

**AFRICAN**

# **FINE COFFEES**

## REVIEW MAGAZINE

Volume 11 | Issue 2



**DUBAI CHAMPIONS**  
**AFRICAN FINE COFFEE TRADE**  
WITH STRATEGIC PARTNERSHIP

# MICHEAL WOKORACH

MEET UGANDA'S BARISTA CHAMPION

# COMPACT SOLUTIONS FOR COFFEE PROCESSING



**ROTARY DRYER**

**ECO SUPER 3**  
eco mil unit

**COMPACTA**  
500 kg/h huller

**Kenya, Uganda, Rwanda,  
Tanzania, RD Congo, Burundi**  
Brazafric  
[comdir.proj@brazafricgroup.com](mailto:comdir.proj@brazafricgroup.com)

**South Africa, Zambia, Zimbabwe,  
Malawi**  
I&M Smith  
[natasha@iandmsmith.com](mailto:natasha@iandmsmith.com)

**Angola, São Tomé e Príncipe**  
ECSA  
[ecsangola@gmail.com](mailto:ecsangola@gmail.com)

**Ethiopia**  
Probex  
[probexplc\\_et@yahoo.com](mailto:probexplc_et@yahoo.com)

**Ghana**  
Znj  
[patrickzeal@gmail.com](mailto:patrickzeal@gmail.com)

**Cameroon**  
Kenzo & Co  
[kenzo@jetinvestment.net](mailto:kenzo@jetinvestment.net)

 **PINHALENSE**

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# JUTE BAGS

## Food Grade Quality

Jute, the golden fiber, is high on tensile strength, bio-degradable & inexpensive. Food grade jute sacking bags are mainly used for packing coffee, cocoa, rice agro products, sugar etc. Special hydrocarbon free bags are available for the storage of agro-based products. Our company exports high quality IJO standards 98/01 certified bags at competitive price from India and Bangladesh. Followings are some typical specifications of jute bags :

### CATEGORIES OF FOOD GRADE BAGS

#### TYPE-1

Dimension (Inches) : 28"Hx24"W  
Dimension (cm) : 71cm x 61 cm  
Weight (Grams) : 500 Gms  
Capacity (Kgs) : Upto 30 Kgs

#### TYPE-2

Dimension (Inches) : 40"Hx26"W  
Dimension (cm) : 102cm x 66cm  
Weight (Grams) : 660 Gms  
Capacity (Kgs) : Upto 65 Kgs

#### TYPE-3

Dimension (Inches) : 44"Hx26.5"W  
Dimension (cm) : 112cm x 67 cm  
Weight (Grams) : 1020 Gms  
Capacity (Kgs) : Upto 100 Kgs

#### TYPE-4

Dimension (Inches) : 44"Hx26.5"W  
Dimension (cm) : 112cm x 67 cm  
Weight (Grams) : 907 Gms  
Capacity (Kgs) : Upto 85 Kgs



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# A WORD FROM THE EXECUTIVE DIRECTOR



It is my great pleasure to be sharing the 12th edition of the Africa Coffee Review Magazine with you all. This is our second magazine after the pandemic and happy to announce that AFCA has gotten back to business as usual.

In February of 2023, AFCA held its annual Africa Fine Coffee Conference and Exhibition in the land of a thousand hills - Kigali Rwanda. This was a very special conference as it was the first conference after the pandemic when all our partners, delegates, and new members could meet in person.

We are happy to announce that we had an extremely successful conference. In partnership with our gracious host NAEB (National Agricultural Export Board), we welcomed over 900 delegates from more than 30 countries

worldwide to the Kigali Convention Center. We also had 61 booths that exhibited their work. At this juncture, we would like to say thank you to our delegates, exhibitors, speakers, and sponsors, for making the 19th African Fine Coffee Conference and Exhibition a huge success.

AFCA has revitalized its noteworthy program; the Taste of Harvest competitions which were held in our member countries and the final competition held at the conference in Kigali. While in Kigali, both fully washed and natural processed coffees were featured in the competitions. Ethiopia dominated the natural processed Coffees category swooping the first, second, and third positions. The fully Washed coffees, however, saw a slightly more diverse range of winners with Kenya, Ethiopia, and Rwanda featuring in the top three positions.

The Natural Processed coffees winners were: 1) Kebir Coffee Trading PLC, 2) Wonberta General Import & Export PLC, and 3) Yihonal Trading PLC.

The Fully Washed processed coffees winners were: 1) Tropical NKG from Kenya, 2) Testi Trading PLC from Ethiopia, and 3) Rwamatamu Coffee from Rwanda.

In 2024 we will be hosting our annual 20th African Fine Coffee Conference and Exhibition in Addis Ababa, Ethiopia the week of February 5th to 10th. This 20th

conference will be especially historic as we will be partnering with IACO – Inter Africa Coffee Organization and ACRAM to bring you 'Africa Coffee Week' where all those that are interested in Coffee in Africa will convene in Ethiopia. We would like to take this opportunity to invite our partners, delegates, exhibitors, and sponsors to the birthplace of coffee.

We would like to sincerely thank Nancy Chelangat Cheruiyot our outgoing Executive Director who spearheaded AFCA's operation after the pandemic. Nancy was appointed to head the Kenya Commodity Fund. On behalf of the board and the secretariat, we would like to wish her the best in her endeavors.

Finally, we would like to extend our sincere appreciation to our board of directors who have worked tirelessly to ensure that AFCA and its programs prevail. With their determination and leadership along with the secretariat's support, it is without a doubt that AFCA is in full gear and already executing its value proposition to our membership.

We look forward to your continued partnership and readership.

Thank you,

**Gilbert Gatali**  
**Executive Director**  
**Africa Fine Coffee Association**

# BEST IN CLASS BREEDING

Ethiopia is mobilizing investment to build a one-of-a-kind, modern national coffee breeding program—and the industry is behind them

By Hanna Neuschwander | World Coffee Research

Ethiopia—the birthplace of *Coffea arabica* and home to the world’s oldest coffee culture—is bringing forward a plan to make its national coffee breeding program one of the best in the world, and is seeking an \$8.5 million investment from global development donors to make it happen.



Over the last decade, Ethiopia has been a global leader in modernizing national crop breeding programs including for common bean, chickpea, sorghum, wheat and maize. Now, it’s bringing the same high-powered approach to one of its most important agricultural products—coffee. Coffee is critical to Ethiopia’s economy, generating 24% of the nation’s export income, and the country is home to nearly one-fifth of all coffee farms globally.

In coffee, Ethiopia also has a genetic bounty that sets it apart from other countries. As the center of origin for *C. arabica* coffee, the country is able to draw upon its vast genetic resources to provide farmers with

unique, regionally-tailored varieties in a way that no other coffee country can. Over the last five decades, researchers at Ethiopian Institute of Agricultural Research’s (EIAR) Jimma Agricultural Research Center (JARC) have utilized agricultural science to harness the country’s unique natural resources for the benefit of Ethiopian farmers. Now, to enhance the benefit of these unique resources and meet farmer demand for improved varieties, Ethiopia is looking to modernize its approach to breeding new varieties.

“Coffee is a vibrant and critical part of Ethiopia’s economy, and in order to meet the challenges posed by climate change and a shifting global

market, accelerating breeding innovation is a must to ensure coffee’s continued success here,” says Dr. Feto Berriso, Director General of EIAR.

Located in southwestern Ethiopia, JARC is one of 20 federal agricultural research centers in Ethiopia operated by the EIAR, and was established to coordinate, produce, and distribute coffee research to Ethiopian farmers. JARC has become one of Ethiopia’s most important coffee research centers, as it is the central national lab responsible for coordinating all in-country research initiated by the government and other official entities. JARC has released 43 coffee varieties of which 8 were hybrids, for different regions in Ethiopia, and conducts research on quality, diseases and pests, agronomy, soil, tissue culture, and conservation practices, and supplies improved coffee seed to farmers.

Building on a storied past, researchers and leaders at EIAR and JARC are looking to the future, bringing modern scientific tools and training to ensure that Ethiopian farmers are able to thrive in the face of increasing challenges like climate change.

