

# AFRICAN FINE COFFEES REVIEW MAGAZINE

January - March 2024 | Volume 12



**EXPORTING EXCELLENCE:**  
KERCHANSHE TRADING BRINGING THE  
FINEST ETHIOPIAN COFFEE TO THE WORLD

**FEATURE ARTICLE:**  
AFCA AND CQI



# Thank you to all our Sponsors



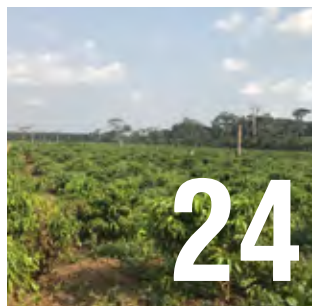
የኢትዮጵያ  
ቡናና ቫይ ባለስልጣን  
ETHIOPIAN  
COFFEE AND TEA AUTHORITY



# Contents

## ▼ | IN THIS ISSUE

- 05 | A Word from the Executive Director
- 06 | Coffee with Bühler: From Bean to Roast and Ground
- 08 | AFCA and CQI Team Up to Deliver Training
- 11 | Embarking on a Journey of Finest Organic Coffees: MJ Nutrition's Stake in Uganda's Coffee Heritage
- 14 | Rwandan Coffee Renaissance: Empowering Farmers Through Innovative Stumping Initiatives
- 18 | Wake Up and Smell the Coffee, Brought to you by MSC
- 21 | Exporting Excellence: Kerchanshe Trading Bringing the Finest Ethiopian Coffee to the World
- 24 | Reviving Robusta Coffee in the Democratic Republic of Congo (DRC)
- 27 | Exploring Orocafe: Brewing a Revolution in African Coffee
- 30 | Introducing YOAN Coffee Roasters
- 32 | Presenting Tracon Trading PLC
- 34 | Feature Country: Tanzania



## EDITORIAL TEAM

**Editor**  
Phiona Mbabazi

**Publisher:**  
African Fine Coffees Association

**Cover Page:**  
Students from AFCA-CQI Courses



# Kerchanshe Coffee

@kerchanshecoffee



# 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 yielded.

## Debeka

Debeka Farm is one of the main farms of Kerchanshe. our Coffee plants propagated under green house technology for quality siding, 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

## Contact Us

Phone: +251-11-3716370  
Mob: +251-962414141

www.kerchanshe.com

Kerchanshe Trading  
PLC 6th Floor, Africa  
Insurance Building



# A WORD FROM THE EXECUTIVE DIRECTOR

Dear Esteemed Members and Coffee Enthusiasts,

I am honored to welcome each of you to the 13th Edition of the African Fine Coffees Review Magazine, our first publication in 2024. May this year be filled with happiness, success, and prosperity for all. As we navigate the pages of this magazine, let us reflect on the extraordinary journey of the African Fine Coffees Association in the past year. It is with great pride and excitement that I share some key highlights of our achievements:

In our commitment to organizational strength, we welcomed a new Operations Manager, whose expertise has proven invaluable to the success of AFCA. Our strategic partnership with the Coffee Quality Institute (CQI) allowed us to execute two impactful training programs, aligning with our mission to provide accessible coffee education to the African coffee industry. The inauguration of the AFCA Coffee Campus at our headquarters stands as a symbol of our dedication to creating spaces for collaboration, innovation, and learning within the coffee community.

South Africa has rejoined us as an active chapter, and as a result, we are delighted to announce Natasha Wallace as an addition to our board, ensuring greater representation within AFCA.

Embracing the digital age, we have revamped our online presence, offering a dynamic platform to engage with our members and the wider coffee community through social media. We eagerly anticipate the signing of a memorandum of understanding with the International Women's Coffee Alliance (IWCA), underscoring our commitment to integrating women as a fundamental part of AFCA and the broader coffee landscape.

As excitement builds, we await the announcement of the winners for the Regional Taste of Harvest and the Africa Barista Competition. A special acknowledgement goes to our partners, Ethiopian Coffee & Tea Authority (ECTA) and the Inter-African Coffee Organization (IACO), for their collaboration on the 20th African Fine Coffees Conference & Exhibition and 1st African Coffee Week.



These achievements reflect our commitment to growth, innovation, and inclusivity in navigating the ever-evolving landscape of the coffee industry. My heartfelt gratitude goes to the AFCA staff, as well as our members, for their dedication and contribution to our success.

As we embark on the journey ahead in 2024, may it be filled with shared accomplishments and the continued celebration of the unparalleled beauty of African fine coffees.

Warm regards,

A handwritten signature in black ink, appearing to read 'Gilbert Gatali'. The signature is fluid and cursive, with a long horizontal stroke extending to the right.

**Gilbert Gatali**  
Executive Director  
African Fine Coffees Association



# COFFEE WITH BÜHLER: FROM BEAN TO ROAST AND GROUND

By Vivienne Koch, Bühler

Coffee is a magical bean. It can be sweet, citrusy, chocolatey, earthy, nutty, floral, fruity, or more. But who would've thought that leaving coffee cherries to dry in the sun instead of washing off the mucilage can completely change the flavor in your cup. You may not know this, but coffee goes through many transformations before it turns into a hot brew. First the cherry is dried or fermented and then peeled off. Then the green bean is taken to a dry mill. This is where Bühler machines first touch coffee. In the dry mills, coffee is cleaned for foreign material and graded by size and weight. Finally, they go through a color sorter to remove defects before they're bagged and sent off to a roastery.



**B**ühler has been in the coffee industry for decades with full lines in dry mills all over East Africa and with color sorters, roasters, and grinders across the

globe. The world of coffee has seen a transformation over the last few years. Drinking coffee has become a big part of cultures where it traditionally wasn't and the demand for specialty

and high-quality coffee is steadily growing. Producers and processors of coffee in countries of origin are constantly looking for new ways to improve the quality of coffee that they produce. Dust handling and process automation are two of the main areas that processors are looking to address. Quality checks with the right weight and moisture measures at each step can provide an additional level of control over the process. Bühler has designed machinery to specifically address these issues. Machines include – dryers, classifiers, destoners, density graders, color sorters, aspiration systems, filters, scales, dosers, hullers and polishers.

After the green beans have been bagged and transported comes an important step in the development of flavor for coffee – roasting. In 2010, Bühler entered the coffee roasting market and has since developed a unique series of roasters – RoastMaster™. The RoastMasters are drum roasters with a sophisticated design where most of the heat transfer is done by hot air and not the drum wall. This gives a very even and consistent



roast both in terms of color and flavor. The RoastMaster series can handle batches ranging from 8kg – 240kg of coffee. Before brewing, the roasted coffee must be ground. The GrinDefine is the latest grinder in Bühler's portfolio for grinding coffee for espresso, filter, or instant coffee. And the GrinDefine can handle a throughput of 250 kg/hr to 4,500 kg/hr.

