

AFRICAN

FINE COFFEES

REVIEW MAGAZINE

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NEW AFRICAN
COFFEE BREEDING
HUB IN RWANDA

BEYOND THE COFFEE
BEAN: A FAIR TRADE
INITIATIVE

STRONG BLACK
COFFEE: PHYLLIS
JOHNSON'S TAKE

AMIR HAMZA

TANZANIA COFFEE BOARD

**POLICY CHANGES IN TANZANIA'S COFFEE INDUSTRY &
DOMESTIC CONSUMPTION AS THE FUTURE OF AFRICA'S COFFEE**



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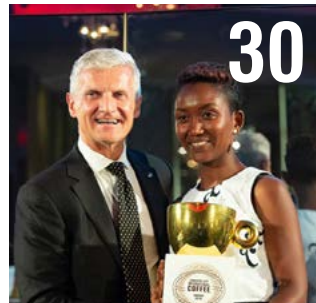
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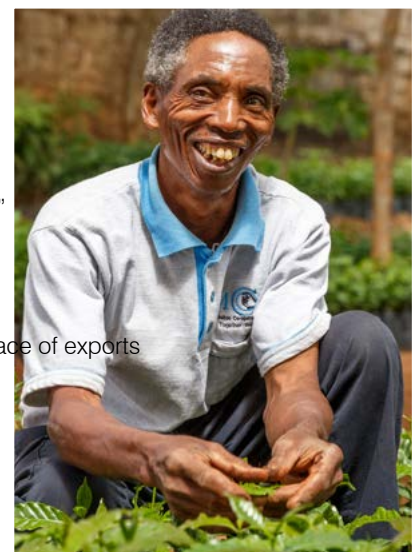
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A WORD FROM THE **EXECUTIVE DIRECTOR**



AFCA welcomes you Kigali.

The 17th AFCC & E, is packed with world renown speakers and guest and provides a modern facility for the exhibition. We hope each delegate with actualize the business potential that is inherent in the marketing platform. Please join us in the various specialized programs on offer, including the Sustainable grower's program, Sustainability day, IWCA Breakfast meeting, the WCR breeding hub launch, various trainings and social events.

Coffee year 2018/19 is expected to be the second consecutive season of

surplus, as global output, estimated at 167.47 million bags, exceeds world consumption, estimated at 165.18 million bags. This excess in supply continues to put downward pressure on prices. International coffee prices touched a 57- month low in August 2018, continuing a downward spiral. Even though the prices recovered marginally, the prices have remained low to-date. We have reviewed the market situation and have an in-depth article on the same in this issue.

The World Coffee Producers Forum, which was held in Colombia in July 2017, has continued to offer an alternative solution to the persistent low prices. With Brazil and Colombia taking lead, producing countries are now seeking alternative solutions to what has been an inexplicable poor pricing mechanism, which threatens the sustainability of coffee production. A number of African producers, have conducted studies on the Economic Viability of Coffee Farming. Join us at the AFCA Policy dinner discussions as we review the measures put in place to support the coffee farmers.

After the East African Coffee Renaissance meeting in 2015 held under the umbrella of the AFCA and World Coffee Research (WCR), we celebrate the establishment of the East African Arabica Coffee breeding hub hosted in Rwanda. It is the

second breeding hubs after the first one located in Central America. The Breeding Hub serve as centralized locations for countries in each region to access breeding populations, expertise, and materials that can be utilized to create new coffee varieties for the benefit of local producers in each country or region. The hub is expected to generate the next generation of coffee varieties that will be adapted to various growing conditions in Africa and sustain the industry's genetic and breeding pools. We acknowledge WCR effort in venture.

The AFCA Secretariat moved into its new home on 1 st March 2018, marking one of the key milestones in the growth of the institution. With the hiring of the Chief Operations Officer, AFCA has put in place a number of exciting coffee programs, trainings and domestic consumption conference.

Finally, AFCA is honored to partner with NAEB, the official host sponsor. We are proud of the sponsors who have teamed up with AFCA to deliver this excellent event. Our warm gratitude to Rwacof Exports Ltd, Fairtrade Africa, Rain Forest / UTZ, Ecom Coffee/ C Dormans, Spedag Interfreight, Bollore Logistics, Tracon Trading Plc and Sustainable harvest, who have contributed to the success of this conference.

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Tanzania Coffee Board

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WRITERS' PROFILES



Phyllis-Johnson

An agent for empowering women in coffee and a heart for Africa, Phyllis Johnson has spent 20 years of her career as a green coffee importer and wholesaler of roasted coffee. She and her husband Patrick started BD Imports, a US based company in 1999. Her company was the first buyer to several African women coffee entrepreneurs.



Agapeters Kubasu

Kbasu is a sustainable development expert with over 9 years' experience working with smallholder farmers in Sub Saharan Africa. Previously worked as sustainable standards auditor for Rainforest, UTZ certified, café practices and Cotton made in Africa. Currently, engaged as Member and Partnerships Manager for Eastern and Central Africa Network supporting coffee producers.



Christine Condo

As the East Africa Regional Director, Christine leads all program activity for Sustainable Harvest®-Rwanda. Prior to joining the Sustainable Harvest® team, Christine worked with ACIDI/VOCA on a USAID project, with Fair Trade USA, REDI (Rwanda Economic Development Initiative), and Root Capital. She has invested the past 14 years in her passion: transforming the lives of people in the rural sector, especially through women's economic development.



Philip Schluter

Having grown up in Kenya, Philip has a passion for the East African region.

He sees specialty coffee as an effective way to create real and sustainable value in the rural economy across the region.

With 25 years in the coffee industry, he now heads up the Specialty division of Olam coffee in Europe, based out of Liverpool, UK.



**Thank you
to all our
contributors**



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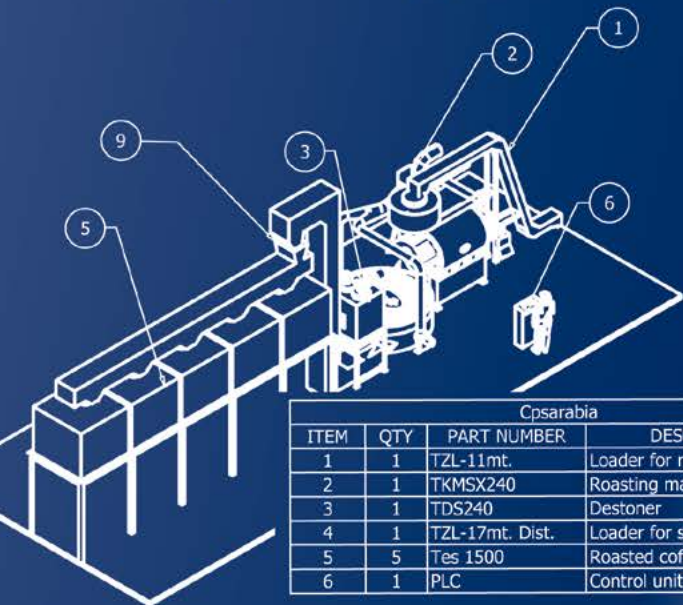
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POLICY CHANGES IN THE TANZANIA'S COFFEE INDUSTRY & DOMESTIC CONSUMPTION AS THE FUTURE OF AFRICA'S COFFEE

Meet Amir Hamza, Acting Board Chair, Tanzania Coffee Board & Chairman and CEO of Amir Hamza (T) Limited the owner of the largest Coffee Soluble Plant in East & Central Africa.

We meet up with Amir Hamza at the Mutukula, the Uganda Tanzania Border. We then drive down to Bukoba. Amir shares hilarious stories with us on our 2 hour trip down south. He and his plant manager Ayub tell us about the history of the area, the Idi Amin invasion and local delicacies: roasted grasshoppers included. The entire interview was conducted in their Amimza Board room.

Thank you for having us Bwana Amir.

1. Who is Mr. Amir Hamza?

He is a Tanzanian who loves his country, he loves his home town Bukoba and he loves coffee.

2. How did you get into Coffee?

My father used to have a coffee farm and my grandmother before World War Two used to deal in coffee here in Kagera Bukoba. When I was in primary school I used to take my father's farm produce, that was coffee, to the primary society in the late 1960's to be sold to the cooperative union. After looking at the hardships of dealing in coffee and harvesting I felt I would need to go into coffee one day to and make life easier for farmers.



3. Tanzania is going through massive reforms in its coffee industry and many people see them as positive reforms that will do a lot to improve the Tanzanian Coffee industry. Can you tell us about them and what the world should expect from these reforms.

The 5th Phase of the Tanzanian Government has done a marvelous job or should I say an excellent job because the Government looked into the life of the poor, small scale coffee farmers. In Tanzania 90% of the coffee is

produced by small holders and the small holders were going through a very hard time. According to the regulations the licensed buyers were to wait for the farmers at the buying post but a lot of middle men who were going straight to farmers and paying for the coffee while still at flowering stage. They would purchase the coffees at very low prices which always left the farmers in a tricky situation.