In 2021, EIAR and JARC initiated a partnership with World Coffee



Research (WCR) to explore partnerships to strengthen the country's coffee agricultural research program. With support from the U.S. Government and the global coffee industry, a series of assessments were conducted in 2021 and 2022 to understand the country's research capacity in coffee agricultural R&D, specifically for coffee variety development, sensory/coffee quality evaluation, and planting material distribution in Ethiopia. This included an internationally best-in-class breeding program assessment led by the University of Queensland, following an approach already used in Ethiopia for evaluating and improving its maize, wheat, chickpea, common bean and sorghum breeding programs.

"EIAR, with its partners, have jointly conducted independent assessments of the status, capacity, and infrastructure of the country's breeding program," says Dr. Taye Tadesse, Crop Directorate Director, EIAR. "Using the results of these assessments, we have developed a roadmap for improvement over the next 6 years."



EIAR and WCR are bringing that roadmap forward to international donors, seeking investment of \$8.5 million over six years to enhance and modernize Ethiopia's breeding program. Development donors from the United States, Japan, Australia, Canada, Germany, and the EU participated in a meeting held on June 12 in Addis Ababa to discuss the importance of improving the national approach to coffee breeding and learn more about the roadmap.

JARC has released 43 coffee varieties of which 8 were hybrids, for different regions in Ethiopia, and conducts research on quality, diseases & pests, agronomy, soil, tissue culture...

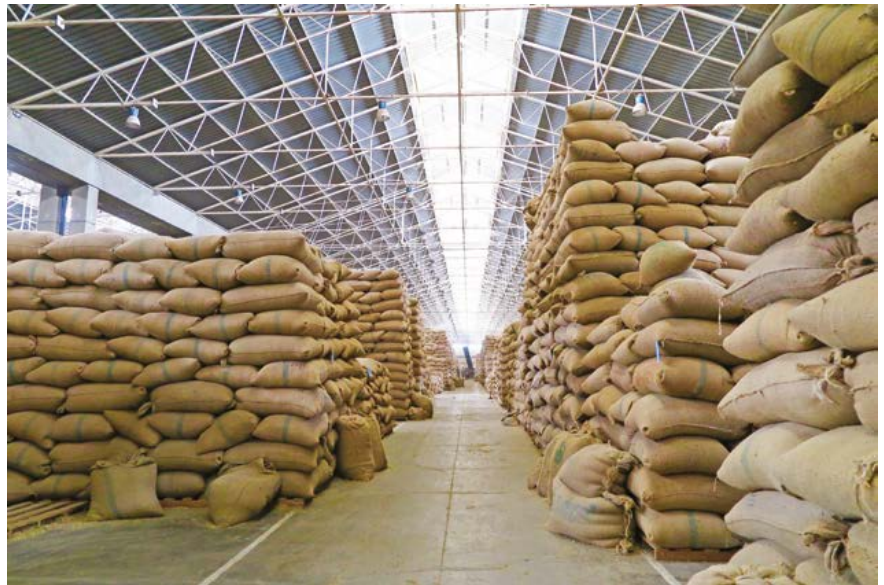
The roadmap identifies both areas of strength and opportunity, including:

- Enhancing training and tools for applying modern breeding approaches to maximize genetic gain, utilizing Ethiopia's unique *C. arabica* genetic diversity.
- Applying demand-led principles, such as creation of targeted product profiles for delivering tailored varieties for each region.
- Upgrading sensory lab equipment, standardizing regional flavor profiles, and creating stronger linkages between breeding and quality assessment/market access programs to ensure that flavor and quality can be prioritized in variety development.
- Enhancing the capacity of the nursery system to rapidly disseminate newly released, improved varieties.

"Coffee faces a global innovation crisis," says WCR CEO Dr. Jennifer "Vern" Long. "WCR has been proud to support the assessment and roadmap development process, but our most important role has been to issue the clarion call to donors on behalf of the coffee industry: We must increase global investment in coffee innovation if we want to continue drinking our favorite beverage—and there is no better place to start than the birthplace of coffee."

Many of WCR's member companies, 88% of which source coffee from Ethiopia, have already jumped into action to support the proposal, calling on their governments to join a multi-donor coalition to help Ethiopia modernize its breeding program.

"Ethiopia is a very important and unique source of coffee for us and for our industry," says Martin Elwert of Coffee Circle, a Germany-based specialty coffee roaster, which joined 11 other companies sending



letters of support for the project to their respective governments. "We are deeply concerned about the challenges facing Ethiopia's smallholder coffee farmers and the natural environment, as our long-term supply depends on both. The global coffee industry, through World Coffee Research, wants to ensure a vibrant Ethiopian economy that protects its natural endowments such as forests, while also ensuring the future of coffee for generations to come."

Ethiopians have been cultivating coffee for at least 500 years, probably much longer. Together, EIAR, JARC, and WCR are betting that by mobilizing greater investment for coffee breeding in Ethiopia, the future of coffee in one of the world's most important origins will be secured for the next 500 years.

JARC has become one of Ethiopia's most important coffee research centers, as it is the central national lab responsible for coordinating all in-country research initiated by the government and other official entities.



# INTERVIEW WITH MICHEAL WOKORACH

## UGANDA'S BARISTA CHAMPION

### What's your name?

I am Micheal Wokorach

### How long have you been a Barista?

I have been a Barista for 10 years now. I have competed in Nationals representing Uganda and Africa at large.

### How does it feel to represent Uganda at the World Barista Championship in Athens Greece?

I feel very excited about this opportunity. It has been a while since Uganda stepped on that stage. We just hope for the best.

### Any message you have for other Baristas who want to emulate you?

Yeah sure, I encourage all the Uganda Baristas to join and come compete so that we can continue to represent our country. We have one of the best coffees in the world.






## 19<sup>TH</sup> AFCA CONFERENCE IN PICTURES

15<sup>th</sup> -16<sup>th</sup> February 2023, Kigali - Rwanda



# AFGA TOH Winners 2023

## Category-Washed Coffees

Position	Country	Company	Logo	Contact
1	Kenya	NKG-Tropical Farm		Email: info.ke@nkg.coffee Tel: +254202307423 Facebook NKG East Africa
2	Ethiopia	Testi		Email: tplc218@gmail.com Tel: +251911207815 Facebook/Testi speciality coffee Instagram/ Testi speciality
3	Rwanda	Rwamatamu Coffee		Email: rwamatamucoffee@gmail.com Tel: +16157179425 www.instagram.com/rwamatamucoffee

## Category-Natural Coffees

Position	Country	Company	Logo	Contact
1	Ethiopia	Kebir Coffee Trading		Email:kebircoffee.erkihun@gmail.com, Email: kebircoffee1@gmail.com Tel: +251920521775,+251911209497 Instagram-kebir_coffee_ethiopia
2	Ethiopia	Wonberta General Import & Export		Email: wonberta2@gmail.com Tel: +251911624285 Facebook: Wonberta General Import & Export
3	Ethiopia	Yihonal Trading		Email:yenegashuna@yihonaltrading.com Email: yihonal4@gmail.com Tel: +251916823355 https://yihonaltrading.com/

## Top Baristers at the AFCA Conference



**Ibrahim Kiganda**  
1st Position



**Micheal Wokorach**  
2nd Position



**Simon Ochen Eidodo**  
3rd Position

# AFRICA BARISTA CHAMPIONSHIP WINNER IBRAHIM KIGANDA



Ibrahim's first exposure to coffee dates back to his university days. When he visited a friend's room, he was offered a drink. Not knowing what it was, he sipped it anyway, and that night, he was so alert he couldn't fall asleep. Wondering if he was given a drug or something, he went back to ask the friend the following morning. As it turned out, all that excitement of the previous night was caused by none other than coffee.