To complement Bühler's broad portfolio in coffee, earlier this year in August, Bühler started a partnership with the UK based company IKAWA. IKAWA makes sample roasters and have created a new market that allows different stakeholders in the coffee value chain to easily roast 50 – 100 g samples and thus analyze the value of the coffee that they have. The two companies have got into a partnership with the aim to innovate in the space between sample and production roasting. Bühler is a Swiss company that

enables the creation of quality products across value chains. When it comes to coffee that means offering the highest level of control wherever the company can play a part, whether in grading and sorting beans or roasting and grinding them.

In the world of coffee, the combination of sustainability and culinary innovation finds a unique expression through edible coffee cups crafted from wafer technology pioneered by Bühler. Imagine sipping your favorite brew from an eco-friendly wafer cup, adding a delightful twist to your coffee experience while contributing to a greener future.

We are close to our customers, with a strong local footprint in East Africa: Our main office in Nairobi offers consultation and assessment services from the first interaction to the complete installation and commissioning of your plant. In our

The RoastMasters are drum roasters with a sophisticated design where most of the heat transfer is done by hot air and not the drum wall. This gives a very even and consistent roast both in terms of color and flavor.

service station, we can do retrofits and revisions of your equipment and we also offer trainings, trials, and laboratory services at our African Milling School. Apart from our offering in Nairobi, we also have offices in Ethiopia, Tanzania, and Uganda, covering the whole Eastern African region. Get in touch with us anytime for more information or questions!

**Contact:** [buhler.nairobi@buhlergroup.com](mailto:buhler.nairobi@buhlergroup.com)

# AFCA AND CQI TEAM UP TO DELIVER TRAINING

By Kristin Schrader, Coffee Quality Institute



In 2023 Coffee Quality Institute was coming out of a pandemic that had laid bare some opportunities to improve delivery of its mission to improve the quality of coffee and the lives of the people who produce it. From expanding development of local educators to offering online and shorter classes, CQI has worked to make its education easier to access and added some new topics to update its offerings, a class on fermentation in post-harvest processing. The African Fine Coffees Association was ramping up their own activities and when CQI attended the AFCA annual conference in Kigali, the two organizations reconnected and agreed to look for opportunities for collaboration.

The ultimate result of that conversation was a memorandum of understanding between the two organizations. At the time Bridget Carrington, Interim Chief Executive Officer at Coffee Quality Institute, said, "CQI has a long history of working in Africa and

Building on history but always looking forward, Coffee Quality Institute (CQI) and the African Fine Coffees Association (AFCA) are again working together to improve and expand access to training in coffee quality. CQI and AFCA have a long tradition of working together to implement technical assistance across Africa. Starting in 2006 and continuing through to today, CQI has been a frequent partner on donor-funded coffee development projects throughout Africa. In that role, CQI has provided globally recognized coffee education and customized technical assistance to build local capacity, improve coffee quality, and further the economic sustainability of the coffee sector. For example, under the USAID Competitiveness and Trade Expansion Program (2006 -2013), CQI trained hundreds of cuppers in AFCA member countries, supported the establishment and development of the original African Fine Coffees Association, and helped establish the Taste of Harvest competition in member countries.



working with AFCA, through this MOU, is indicative of our continued commitment to support producers in the region. We have great respect for AFCA and believe it is well placed to support the services CQI would like to make available to its member countries and entities. By working together, we can offer the best opportunities for professional skills building at the right level and in the right locations, whilst always looking to expand this work in the future.”

The two groups put that MOU into action when they trained nineteen people from nine countries with funding from CQI’s Global Fund. The collaboration resulted in CQI delivering technical support and education through Q Venue certification of the AFCA Coffee Campus and the delivery of a Q Arabica Recertification course and an Introductory Cupper Series (comprised of Introduction to CQI Cupping, Understanding Tastes and Flavors, and Q Cupping Essentials) in December of 2023.

The Q Venue Program creates a global, verified network of quality facilities for cupping, sensory, and processing education designed to meet the specific instructional needs of all CQI courses. CQI Q Venues can be used in many ways; from instructors hosting courses, to development project trainings, and as a lab for coffee quality assessment. The AFCA Coffee Campus is currently completing the final steps to receive its certification. When it is complete, CQI instructors will be able to schedule trainings knowing that their students will get the best experience, one that is consistent throughout the global CQI education network.

To begin education through the MOU, CQI Instructor Alin Giriada went to the AFCA Campus in Uganda. In addition to his status with Coffee Quality Institute,



“Through the coffee business, I have gotten to know so many amazing people and places. This time AFCA surprised me and my fellow coffee enthusiasts, who were looking for any chances to renew our Q Grader licenses... with an amazing opportunity to do it in Kampala, Uganda in December 2023. The team was unbelievable - coordinating all heartfelt reception and support throughout the four days of exams. We will never forget this experience! Many thanks to the AFCA team and all that support coffee professionals at origin.”

**Wubshet Yilak Bezabih**

Giriada runs the Coffee Laboratory in Ireland, is an educator in several disciplines and is a valued voice in coffee communities. He was grateful to join local coffee professionals at the AFCA campus.

“Coffee education is like any other discipline,” Giriada said. “You need to learn the skills and then you need to maintain them. Holding a Q Arabica recertification course gave existing CQI Q Graders an opportunity to calibrate with each other and the program. To get new information that might inform their work moving forward.”

CQI Q Graders are globally recognized and work across all aspects of the value chain. It is a professional certification that confers the skills and basic knowledge to perform coffee evaluations from farm to import to consumer-facing products. The Q Grader course is offered for both arabica and robusta evaluation.

The Q Grader course is broken into two parts: review, and exams. The course covers job-relevant skills including cupping protocols, olfactory senses, gustatory sensory skills, green and roasted grading, organic acid identification, triangulation skills, roasted sample identification, coffee processing

evaluation, and general coffee value chain knowledge. Q Graders who participate in recertification are reactivating their certification status.

Giriada continued “The cupper series is more introductory coffee education, but it is excellent preparation for anyone looking to expand their skills in the future. It builds confidence, and these coffee professionals should be very pleased with their knowledge and aptitude. I look forward to working with them in the future.”

Future projects will be identified and implemented based on feedback from the recent classes and through ongoing talks between the two organizations.