Now the government has totally banned the direct dealing with the farmers but the farmers should now be under cooperatives umbrella or agricultural marketing cooperative. The farmers will now be required to take their coffee to cooperative

extension officers will also be well trained as we had cases of extension officers who were trained in different crops being brought but having no experience with coffee.

The government has also set aside money for seedling production and distribution to increase the production of Tanzanian Coffee. Our production has been stagnant at around 50,000 tons and there are years when it goes up to 73,000 tons but then drops to 33-32000 tons because of the cyclical nature of production.

The 5th phase government is very serious and looking into it and all these policy changes are going to

and 5 dollars. I have even have had a cup of coffee at 11 dollars.

Yet when you calculate how many cups of coffee are in a kilogram of green coffee you find that it is between 50 – 100 cups of coffee depending on the type of coffee you brew; you find out that 99% of the value of our coffee was ending up in the consuming countries. The producing countries unfortunately were not getting that value here and this is why I decided to look at value addition. The best idea that came to my mind was to build a soluble or instant coffee plant whereby I can do huge production and absorb a huge percentage of the Tanzanian crop.



The producing countries unfortunately were not getting that value here and this is why I decided to look at value addition. The best idea that came to my mind was to build a soluble or instant coffee plant whereby I can do huge production and absorb a huge percentage of the Tanzanian crop.



The government has ordered all the extension service workers not to sit in offices but they should be in the field. The same extension officers will also be well trained as we had cases of extension officers who were trained in different crops being brought but having no experience with coffee.

who in turn can sell the coffee to whoever offers the best price. If they don't get a buyer they can take the coffee to the auction after processing the coffee. To achieve this the government is in the process of ensuring the primary societies are well organized and once this is done, I think, the farmer will get the best price in the history of our country and with this system more N.G.Os and other companies like my company or any other can help farmers through these cooperative boost productivity. The government has ordered all the extension service workers not to sit in offices but they should be in the field. The same

boost the coffee industry as a whole in 3 to 5 years' time with production and prices going up.

4. You currently operate the largest soluble coffee factory in East and Central Africa: What inspired you to construct it?

I have traveled to a lot of countries around the world and wherever I go I usually try to enjoy my cup of coffee in the top and normal coffee shops. While there I try to see the value of our coffees in those countries. I found that in consuming countries you buy a cup of coffee at between 2 dollars

5. Take us through the process, what capacity do you have and what products are available in the market.

The soluble factory we have is spray dried powdered instant coffee so we take the green beans that are cleaned properly, destoned, blown and graded properly. These are roasted to provide one of the best roasting profiles required by our customers and after that the coffee that has been roasted is ground to a size that is acceptable to our machinery. It is then taken through an extractor where we extract the liquor which is of very high

temperature so it needs to be cooled down, filtered and store it. We also do the aroma recovery and a few other processes before spray drying.

With the spray dried powder we blend, take it through a few more processes to create a sustainable product that is acceptable – density wise, colour-wise and flavor-wise according to the customers specification.

We can do 6000 tons per annum which is equalivent to 18,000 tons of green beans and 36000 tons of red cherry. Please note that this excludes

the town, who did what at night or during the day.

6. What legacy do you want to leave for your children and for the Tanzanian Coffee Industry after 26 years of trading coffee as family business?

Firstly for my children, I want them to have one of the best coffee industries if not in the world then in Africa. Also through coffee my grandchildren should be able to take those products to the highest possible level. I hope that they remember throughout history as someone who

addition & domestic consumption and not to depend on green beans trading only.

7. What do you like to do when you are not in the office or in the field traveling?

When I am free I like to study. I believe that one has to be a student from his cradle to his grave so the first chance I get when I am free, I try to study. Any short courses I can get I like to attend them. Even currently I am still studying. On top of this I like to enjoy my coffee and good



Currently we have 4 products, that is: Café Amimza, 50 gram, 100gram, Stick Pack 1.8 grams and Amimza KahawaBora (a roast and ground coffee) which is currently being sipped on the streets of Tanzania and neighbouring countries.



I hope that the Tanzanian coffee industry, the farmers and the processors will know that it is possible for Tanzanians to do value addition in coffee, to prepare a coffee that is ready to drink for the consumers.

our roast and ground market thus we expect to absorb more than 40,000 tons of dried cherry from Tanzania's annual coffee production which is about 20,000 tons of green beans. This is 25% - 50% of Tanzania's total coffee production at any one time.

Currently we have 4 products, that is: Café Amimza, 50 gram, 100gram, Stick Pack 1.8 grams and Amimza KahawaBora (a roast and ground coffee) which is currently being sipped on the streets of Tanzania and neighbouring countries. It is locally called "Gahawa" meaning strong coffee that is consumed by people as they sit on the "jobless" stones or local coffee bars in the morning or evening where they gather all the gossip and rumormongering about what is happening, the news of

started from scratch from my family backyard. I was able with family support to reach where I am today.

Second hope that the Tanzanian coffee industry, the farmers and the processors will know that it is possible for Tanzanians to do value addition in coffee, to prepare a coffee that is ready to drink for the consumers.

Finally, you mentioned I have been in the coffee industry for 26 years and I have gone through all the hurdles in the industry. The coffee industry is very volatile, it rises and it falls, it bankrupts and it make you rich and then it makes you poor. The lesson that I have learn and I have told my children is you need to do value

food. I don't take my food by just swallowing it I like to taste it and as a result I am a very slow eater.

8. What is your daily coffee ritual and how do you take your coffee?

I prefer black coffee when it is filtered or Americano coffee. I usually take it with the bites and prefer to have a local cashuter or haluwa. I have usually like coffee after food, in the morning with my breakfast, at 10 am and lastly at 4pm.

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AFCA TAKES IT'S MEMBERS TO CHINA

This year, AFCA was an exhibitor at the 2018 Hainan International Coffee Congress and High-End Beverage Expo (ICoffeeExpo2018) from the 16th – 18th November 2018. The event was held at the Hainan International Convention & Exhibition Centre, Haikou, Hainan – China. This was the second edition of this event.

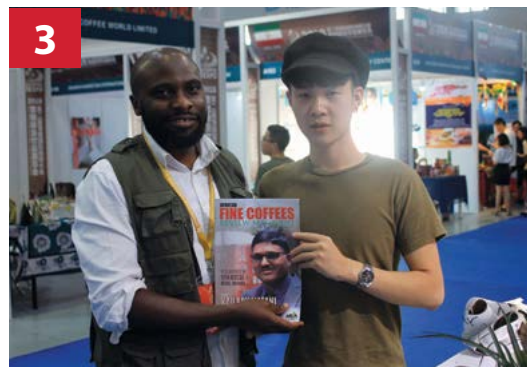
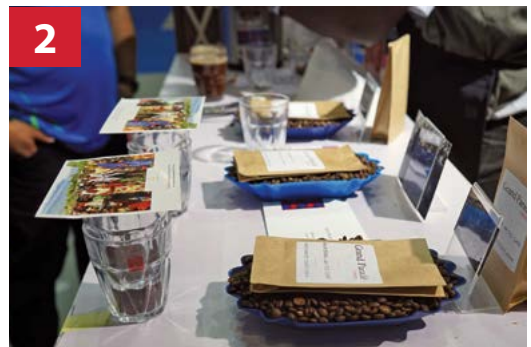
Haikou Hainan, is a tourist beach front city developed to encourage local Chinese to spend most of their holidays in the country. As home

to the world's largest population, fastest growing country and second wealthiest nation – we felt that this was an opportunity not to be missed. The growth potential for the China coffee industry is phenomenal growing by 16% per year.

AFCA members who came on the trip came from the United States, Rwanda and Burundi. At the event AFCA held cupping sessions for all it's members that was incredibly popular among the Chinese visitors.

AFCA also released it's October – December 2018 magazine issue at this event.

Talks are currently under way with the host to visit the Rwanda conference in 2019 to sign a long-term partnership between AFCA and our members to promote each other's events – with AFCA bringing more producers to ICoffeeExpo and China bringing more buyers to the AFCA Conference.



Picture 1 - Chinese Importers and Roasters cup coffees at the AFCA Booth.

Picture 2 - Coffee Samples ready to be cupped Chinese African Coffee Hunters.

Picture 3 - AFCA releases it's October - December 2018 Magazine Issue.

Picture 4 - Group Photo with happy AFCA members and guests at the AFCA booth and cupping area.

RWANDA COFFEE, FIRST BENEFICIARY OF THE LAUNCHED ALIBABA'S eWTP.



Alibaba Group and the government of Rwanda have agreed to multiple bilateral initiatives to promote the African country's economy through increased cross-border trade, capacity building and tourism.

The signing of this partnership which was witnessed by Rwandan President Paul Kagame and Alibaba Group Executive Chairman Jack Ma, took place on Wednesday, 31st October 2018 in Kigali Convention Center.

A major tenet of the agreements is Rwanda's admission to the Electronic World Trade Platform, the first in Africa so far and – the second outside China. The eWTP provides small and medium-sized enterprises with the chance to participate in the global economy when that opportunity might otherwise be available only to

multinational companies.