In February 2023, Ibrahim was in Rwanda's capital Kigali, basking in joy as his name was called out as the winner of a barista championship. The competition, hosted by the Africa Fine Coffees Association, was contested by baristas from across the continent and was Ibrahim's first appearance on the international stage. And that day, he became the first Ugandan to win the top prize. Nico and his other co-workers were

equally excited at the result as they celebrated Ibrahim's feat. During his demonstrations, Ibrahim presented two Mountain Harvest coffees, including an anaerobic coffee processed at his own mill. Some of the judges described his coffees as "new and exciting."

One of the techniques Ibrahim showcased at the competition is freeze distillation. This method is said to draw maximum flavor and sweetness from milk by condensing it. This approach has become a trendy go-to at barista competitions in recent years.

"We did a lot of dialing in and pairing with milk, trying to come up with the best recipes," Ibrahim recalls. "There was a lot of pressure going into the competition, but I just focused on what I had to do to perform as best I can. Me being a competitive person

may have played a factor in winning."

Ibrahim says that at Mountain Harvest, he has a perfect environment and strong support from the team. His win was as much a product of his passion and hard work as it was a culmination of Mountain Harvest's dedication to talent development. Nico Herr, Mountain Harvest's Chief Operations Officer who coached Ibrahim in the lead-up to the competition, says that his victory is a result that he deserves, adding that Uganda still has a lot of hidden talents waiting to be discovered.

# RETHINKING THE COFFEE SECTOR IN EAST AFRICA: A COOPERATIVE MOVEMENT



East Africa, known for its diverse cultures, lush landscapes, and unique biodiversity, is the origin of some of the world's most sought-after coffee beans. Despite its considerable potential, the region's coffee industry is confronted with a range of challenges. Key among these are the difficulties faced by small-scale farmers who make up the majority of this industry, such as limited access to markets, insufficient resources, and the growing impact of climate change. Combined with the traditional trade structures that often favor the bigger companies, these challenges have resulted in farmers receiving only a small portion of their produce's final value.

**F**or small-holders to truly benefit from participating in the global coffee sector, we need to rethink our approach. This starts with ownership of project design and implementation at a local level which will generate jobs beyond coffee and increase incomes of farming communities.

Ethos Agriculture is a team of friends based in Rwanda, Netherlands, and the US, dedicated to designing systemic approaches that combine trade, development and research. Our approach promotes rethinking the role of small-scale producers and cooperatives, not as just suppliers, but as the guardians that protect critical ecosystems. We advocate for a redesign of trade and development approaches, placing local communities at the heart of our strategy.

Together with East African cooperatives we rethink coffee. We invite you to join us on this journey as we work towards revolutionizing the East African coffee industry.

## Unveiling the potential of East African Coffees

East Africa is the birthplace of coffee. The region's equatorial climate, high altitude, rich volcanic soils, and diverse microclimates create a perfect canvas for coffee cultivation. These attributes make East African coffee not just a beverage, but a cultural experience - each country has its own story to tell through coffee. In the past these stories have been told by organizations not based in coffee regions. However if coffee is truly to become sustainable we have to provide more agency to the main actor in the story: rural communities.



## Ethos Approach: Creating value through sharing values

At Ethos, we understand that multi-layered sustainability challenges call for solutions that are as innovative as they are holistic, aimed at addressing the root causes. Our strategy in East Africa focuses on three pivotal pillars: redefining the role of cooperatives, leveraging partnerships, and promoting flavors of sustainability.

### 1. Redefining Cooperatives

Cooperatives, deeply rooted within their communities, can serve as excellent catalysts for economic advancement, environmental stewardship and social solidarity. They are well-positioned to harness the collective energy of their members and represent rural communities through trade and sustainability projects. Tapping into the potential and spirit of youth, ICT and explore new ways to improve

quality or serve local markets, allows us to deliver on this promise. Our support focuses on strengthening their ability to tell their story, collect data and build relationships with buyers, donors, lenders and value chain actors. The goal is to penetrate high-end markets and generate new investment opportunities targeting their priorities. If we can bring these elements together, driven by ownership of project design and implementation at a local level, cooperatives, and their associated members can play their role much better to meet the ambitious social and environmental targets set by global companies, governments, and funders.

## 2. Leveraging Partnerships

We are currently working with a portfolio of 30 cooperatives in six countries throughout East Africa through our partnership with the US African Development Foundation (usadf.gov). USADF is a funder that directly invests in African agribusiness and supports these investments with capacity building support. This collaboration has allowed us to build strong relations with local partners in each country (Burundi, DRC, Malawi, Rwanda, Tanzania and Uganda) based on a shared vision of cooperative development. Through close collaboration with these partners and cooperatives directly, we support the design of innovative solutions to tackle pressing challenges rural communities are faced with, including market access, quality improvement and project design. We then bring a network of international Ethos friends across the coffee sector to the party to increase outreach and build relationships in support of local needs and aspirations.

## 3. Flavors of sustainability

Smallholder farmers receive only a small fraction of the final coffee price. We strive to demonstrate that alternative models are viable. Our team is working directly with cooperatives to create unique market opportunities that value coffee



**Ethos and Friends.** This picture is taken during our Ethos - USADF Cupping and Quality workshop in Kigali, in February 2023. It shows the representatives of our 6 local partners: ADC Rwanda, ADC Tanzania, ASOP DRC, DTC Burundi, UDET Uganda, and UMODZI Malawi and the different cooperatives they support

not just based on cupping scores, but are inspired by the flavors of sustainability and cultural richness it carries. Whether it's working with women-run cooperatives in Rwanda, youth-led initiatives in Uganda, or cooperatives promoting peace in the DRC, it is critical that these stories be told to establish meaningful linkages through markets and development projects. We aim to catalyze a shift in the appreciation and reward of coffee, making it an experience that goes beyond mere consumption. Smallholder families are filled with scientists, leaders, entrepreneurs and students – coffee can be a tool to support these families to generate new job opportunities associated with sustainability and diversify their income.

### Elevate the experience of coffee

At Ethos, we view the future of East Africa's coffee sector with a profound sense of optimism and responsibility. We envision a future where sustainability is not solely driven by technical interventions and measurement, but encompasses the richness of local cultures, the strength of communities, and the flavors of sustainability inherent in every coffee bean. This vision

compels us to think differently, to adopt new mindsets, and to explore innovative models that truly embody these values.

Our aspirations go beyond mere business goals. We seek to inspire a movement, to ignite a shift in consciousness that reverberates across the coffee industry, connecting producers and consumers based on a shared identity and a shared commitment to sustainable and equitable coffee trade.

As we step into this future, we remember that every cup of coffee we enjoy is the result of a journey - a journey that starts in the rich soils of East Africa, passes through the skilled hands of dedicated farmers, and is guided by a cooperative spirit. It is a journey marked by challenges, but also by countless opportunities for innovation and positive change. We invite you to join us in this journey, so we can elevate the experience of coffee, making it a symbol of a sustainable, interconnected world. Celebrating the power of cooperation, and a celebration of East Africa.



# DUBAI CHAMPIONS AFRICAN FINE COFFEE TRADE WITH UPCOMING STRATEGIC PARTNERSHIP

By Saeed Al Suwaidi | Director, Agri Commodities, DMCC



Africa and the Middle East region share a centuries-old relationship strengthened by coffee. Now, DMCC and the AFCA are charting a new course to combat industry challenges, says Director of Agri Commodities at DMCC, Saeed Al Suwaidi.

**T**he coffee industry is as volatile as the weather forecast, often defying predictions and leaving traders guessing. Recent events have only intensified that unpredictability. Not only do the effects of the pandemic continue to

be felt, but geopolitical, economic and environmental factors continue to impact coffee markets.

But disruption also creates new opportunities – something African coffee producers are beginning to recognise. Although Africa accounts for just 12% of the coffee trade worldwide, the continent's sector is quickly maturing to respond to growing demand for what has become a daily necessity for billions of people around the world.

A number of factors support the growth of the coffee sector in Africa. Consumers' growing preference for speciality and niche products, greater demand from new markets, and the increasing use of new technologies in production and distribution will all play their part.