“CQI is at its best when we work through trusted partners like the African Fine Coffees Association,” said Michael Sheridan, Chief Executive Officer of Coffee Quality Institute. “Working through local organizations helps us ensure we offer the right educational opportunities to the people who need it most. We are excited about what the future holds, both for our collaboration with AFCA and our plans to leverage the CQI Global Fund to drive impact in more of the places where coffee is grown.”

## Coffee Producers, Farmers and Exporters



Moplaco Trading PLC was established in 1971, in Dire Dawa, a historic city in Ethiopia, where Harar coffee was traded from. Operations grew outside of Dire Dawa into Addis, founding its biggest facility in 14T square meters—Cleaning, Grading, and Exporting coffees from all around Ethiopia, using state-of-the-art machinery and processes.



## Love and Passion for simply good coffee



Moplaco now operates in 5 areas in Ethiopia, buying cherry from the surrounding farmers and processing it to a high standing for export. The quality is controlled from beginning to end, cherries are carefully selected and processed with advanced methods, securing a high-quality result.

# EMBARKING ON A JOURNEY OF FINEST ORGANIC COFFEES: MJ NUTRITION'S STAKE IN UGANDA'S COFFEE HERITAGE

By Jay Patel, MJ Nutrition



## ***Sharing Stories in Every Sip: unveiling Fresh\Roasted premium Ugandan organic coffee***

Uganda is a country that has been described as the pearl of Africa, gifted by nature and 'organic by default,' where the land is kissed by the sun, with fertile loamy soils and rich cultural history and diversity. MJ Nutrition emerges as a guardian of the tradition of this rich Uganda's organic and sustainable coffee growing, processing, and export history, the biggest in Africa. At MJ Nutrition we are not merely crafting beans: we are conserving the rich Ugandan cultural organic coffee stories for generations to come! Stories that invite the world to relish sun-drenched coffee cherries grown in Uganda's fertile soils!

## ***A masterpiece of organic coffee varieties***

Nestled in the serene Landscapes along the River Nile, the world's

longest river in Masese: Jinja, Uganda's industry city; MJ Nutrition is a curator of sustainable coffees sourced from empowered farmers, that is always organic, small batch roasted and shed-grown to ensure that we deliver the finest of Africa's organic premium coffee experience right to your taste buds! A truly unique story of a symphony of flavors that mirrors the vibrant diversity of Uganda's agricultural landscape, where each region contributes its distinct notes to the organic coffee experience.

In a world that is increasingly conscious of sustainability, MJ Nutrition takes pride in being an organic coffee processor. The commitment to organic excellence is not just a label, it is a pledge to nurture the land and cultivate coffee beans that reflect the purity of Uganda's natural bounty.

## ***Our commitment to Environmental Conservation and sustainability:***

MJ Nutrition premium coffee is organically grown by our contracted 2000 smallholder farmers in eastern, central, and western Uganda. All our smallholder farmers are overly committed to planet protection and eco-friendly practices from centuries of organic cultivation practices that have been passed on to them from generation to generation. They cultivate our Robusta coffee in a shed-friendly, organic way below our Ugandan tropical forests and African Savannah grasslands in central Uganda. Our Arabica coffee is also



grown on the pristine slopes of the mighty Volcanic Elgon Mountain inter-cropped for shed with the wild natural bamboo vegetation that's only found on this mountain in the region.

Our highly sought-after Arabica coffees are sourced solely from our Mountain Elgon smallholder farmers who grow it at altitudes of over 2000 meters above sea level. This volcanic mountain elevation gives our Arabica coffees their distinct characteristic floral, fruity, and unique flavors upon our careful hand sorting and small batch roasting at our processing facilities.

Our coffees are all 'organic by default' and are all in the process of being certified to EU, USDA (NOP), Rainforest Alliance, and organic coffee standards that ensure that it is fully traceable!

So, your decision to buy and consume our coffee is a direct contribution by you to this effort of conserving this rich unique cherished cultural Ugandan coffee story. You also ensure that you are contributing to conserving the country with the second highest number of organic farmers in the whole world and protecting the planet from the climate change disasters that are now upon us!

Our MJ Nutrition coffee is more than just a beverage, it's an embodiment of sustainable living. Each Sip tells a story of ethical farming practices, planet

protection, responsibility, and a commitment to regenerative practices and preservation of Uganda's cultural and pristine natural beauty for generations to come.

### ***Exporting Uganda's Organic Elegance to the World***

MJ Nutrition stands as a beacon of Uganda's organic coffee excellence, exporting high-quality organic coffee varieties to enthusiasts across the globe. The company has become a bridge between Uganda's fertile landscapes and coffee lovers worldwide.

The journey of the organic coffee beans from the processing facilities in Masese, Jinja, to international markets is a testament to the global appeal of Uganda's organic elegance. The beans, bathed in Uganda's sunlight and nurtured through sustainable practices, embark on a voyage that transcends geographical boundaries, inviting coffee enthusiasts on a sensory expedition of flavors.

### ***Our Vision: A Shared Heritage of Organic Excellence***

As MJ Nutrition gazes into the future, the vision is clear—a path paved with a continued commitment to organic excellence. The company is not just an exporter; it's a storyteller. It aspires to share the tale of Uganda's organic coffee—the passion of skilled farmers, the richness of

the soil, and the commitment to sustainable processing.

MJ Nutrition's vision extends beyond being a mere purveyor of beans; it's an invitation to experience the soul of Uganda's organic coffee heritage. The company envisions a world where each sip is not just a taste but a connection to the roots, a celebration of sustainable farming, and an exploration of flavors that transcend borders.

### ***A Journey Begins with Every Sip***

Every bag of coffee from MJ Nutrition is an invitation to embark on a journey. It is an opportunity to savor the essence of tradition, the commitment to organic excellence, and the richness that only Uganda's sun-soaked soil can provide. As you grind the beans and the aroma fills the air, you're crafting an experience—a journey into Uganda's coffee legacy.

So, embark on this sensory expedition with MJ Nutrition. Let every sip be a celebration of Uganda's organic coffee heritage, a toast to sustainability, and an exploration of flavors that transcend borders. Join us in savoring the richness of Uganda's organic coffee legacy—one cup at a time.

In the world of MJ Nutrition, every bean is a storyteller, and every cup is an opportunity to be part of Uganda's organic excellence. Craft your own story, one sip at a time.



# BECOME AN AFCA MEMBER TODAY AND JOIN AFRICA'S LARGEST COFFEE BUSINESS NETWORK

The AFCA membership department together with the Secretariat and on behalf of the Board of Directors would like to take this opportunity to thank all its members for your continued support and partnership. We are proud to have you all as part of the AFCA family. For those who are non-members, you are missing out a lot. Below are some of the benefits that all members are entitled to;

## 1. Grow your Business;

AFCA has put together excellent opportunities for you to grow your business along the coffee value chain.