"I am delighted that Rwanda is the first eWTP partner in Africa, and I look forward to the development of an innovative digital economy here," said Ma, Founder and Executive Chairman of Alibaba Group. "Entrepreneurs in Rwanda, and elsewhere in Africa, are ready to seize the opportunities offered by the digital economy. It is up to all of us to contribute to the success."

"People ask me, 'Why Rwanda? There are so many countries in Africa,'" Ma continued. "When I first came to Rwanda, I was shocked by its ability to embrace change. If every country was like Rwanda, think how powerful Africa could be. My answer is, 'Why not Rwanda?'"

"Rwandan producers will be able to sell directly to a much larger set of customers than before, while bypassing costly intermediaries," he said. "This improves productivity and profitability. There really are no downsides to doing business on a global scale."

As part of the collaboration,

Alibaba also pledged to work with the National Agricultural Export Development Board to help Rwandan coffee producers sell their products to international consumers through Alibaba's online marketplaces such as Tmall Global, a platform of over half a billion consumers. Some brands of Rwandan single-origin coffee are already on sale on the platform. In just a few days after the launch, over 1,000 bags of Rwanda coffee beans were sold.

"We have already seen tremendous attention from the Chinese consumers on Alibaba's platforms in high-quality Rwandan single origin coffee. This will be in long term the reward for our coffee farmers and other sector stakeholders. We are ready to provide the final product in the quality and volume required by the market and Alibaba standards." Said Amb. Bill Kayonga, the CEO of NAEB.

So far, three Rwandan coffee brands already joined the Alibaba's e-commerce platform. These are Gorillas Coffee, Rwanda West Hills Coffee and A Thousand Hills Coffee.

Recently, in the beginning of this month of October, Rwanda coffee scooped two awards in the 3rd annual Ernesto Illy International Coffee Awards. "Best of the Best" and "Coffee Lover's Choice" awards. No coffee from any part of the world has ever picked up both awards, which was an achievement that will go down into the history books.

As reported on the NAEB Website

A NEW AFRICAN COFFEE BREEDING HUB IN RWANDA OPENS TO BENEFIT PRODUCTION THROUGHOUT AFRICA

Coffee production throughout Africa is declining, due to a combination of aging trees, low-yielding varieties, disease and pests, and other factors. The need for resilient, healthy varieties is clear. In Rwanda, like many other coffee-growing countries in Africa, farmers do not have many choices about which varieties are available to them as far as, high-yielding potential, good-quality multiple stress resistance, and climate-change resilience are concerned.

Since 2011, RAB has run a comprehensive coffee breeding program; among its successes is the recent release of the disease-resistant coffee variety RAB C15 for coffee producers in Rwanda.



Figure 1: The hub will enable breeders to develop disease-resistant varieties, such as the Rwanda-created RAB C15.

Since its creation in 2012, World Coffee Research (WCR) has worked to create a path for sustainable coffee production through agricultural innovation to help coffee farmers face the challenges of climate change. One of our main areas of focus has been the creation and propagation of the next generation of coffee varieties that are high in quality and yield, and resilient to

diseases and the effects of climate change.

This month, we are making great strides in this area with the launch of our African breeding hub in Rwanda, hosted by our partners at the Rwanda Agriculture Board (RAB).

Created in partnership with the Rwanda Agriculture Board, the WCR African breeding hub will provide breeding material for the creation of local varieties, foster adaptation of other regions' improved varieties, and much more.

This is WCR's first breeding hub. The hubs serve as centralized locations for countries in each region to access breeding populations, expertise, and materials that can be utilized to create new coffee varieties for the benefit of local producers in each country or region.

The African breeding hub will feature numerous activities, including:

- Working with **WCR's Core Collection**—a collection of 100 genetically diverse coffees that

can serve as a "breeding pool" that breeders can use for the creation of new F1 hybrid crosses. WCR will send seeds from the Core Collection to the hub in Rwanda so that breeders there will be able to use this genetically diverse breeding material for the creation of local varieties.

- WCR has created numerous F1 hybrid crosses—hybrids bred to be vigorous while also high in quality and yield—in Central America. Plants from 46 crosses made in Central America have been sent to Rwanda so that hub breeders can **test their performance in Africa** through local adaptation trials.
- WCR will assist RAB and breeders from neighboring countries to make new F1 hybrid crosses using the Core Collection and the best available local varieties from each country, with the goal of **creating new F1 hybrid varieties** that specifically address local needs.
- WCR will introduce **molecular breeding approaches** to be used



Figure 2: F1 Hybrids are shipped to Rwanda as invitro plantlets and submitted to acclimatization process in RAB's tissue culture facilities prior to multi-locational trials

by breeders at the hub. Molecular breeding identifies the most important genetic components to target in breeding and can speed up the development of new varieties.

- An **annual breeders' meeting** will also take place through the hub, convening researchers from throughout Africa to learn the newest research and approaches and share knowledge.

The hub is expected to generate the next generation of coffee varieties that will be adapted to various growing conditions in Africa and sustain the industry's genetic and breeding pools.- Simon Martin (PhD), The Rwanda Agricultural Board coffee breeder. He also says, the creation of new, highly adaptable varieties, coupled with a sustainable and effective seed production and

distribution systems, is expected to improve coffee productivity and quality gains, not only in Rwanda's coffee industry, but also in Africa." The hub will help create more modern varieties that will help coffee farmers in Africa going forward.

While the breeding hub will be located in Rwanda, it will be used by nations throughout East Africa. Job Chemutai, a breeder-geneticist with Uganda's National Coffee Research Institute (NaCORI), says his organization—like RAB in Rwanda—has been working to identify varieties that will combat the trend of low yields. He is excited about how the Rwanda hub, as well as a planned Robusta-focused breeding hub in Uganda, will help with that mission. **"I anticipate the breeding hubs to develop new improved coffee varieties, technologies, and useful coffee-related information for both coffee farmers and the promising**

coffee sector in the region," Chemutai says.

With the African breeding hub now launched in partnership with RAB and NAEB, WCR is excited to present this resource to the continent's coffee-producing countries. "Helping coffee farmers navigate climate change takes global collaboration," says Tim Schilling, WCR's founder and CEO. "WCR is proud of its role in connecting countries and researchers around the world with each other and the latest advanced science. It's thrilling to see what we can do when we work together."



Figure 3: The F1 hybrid evaluation trial in Southern (left) Eastern (right) Rwanda that WCR planted earlier this year in partnership with Rwanda Agricultural Board is looking good



Figure 4: The African Coffee breeding hub is a collaborative initiative between World Coffee Research (Left. Dr. Christophe Montagnon), Rwanda Agricultural Export Development Board, NAEB (Middle. Dr. Celestin Gatarayihya) and Rwanda Agriculture and Animal Resource Development Board, RAB (right. Dr. Simon Martin Mvuyekure)

BEYOND THE COFFEE BEAN; NEW FRONTIERS IN IMPROVING COFFEE PRODUCERS LIVELIHOODS THROUGH FAIRTRADE.



FAIRTRADE
INTERNATIONAL

Eastern Africa due to its ecology, climate, altitude, and rich coffee genus, is known to produce speciality coffee. Quality coffee starts with the producer whose family has likely spent generations perfecting their approach to farming highest quality coffee. Grown in select altitudes and climates and nursed for years before the first harvest, the producer who creates specialty coffee devotes his or her life to refining and perfecting some of the highest quality coffee on the planet.

In a nutshell, Fairtrade is an alternative approach to conventional trade based on a partnership between producers and traders, businesses and consumers. The international Fairtrade system - made up of Fairtrade International and its member organizations - represents the world's largest and most recognized fair trade system. Shoppers can recognize products that meet the Fairtrade Standards by the FAIRTRADE Mark. It is through the Mark that we advocate for better working conditions and improved terms of trade for farmers and workers across Africa and the Middle East.

Truly sustainable coffee does not come cheap. Coffee farmers need a price that covers more than the costs of production, a price that helps provide for a dignified livelihood. As the only certification that requires buyers to pay a minimum price, Fairtrade recognizes the need to dignify people's work with a fairer price. Though Fairtrade Minimum Price provides stability to coffee farmers during volatile market situations as it presently, it is not meant to be a long-term support. That's why Fairtrade also requires companies to pay a separate Fairtrade Premium of \$0.20 per



Coffee cherries ready for pulping.
Photo credits: Roger Van Zaal

pound that farmers' organizations can invest in community and business projects or perhaps bonuses to farmer members. Beyond this Fairtrade supports farmer's drive more benefits from coffee production activities and at the same time overcome some of the challenges especially those related to climate change, gender and local market development.