## Pathway to Supporting African Fine Coffee Producers

I witnessed first-hand how the continent's trade is turning these factors to its advantage at the 19th African Fine Coffees Conference & Exhibition (AFCC&E) in Kigali, Rwanda, earlier this year. The Dubai

Multi Commodities Centre (DMCC) highlighted this event on its annual calendar and is looking forward to attending the 20th AFCC&E in Ethiopia next year.

During our visit, we were able to connect with established partners and build new networks with the coffee roasters, traders, producers and industry captains from the continent, but in particular with the African fine coffee sector. At the event, we gained valuable insights and discussed new ideas to unlock potential opportunities within the African coffee communities, fuelling our commitment to making a positive difference. Africa is now a strategic priority for DMCC.

We were particularly pleased to meet with key stakeholders and policy makers from the African coffee industry to discuss the path towards establishing a strategic partnership. The partnership aims to develop the African coffee trade and support its farmers and producers with access to international markets and new trading opportunities.

African specialty coffees, in particular, have been a valuable addition to our coffee community. During trade shows and events, we have focused

on showcasing the unique flavours and profiles of African coffees. As a testament to the craftsmanship of African coffee producers, we have cupped more brews from this category than any other. Now we want to strengthen that offering by helping African coffee producers build a stronger global profile.

### **Centre for Global Coffee & Tea Market**

The importance of Dubai to global coffee trade flows and the robust support provided by DMCC for African coffee were highlighted in Kigali. DMCC has a central role in the global coffee and tea market, thanks to the role of the UAE as one of the world's largest re-exporters of tea worldwide. The nation has a global share of close to 60% of the global tea trade, a remarkable feat that was achieved in just a little over a decade. A similar achievement is brewing for coffee, where Dubai has a key role as the pre-eminent trading hub for the Middle East, Africa and South Asia. The Emirates' external coffee trade

has generated over USD 950 million over the last decade.

Trade principally flows through our state-of-the-art DMCC Tea Centre and DMCC Coffee Centre. These purpose-built centres offer unrivalled facilities for the coffee and tea traders from around the world, through providing access to cutting-edge infrastructure and comprehensive technical and logistics support.

### **New Business Opportunities for Coffee Producers**

The DMCC Coffee Centre was established in 2019 to foster the growth and development of the coffee trade in the region and beyond, focusing on facilitating new business opportunities for the sector around the world. As the first of its kind in the region, it does so by serving the entire coffee value chain, from crop to cup. The Centre has the capacity to process 20,000 tonnes of green coffee beans each year. It is home to an expansive temperature-controlled facility covering 15,000

square metres. In addition, a staggering 9,500 metric tonnes of green coffee – equivalent to 500 20-foot containers – can be stored at the Centre.

Services for the coffee industry include inbound and outbound logistics support, warehousing, roasting, packaging and distribution. Further, the facility is equipped with a SCA-certified training campus that offers professional courses for baristas and consumers alike in the areas of grading, cupping, roasting and brewing.

“

we gained valuable insights and discussed new ideas to unlock potential opportunities within the African coffee communities, fuelling our commitment to making a positive difference. Africa is now a strategic priority for DMCC.

”





With its home in the Jebel Ali Free Zone Area (JAFZA), the Centre is adjacent to one of the busiest ports in the world and is strategically located at the crossroads of global trade flows between East and West, North and South. Within just a few years, the DMCC Coffee Centre has become an important hub for global coffee producers and buyers. More than 100 different coffee varieties from Africa, Central and South America and Asia have been traded through the Coffee Centre to date. In total, the Coffee Centre has processed more than 11,500 metric tonnes of green coffee – including African specialty varieties and processes – with an estimated annual trade of USD 100 million.

The Centre's extensive sourcing footprint and significant trade volumes enable us to focus attention on supporting the trade at a crucial moment and help African coffee traders reach global markets.

Over the years, the Centre has played a significant role in linking the growing consumer markets in the Middle East and Europe with Africa's major coffee producing countries such as Ethiopia, Uganda, Rwanda and Kenya. These linkages in turn help create new trading opportunities for all stakeholders in the coffee value chain.

### **Quick Setup for Coffee Businesses**

African coffee businesses looking to capitalise on these advantages will benefit from DMCC's extensive range of business services, access to a thriving community of relevant stakeholders and unmatched networking opportunities for traders and entrepreneurs aiming to expand their businesses.

Commodity producers can store merchandise, engage with suppliers and manufacturers and network with

industry peers at the DMCC Coffee Centre – all while benefitting from cutting-edge solutions and tax-friendly policies.

Setting up business operations within DMCC is also quick and easy. As one of the most interconnected and fastest growing free zones, DMCC is able to expedite registration, licensing and permits, and a dedicated team helps businesses throughout the entire setup process, so trading can begin almost immediately.

### **Support for the African Coffee Industry**

As DMCC looks to further support the African coffee industry, these benefits are being made available to players at every level of the value chain. African coffee businesses setting up at the DMCC Coffee Centre will be supported in a number of different ways.





“ ... the Coffee Centre has processed more than 11,500 metric tonnes of green coffee including African specialty varieties and processes with an estimated annual trade of USD 100 million. ”

The Centre’s deep technical capabilities enable producers to directly ship green coffee to Jebel Ali, where it can be cleaned, stoned, repackaged and re-exported to 10 different export destinations around the world, all within a matter of days. Licenses and other paperwork are expedited, either using our own infrastructure or by way of access to a global network of stakeholders.

Data, analytics and market intelligence is regularly available to member companies within DMCC, thanks to our teams’ hands-on efforts in liaising with Dubai Customs to create new trading opportunities. Moreover, the role of Dubai as a global commercial and technology powerhouse enables companies within DMCC to find innovative solutions to business challenges within an established trading ecosystem.

Finally, as a free zone, DMCC benefits from trading policies and tax-friendly

incentives that appreciate the economic contribution of companies in these special business areas.

### **Stronger Trade Ties to Combat Industry Volatility**

Africa and the Middle East region share a centuries-old synergy and coffee has been at the centre of that connection. Coffee beans are thought to have originated in Ethiopia, but it was on the Arabian Peninsula that they were first roasted and brewed into a hot beverage. This relationship has shaped the global coffee industry, influencing cultivation practices, trade routes and cultural exchanges – while leaving a lasting mark on both cultures.

Together with AFCA, we hope to leverage those ancient ties for the benefit of the region. We have already begun preparing for the next AFCA meet in Ethiopia in 2024, where we plan to showcase the exceptional services and offerings

that DMCC brings to Africa’s coffee industry.

By strengthening direct trade connections between the two markets, DMCC and AFCA will enable producers to bypass intermediaries, ensuring fairer prices and greater transparency, while enhancing farmer livelihoods, and empowering African coffee-producing communities.

Today, the coffee market in the Middle East and Africa is growing at 7.5% annually, nearly double the world figure of 4.65%. With Dubai as their gateway, African fine coffee producers have an unmatched opportunity to reach these and other consumers around the world.

# ETHIOPIA TO HOST THE INTERNATIONAL WOMEN'S COFFEE ALLIANCE CONVENTION OCTOBER 2023

## 20 Years Of IWCA: Power of the Past, Force of the Future

The International Women's Coffee Alliance (IWCA) Convention is coming to Africa, Ethiopia with the theme; 20 Years of IWCA: Power of the Past, Force of the Future. The IWCA Ethiopian chapter, Women in Coffee Ethiopia, is excited to host this event and welcome the global coffee community "BACK to Origin."



**A**s a global organization, IWCA facilitates opportunities for members of its global chapter network, representing 33 countries, to develop and hone professional skills that foster advancement, empowerment, and sustainable livelihoods. Experiences can range from lectures at industry events, to online webinars, and hands-on technical training.

In 2017 the Women in Coffee of Ethiopia signed a chapter MoU joining this dynamic network and ever since has been working as a driving force in the development and implementation of capacity-building activities for women in the coffee value chain, all while working closely with the Ethiopian Coffee and Tea Authority.