These include;

- Participation in the only African Fine Coffees Conference & Exhibition which is attended by over 2000 regional and international coffee trade professionals every year.
- Participate in the AFCA Business –to-Business Match Making Services. These are critically designed to facilitate business introductions and establish new links and relationships between different categories of stakeholders along the value chain.

## 3. Members have exclusive access to the AFCA Taste of Harvest Competition and Coffee Auction Platform.



## 4. Enhance your visibility and competitive advantage

by using the AFCA publications (monthly and quarterly) through running your advertisements at the AFCA exclusive platforms which include;

- AFCA Fine Coffees Review magazine and access to the digital version online
- Monthly news letter
- E-Resource Centre
- Blog and Social Media Forums

## 5. Keep up with the Coffee news and coffee updates across the world

using our detailed World Coffee Calendar of activities.

## 6. Train for coffee brilliance at our Cupping and Barista international accredited seminars.



## MEMBERSHIP FEES:

**1 | ANNUAL Membership: US\$ 500**

**2 | TERM (3 years) Membership: US\$ 1200**



Please visit our website at [www.afca.coffee](http://www.afca.coffee) for more information or send us an e-mail at [secretariat@afca.coffee](mailto:secretariat@afca.coffee)



- Members participate with AFCA in International specialty related events such as SCAA, SCAE, and SCAJ where they are presented with an opportunity to engage in global multi – stakeholder platforms.

## 2. Grow your Coffee Knowledge

through attending any of the exclusive AFCA workshops, seminars held in different member countries.



# Rwandan Coffee Renaissance: Empowering Farmers Through Innovative Stumping Initiatives

By Victoria Brown, Sucafina

Rwandan coffee farmers Uzziel Mushatsi and Christine Mukeshimana wanted to increase their yields, but they struggled to access the support to do so. Their coffee trees were old, and production was low, but they – like many other farmers in Rwanda – didn’t have the tools and financing to make significant changes.

Currently, yields per tree in Rwanda are quite low compared to average global yields. Low yields are largely due to the age of trees, and the average coffee tree in Rwanda is 20 years old. While stumping could increase production overall, the hurdle to stumping for Rwandan coffee farmers is the cost of labor and the loss of income. “Stumping is not a new concept, but it hasn’t been widely adopted because it’s labor intensive and the small farms here mean that farmers lose a large portion of their income for 3 years while the tree regrows,” explains Maryann Wanja, R&D Officer and Agricultural Scientist with Rwacof, Sucafina’s sister company in Rwanda.

Working with the London School of Economics (LSE) and Rwacof, farmers like Uzziel and Christine can access financing to pay the laborers who stump their trees and to offset income loss while trees are not bearing fruit.

When designing the project to support coffee farmers stumping their trees, it was important to LSE and Rwacof that the farmers who would participate in the project drove its design. They connected directly with farmers through a focus group where farmers could share what they needed to successfully stump their trees. Arcade Nkundineza, Project Manager of Research LSE, explains that it was farmers’ input that led

Rwacof to provide financing for stumping labor. The results of this farmer-led initiative were clear. “We are thankful that this project helped to rejuvenate our coffee trees by giving us money to pay for the labor of those who helped us stump and replant our trees,” Uzziel says.

For Christine, the benefits will be in the bigger production she’ll see once stumped trees start producing fruit again in about three years. “I rejuvenated 332 coffee trees,” Christine says. “Our coffee





trees were so old that they were no longer giving us good production. When we start harvesting again, our coffee production will be greatly increased.”The data suggests this is true. According to Tom Swinkels, Head of Strategic Projects with Rwacof, farmers who stump their trees can expect a potential increase in annual income of 200% by the fourth year after stumping

Coffee roasters who buy Rwandan coffees are also able to contribute to the success of this program. A significant portion of the money paid to farmers for labor and offset costs comes from Sucafina’s Farmgate Initiative program. Farmgate Initiative gives roasters a way to invest directly in the supply chains that are important to them. Sales of select Rwandan coffees contribute to this stumping project. Since 2023, Farmgate Initiative has contributed over US\$38,000 to this



project. Between July and August 2023, over 1,000 farmers – 38% of whom are women – signed up to rejuvenate over 190,000 coffee trees through the program. As of December 2023, about 118,000 trees have been successfully stumped. Rwacof and LSE hope that in the coming years, they will be able to partner with even more farmers to continue rejuvenating rootstock in Rwanda.

“ According to Tom Swinkels, Head of Strategic Projects with Rwacof , farmers who stump their trees can expect a potential increase in annual income of 200% by the fourth year after stumping ”

# IMPECCABLE SERVICE ON OUR CLOUD NINE



*Best Airline*





*Winner in Africa for 6 Years in a Row*

# Ethiopian

የኢትዮጵያ

THE NEW SPIRIT OF AFRICA

A STAR ALLIANCE MEMBER 

# Wake Up and Smell the Coffee, Brought to you by MSC



By Patrick Malanga, Mediterranean Shipping Company

In 2022, coffee exports from Africa were valued at over 3.6 billion U.S. dollars, with Ethiopia leading the way with approximately 1.5 billion U.S. dollars and Uganda following with nearly 813 million U.S. dollars. The MSC Mediterranean Shipping Company's presence in the African coffee industry is a major contributor to this success, due to its network of shipping routes connecting the continent's top coffee producing nations, including Kenya, Rwanda, and Tanzania to key markets in Europe, Asia, and North America. By using ports like Mombasa, Djibouti and Dar es Salaam, it can ensure coffee beans are efficiently transported from Africa to buyers all over the world, arriving fresh and in optimal condition. The company knows that in East Africa, coffee is more than just a commodity - it's a way of life.

MSC has a dedicated and experienced coffee team that understands the nuances of this industry. From the coffee-producing areas to the support provided, it is the go-to partner for coffee exporters. Here are the coffee transportation services by MSC that come with an array of strengths:

**The footprint in the coffee producing countries:** MSC is strategically located in regions that matter most to coffee production.

**The food-grade containers:** MSC predominantly uses 20 ft dry containers that meet the stringent food safety requirements for coffee

transportation. This includes extra services such as providing dryer bags and a paper lining solution.

**Weekly services:** MSC offers weekly services from Mombasa, ensuring that your coffee shipments reach their destinations promptly.