A case in question is Machakos Cooperative Union in Kenya, a member organization of Fairtrade Africa. With support from Max Havelaar, Netherlands and in partnership with We Effect; a Swedish

based organization; coffee farmers in Machakos have been supported to adapt and mitigate the effects of climate change especially with a decline in coffee production by over 60% in the last 5 years. The decline in production has led to farmer's income loss and if no action is taken farmer's livelihoods will be significantly deprived. To ameliorate, climatic effects, Machakos small coffee farmer members were thus supported to commercialize their coffee operations through value addition; establishment of alternative income generating activities (AIGAs) such as poultry, bee farming, and horticulture among others. These

enterprises provide much needed additional alternative incomes and access to food, in case of coffee failures. The farmers groups were also supported to establish a Village savings and loans association scheme.

Equally, there have been interventions towards sustainability of the coffee sector. For instance, support has been advanced to enable the establishment of improved coffee varieties, training on best agricultural practices and agroforestry investment as an approach for coffee shade management. This, with the ultimate objective of improved coffee quality for smallholder farmers, as well improved productivity. Preliminary results show increased production per tree from 1.8 kg of cherry to 3.2 kg. Bottom-line, climate change experts use a farmer field school approach where they provide training sessions to groups of local farmers who then go out into the field and train other farmers, exponentially spreading the knowledge. The aim is to replicate this approach in other countries.

Secondly, in Uganda, three coffee producing organizations Ankole Coffee Producers Cooperative Union, Kibinge Coffee Farmers' Cooperative Society and Banyankole Kwenterana Cooperative Union have joined hands to leverage coffee farming by-products as a source of additional income, improving livelihoods for their communities. Through a project Growing Resilient Enterprises in Agriculture Now (GREAN), these Fairtrade coffee small farmer organizations have set up enterprises for coffee husk briquettes production and also sales from an improved cooks stove.

These new enterprises are managed by the women and youth in the communities thus creating employment through the sales and repair of the improved cook stoves. Further, through the use of the briquette powered cook stoves, the project earns carbon credits

that supplements the organizations' income and also a social premium of 1 Euro per carbon credit that will be used for social development in their communities. At the same time the organizations are also introducing a first Fairtrade certified robusta packaged coffee blend to the Ugandan market, which will also be available in the regional markets. Butonde coffee, as it has been christened is expected to earn farmers, much better returns, toward attainment of a living income

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A farmer tends to coffee seedlings at Machakos Cooperative Union Nursery ready to be distributed to farmers;

Photo credit, Roger Van Zaal

THE 4TH INTERNATIONAL COFFEE DAY.



The International Coffee Day 2018 was held on 5th October 2018 at Mukono Zonal Research and Developmental Institute, MUZARDI under the theme “Celebrating Women In Coffee”.

The day’s programme started with exhibition tours where different companies and organizations showcased their coffee products for example Kibinge Coffee Ltd, Kyagalanyi Coffee, IWCA, Uganda Coffee Development Authority and so many others.

The coffee fraternity was well constituted at the event with farmers, traders, processors, exporters, roasters and development partners represented as well as balanced in terms of gender.

The event was graced with several speakers; Hon Vicent Bamulangaki Ssempijja who was the current Minister of Agriculture, Fisheries and Animal Husbandry, and the event’s chief guest, Hon Victoria Ssekitoleko who is the current chairperson of the IWCA Board, and Dr Emmanuel Lyamulemye of UCDA who also headed the event’s Organizing committee. The speakers gave specific insights on women involvement in the coffee sector, which painted a picture of their achievements, challenges, and support gaps.

Hon. Victoria Ssekitoleko, the IWCA chairperson said that such events should be used to promote and celebrate coffee as a beverage. So today, we yet celebrate the women who grow, harvest and process the

coffee that gives us the livelihood. When you talk about women, it excites everybody but it leaves both social and economic dilemma because many times the women are not planned for or empowered. We therefore have to tap into our resources by investing in women through giving them information, educating and empowering them.

The Executive Director, Uganda Coffee Development Authority, Dr. Emmanuel Lyamulemye appealed to the government to look into issues that affect production like lack of research fund, unfavourable taxes and market for coffee.

UCDA pledged to continue supporting women in various coffee activities so that they can become barristers, which would translate to good farming practices, adherence to certification guidelines maximum benefits. Also advised women to find ingenious ways of marketing their coffee and find innovative farming practices for better yields. Women of Sironko were applauded for adopting inter-cropping.



RWANDAN COFFEE INDUSTRY GROWING SUSTAINABLY

by Christine Condo, Sustainable Growers Rwanda

Christine Condo's coffee career developed as an agronomist since she graduated from university. 'I learned many aspects of the coffee business. I've worked in farming, marketing, project development and management at all levels. It gives me the opportunity to make a difference in the lives of people many overlook - the rural women and the families who grow coffee,' she says. Like her mother, Christine is committed to supporting women farmers her whole life, and it is no surprise that she found her way to Sustainable Growers in the Rwandan Coffee Industry, since it shapes the economic and social landscape for rural women.

Sustainable Growers Rwanda started in 2013, as a partnership between then called Sustainable Harvest, the Government of Rwanda and Bloomberg Philanthropies. The aim was to help women farmers in Kayonza and Nyaruguru increase their incomes through agronomic and business skills training. Sustainable Growers recently changed their name to make their purpose clear to everyone – they exist to support the growers.

Sustainable Growers transforms women from farmers to professional business women who grow and trade specialty coffee. The farmers are equipped with skills needed to ensure high quality coffee in order to fetch higher prices. Research states that production yields can increase by at least 30% if women are given the same productive resources as men. During the first harvest after Sustainable Growers training, graduates from the program experienced a yield growth of +300%.

Another aim is to help women and their families professionalize their approach to farming, and to take a long term, sustainable approach - another reason for the name change. 'If output falls because of unexpected

weather cycles, we want to train our farmers to be ready, so they won't have to abandon their crops. We want them to be Sustainable Growers.'

Christine defines empowerment by self-reliance - that is, one's ability to handle the twists and turns of life. How well one can access a sense of our own inner power is determined by how well we can overcome adversity, she says.

In the coffee sector, we are not short of challenges to overcome. If an organization is interested in empowering women, they should enable more women to be involved in decision making processes throughout the coffee value chain.

The Sustainable Growers program helps women understand the income opportunities in the entire coffee value chain, on the farm and beyond the coffee trees. Our professional trainings extend to coffee quality control, cupping, barista and brewing training. Through their convening platform known as "Let's Talk Coffee," they bring farmers face-to-face with international buyers and roasters to meet and nurture professional relationships.

Twenty years ago, Rwanda wasn't growing any Specialty Coffee but thanks to the enthusiastic support from the Rwandan Government to about 400,000 coffee farmers, specialty coffee is now almost 30% of the Rwandan coffee market. This presented Rwanda with the opportunity to host the Cup of Excellence specialty coffee competition. 'We are recognized in the eyes of coffee aficionados now,' says Christine.

The number of women cooperative leaders making a name for themselves is progressive for example, Mayogi, a proud graduate of our Sustainable Growers training program, has won second place in the Cup of Excellence, commanding \$9.00/lb.

Rural women and girls would be wise to think of coffee farming as an agricultural business and themselves as entrepreneurs. Coffee can be a compelling career with many exciting disciplines to learn climate-smart agricultural practices, financial planning and administration, technology applications, marketing, and wholesale and retail trading.

'Asterie Mukangango, the President of Nyampinga Co-operative in Rwanda, inspires me. She is highly committed, highly reliable and purpose-driven. She has a big heart and knows how to lead a team to get a positive end result for everyone. Costasie Nyirandekwe, the former President of Hinga Kawa Association, is also worthy of praise,' says Christine. 'She's been a driving force in raising the awareness of women and the Hinga Kawa brand in the Rwandan coffee industry.'



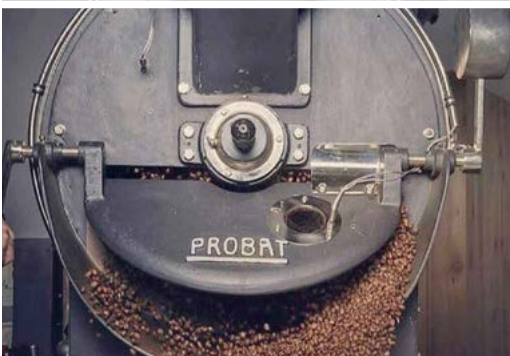
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30th October – 1st November 2019

Nungwi, Zanzibar

THEME:

**DOMESTIC CONSUMPTION IN
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- 2 *The host city, Nungwi, offers the most scenic coastal African experience ever.*
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- 4 *All major international airlines land in Zanzibar.*
- 5 *Walk along its pristine beaches every morning and evening on your way to the conference.*
- 6 *Historical monuments, world heritage sights and mouth-watering seafood.*
- 7 *Hundreds of producer organizations ready to do business with you.*
- 8 *World Class and Renown Brand hotels along the Coast.*
- 9 *In just under 30 minutes, you can visit the Dar es Salaam by Ferry and 10 minutes by light craft.*
- 10 *Main land Tanzania is home to World's best Specialty Coffee.*

To register for the 18th African Fine Coffees Conference and Exhibition please follow the link - www.afca.coffee/conference

AFCA COFFEE PROGRAMS:

A MESSAGE FROM THE CHIEF OPERATIONS OFFICER



It is a pleasure to announce my appointment and commence as the new Chief Operations Officer at the AFCA Secretariat in Kampala September last year.

