ephtahcoffee.com
4th Place - Honey Arabica Final Score: 86.50		Kenneth Barigye, Mountain Harvest Country: Uganda Contact Person: Kenneth Barigye Contact Email: kbarigye@mountainharvest.com
5th Place - Honey Arabica Final Score: 86.32		Kenneth Barigye, Mountain Harvest Country: Uganda Contact Person: Kenneth Barigye Contact Email: kbarigye@mountainharvest.com

Robusta Category

1st Place - Robusta Final Score: 87.20		Ankole Coffee Producers Cooperative Union Ltd. Country: Uganda Contact Person: John Nuwagaba Contact Email: john.n@acpcultd.com
2nd Place - Robusta Final Score: 85.70		Ankole Coffee Producers Cooperative Union Ltd. Country: Uganda Contact Person: John Nuwagaba Contact Email: john.n@acpcultd.com
3rd Place - Robusta Final Score: 85.50		Association de Producteurs de Cacao et Café (APROCCAF) Submitted by TSOKAS sarl Country: Democratic Republic of the Congo (DRC) Contact Person: Kambale Kisumba Kamungele Contact Email: kamungele@tsongokasereka.com
4th Place - Robusta Final Score: 84.60		KASHARI COFFEE Country: Uganda Contact Person: Tibenderana Isaac Contact Email: isaacvambeco@gmail.com, kasharicoffee2020@gmail.com
5th Place - Robusta Final Score: 84.30		ZICOFE COFFEE Country: Uganda Contact Email: sales@zicofe.com



An interview with the Africa Barista Champion 2024:

Kennedy Owino

Could you tell us your name, where you were born, and tell us a little bit about yourself outside of coffee?

My name is Kennedy Owino, born in Kangemi, Nairobi, Kenya. I have a passion for acting and drama, and I thoroughly enjoy immersing myself in various roles and theatrical performances. Outside of the world of acting, I find joy in spending time with friends and family, exploring new places, and indulging in creative endeavors.

How did you get involved in coffee? When?

I started my journey with coffee as a steward, washing utensils in the restaurant at Artcaffe. Over time, I developed a keen interest in the art of coffee-making and was fortunate enough to be promoted to a barista role. It's been an exciting journey, learning about different coffee beans, brewing techniques, and creating delightful coffee experiences for our customers.

How long have you been competing as a barista? What has changed since the first time you competed?

I've been competing as a barista since 2016. It's been quite a journey! From starting out as a novice competitor to becoming the number two barista in Kenya, then achieving the top spot in West Africa, and finally defending my title this year in Ethiopia, where I'm still the reigning champion. Since my first competition, I've seen significant changes in the competition scene. There's been a constant evolution in techniques, trends, and even judging criteria, which keeps me on my toes and pushes me to continually improve my skills.

Tell us about the championship in Ethiopia. How did you prepare? Who or what inspired your performance? How did you feel when you won?

At the championship in Ethiopia, I prepared meticulously, practicing tirelessly to ensure every detail of my performance was impeccable. I drew inspiration from the rich coffee heritage of East Africa, aiming to represent my country, Kenya, with pride. Additionally, the support of my mentors and the camaraderie among fellow baristas fueled my determination to excel.

When I was announced as the winner, it was an indescribable moment. A rush of emotions swept over me—joy, relief, and gratitude. Winning meant not only personal triumph but also validation of the hard work and dedication I had put into my craft. It was a surreal feeling, and I felt honored to have my efforts recognized on an international stage.

What's next for you? What are your goals looking towards the future?

Moving forward, my goals are to continue pushing the boundaries of my craft as a barista. I aspire to further elevate the coffee culture in my region and beyond, perhaps by mentoring aspiring baristas and sharing my knowledge and experiences with others. Additionally, I aim to explore new avenues within the coffee industry, whether it's through innovative brewing techniques, sustainable practices, or creative collaborations. Ultimately, I'm driven by a passion for excellence and a desire to make a positive impact in the world of coffee.

From farm to roast to retail

Moyee Coffee Ethiopia is the First multi-national coffee roasting company based in Ethiopia with an integrated end-to-end operation throughout the coffee value chain, from crop to cup. All of our growing and roasting is done in Ethiopia.

Harvested from some of coffee's most famous and ancient origins – the forested mountains of Kaffa, Anderacha, Sidama, Limu, Jimma, Guji and Yirgachefe. Our 100% Arabica coffee is unmatched in quality. Forest-grown coffee is known to be the richest in flavor because that's how coffee was always meant to grow.

Moyee Coffee has grown to become a state of the art roasting and packaging company operating one of the largest roasting facilities in Africa with an annual production capacity of 5.5 million kilos. We serve multinational entities globally. We offer white label roasting and packaging services on demand. We pay premium wages to farmers, reinvest in the communities that produce our coffee. Our FairChain practice allows us to ensure the highest quality coffee reaches the consumer directly from its origin, without shortchanging the incredible communities that produced it. High quality coffee has never been so fair – that's why we call it a higher ground.

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በገግታ የደረቁ
SLOW DRIED



በገግታ የተቆሉ
SLOW ROASTED



Coffee Roasting PLC

Meet the AFCA Board of Directors

The current AFCA Board of Directors is made up of 11 committed individuals, each representing their respective member countries. AFCA Board Members are volunteers, not only committing their time, but also their tenured experience and knowledge of the African coffee sector.

“Forming part of the African Fine Coffees Association Board of Directors has been one of my most meaningful contributions to the African coffee sector. Together with my fellow Board Members, we carried AFCA through some of its greatest challenges, bringing in a new Executive Director and kickstarting the African Fine Coffees Conference and Exhibition after COVID-19. We are excited for the future of AFCA, and I personally look forward to hosting you all in my home country, Tanzania, in February 2025. My extended thanks to our readers for your ongoing support.”

Amir Hamza, Chairman of the Board



AMIR HAMZA

**Chairman of the Board
Tanzania Chapter Chair**

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Traceable; Certified and Organic

At Tega & Tula Coffee Estate, where we take pride in presenting a thoughtfully curated selection of Ethiopia's finest coffee varieties produced from the UNESCO-protected highlands of Kaffa and Sheka, the birthplace of the world's first indigenous coffee, to the fertile lands of Guji and West Arsi.

Discover the allure of our one-stop diversified Estate, seamlessly bringing together the unique flavors of Ethiopia's distinct coffee regions. Our beans are meticulously sourced directly from our 1140-hectare coffee farmlands located in Kaffa, Anderacha, and Gesha woreda, as well as from our four eco-friendly washing stations in Guji Hambela (Dame Dabaye, Benti Nenka, and Buku Saysa sites) and West Arsi (Nensebo) sites.

Beyond our exceptional coffee, Tega & Tula embraces sustainable and climate-smart farming practices, safeguarding the integrity of our precious forests. Our commitment to environmental responsibility extends to our eco-friendly washing stations, featuring innovations like solar drying panels. These initiatives not only underscore our dedication to the environment but also position us as a leading producer, processor, and exporter of high-grade Arabica coffee in Ethiopia. We guarantee end-to-end value chain oversight and block-level traceability.

Join us in celebrating the richness of Ethiopian coffee culture, where every bean tells a story of tradition, sustainability, and unparalleled quality.



For more information:

www.tegatula.com

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





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