In Fall 2022, the IWCA board and staff met to create a five-year strategic plan focused on continued organizational growth. The strategy developed focuses

on four impact pathways to guide growth efforts, one being impactful programs for chapters that will address key challenges facing women in the value chain and increase collaboration with other organizations to maximize the impact of chapter programs.

The IWCA Convention in Ethiopia will bring together members from around the globe and is a wonderful opportunity to engage with chapter leaders and learn more about the important work they are accomplishing in coffee communities. The IWCA Ethiopian Chapter is excited to welcome attendees to the "Land of Origins", the home of "Lucy", and origin of Arabica Coffee, where coffee is not only a social drink, but a lifestyle. The event will take place October 16-22 at the Skylight Hotel in Addis Ababa and feature an immersive multi-day program with engaging discussions, coffee cuppings, origin trips, and more. The IWCA convention package

has been designed so you can make the most out of your trip and take home the experience of long-standing coffee culture and tradition of Ethiopia.

The opening day of the convention will be attended by high-level officials welcoming IWCA Chapter members, Board, and coffee industry professionals with a dinner reception. In a country known for its hospitality and coffee culture, be prepared to experience the traditional coffee ceremony around a circle and share best wishes for the opening of the Convention. Day two will continue with high level panel discussions on critical topics including the Role of Women in Coffee Value Chain Study Findings and Recommendations, Coffee & Climate and Digitization of Payments in Coffee supply Chain.

Ethiopia is popularly known as the birthplace of coffee with the folklore of Kalid and the dancing goat in the forests of keffa. The rich, fruity, and



floral coffee from the highlands of Ethiopia is revered by coffee lovers around the world. If you haven't had a chance to taste coffee from the most popular regions in Ethiopia this is your chance. Even more, the IWCA Ethiopian Chapter is excited to host global chapter members for a special cupping session where attendees will have the opportunity to taste the range of flavors that coffee has to offer from around the world. If you are a coffee buyer, roaster or café owner that is looking to make connections with value chain actors in the industry that share your values, this cupping session is where you want to be.

On day 3 of the convention IWCA chapters will showcase their coffees and brew samples at a special exhibition. The convention expects to receive many buyers, coffee experts, traders, and coffee lovers from around the world and provide a space for the industry to come together celebrate the contributions of women in coffee around the globe. Chapters will showcase different traditional brewing styles

and coffee cultures reflecting the role of women in the industry. Visitors will also get a chance to experience authentic "Jebena Buna" by women selling street coffee in Addis Ababa.

A visit to Ethiopia is not complete without a visit to a coffee farm and the IWCA Convention has coordinated an experience that will delight all coffee lovers. Attendees will have the opportunity to visit 3 popular coffee growing regions and experience the forest mountains of southwestern Ethiopia that birthed the folklore of Khalid and the dancing goat. Visits to coffee plantations and processing stations during the coffee-picking season of October will offer the liveliest scene of the day-to-day activities of the local coffee community.

If you would like to stay back and take in the city scene of Addis Ababa, a city tour package will also be available. Take a deeper dive into the regional culture with visits to museums and traditional music and dance performances. The closing day of the IWCA Convention will provide

a space to share so many stories and experiences. Followed by a closing dinner reception with high officials present and a farewell traditional coffee ceremony.

We welcome you to create a memorable experience and engage with industry peers to push the vision of women and coffee forward. Women's Contribution to the global coffee industry is undeniable, with more than 70 % of the work from the farm to cup being carried out by women. Platforms like the IWCA Convention are where important conversations take place and significant concerns are raised to engage the global coffee industry in the arch towards a better future for women in coffee. Don't miss this opportunity to connect with coffee sisters globally and show your support for women in coffee. We welcome you back to your origin, Ethiopia!

Follow the IWCA Ethiopia Chapter and IWCA Global on social media for the latest information on registration and sponsorship opportunities.

**Women in Coffee Ethiopia Office:**

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# PARTNERSHIPS FOR AFRICAN COFFEE: ITC'S COFFEE GUIDE AND 'ALLIANCES FOR ACTION'



[Standfirst] ITC's Coffee Guide, fourth edition, is being leveraged as a tool for growth and transformation by coffee producer communities worldwide. Find out more about latest updates, what's in store and how it all connects to ITC-Alliances for Action's wider work in coffee.

**H**ave you heard of the International Trade Centre's Coffee Guide, 4th Edition? For many in the coffee industry, it's a go-to reference. Since it was first published in 1992, it has been a starting block for thousands of producers, traders, roasters and basically anyone wanting to get a foot in the coffee sector. Today, it's also become a tool for Africa's coffee sector.

When it comes to coffee, there's a wealth of literature available. What makes ITC's Coffee Guide stand out is its comprehensive coverage of topics, and its practical approach as a tool and reference. Released in 2022, the latest fourth edition has held onto these qualities while going to new lengths to make it as inclusive as possible of coffee producing communities.

This inclusive approach doesn't just stay on the page. ITC's Alliances for Action initiative is a sustainable agribusiness approach

that leverages partnerships for sustainable food systems. It does this through partnerships that cultivate ethical, climate-smart, sustainable agricultural value chains. The fourth edition of the Coffee Guide was co-created following Alliances for Action's collaborative approach and objective of a sustainable transformation of global food systems.

In coffee, Alliances for Action is working with various donors and regional and local partners in Ethiopia and West and Central Africa to help build a more sustainable coffee industry that adds value at origin and promotes local consumption and the establishment of regional coffee value chains.

## **Making key industry knowledge accessible to the birthplace of Arabica**

'Last year, we earned \$1.4 billion in coffee exports alone, an unprecedented amount. The

backbone of this success is our smallholder coffee farmers, and we must give back to them.' This statement was made by H.E. Dr. Sofia Kassa, State Minister for Ethiopia's Ministry of Agriculture at the launch of the Coffee Guide in Addis Ababa, Ethiopia, last month. It explains in a nutshell why ITC partnered with Ethiopia's Coffee and Tea Authority (ECTA) to translate the Coffee Guide into Amharic and make its contents available to a country that is home to approximately 2.2 million coffee farms and more than 120 million coffee consumers.

The coffee sector in Ethiopia represents millions of livelihoods, a quarter of its export earnings and the country consumes half of what it produces. Regional trade, value addition at origin, digitalization, knowledge sharing, and green practices are some of the transformative solutions that we can leverage to help it rise to its rightful place in the global coffee sector. The Coffee Guide explores these



solutions and other crucial sector topics. It offers insights and practical pointers how coffee sector stakeholders can adapt to a rapidly changing sector, increase resilience, build effective business strategies and step towards sustainable growth.

The Amharic translation is a first in the history of ITC's Coffee Guide, and a step towards actively targeting and including coffee stakeholders from across the birthplace of coffee and the world's fifth largest coffee producer. It pays tribute to Ethiopia's coffee sector and will play an active role in education and knowledge sharing there. The ECTA will integrate the Coffee Guide in its capacity building and training curricula, using it as an education tool to increase the competitiveness of smallholder coffee farmers throughout Ethiopia's unions and cooperatives.

This accompanies ITC's work in Ethiopia with its local coffee sector partners in the framework of the Netherlands Trust Fund V

programme, funded by the Ministry of Foreign Affairs of the Netherlands. The programme seeks to improve the competitiveness of livelihood farmers and agribusiness small firms in the coffee sector with a focus on digitalization. The agribusiness component is led by ITC's Alliances for Action, with the aim to generate sustainable sourcing partnerships in coffee. The focus is to build alliance platforms for enhanced market linkages and sales, whilst building capacity of small enterprises and producer cooperatives.

### **A collective push for African Robusta and value addition at origin**

We know that smallholder farmers and small firms are the foundation of sustainable food systems in African, Caribbean and Pacific countries. Yet many lack the opportunities to diversify, add value and compete in domestic, regional and global markets.

ITC's Alliances for Action offers micro-level interventions through the EU-OACPS funded ACP Business-Friendly Programme, promoting inclusive and sustainable agricultural value chains in areas such as coffee, cocoa, cotton, and kava. Adding value to products and promoting local consumption can help create economies of scale and empower agribusiness communities, allowing farmers and their families to thrive.