I am looking forward to work with all our members to move the African Coffee Industry forward, increase and promote overall quality & trade, create new market linkages for sustainable coffee relations and develop capacity in our industry.

I invite all AFCA members to take part in our new coffee programs to accomplish the above strategic goals and reach out to me if you have any proposals for collaboration, new product development, innovation & technology, research & knowledge creation or training with you in any of our AFCA member countries.

The AFCA Coffee Programs for 2019 are the following;

AFCA Conference & Exhibitions:

17th AFCA Conference & Exhibition, Rwanda	13-15 February 2019
18th AFCA Conference & Exhibition, Zanzibar	30 October - 1 November 2019
19th AFCA Conference & Exhibition, Mombasa	12-14 February 2020

AFCA Conference Coffee Programs:

Regional African Taste of Harvest
African Barista Training Camp
AFCA B2B Taste of Harvest Pavilion
La Marzocco Technical Training
AFCA Coffee Brew Bar
AFCA Research Centre
African Barista Championship
CQI Q Processing Training

AFCA Knowledge Hub:

African Fine Coffees Review Magazine
AFCA Coffee Institute
Africa Coffee Outlook

AFCA Coffee Origin Trips

Kenya/Uganda Coffee Safari
Rwanda/Burundi Coffee Safari
Brazil Coffee Educational Exchange

AFCA Taste of Harvest Series:

Burundi	24-28 September 2018	Ethiopia (washed)	4-8 February 2019
Zambia	24-26 October 2018	Regional African	11-12 February 2019
Malawi	24-26 October 2018	Ethiopia (naturals)	4-6 April 2019
Tanzania	20-23 November 2018	DRC (main crop)	29-31 May 2019
Uganda (arabica)	21-25 January 2019	Uganda (robusta)	8-10 July 2019
DRC (fly crop)	21-25 January 2019	Kenya (fly crop)	June 2019
Kenya (main crop)	23-30 January 2019	Cameroon	TBC

AFCA Advanced Cupping Training:

Ethiopia	1-3 April 2019
Uganda	24-26 April 2019
Kenya	13-15 May 2019
Tanzania	13-15 May 2019
DRC	27-29 May 2019
Zambia	21-23 October 2019
Malawi	21-23 October 2019

AFCA Advanced Processing Training:

Rwanda	16-17 February 2019
Uganda	6-8 May 2019
Kenya	16-18 May 2019
Tanzania	13-15 May 2019
Ethiopia	13-18 October 2019

African National Barista Championships:

Zambia	22-25 January 2019
Uganda	15-18 February 2019
Kenya	31-2 February 2019
African	15 February 2019
South Africa	21-24 February 2019
Namibia	4-8 March 2019
Burundi	February 2019
Tanzania	30 October 2019

AFCA Advanced Barista Training:

Kenya	28 January 2019
Rwanda	12 February 2019
African Camp	13-14 February 2019
Namibia	25-1 March 2019
Burundi	July 2019
Rwanda	August 2019
Tanzania	28-29 October 2019
African Camp	31-1 November 2019

AFCA Market Linkages / International Coffee Events:

Swiss Coffee Dinner, Switzerland	11-12 October 2018
International Coffee Expo, China	16-18 November 2018
Gulfhost, Dubai	17-21 February 2019
ICO Meeting, Kenya	25-29 March 2019
SCA Expo, USA	11-14 April 2019
World of Coffees, Germany	6-8 June 2019
ICO Meeting, London	23-27 September 2019
SCAJ, Japan	26-28 September 2019
Cafe Show, South Korea	7-10 November 2019

May we work together for a Sustainable Resurgence of the African Coffee Industry for the benefit of all.

Kind Regards,
Nandi Jordan
Chief Operations Officer

TO REGISTER FOR THE AFCA PROGRAMS please follow the link - www.afca.coffee/afca-programs

INTERNATIONAL WOMEN IN COFFEE ALLIANCE

UGANDA CHAPTER IN A NEW LENS



Our vision, mission and core values are in alignment with those of the IWCA at the global level. We envision a society where women are empowered to equitably get involved in decision-making at all levels within the coffee value chain in Uganda. Our mission is to empower women in the coffee community to achieve meaningful and sustainable lives; and to encourage and recognize the participation of women in all aspects of the coffee industry in Uganda.

The IWCA Uganda Chapter has been, and remains at the forefront

The International Women's Coffee Alliance (IWCA) Uganda Chapter is part of a global network of self-organized, self-governing women working for women Empowerment and inclusion to achieve sustainability across the coffee industry and communities. The IWCA Uganda Chapter formed in 2010 and attained its legal status in 2012.

in championing unrestricted, meaningful involvement of women in coffee activities at all levels. As part of the lobby and advocacy approaches, the Chapter developed a new website, <https://www.iwcauganda.org>. the website continues to serve as the mouthpiece for disseminating essential information about the activities and plans for the effective engagement of women in all coffee value chains in Uganda.

Proactive, full-scale involvement is motivated by the Chapter's transformative action that began in March 2018 and ushered in a new board with a vibrant agenda for the Ugandan women.

A new nine-member Board of Governors, comprising eight women and one man, Chaired by former Minister for Agriculture, Animal Industry and Fisheries, Hon. Victoria Sekitoleko, is responsible for steering the chapter to new great heights .

Participation in coffee activities and coffee events is one way the IWCA Uganda Chapter is doing its outreach, lobby and advocacy activities. Some of the recent events

include the full-scale celebration of the fourth International Coffee Day (ICD) in Uganda celebrated on Thursday 4 October 2018 at Mukono Zonal Agricultural Research and Development Institute (MUZARDI). At the event, the guest of honor, Minister for Agriculture, Animal Industry and Fisheries, Hon. Vincent Bamulangaki Ssempiijja was in attendance—and helped to advance the message of full women involvement in economic activities, notably within the agricultural sector, and the coffee sub-sector in particular. Other participants included Members of Parliament, representatives from government ministries, departments and agencies, members of parliament, development in agriculture, researchers, representatives from agricultural research institutions and private sector actors in the coffee value chain, and more than 200 coffee farmers. Other notable events (in 2018) in which IWCA Uganda Chapter has or is participating include the 122nd Session of the International Coffee Council at International Maritime Organization Headquarters, London, 17-21 September 2018 and the Hainan

International Coffee Congress and Beverage Expo, People's Republic of China that took place in 14- 19th November 2018.

With support from our key partners, most notably the USAID Uganda Feed the Future Enabling Environment for Agriculture; Rain Forest Alliance (UTZ) the chapter's capacity continues to be built to lobby and advocate for women in coffee. The chapter has identified and prioritized the key issues affecting women along the value chain. Top on the list is limited access to markets; lack of prioritization of issues affecting women in the agricultural value chains and low participation of women at the decision-making levels of the value chain.

Another key milestone reached is in the development of a lobby and advocacy strategy has been developed with support from UTZ Rainforest Alliance, and this provides

a key to unlock the methodologies that will best suit the advocacy process. The issues that affect the women of Uganda along the coffee value chain; plans are now underway to mobilize the essential resources for the launch of Women in Coffee lobby and advocacy campaign to address the identified prioritized issues.

To effectively lobby and advocate for the women in the coffee value chains the chapter is on track to finalize the IWCA Uganda Chapter three-year Strategic Plan, covering the period 2019-2021. The process to formulate the Strategic Plan was enriched with input from key stakeholders during a two-day Consultative Workshop held from 6-7 November 2018 in Mukono.

The Chapter also initiated "Women in Coffee News", a quarterly newsletter. In addition to the website, the newsletter is serving as one of the ways in which we are lobbying and advocating for recognition of women in coffee, for policy reform in favour

and recognition of the role that women are playing.

In addition to increasing membership; the IWCA Uganda Chapter has tabled and maintains an ambitious to-do list, prioritizing lobbying and advocacy for women to stimulate meaningful, sustainable and women-led economic growth in Uganda's coffee sector as well as to unrestricted participation of women throughout the coffee value chains in Uganda and beyond.



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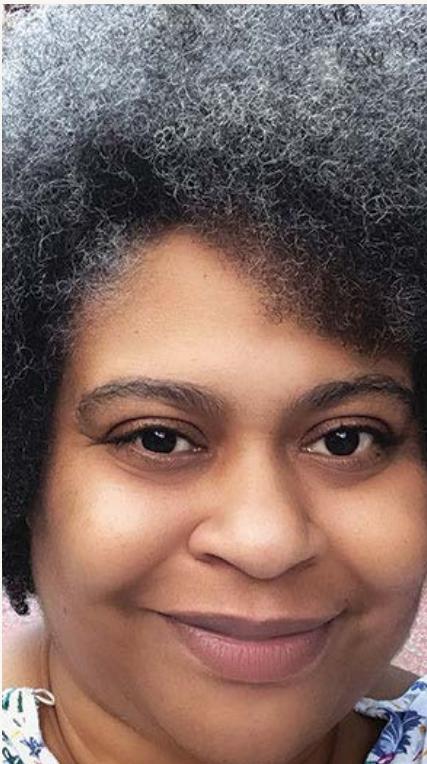


STRONG BLACK COFFEE

WHY AREN'T AFRICAN-AMERICANS MORE PROMINENT IN THE COFFEE INDUSTRY?