**Space priority:** When it comes to coffee shipments, MSC gives them the priority its clients deserve.

## A Trusted Partner

In the ever-evolving world of global shipping and logistics, MSC has dedicated itself to facilitating international trade between the globe's major economies

and emerging markets. With its headquarters in Geneva, MSC's African operations extend far and wide, calling at 60 distinct African ports and serving 35 maritime countries. It's not just about having a global reach; MSC's local presence in each location, its commitment to exceptional customer service, and its proven track record since 1971 make it the supply chain partner of choice.

Africa is a continent of immense promise, with significant economic, demographic, and social development on the horizon. It's a land of untapped resources with a burgeoning industries and middle class. MSC is not just a witness to

this transformation; it's a proactive partner in ensuring this journey towards progress is smooth, efficient, and successful.

MSC's presence in Africa is as extensive as it is impactful. With local offices in key locations such as Mombasa (serving as the head office) and branch offices in Nairobi and Kampala, it ensures that it is within arm's reach to provide its customers with the support they need. But MSC's commitment doesn't end there. It has strategically positioned container depots in Mombasa, Nairobi, Kampala, and Kigali, ensuring that cargo is handled with care and efficiency throughout its journey.

In addition to its state-of-the-art container depots, MSC in partnership with local logistics service providers offers a range of value-added services. These include intermodal solutions, customs clearance, and warehousing options. MSC is not just a shipping company; it's your partner in end-to-end logistics, ensuring that your cargo is transported seamlessly from origin to destination.

### **The Coffee Transit Experience**

MSC has highly-experienced teams that are proud to support every step of the coffee export process. From navigating country-specific procedures to guiding clients through shipment preparation, the coffee cargo receives unparalleled care and attention.

### **Intermodal Solutions**

MSC's transportation services extend beyond the sea. With our local logistics services provider partners, we offer integrated inland transportation solutions, whether by truck or rail, ensuring that your cargo reaches its destination

efficiently and securely.

### **Inland Infrastructure and Value-Added Services**

MSC's infrastructure is a testament to our commitment to customer satisfaction. We have empty container depots, on-dock and off-dock container freight stations (CFS), and warehouses for efficient cargo handling and distribution. The value-added services encompass customs clearance, weighing, and fumigation, ensuring a seamless and hassle-free experience for our clients.

### **A Global Reach with Local Expertise**

With weekly regular services from Mombasa, Dar es Salaam, and Djibouti to destinations across the world, we offer fast and reliable transit times. Our dedicated coffee client service teams are available 24/7, ensuring that your coffee shipments receive the attention they deserve.

We support a range of clients in transporting their goods, and they include beneficial cargo owners (BCOs), freight forwarders, traders, producers, and industries related to coffee, such as packaging, chemicals, and machinery suppliers. MSC is your dedicated partner in the world of coffee transportation.

### **Why Choose MSC:**

**Availability of food-grade containers:** We have strategically positioned containers in coffee-producing areas.

**Customer care and support:** Our customer care team is dedicated to ensuring that your cargo reaches its destination smoothly.

**Competitive prices:** We offer cost-conscious solutions that don't compromise on quality.

**Global service coverage:** With a presence in 60 African ports and a worldwide network, MSC connects you to the world.

**Skilled personnel and coffee export experts:** We understand coffee and the unique requirements of this industry.

**Commitment to service reliability:** We are continually working to improve our service reliability and address scheduling challenges.

### **The MSC Difference: Reliability and Excellence**

At MSC, we don't just transport cargo, we transport dreams, opportunities, and progress. With MSC, you can be confident in the proximity and ease of collection of food-grade containers in coffee markets. You can have peace of mind, knowing that MSC handles inland service haulage, customs clearance, and documentation with precision and care.

Africa's potential is boundless, and MSC is your trusted partner in realizing this potential. MSC's 52-year presence helps it continue to lead the way in global shipping and logistics. Whether you are in the coffee industry or any other, MSC is your bridge to international trade, your conduit to growth, and your partner in progress. Partner with MSC and take the first step towards a brighter tomorrow.

Should you have any questions, please contact your local MSC representatives in our global network of more than 675 offices.



## TESTI TRADING PLC

Mr. Faysel together with his family established Testi Trading PLC in 2009. The name 'Testi' means joy or Happiness in the Harrari language (it is also the name of Faysel's middle son). Testi coffee is focusing on quality and long-term relationships, as well as maximizing the potential of Ethiopian Coffee. Our focus is to work with our supply chain of smallholder farms to improve their livelihoods and living conditions. We at Testi have begun working with the communities that produce the coffee and have helped to build new classrooms and schools in the areas to improve education and provide more opportunities in the area. With the help of our importing partners, we hope to do even more socially beneficial work in the future.

One of the benefits that Testi provides is the management and set-up of washing and processing stations strategically located throughout the growing regions that we are working with. We ethically produce and source traceable specialty coffee. We independently own three farms and twenty six washing stations in all specialty coffee growing regions.

As of 2018, Testi has launched a quality improvement project at each of the washing stations that we operate. Our PCS (Premium Cherry Selection) Project fully controls all aspects of harvesting and processing to ensure that the quality of the coffee is being maintained and taken care of at each of the links of the quality chain. We won COE Ethiopia and got 1st place in Taste of Harvest.

## ORGANIC CERTIFICATIONS

Our coffees are certified in Organic NOP, EU. We organized, registered, and certified over 2500 out grower groups (OCG), each out grower group member owns on average 2 hector land. The organization of small family of farmers receive end of the year premium payment from all of the organic coffees exported.

# Exporting Excellence: Kerchanshe Trading Bringing the Finest Ethiopian Coffee to the World

By Israel Degefa, Kerchanshe Trading



In the heart of Ethiopia, where the air is infused with the rich aroma of coffee, Kerchanshe Trading stands as a testament to the Ethiopian passion for fine Arabica beans, utilizing traditional methods alongside agricultural innovations. As the largest producer and exporter of coffee in the country, Kerchanshe has turned the simple act of brewing a cup into an art form.

**W**ith a proud history spanning 15 years, Kerchanshe Trading has become synonymous with fair trade, transparency, and a commitment to quality that transcends borders. The company operates in the vast coffee plantations of Yirgacheffe, Lekempti, Gimbi, Djimma, and Sidamo, with a dedicated team ensuring that every cup brewed worldwide carries the essence of

Ethiopia. Ethiopia, often hailed as the birthplace of coffee, has a deep-rooted connection to this beloved beverage. The altitude, a key determinant of coffee quality, reaches majestic heights in the Ethiopian highlands, resulting in beans of unparalleled excellence. Kerchanshe understands this relationship between altitude and quality, utilizing traditional farming methods

alongside agricultural innovations to enhance their coffee production.