The project draws on a holistic approach, working both at the farm level and on building artisan skills like chocolate-making, coffee roasting and even barista techniques. Building up these sustainable production practices will help farmers absorb economic shocks as well as help attract investments.

In coffee, ITC has joined forces with ACRAM, the African agency for the promotion of Robusta coffees from Africa. Together, they aim to

support producers, cooperatives and companies in the sector to promote Robusta coffee as both a viable export product, and a high-quality, differentiated product.

There is an intentional focus on engaging youth to renew the workforce in Africa's coffee sector. The joint work supports the integration of young people into coffee growing through programmes that allow young people to set up a coffee farm of three hectares in three years. Trainings on sustainable production and post-harvest processing methods are also being rolled out, to improve both productivity and quality in an efficient way.

Alongside this farm-level approach, there is a big focus on promoting value addition and local consumption. This involves training young people on coffee roasting, barista skills and coffee business management, and participating in international trade fairs and coffee events to enable new market linkages. An important objective is to build regional value chains and markets to place African products in Africa, as well as internationally.

### **The Coffee Guide explained**

Peter Giuliano, Executive Director of SCA's Coffee Science Foundation, recently endorsed the Coffee Guide with an encouraging vote of confidence:

"Now in its fourth edition, the guide gives a comprehensive, detailed overview of coffee trading, in an easy-to-read format. It's absolutely essential to have on the bookshelf for any coffee producer, miller, trader, buyer, or roaster. And, since it's available in so many languages, it really helps give coffee producers market information, which is a powerful thing."

Concretely, the Guide will enable you to:

- Access latest coffee data, trends and policy perspectives
- Dig deeper into the coffee sustainability framework
- Understand the complex world of futures in trading
- Explore the nuances of coffee quality from seed to cup
- Have most information about coffee in one place, online
- Own a reference publication informed by industry experts
- Own a useful and free industry tool in a choice of 4 languages

Its contents are now available in Amharic, English, French, Portuguese and Spanish. These are languages that represent communities from coffee growing countries across Sub-Saharan Africa and Latin America, and soon also Ethiopia. This is a milestone in terms of making coffee knowledge accessible to coffee producers worldwide.

The Coffee Guide builds on the collaboration with more than 70 coffee industry experts and organizations from across the globe, from seed to cup. Vanusia Nogueira, Executive Director of the International Coffee Organization, personally contributed to it during her time as Executive Director of the Brazil Specialty Coffee Association, and continues to endorse it today:

“For ICO, it’s very important to be included in inclusive initiatives. From producers to consumers, people need to be educated. For this guide, we changed the name and removed the word ‘exporters.’ The guide is accessible to everybody, across the value chain, and we’re proud to be a part of that.”

Translations have been facilitated through global partnerships for knowledge sharing with international, regional and national coffee actors such as the Latin American and Caribbean Network of Fair Trade Small Producers and Workers (CLAC), the International

Coffee Organization (ICO), the Brazil Specialty Coffee Association (BSCA), the Agency for African and Malagasy Robusta Coffee (ACRAM) and Ethiopia’s Coffee and Tea Authority (ECTA).

### What’s next?

To build upon the collaborative, co-creation process of the fourth edition of the Coffee Guide, ITC formed the Coffee Guide Network, convening the global network of contributors to the Coffee Guide to deepen and advance knowledge. The Coffee Guide Network exists to share and forward current knowledge within the coffee sector to help it move forward sustainably.

The Coffee Guide Network is focused on three research initiatives in 2023.

First, in collaboration with members of the ICO Coffee Public-Private Task Force (CPPTF) and with support of the European Commission DG INTPA F3 and ITC Trust Fund donors, it’s working on a public, web-based tool that maps the current sustainability initiatives in the coffee sector. This interactive tool will allow users to see who is doing what and where, in relation to sustainability investments in the coffee sector. The map will help decision-makers understand overlaps, gaps, and opportunities in investment to allow for a better focus of future investment, open opportunities for collaboration, co-investment, and knowledge sharing. You can add your organization’s sustainability investments by completing the form

at this link: <https://form.jotform.com/230542717349054>

Second, a Circular Economy Working Group is currently operating to understand and promote the concept of circularity in the coffee sector. A Circular Economy model for the coffee sector implies a systemic and humanity-centered approach aiming to deliberately maximize value creation throughout the coffee value chain processes. In collaboration with Lavazza, ICO, and the Italian university Politecnico di Torino, the working group is gathering case studies and proposing a definition of Circular Economy for the coffee sector.

Finally, the network is updating the market data that was a valuable highlight in the Coffee Guide. The aim is to produce reliable, neutral statistics for historical crop years reflecting how coffee is traded today. The Coffee Guide, fourth edition, proposes three market segments: standard, premium, and specialized. This allows for cross comparison by country, region, and globally. The data will be published annually at ITC, and will enable informed trade, commercial, investment, funding, and policy decision-making with market insights based on historical data.

The results of all these initiatives will be accessible on a digital Coffee Guide space – coming soon. You can get in touch with ITC’s Coffee Guide Network Coordinator, Katherine Oglietti: [KOglietti@intracen.org](mailto:KOglietti@intracen.org).



Download your free copy of The Coffee Guide and join our newsletter for updated information: <https://intracen.org/resources/publications/the-coffee-guide-fourth-edition>

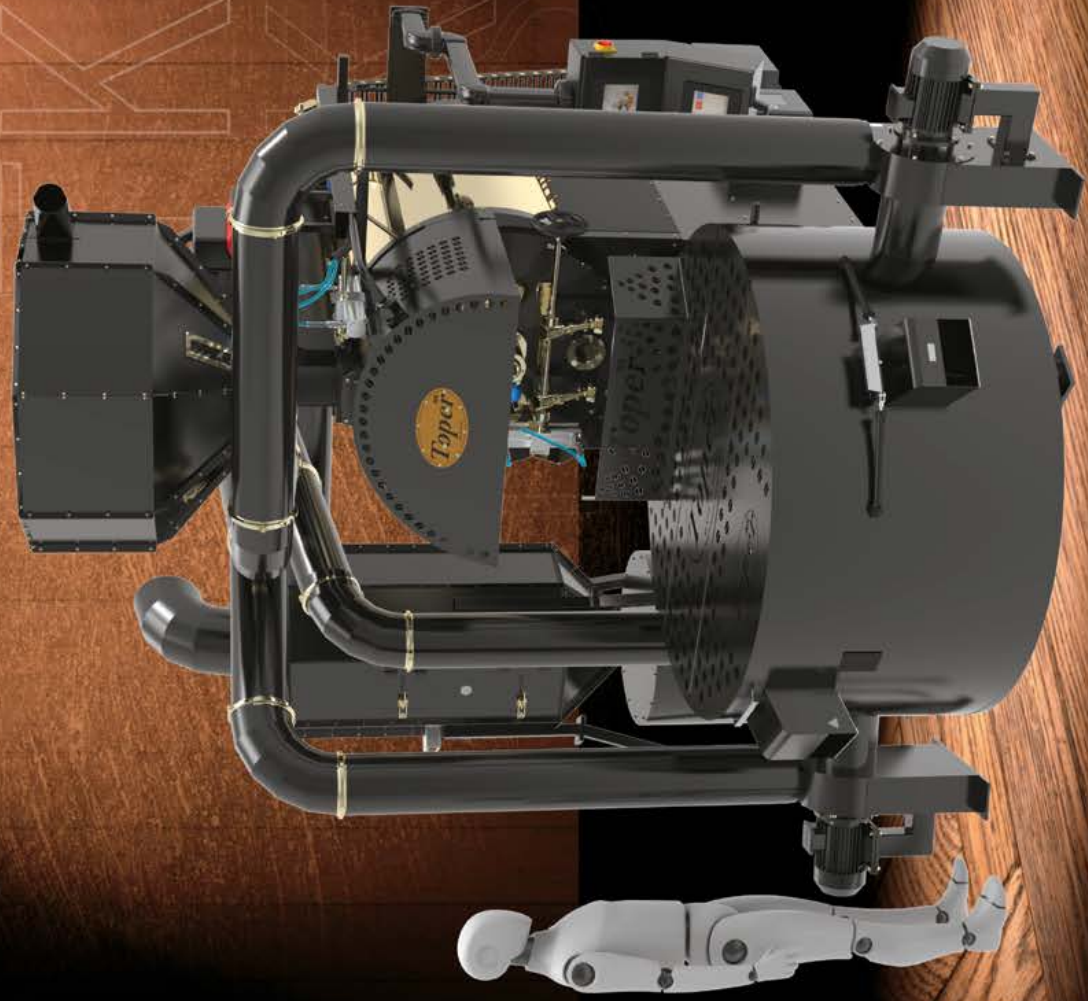
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# BECAUSE PEOPLE DESERVE PROSPERITY: THE IMPACT OF HRNS IN UGANDA