By Phyllis Johnson

As profiled in the Nov/Dec Roast Magazine



Research shows that African-Americans are less likely than other ethnic groups in the United States to select coffee as a beverage of choice. Yet coffee's history links major contributions not only to Africa but the diaspora around the globe. Ethiopia is praised as the birthplace of coffee, and for giving us some of the most prized coffees in the world. African enslavement was the original source of labor for coffee's production in Brazil, the Caribbean and the West Indies, and farmers

of African descent continue to play a key role in its production. So how is it that African-Americans are only loosely connected to this long-standing historical continuum in coffee, finding themselves underrepresented as consumers as well as professionals in the coffee industry? And how can we as an industry bridge this gap?

In close to 20 years of working in coffee, I have met too few African-Americans employed in the industry, whether in international

development, trade, retail, roasting, equipment manufacturing, training/education, marketing or other areas. Recently, however, I am starting to see some changes as more African-Americans are becoming visible in the industry. As part of my research for this article, I interviewed 14 other black coffee professionals, and they confirmed many of my personal thoughts about the industry and how we can improve.

The Past Informs the Present

Racism, inequality and the effects of slavery are human diseases that have left crowded rooms filled with little gender or racial diversity. The coffee industry must not shy away from these difficult subjects. These are not sidebar issues to be discussed from time to time by the few diverse individuals who sit outside these rooms, falling onto the ears of the highly empathic to the unconcerned and everywhere in between, yet left without action. These issues are major contributing factors to the state of our industry and society at large. Shying away from understanding or acting against these difficult realities is like pretending coffee rust disease doesn't exist—what devastating impact this would have on the livelihood of farmers, local economies and the global coffee world. Similarly, when we continue to ignore and normalize the effects of racism and inequality within the industry, we cannot expect positive outcomes.

Dr. Bryan Stevenson, founder of the nonprofit Equal Justice Initiative, offered his perspective on PBS NewsHour in 2017, saying, "I don't think slavery ended in 1865, it just evolved. We are burdened by our history of racial inequality. ... We have made progress, but our silence has condemned us."

African-Americans Choose Coffee Less Often

The National Coffee Association USA (NCA) provides research data on U.S. coffee consumption through its annual National Coffee Drinking Trends (NCDT) survey. Established in 1950, it's the longest-running coffee survey in the United States. The NCDT consistently shows that, in comparison to other ethnic groups, African-Americans are less likely to choose coffee as a preferred beverage.

As an example, in the category of "gourmet coffee beverages (net)"—which includes espresso-based

beverages, non-espresso-based beverages, traditional coffee-gourmet and ready-to-drink coffee beverages—the 2018 survey indicates 42 percent of African-Americans drink beverages in this category, compared to 64 percent of Hispanic-Americans, 53 percent of Caucasian-Americans and 59 percent of Asian-Americans.

A summary of the NCDT notes that African-Americans always have reported lower percentages of coffee consumption when compared to Hispanic-Americans and Caucasians.

One of the key areas that may explain lower participation among some African-Americans is a misperception of the health effects of coffee, as the summary further states that there is a general desire to limit caffeine intake in exchange for beverages that are thought to contain more healthful ingredients.

Marketing also plays a key role in this equation. Producers of carbonated beverages and juices have been quite successful in targeting marketing campaigns toward African-American communities, and African-Americans over-index on consumption levels in these product categories. According to the Technomic Consumer Tracker Survey, African-Americans over-index on overall consumption at home and away from home on fruit juices, with 68 percent of African-Americans drinking fruit juices once a week versus 55 percent of consumers overall. In addition, 60 percent of African-Americans consume carbonated soft drinks once a week versus 51 percent of consumers overall.

Celebrity endorsements for coffee tend to come from middle-aged white men, while celebrity endorsements for carbonated beverages and fruit juices more often come from young black athletes or musicians. Research shows that more women drink coffee than men, and Hispanics are the largest coffee-consuming ethnic group in the

United States. As U.S. demographics continue to evolve, it will be interesting to see how marketing will follow.

The data clearly reinforces the fact that African-Americans aren't major coffee consumers, and I believe the coffee industry is missing out on several fronts because of this lack of engagement. African-Americans are underrepresented in an industry in which they should have prominence and great pride.

When I pick up a cup of coffee at the airport, I notice the large number of black employees working in cafes and food service. The majority of the customers being served are not black. Standing in line, I think about my journey in coffee. I wonder about the employees' understanding of coffee beyond the preparation of beverages with fancy names and complex recipes. Do they understand the history of coffee? Not the watered-down version that makes everyone comfortable, but the uncomfortable parts also. Would understanding this history offer more freedom, permission and pride? Could this foster a feeling of empowerment, and thus cause greater interest to do more in coffee?

Understanding Coffee's History

The history of coffee is both fascinating and tragic. Working through this unpleasant history is necessary for everyone involved in coffee. For some, this history is a source of empowerment; for others, it is a source of anger, hurt and shame. Unfortunately, for many this history is unknown.

It's important that we understand and acknowledge this history. We must not let the historical perspective of those who carried the bean to different parts of the world—the missionaries, travelers, traders and colonists—overshadow the contributions of those who labored in coffee production. The first coffees exported to North America and Europe were harvested by slaves. Later, enslaved Africans prepared and

served coffees for their slave owners, when they were not laboring in the fields. In the book *Slavery in America: From Colonial Times to the Civil War*, authors Dorothy Schneider and Carl J. Schneider quote slave owner Henry Watson referring favorably to his house servant's coffee-making skills, saying, "Ellen is a good milker, a negro rarely is. She makes good bread ... She makes excellent coffee."

According to *Uncommon Grounds: The History of Coffee and How It Transformed Our World* by Mark Pendergrast, coffee first came to what is now the United States and to Europe between 1650 and 1700. As we trace the bean that started in Africa and spread throughout the world, slave ships departed West Africa to put in place forced labor to ensure an adequate supply of production to meet demand. As demand for coffee grew during this period, so did enslavement, which was used to sustain production.

For decades, this tragedy played out. In Brazil, slavery ended in 1888; in the United States, in 1865. It's important to note that the United States did not ban the import of goods produced from forced labor until 2015, with a bill signed by America's first African-American president, Barack Obama.

While I could focus on the horrid treatment and shortened life expectancies of the enslaved, I will instead reflect on an incredible lady I recently learned about, Rose Nicaud, an enslaved woman in the United States who bought her freedom by selling hot coffee. Nicaud is credited with being the first person to set up a mobile shop near the New Orleans French Market. She was successful in selling enough coffee to purchase her freedom. Her success further allowed her to move into a permanent shop. Nicaud inspired other enslaved women to follow her example, developing their own coffee blends. In her book *Women in New Orleans: A History*, author Mary Gehman credits Nicaud with starting the growth of coffee shops throughout the city.

Coffee Will Make You Black: My Childhood Relationship with Coffee

Myths or strong negative beliefs about coffee aren't known to be widespread in the African-American community, but they do exist. In reflecting on my childhood memories and first interactions with the beverage, I recall Sanka instant coffee in our kitchen cabinet and, from time to time, I would sneak a sip of my mother's coffee. My mom always added sugar and milk, and I loved the taste of her coffee. Coffee was forbidden for children in my household, and sneaking a sip when she wasn't looking was a thrill. My mom repeated a myth about coffee that had been passed down from previous generations: "That coffee is gonna make you black," she would say when I was caught sipping from her cup.

It's a clear and familiar warning that resonates among some African-Americans. The idea that coffee could permanently change the pigment of a child's skin into a darker shade was clearly an undesirable feature.

Colorism, a prejudice favoring lighter skin within an ethnic group, was alive and well in my childhood, and remains prevalent throughout the world among many ethnic groups. The sad notion that physical characteristics linked to race have negative connotations dates back much further than a few generations in my family's history—such misleading thoughts can be traced back to what at the time were respected but highly confused American physicians who wrote broadly on the subject during the mid-19th century, erroneously tying skin color (and shades of color) to inherent physical and mental abilities.

Champions

I moved past these childhood myths to start a coffee company, with little knowledge about the product or the industry. Somehow, I knew I could learn what I needed. My first international business trip in coffee

came in 2001. Although my initial plan was to focus on coffees from Africa, I had never traveled to Africa, and I was afraid. It was suggested that I travel to Costa Rica first.

I started second-guessing my decision to attend the Costa Rica coffee conference soon after I arrived. I don't speak Spanish, and the attendees were predominantly men in suits. I stepped outside to take a break—and to seriously reflect on the bad idea of starting a coffee company and traveling to Costa Rica—when a nice lady walked up to me.