One such innovation embraced by Kerchanshe Trading is drip irrigation research, a technique that optimizes water usage and ensures the consistent hydration of coffee plants. By implementing this cutting-edge technology, the company enhances crop yield, promotes sustainable farming practices, and mitigates the environmental impact of traditional irrigation methods. The diversity of Arabica cultivation in Ethiopia is reflected in the unique flavors and aromas present in Kerchanshe's extensive range of gourmet, specialty, and organic coffee. From the bold acidity of beans grown in

the highlands to the sweet, mocha-infused notes from the rich volcanic soils, each sip tells a story of the land it comes from, enhanced by the careful application of innovative agricultural practices.

But Kerchanshe's story isn't just about coffee; it's about community, compassion, and responsibility. With over 1 million coffee growers relying directly or indirectly on the company, Kerchanshe has become a lifeline for the southern and south-western regions of Ethiopia. The company's commitment to social responsibility goes beyond

profit margins, with 10% of annual profits invested in building schools and providing clean water to the very communities that nurture the coffee plants. At the heart of Kerchanshe's success is a tradition deeply embedded in Ethiopian culture.

Coffee is more than a beverage; it's a bond that transcends time. The plants are cared for with meticulous attention, and the beans are harvested by hand, a testament to the commitment to quality that runs through the company's veins. Aligned with

EUDR rules, Kerchanshe Trading's coffee business adheres rigorously to ethical and sustainable practices, ensuring the finest Ethiopian coffee reaches global markets with a commitment to quality, transparency, and fair-trade principles. In the world of Kerchanshe Trading, a bad day with coffee is unimaginable. Every cup is a journey through the Ethiopian highlands, a sip of tradition, and a reminder that, in the words of coffee enthusiasts around the globe, a bad day with coffee is undoubtedly better than a good day without it.



## DUBAI - A GLOBAL HUB FOR COFFEE

Supporting the industry, the state-of-the-art DMCC Coffee Centre offers a range of onsite offices, SCA certified training rooms and a modern café bar. Set up and run your business all under one roof.



### AT THE HEART OF IT ALL

Convenient global trade linkages connecting you to international coffee producers and buyers in growing consumer markets.



### FULL CONTROL OVER YOUR BUSINESS

100% business ownership, business-friendly tax environment and 100% capital repatriation.



### CONNECT AND GROW

A thriving coffee ecosystem - connecting farmers to exporters, traders to roasters, and your business to global trade opportunities.



### LEARNING HUB

The Premier Training Campus guarantees all your training needs with best-in-class equipment and technology.



### A COMPLETE SPACE

Access to private furnished offices and fully equipped meeting rooms, as well as a functional demonstration café and brew bar.



### FULLY EQUIPPED

A temperature-controlled facility covering logistics, warehousing, handling, cleaning, blending, roasting, and packing. We also provide coffee education and quality control for a top-notch coffee experience.



Scan here to  
become a member

# Reviving Robusta Coffee in the Democratic Republic of Congo (DRC)

By Kambale Kisumba Kamugele & Piet Stoffelen



*Miluna Robusta Coffee Plantation, Gwaka, Ubangi (North-Western DRC)*

The DRC, the largest country in sub-Saharan Africa, is endowed with significant arable land, favorable climate, abundant water resources and immense biodiversity. Its geographic location makes it ideal for the cultivation of coffee. Both species of coffee (*Coffea arabica* and *C. canephora*, respectively commercialized as Arabica and Robusta) are cultivated in the country. Within *C. canephora*, two genetic subgroups namely “Robusta” and “(Petit) Kwilu” are used for plantations; both are available in the DRC

**T**he country used to be one of Africa’s big coffee producers in the 1980’s but declined to very low levels seen today due to political instability and other factors that had negative consequences on the industry. Historically, the big share of production was Robusta cultivated mainly in the lowlands of the Congo Basin, while Arabica was mainly produced in the mountainous regions of the East of the country. The latter, witnessed a growing interest in the last decades.

Despite the increase of interventions in the Arabica sector that has contributed to the emergence of the Congo Kivu Specialty movement, the DRC Robusta potential is, although immense, still undervalued. This potential, combined with a renewed interest in Robusta coffee worldwide, has driven efforts to revitalize the Robusta sector in the western part of the country. One of those initiatives was the Karawa Coffee Project (KCP), which was implemented by Café

Africa RDC (CARDIC) focusing on the sustainable development of Robusta production and marketing in the Karawa region, located in the Nord-Ubangi province. This project was a collaborative effort of a US-based foundation, the Paul Carlson Partnership, the Covenant Church of Congo, and CARDIC. The main objectives pursued by the project were to revitalize Robusta production while improving the livelihood of smallholders through coffee marketing.

These objectives were attained by:

- Rejuvenating existing trees
- Establishing nurseries for the multiplication of new planting material
- Training the producers in good agricultural practices
- Organizing farmers into formalized associations

Carrying out these activities over five years resulted in:

- 1,190,000 new coffee trees planted
- 1,700 hectares of rejuvenated and new coffee area planted
- 2,188 Producers organized into one cooperative (FUPROCAF – UBANGI)

Other efforts to rehabilitate the Petit Kwilu variety in the Kongo Central province are



in progress. The ACP Business Friendly project implemented by the RDC National Coffee Board (ONAPAC) in partnership with the International Trade Center (ITC) and the Robusta Coffee Agency of Africa and Madagascar (ACRAM) is establishing nurseries for dissemination of new planting material to farmers in the Lukula area. Café Africa RDC conducted, at the request of the World Wildlife Fund (WWF), a study on the potential for the Petit Kwilu as an income-generating activity, while preserving the Mayombe forest and the biodiversity of the Luki Biosphere Reserve landscape. These are a few examples of existing programs aiming to revamp production in the Robusta sub-sector.

The ongoing success of these different projects support the argument that there is need and potential to increase the Robusta production in the DRC, given the traditional and now unmet demand for Congo Robusta by the Italian market and the overall increasing global demand for Robusta, amid increasingly volatile prices of Arabica.

It is also worth reminding that an enduring revival of coffee production must be complemented with research and development to make the coffee cultivation more profitable for the farmers, more resilient to climate change, and to increase the quality of the produced coffee. This can be achieved by adopting good agricultural practices, appropriate post-harvest treatment methods and by introducing and breeding better varieties. Successful countries (e.g. Uganda, Ethiopia, Vietnam, Brazil, etc.) do have long term strategies and research programs to develop or adapt new varieties and practices to the local situation (e.g. climate, soil, agricultural practices, etc.). Therefore, genetic resources,

research, and development programs are crucial to the success of coffee cultivation and can enable adaptation not only to climate change but also to the permanently changing needs of the global coffee market.