With Uganda's rich fertile soils and high agricultural potential, it comes as no surprise that 70% of the population is engaged in the agricultural sector. Around 1.7 million smallholders grow coffee which emerges among the nation's main cash crops. However, rural smallholder families face an array of challenges that warrant the support of those of us dedicated to livelihood improvement and agricultural sustainability.

## **Challenges Faced by Smallholder Families in Uganda's Thriving Agricultural Sector**

Smallholder families have limited access to extension services, which deprives them of valuable knowledge regarding Good Agricultural Practices (GAPs). Consequently, agricultural productivity is hindered, and

crops are more susceptible to the impacts of climate change such as increased incidences of pests and diseases and substantial post-harvest losses.

Smallholders also lack access to markets due to their position in the value chain. Although farmer organizations provide services like bulk marketing and value addition, many of them are poorly governed with minimal women and youth representation. The next generation also struggles to have a voice due to limited land access and startup capital. Consequently, many young people migrate to urban areas where they usually end up in informal and often precarious employment situations.

Furthermore, the structure of most families is patriarchal which can mean that women's involvement in household decisions, and budget planning is restricted. Additionally, imbalances in domestic and farm labor distribution

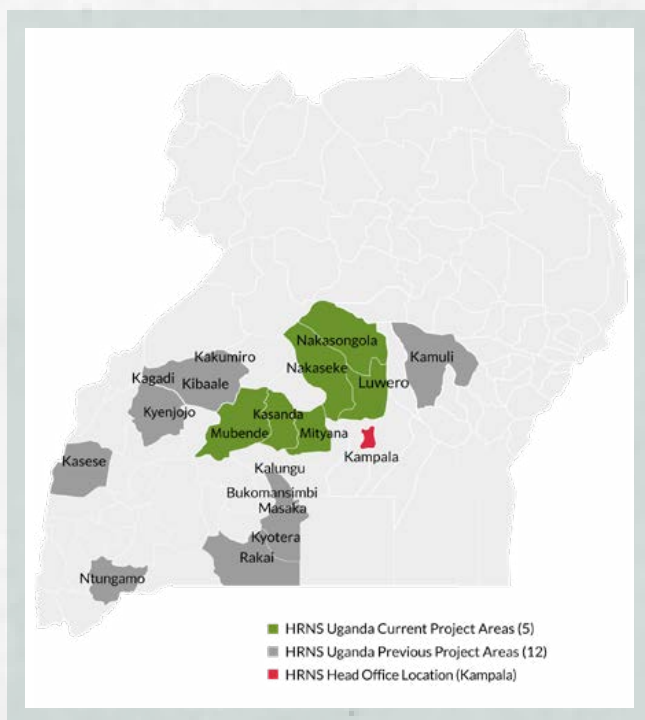


make women less likely to access training and other opportunities due to their heavier workloads. This not only limits women's overall development but the development of their families and communities.

### Empowering Smallholder Families through Innovative Approaches

To address this situation, since 2005, Hanns R. Neumann Stiftung (HRNS) Uganda and its partners have worked across 18 districts, supporting over 80,500 smallholder families to shape their lives in an informed and self-determined way. Their approach combines the development of advanced agricultural practices, appropriate farm and household management strategies, adaptation to climate change, and member-oriented farmer organizations. Gender equality, intergenerational dialogue and skills development for young people are also vital in all HRNS activities.

### HRNS Uganda Current and Past Project Areas



### Contributing to the Ugandan Government's Development Strategy

HRNS Uganda is actively working to increase household income and improve the quality of life for smallholder farmers, in alignment with the Ugandan government's Third National Development Plan (NDP III). With a focus on sustainable farm management, HRNS provides training that goes beyond increasing productivity, aiming to enhance livelihoods. By promoting gender equality and joint planning and decision-making - especially regarding farming investments, smallholder families achieve greater progress.

Additionally, HRNS supports the establishment and development of cooperatives to improve the

commercialization and value addition of agricultural products. This not only increases the competitiveness of smallholders' coffee but also provides access to essential services, finance, inputs, and markets through cooperatives. HRNS' emphasis on value addition aligns with one of the priorities of the NDP III, which focuses on improved commercialization of agricultural products and agro-processing.

In line with the NDP III's objective to address low gainful employment among youth, HRNS' training programs include strong business and financial literacy components. By equipping young individuals with entrepreneurial skills, HRNS promotes employment and entrepreneurial opportunities in the agricultural sector and the micro-business sector. This is particularly crucial in Uganda, where the challenge of low gainful employment is prevalent among the country's young population.

Moreover, HRNS directly supports the government's NDP III objective of enhancing the utilization of natural resources and promoting sustainable development in Uganda's agricultural sector. We contribute to this by providing training on climate-smart adaptation practices and promoting the sustainable use of natural resources among thousands of smallholder farming households. This ensures environmental sustainability and the sustainability of agricultural practices.

### Empowering over 50,000 Rural Youth in Mityana and Kasanda

In Mityana and Kasanda districts, HRNS Uganda in partnership with Action 4 Health Uganda (A4HU) and Whave Solutions are currently engaging over 50,000 rural youth (aged 15 to 30 years) through a project called "TeamUp Uganda". TeamUp Uganda is an innovative approach to development cooperation to reach better, more sustainable results for more people. Together with the German Federal Ministry for Economic Cooperation and Development (BMZ), HRNS as well as two other German foundations Deutsche Stiftung Weltbevölkerung (DSW) and Siemens Stiftung are collectively aiming at improving the prospects of youth in rural areas of East Africa.

This initiative focuses on three key areas agriculture, water, and health. HRNS Uganda has reached over 6,000 youth with education on innovative and climate-smart farming practices for coffee and seasonal food crops. In addition to agronomic skills, HRNS Uganda focuses on business and entrepreneurial skills development while promoting gender equality and the benefits of joint household planning and decision-making for young couples. A4HU and Whave Solutions provide young people with opportunities to acquire knowledge and resources in areas such as sexual reproductive health and rights, family planning, HIV/AIDS, as well as access to clean water, adequate sanitation, and hygiene. So far, TeamUp Uganda

has achieved positive results demonstrated in the below infographic (results since April 2021.)



### Impacting over 5,000 Smallholder Families in Luwero, Nakasongola and Nakaseke

Across Luwero, Nakasongola, and Nakaseke districts, HRNS Uganda is reaching over 5,000 smallholder families and 12 cooperatives representing 218 producer organizations through a climate change-focused project. The project is funded by International Coffee Partners (ICP), the Swedish International Development Agency (Sida), and the initiative for coffee&climate and is complemented by another project (Global Climate Change Alliance Plus Project) which is funded by the European Union and the Food and Agricultural Organization (FAO).

The project's objective is to improve the livelihoods, gender responsiveness, and climate resilience of coffee-dependent households and youth. HRNS collaborates with local stakeholders to develop and implement climate change adaptation and mitigation actions, including training on climate-smart practices, agrochemical safety, financial literacy, and record keeping. Farmer Field Schools (FFS) and demonstration plots are established for learning purposes. We also provide gender sensitization training to cooperatives, leaders, extensionists, and youth couples hosting demonstration plots. This equips them with the skills to incorporate gender-responsive approaches in their roles.