"Here's a lady with the right idea, sitting in the sun," she said. Then came a barrage of questions and excitement, as she asked me, "What do you do in coffee, and where are you from?" She invited me to join her, her husband and their friends for lunch. Eunice Salter didn't work in coffee. Her husband did, and she was tagging along on the trip. After lunch, this woman I had never met before, and haven't spoken to since that day in Costa Rica 17 years ago, went on to share some encouraging advice.

"You have a great purpose in coffee," she told me. "Center yourself, and build a business."

Looking back, I realize how important it was for me that she acknowledged my challenges and recognized that I was an African-American woman with a big dream that I didn't fully understand at the time. I believe that was instrumental in my having the courage to make my trip a success and continue toward my dream. Encouragement and recognition of my humanity was all I needed that day, and she was there to provide it.

A few months ago, when I ran across my diary from that trip, I thought about the many trips I'd made to Africa and other parts of the world since I met Eunice Salter. I thought about all the boards I've had the pleasure of serving on, and I thought about the hope I still carry for our industry. I've had

numerous champions throughout my life who have invited me to the table. I encourage you to look for opportunities whenever possible to invite more people to your table.

Moving Forward Together

In some ways, we have moved on from the past and operate with a new sense of awareness. While we could never imagine enslaved workers harvesting and preparing our coffees, we must responsibly ask ourselves questions and consider where African descendants are in coffee today. This is a question that rings in my head in most large business gatherings. What is the status of this group of people that contributed so significantly to what we enjoy? Coffee is an important industry in the United States. In 2015, for example, coffee was responsible for 1.7 million U.S. jobs, represented 1.6 percent of the gross domestic product (GDP), and had an annual economic output value of \$225 billion, according to a report published by the NCA that year.

Our connections to products we purchase may run deeper than we realize, and span generations and across oceans. Time and again multi-generational coffee companies tell their stories, connecting the present day to an ancestor or ancestors who came to the United States and began roasting and selling coffee. These immigrant-owned businesses served as a basis for what we see today as companies deeply rooted in the industry.

We must consider the need for greater engagement by African descendants beyond the lens of securing a new market and gaining new consumers. The industry misses out on opportunities to gain knowledge and creativity from an ethnic group that represents more than 13 percent of the U.S. population, with deeply rooted contributions in coffee.

Almost two decades ago, a black Kenyan coffee exporter asked me why he had not seen any African-

Americans in the coffee industry, something he had noticed when attending conferences in the United States. He thought I would know the answer, as my husband and I were the only African-Americans he'd met working in coffee. Unfortunately, I was unable to offer much of an explanation at the time, and I would bet his interactions with African-Americans in coffee haven't increased significantly over the past two decades.

Over the years, I've come to realize that the challenges African-Americans face in building a business in coffee aren't so different from the challenges others face; however, the additional burden of having a lack of representation, little sense of belonging, and virtual invisibility within the industry have a profound impact on the success of an individual and their business.

My hope is that more African-Americans and those from the African diaspora will continue joining the industry throughout the supply chain, bringing incredible talent while understanding our deeply rooted connections. We all share in the tragic history of coffee. We are part of a society that will advance when we start to see value in our history, push toward a better understanding of what's behind the numbers and the actions, and find greater ways to foster meaningful engagement—but it has to start with understanding and acknowledging coffee's complex and often uncomfortable history.

Driving progress within the industry to solve this complex issue will not be simple. I believe the best way to find solutions is to start by asking questions. "Simple Questions to Build a More Diverse Organization" on page 44 offers some sample questions for business owners and others in positions of power to use as a jumping-off point.

It is my hope as an African-American and member of the diaspora that together we can build connections from a torn past that will allow

us to uplift each other through understanding and respecting our shared history. Coffee is a major part of our history, and it has a way of bringing people together. I am proud and respectful of Africa's contributions to coffee around the world.

In 2019, the African Fine Coffees Association (AFCA) conference will be held in Kigali, Rwanda. I hope to share some of what I have learned on my journey in coffee, as I am honored to serve as keynote speaker. As an African-American woman, I am especially proud of this honor. I no longer have to dream of traveling to Africa, but I do dream of sharing what has empowered me in my journey. My wish is to help empower others who are trying to find their way and understand their story.



"I'm not outspoken because it's fun. I'm outspoken because I want coffee to be better. Extraction and racism are both terms that need to be fully understood by coffee professionals. The greatest opportunity I see in building a black community in coffee is that we're finding each other, and we're helping each other."

—D'Onna Stubblefield, coffee consultant, New York



Andrea Illy, Chairman of illycaffè, presents the 2018 Ernesto Illy International Coffee Award to Rwanda's Ngororero Coffee Washing Station, represented by Ms. Philotée Muzika, designating their coffee beans as "Best of the Best."



RWANDA'S NGORORERO COFFEE WASHING STATION AWARDED BOTH "BEST OF THE BEST" AND "COFFEE LOVER'S CHOICE" HONORS IN THIRD ANNUAL ERNESTO ILLY INTERNATIONAL COFFEE AWARD

Source: ILLY Café Website

First time both honors bestowed upon one coffee lot in history of Award; determined by blind tastings by expert jury and consumers.

New York, October 5, 2018 – After rounds of blind tastings by an international independent jury of top culinary and coffee experts, illycaffè, the global leader in high-quality, sustainably grown coffee, announced that coffee beans grown by Rwanda's **Ngororero Coffee Washing Station**, represented by Ms. Philotée Mukiza, were designated "**Best of the Best**" in the third annual 2018 Ernesto Illy International Coffee Award (EIICA). The award winner was chosen from among the world's top lots from the 2017/2018 harvests in nine countries, whose growers attended a gala at the Rainbow Room last night. A separate "**Coffee Lover's Choice**" award, presented by United Airlines, was also conferred to Ms. Mukiza on behalf of Ngororero Coffee Washing Station.

Alongside Rwanda, coffee beans from Brazil, Colombia, Costa Rica, El Salvador, Ethiopia, Guatemala, India and Nicaragua were chosen to compete as finalists, following intensive analysis at illy's Quality Lab at its Trieste, Italy

headquarters. All nine finalists, spanning four continents, are ingredients in the legendary illy blend, celebrated for decades for its unparalleled richness, complexity and consistency.

"It is an honor and a pleasure to recognize Ngororero Coffee Washing Station and Ms. Muzika for their achievement, and that of all of our finalists, who are focused on producing the highest-quality coffee through sustainable methods," said Andrea Illy, Chairman of illycaffè. "This week celebrates an even greater theme, and that is the enormous dedication, pride and talent of the world's 25 million coffee-growing families, who fill our cups, and replenish our souls, every day." On Monday, to mark International Coffee Day, illycaffè focused its efforts on honoring women coffee growers, who are responsible for nearly half of the world's coffee production.

EIICA, named for illycaffè's visionary, second-generation leader, celebrates his company's hand-in-hand work with farmers for the past 27 years to realize his dream of offering the best coffee to the world, and his commitment to improving the well-being of the world's coffee growers.

We need to talk more about price

By Philip Schluter

I love being in the speciality side of the coffee industry. It is a daily pleasure to interact with professionals who care primarily about quality, and do not base all their buying decisions on price.

It is encouraging to focus on finding the unique, and the outstanding. It is fulfilling to celebrate excellence in harvesting, and processing.

Quality itself leads to sustainability, through generating premiums and bringing in new coffee consumers who taste a product which excites them.

We talk a lot about sustainability at conferences like AFCA, and at almost every coffee meeting I attend. As an industry we are one of the most advanced in recognizing and addressing the issues of sustainability. However, I believe that in all our discussions about sustainability, we fail to achieve much unless we are willing to include discussions on price – particularly prices paid to farmers.

It is reality that not many farmers in Africa attend conferences. Few have the income or the inclination to attend, and yet they are at the forefront of future production, of environmental issues, and of the sustainability of the industry. The first thing a farmer generally wants to know is what price they are going to receive for their coffee. Especially in an African smallholder context, it is still extraordinary that so many farmers do not drink coffee, and thus have no concept of how to value the product on which their family income depends.

There are several reasons why price is not discussed more openly in the coffee industry. Perhaps foremost, there is understandable fear in all parts of the coffee supply chain that transparency will lead to the loss of income. There is some truth in this derived from a lack of understanding, which itself is a product of a lack of transparency. Transparent margins can easily be misconstrued and attacked by people with little comprehension of the costs involved in delivering each vital part of the coffee supply chain. Successful roaster brands are attacked for their high margins, without recognition of the years of investment in both time and money which have gone into developing them, nor the fact that they are the best at what they do, and that they have survived where many others have tried and failed. Traders are attacked for what are seemingly high margins, without recognition that the gross margins on which the trade operates are wafer-thin, and that large numbers are generated by large volumes. Supermarkets

and retail outlets are cited for the high percentages they take of retail prices, without recognition of the size of the investment needed, nor the fierce competition and minimal net margins.