The DR Congo has a crucial role to play in research and development since it is considered the homeland of Robusta coffee. From the start of the Robusta coffee production in the very late 19th century till the 1950's Congolese genetic resources and INEAC-elite lines were distributed worldwide and were the base for the success of Robusta cultivation. Up to now they are the basis of the commercial coffee cultivation in most Robusta coffee countries, as recently heightened in genetic studies in Ivory Coast, Vietnam, and Uganda. Although the once famous research capacities and collections of genetic resources in Yangambi have almost completely disappeared, the forests, the old plantations and the backyards in the DRC still hold coffee genetic resources of world importance. These Congolese genetic resources are crucial for the future of the Robusta coffee production within the country and abroad.

Even though these genetic resources are under pressure due to forest degradation, climate

change and the introduction of genetic resources from abroad, the DRC National Agronomic Research Institute (INERA) and the Meise Botanic Garden (with financial support from the European Union and the Flemish and Belgian Governments) are working on rehabilitating the Robusta coffee gene core collections at the INERA Yangambi Station, in the Tshopo Province. The same project aims also to relaunch the research and the production of Robusta coffee in the Yangambi Landscape. The first results of the research are promising and are highlighting the interesting and uncommon organoleptic profiles in wild and cultivated genetic resources in this collection.

In conclusion, the revival of Robusta coffee production in the DRC is progressively emerging. Several local initiatives are in progress, but to be successful and durable, a value chain development strategy coupled with continued research and development programs are fundamental. This will create conditions for sustainable production and marketing, and bring quality and resilient material to the farmer who will be able to produce coffees with better organoleptic profiles resulting in benefits for all the stakeholders in the value chain.



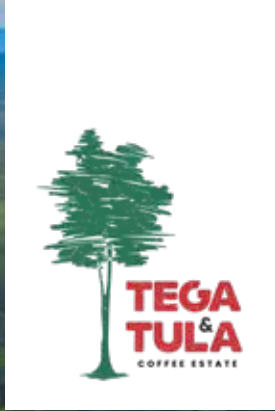
### **Kambale Kisumba Kamungele**

Executive Director of the Café Africa DRC & Chairman of the DRC Chapter of the African Fine Coffese Association (AFCA).



### **Piet Stoffelen**

Botanist and Senior Researcher at the Meise Botanic Garden, Belgium.



## 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](http://www.tegatula.com)

Email: [ahadu@tegatula.com](mailto:ahadu@tegatula.com)

Tel: +251118593100 | +251911511352

# Exploring Orocafe: Brewing a Revolution in African Coffee

By Luca Bigi, Discovery Trading



Last year, experienced trading company Discovery Coftea Ltd embarked on a brave journey that might inspire the transformation of the coffee market in coffee producing countries.

In a world brimming with a multitude of coffee choices, Orocafe emerges as a distinctive brand, weaving a narrative that transcends the ordinary and invites coffee enthusiasts on a sensory journey through the heart of Africa. Launched by Discovery Coftea Ltd, an expert commodity trading company, Orocafe is not merely about delivering an excellent cup of coffee; it encapsulates a story fueled by passion, commitment, and a mission to unveil the undiscovered richness of African coffee to the world.

At the core of Orocafe's identity lies a deep-seated belief that

the finest coffee is born from the fertile grounds of Africa. The brand's commitment to this belief is manifested in the efforts of its coffee experts, who strive to transport anyone tasting their coffee to the sun-drenched slopes of Uganda's highest peaks. It is on these mountains, nurtured by volcanic soil and abundant rains, that coffee beans develop a flavor and aroma that stand unrivaled.

CEO of Discovery Coftea Ltd, Mr. Hashim, expresses a sentiment often overlooked in the coffee world, "For too long, Africa has been underestimated for many things, including coffee. Other origins are often more renowned compared to Uganda, where we are based. But Africa is the birthplace of coffee!"

Orocafe's mission extends beyond delivering a great product; it is a quest to introduce the world to the rich and diverse flavors of African coffee. These flavors, often underappreciated and unexplored, become a revelation in Orocafe's meticulously processed beans.

Moreover, Orocafe represents more than just a coffee brand; it heralds a revolutionary shift towards large-scale value addition at the source. Breaking away from the conventional practice of merely sourcing green beans, Orocafe delves into processing, roasting, and packing at the origin, presenting a coffee brand that is 100% made in Uganda. Last year, the company started going beyond the simple trading of

coffee, creating Orocafe and adding different steps to the process to be able to produce finished products, ready to be sold on the local market and exported, such as coffee bags, capsules, coffee drip bags, tea bags, and others.

The benefits of this approach are many. Not only does Orocafe have better control over quality, but it also works closely with farmers, encourages unique and sustainable practices, and reduces costs related to transport and middlemen margins. This operation, however, was far from easy.

find employment to engaging with machine manufacturers, packaging suppliers, marketing consultants, and website developers, Orocafe's impact goes beyond the coffee sector, contributing to the growth of various industries.

Orocafe's vision is not confined to the hills of Uganda. It aims to spearhead a game-changing movement that transcends the confines of the coffee cup. The vision is to decolonize the coffee market, ensuring that coffee-producing countries receive fair value for their produce, boosting

the reciprocal benefits both sides stand to gain, emphasizing the necessity of establishing fair agreements for a balanced and sustainable partnership.

The journey just started, but the ambition is huge— Orocafe aspires to become the biggest

African coffee brand with industrial production, setting a precedent for other

coffee-producing nations to follow suit.

Orocafe's commitment to bringing African products to a global audience is reflected in its diverse range of offerings. From roasted beans and drip bags to Nespresso capsules, Orocafe caters to a wide range of consumer preferences, addressing a broad audience, from seasoned coffee experts to newcomers. Orocafe doesn't just emerge as a coffee brand; it presents itself as a portal into the heart of Africa, inviting coffee lovers to transcend the ordinary and savor the essence of the continent in every cup. As the brand sets its sights on global recognition, it carries with it not just beans but a vision for a brighter future for African coffee and the communities that nurture it. Orocafe is more than a brand; it's a sip into the future of African coffee



"It was challenging. First, being Uganda a traditional green coffee exporter, we were missing the professionals to start running a coffee brand," Mr. Hashim admits. "And I mean not only roasters but people in branding, marketing, commercials. That's the point: processing at the source goes beyond the coffee sector; it touches several fields." This commitment to economic development extends beyond the cup, creating a positive chain reaction that stimulates the entire country's work network. From creating strategic positions that would otherwise struggle to

profits in their economies where it is deserved and often desperately needed.