The twelve cooperatives are also supported to develop and implement Cooperative Improvement Plans (CIAPs) to address identified gaps. So far, membership in the cooperatives has increased from 2,940 in 2020 to 4,052 in 2022. Women participation in the cooperatives has also increased by 32% from 2020 to 2022 (983 to 1,305).



Other positive results include the increased adoption of at least 50% Good Agricultural Practices (GAPs) from 1% in 2021 to 30% in 2022. Additionally, 62% of the FFS that were set up established Village Saving and Loans Associations (VSLAs) and 79 sampled VSLAs accumulated an average saving of about 57,201,600 UGX (14,300 Euro).

### Partner with HRNS Uganda to Make Rural Prosperity a Reality

Through HRNS Uganda's projects, the organization takes a comprehensive approach to improving the livelihoods of smallholder families. HRNS focuses on key areas such as youth empowerment, climate change adaptation and mitigation, family business support, organizational development, and gender equality. With a presence in eight countries worldwide, including Guatemala, Honduras, Brazil, Indonesia, Uganda, Ethiopia, Tanzania, and Germany, the foundation is committed to creating a meaningful impact on a global scale.

HRNS Uganda is dedicated to collaborating with government ministries, local district governments, NGOs, CSOs and other stakeholders to foster prosperous smallholder families, empower future generations, promote employment and employability, build thriving rural communities, and create sustainable landscapes. To achieve lasting change, HRNS recognizes the need for a holistic approach that addresses the multifaceted challenges faced by rural communities. You are invited to join HRNS in their efforts to make rural prosperity a reality.

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# A COMPANY CHALLENGING THE STATUS QUO BY UGANDANS, FOR UGANDANS

Source: Jjumba Martin Description: Mount Elgon, Uganda

## Transforming Ugandan Coffee Production

In 2017, Mountain Harvest set out to produce quality coffee with high impact for the sake of smallholder farmers' livelihoods. Recognizing the untapped potential, they aimed to challenge the prevailing perception that Ugandan coffee was of low quality and lacked consistency from year to year. The world wanted to work in the Pearl of Africa because of the rich potential and amazing people, seeking a partner that could bring innovative coffee qualities with robust impact in a uniquely Ugandan voice. But we are faced with an underdeveloped coffee sector in comparison to Uganda's neighbors, unsustainable commodity prices to smallholder farmers, opaque business practices with little transparency and accountability, and a lack of impact driven services to meet market demands. Mountain Harvest set out to change this as a new agent of innovation and impact.

Mountain Harvest's mission is to challenge the status quo of Ugandan coffee production, envisioning a more sustainable and equitable

future for all in which smallholder farmers of Uganda are thriving, not just surviving. In a value chain with complexity at every stage, Mountain Harvest believes in being the trusted agent of change, bringing forth vertical integration of impact through shared values:

- Community-centered and locally led innovations through a uniquely Ugandan voice.

Mountain Harvest believes in being the trusted agent of change, bringing forth vertical integration of impact through shared values



▲ Mountain Harvest Quality Manager, Nathan Kotaki, performs a coffee cupping to gauge the quality of growers' harvest at Uganda headquarters in Mbale. Source: Jake Lyell:



▲ Women-led savings group in Sipi region of Mount Elgon conduct a meeting.  
Source: Jjumba Martin



▲ Members of Bufuma cooperative society have a meeting with Kenneth Barigye, MD Mountain Harvest at their drying shed in Bufuma.  
Source: Jjumba Martin

- Promise of price transparency, product traceability, good conduct, and accountability to all stakeholders.
- Deserved excellence for all, by all.
- Constantly learning, constantly improving.

### No man is an island – a new value chain through shared values

Mountain Harvest set out to produce excellent coffees and sell it at higher prices, but realized they needed to be so much more to bring the change needed for the Ugandan coffee industry. They have become an advocate for the buyer, the farmer, the Ugandan coffee professional alike because they understood if we do not all succeed, we in fact all fail.

Now, Mountain Harvest is a green coffee exporter, producer, and farmer service provider dedicated to consistent and innovative specialty coffee from Uganda, transparent and reliable services from a Ugandan-owned company, direct relationships between buyers and communities to improve terms of trade, resiliency building of the farmer and farmland through regenerative agriculture and business practices, and the modernizing of Uganda coffee trade by being a research, data, and education centric company.

### Celebrating our shared successes

With 5 years under their belt, Mountain Harvest has been able to:

- Transform an 80 SCA point supply chain into a consistent 84+ volume supply chain through farm-based quality training and integration of innovative processing techniques.
- Integrate a suite of farmer services uniquely responsive to the challenges smallholder farmers face to bring forth the coffees the market demands - implementing projects focused on income diversification, financial literacy, and regenerative agricultural practices.
- Pay farmers 30% above the market price published by Uganda Coffee Development Authority, with our 2023 season landing at 40% above the published price.
- Place coffees consistently in competitions each year, bringing home first place in the Best of the Pearl Competitions of 2020, 2022 and 2023.
- Launch a fully in-house managed microfinance program in 2022, lending small loans to 850 farmers.
- Design an education program for recent agronomy graduates through a yearly internship that has trained 60 students in 3 years.

- Grow from one origin of Mt Elgon to three – Mount Elgon, Rwenzori, and Kisoro.
- Launch a gender inclusion strategy, taking us from 13% women within our supply chain to 50% women.
- Extend services typically provided for farmers alone to the often forgotten hand sorters.

Mountain Harvest does none of this alone. Through strategic partnerships, Mountain Harvest celebrates its shared successes with the nonprofits, agronomists, journalists, processing experts, roasters big and small and more that have contributed to Mountain Harvest's vision towards a more sustainable and equitable future for Ugandans within the coffee sector. Because, as Mountain Harvest claims, their success is all our success. Join Mountain Harvest in their vision for a more sustainable and equitable future for us all.

**Share in the Journey:**  
[www.mountainharvest.com](http://www.mountainharvest.com)  
 Request Samples:  
[info@mountainharvest.com](mailto:info@mountainharvest.com)  
 Follow - @mountain.harvest

# 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. 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.



- Members participate with AFCA in International specialty coffee related events such as SCAA, World of Coffee, 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.

## 3. Members have exclusive access to the AFCA Taste of Harvest

Competition and Coffee Marketing 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

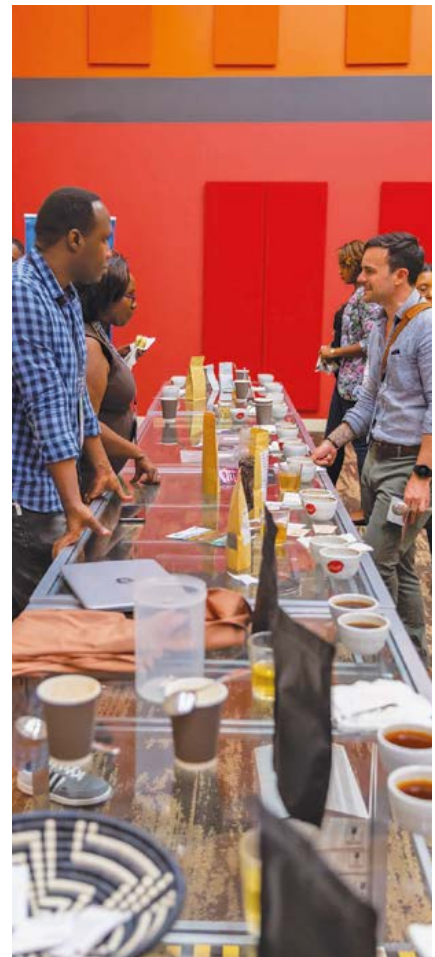
**5. Keep up with the Coffee news and coffee updates across the world** using our detailed World Coffee Calendar of activities.

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



## MEMBERSHIP FEES

- 1| Annual Membership: **US\$ 500**
- 2| 3 YEAR 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)



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