Underscoring the importance of clarity, it is crucial to recognize that this is not a competition between developed and developing nations; rather, it signifies a call for collaboration. In the coffee industry, a mutual interdependence exists between consuming and producing nations. Consuming countries need a consistent and reliable supply of coffee, while producing nations seek a stable market for their product. This symbiotic relationship underscores

“According to Tom Swinkels, Head of Strategic Projects with Rwacof, farmers who stump their trees can expect a potential increase in annual income of 200% by the fourth year after stumping”



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.

**+25**  
Years In The  
Coffee Business

**+24**  
Destination Countries

**3x**  
Cup of Excellence  
Winner

**+50mil**  
kgs exported

Join the Family



Phone: +251 116 675552

Email: [sales@dayebensacoffee.com](mailto:sales@dayebensacoffee.com)

Web : [www.dayebensacoffee.com](http://www.dayebensacoffee.com)

# Introducing

# YOAN

## COFFEE ROASTERS

*La passion du bien faire*

By L.M.G.

### **We're here to provide quality Cameroonian coffee.**

Yoan Coffee Roasters is established as one of the leading specialty coffee roasters in Cameroon, staffed by seasoned professionals with extensive experience in the coffee industry. Our philosophy is driven by our passion to share our love of coffee with a wide audience and a commitment to sourcing and roasting the highest quality Cameroonian coffee, including Arabica and Robusta varieties from the best farms in Cameroon. To be even closer to our customers, we opened the Yoan Coffee House, a paradise for coffee lovers. Although coffee is part of our daily lives, training is what can drive us all to understand and treat coffee as it should be treated: with professionalism.

### **WE BELIEVE IN QUALITY**

Quality is not an accident, but the result of hard work that allows us to set the bar high, but also to mark the details that set us apart. We were born in the coffee business and we only want to serve the best of Cameroon. And Cameroon only has the best. We want to offer our friends and customers the true taste of Cameroon, well roasted and well served.

### **WHAT YOAN COFFEE ROASTERS SERVES**

At Yoan Coffee House, you're served the magic of the highest-rated premium Cameroon coffees, roasted with passion and care to extract the perfect flavors and aromas. Packaged in 250 g bags (whole beans or ground), drip filter bags, or Nespresso-compatible capsules, our coffees are available in the country's leading supermarkets.



Make  
**CAMEROON**  
Coffee Great Again

# 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.

FSSC 22000 &  
ORGANIC  
CERTIFIED  
FACILITY

REDUCED  
CO2 

For more information:  
[www.moyeeethiopia.com](http://www.moyeeethiopia.com)  
Email: [info@moyeeethiopia.com](mailto:info@moyeeethiopia.com)  
Tel: +251118593100 | +251911511352

We look forward to serve your roasted coffee needs.



በጫካ የተጠለለ  
FOREST SHIELDED



በእጅ የተለቀመ  
HAND PICKED



በገጣታ የደረቁ  
SLOW DRIED



በገጣታ የተቆላ  
SLOW ROASTED



ጥዕና moyee

Coffee Roasting PLC



# Presenting Tracon Trading PLC

By Iman Elias Oumer, Tracon Coffee Trader (3rd generation)



Tracon 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 altitude 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.

We have a special program called Farmers Direct Traceability program (FDT Program) where we collect red cherries from each farmer and process them

individually. It can be traced from the farmer/field to the buyer by lot or by sacks through unique codes. These micro-lots are high-end and can score above 87. Our sensory analysis department is well equipped and our Certified cuppers cup every batch of coffee roasting with the latest technology to make sure it meets our quality standards.

Tracon has always been a strong partner of AFCA. The role of AFCA has an immense importance for our company, our country, and continent. It promotes African specialty coffee to the large consuming public.





TRACON COFFEE




# TRACON COFFEE

Tracon 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, Sidama 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.

 @traconcoffeeexport

 @traconcoffee

 @traconcoffee



[www.tracontrading.com](http://www.tracontrading.com)

## Feature Country



# TANZANIA

By Tanzania Coffee Board

### **Production:**

Tanzania produces two types of coffee, Arabica which contributes an average of 60%, and Robusta, accounting for the remaining 40%. (Picture: Mt. Kilimanjaro)

### **Arabica**

Tanzanian Arabica coffees embodied the essence of rare unique characteristics of a Colombian Mild. Selective picking, pulping, fermentation, and natural drying under tropical sun produce exceptional taste and aromas.

### **Robusta**

Produced in the Kagera region at the shores of Lake Victoria the world's largest tropical lake and the source of river Nile, the longest in the world. Tanzanian Robusta are considered natural organic due to the farming practices that rely on manures and traditional pest management.

### **Sourcing of coffee from Tanzania Green beans**

Sourcing fine coffees from Tanzania is done through established marketing systems in the country, two marketing systems are operating in Tanzania which are auctions and direct export.

### **Auction Sale**

Auction is a marketing channel through which coffee gets traded in the form of green beans. This channel allows coffee estates and cooperatives to present their coffees for sale via electronic coffee auctions. Coffees are sold in auctions as per samples presented to the buyers with the physical consignments stored in different licensed warehouses across the country.

### **Direct Sales**

Buyers outside the country can buy coffee directly from producers

by negotiating and signing a sales contract which is later registered with the Coffee Board. The Board ratifies the contract after carrying out an inspection and analyzing the coffee for quality and value as per the contract. This window guarantees markets and reduces price risks and widens partnerships thereby suggesting improved quality, sustainability, and fairer prices for the producer.

### **Processing**

Tanzania hubs the only two instant coffee factories in East Africa. Tanica Plc established in 1963 and Amimza Ltd celebrating its 30th anniversary are both an important investment in Tanzania's coffee industry.








**67**  
YEARS IN SEED  
PROCESSING TECH



# COFFEE PROCESSING LINES



 [info@tanisseed.com](mailto:info@tanisseed.com)

 [www.tanisseed.com](http://www.tanisseed.com)



**TANIS**  
SEED PROCESSING TECH.



# AMIMZA

COFFEE PRODUCTS OF TANZANIA



1994-2024

## 30 years of excellence, from bean to cup

We produce spray dried instant coffee for wholesale and private label

AMIR HAMZA (T) LTD  
P.O.Box 617, Kibuye Area,  
Plot 1,2 and 3, Forest Street 1,  
Bukoba, Tanzania

Tel: +255 755 999 888  
Email: [info@amimza.com](mailto:info@amimza.com)  
Web: [amimza.com](http://amimza.com)

 [cafeamimza](https://www.instagram.com/cafeamimza)