It is fact that, in a cup of coffee sold in a café, the cost of the 8-10 grams of roasted coffee used to make it represents only a tiny fraction of the total cost of the beverage. Rent, staff time, milk, heating, lighting etc.. all contribute more costs than the coffee itself. That is reality, and something we need not shy away from as an industry, but something we need to explain, recognise and understand.

Big data, and the systems which are being developed to enable it, offer a unique opportunity for the coffee industry to promote price transparency and understanding, opening the door to exploring together what can be done to improve the incomes of the farmers who need it most, and ensure that we enjoy the variety of coffees and origins which exist today. What percentage of roasters or traders have a comprehension of what a price of 10 Birr per kg of cherry means to an Ethiopian coffee farmer? As I write this, I am painfully aware that I have not enough concept myself of what 10 Birr can buy in the context of the average Ethiopian farmer's household budget.

Coffee – and speciality coffee in particular – offers opportunities to make significant inroads into meeting many of the UN Sustainable Development Goals – one cup, one bag, or one container at a time. However, the positive impact will be greatly increased if everyone in the supply chain understands the economics of it better, and is able to see how it can be used for good. This requires transparency on both the cost of production, and the cost of consumption, and more discussion on price.

So why do we not talk about it more? Yes, there is fear of losing margins. We are also jaded by occasional misrepresentation by a media which is often happy to publish sensational figures with little explanation in order to sell stories, or garner support for a cause. Often the cause is noble, whilst the tactics used to raise support for it are less so. We have some restrictions imposed by anti-trust legislation – perhaps though quoted sometimes as much as an excuse as a reality. And finally there is the fact that it is simply too complicated. We have futures markets which move daily, exchange rates, differentials, transport costs, interest rates which vary wildly from region to region, along with a myriad of risks managed by each part of the supply chain.

We must not let the complications cause us to shy away from acting. So, let's talk more about price.

COFFEE PRICES ON A DOWNWARD TREND PUSHED BY EXCESS SUPPLY AND THE STRONG PACE OF EXPORTS

Coffees prices fell in November 2018, following the modest recovery recorded in October 2018. The largest decreases occurred in the average price for Robustas and Brazilian Naturals, which fell by 2.1% to 83.52 US cents/lb and by 2.0% to 113.27 US cents/lb, respectively.



The market is over supplied with significant volumes exported.

Global Output

In coffee year 2017/18, global output, estimated at 163.51 million bags, exceeded world consumption, estimated at 161.93 million bags, by 1.59 million bags. This excess in supply has put downward pressure on prices that may continue over the next few months.

World coffee exports reached 10.41 million bags in October 2018, compared with 8.89 million in October 2017. This is an increase of 17% and is the largest volume on record shipped in October.

In the twelve months ending October 2018, exports of Arabica totalled 77.56 million bags, compared to 75.74 million bags last year. Meanwhile, Robusta exports amounted to 45.95 million bags compared to 42.77 million bags

Overall, In the twelve months ending October 2018, global shipments amounted to 123.5 million bags, 4.2% higher than last year

Brazil's exports in October 2018 increased by 29.1% to 3.75 million bags, which is the largest volume

on record for October shipments. This rise was driven by shipments of green coffee. It was also the largest October shipment in the last five years.

Shipments of green Robusta reached 364,715 bags in October 2018 and shipments for April 2018 to October 2018 amounted to 1.95 million bags, which compares to just 159,818 bags exported in the same period one year ago. This indicates that Brazil's Robusta crop has recovered from drought in previous years.

Exports of green Arabica reached 15.27 million bags in the first seven months of Brazil's 2018/19 crop year, 4.1% higher than last year. However, this is lower than the 16.24 million bags shipped in April 2016 to October 2016, which is the previous on-year for Arabica production. Total coffee shipments in the 12 months ending October 2018 rose by 5.4% to 33.18 million bags.

Vietnam's exports are estimated at 2.1 million bags in October 2018 compared with 1.38 million bags in October 2017. Exports for the year ending October 2018 are estimated at 29.37 million bags, 28% higher than in the same period last year, reflecting the larger harvest in crop

year 2017/18.

Colombia's exports are estimated at one million bags, 11% lower than October 2017, due to the smaller volume of production this past year. In the year ending October 2018, Colombia exported 12.6 million bags, compared to 13.38 million bags one year ago.

Conclusion

World production increased by 4.8% to an estimated at 163.51 million bags, exceeding consumption by 1.59 million bags. This excess in supply and the strong pace of exports has put downward pressure on global coffee prices. Prices may remain low over the next few months as output from October to September harvests is coming to market at levels similar to or greater than last year. Output from the largest producing countries is anticipated to remain stable or increase in coffee year 2018/19. Global economic growth is not expected to surpass 2017, which could limit growth in global coffee consumption.

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SCA Launches New Initiative to Address the Coffee Price Crisis and Appoints New Executive Director

Today the staff and volunteers of the Specialty Coffee Association (SCA) are pleased to announce the launch of the Coffee Price Crisis Response Initiative aimed at understanding and addressing the price crisis affecting coffee farmers and threatening our supply chain as a whole. The effort will be led by Ric Rhinehart who will be stepping down from his role as Executive Director of the association to be succeeded by Yannis Apostolopoulos, the current Deputy Executive Director.

The coffee value chain is long and most coffee producers are not paid enough for their coffee to maintain profitable farming operations. This should not be news to anyone who has been paying attention in the coffee industry; we have been hearing about this problem from coffee farmers, producing country institutions, and producer advocates for a long time. A 2017 literature review on coffee farm profitability conducted by the SCA revealed nuances that included among its conclusions a price threshold for

profitability of \$2.50/lb. Most recently, the issue was underlined when in August 2018 the commodity futures price dropped below \$1.00/lb.

The SCA Board of Directors recently directed staff to explore options for focusing additional resources to understanding and addressing the issue. To that end, SCA is launching this major new initiative as an organization, allocating substantial resources, both human and financial, to expanding our role and response to the coffee price crisis. In its first year, the Coffee Price Crisis Response Initiative will aim to accomplish the following objectives:

- Increase funding and resources allocated to better understanding the topic in collaboration with the staff and volunteer advisory councils of the SCA's Advocacy and Sustainability Centers
- Conduct research on the coffee price crisis and its effects on producers and the entire value chain
- Convene experts from the private

sector and academia to explore alternative price discovery tools for the specialty coffee industry

- Outline alternative economic models for the specialty coffee trade and provide a meaningful way for companies to address risks in the supply chain

The work of taking SCA into the future and accomplishing the many critical projects and objectives laid out in our strategic plan will continue to rest in the hands of the Executive Team, led by Yannis Apostolopoulos, our current Deputy CEO, who will become the new CEO and Executive Director. Ric Rhinehart will devote his full attention to the initiative as SCA Executive Director Emeritus.

The SCA's Coffee Price Crisis Response Initiative is critical to the future of the industry and in keeping with our purpose as an association: to foster a global coffee community and support activity to make specialty coffee a thriving, equitable and sustainable activity for the entire value chain.

Eco Mini Wet Plant

- Consists of Single Disc Pulper, Rotary Sieve, Horizontal Mucilage Remover and Water Re-Cycling Pump with arrangements.
- Input Capacity (Ripe Cherry Fruit) - 1.0 MT/Hour
- Power Consumption (Electrical Motor) – 11.5 H.P.
- Variant – Diesel Engine Drive – 16 BHP Engine



IC Mag / 04-2017

MCKINNON 

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Boma FCS was started in 1999 and has grown to become one of the best models of an FCS and the well-paying in the Fort Ternan region.

2018 AFCA COFFEE SAFARI TO RIFT VALLEY AND MT. ELGON REGION

AFCA organised for the first time, a coffee safari to the Rift valley region in Kenya and the Mt. Elgon region in both Kenya and Uganda. Six members from Angola, Brazil, Taiwan and USA participated in the safari that was scheduled for 12th – 17th November 2018.

The objective of the safari was to expose the buyers to a different coffee growing region, allowing them to interact and nurture relationships with the coffee at their birthplace.

The tour started with the Kenyan coffee safari to Fort Ternan, Kericho County in the Rift Valley region. Here, the tour was to wet and dry mills. The wet mills visited were Boma and Kabng’etuny Farmers’ Cooperative Societies (FCS). Both are affiliate societies of the Kipkelion District Coffee Union.

At the wet mills, the participants interacted first hand with the primary processing of coffee from

delivery of cherry to the dried parchment. Each of the wet mills had a unique way of handling the cherry to ensure that the quality was maintained.

Boma FCS was started in 1999 and has grown to become one of the best models of an FCS and the well-paying in the Fort Ternan region. Kabng’etuny FCS. came to operation as an FCS in 1985. It was formerly owned by an Italian settler in the period 1923-1970’s. Kabng’etuny FCS partnered with Fairtrade Africa (FTA) and received training on Good Agricultural Practices (GAPS), Gender Mainstream and Nutrition. They became one of the 1st Fairtrade

certified coffee cooperatives to embrace gender mainstreaming in its operations. They registered a women member’s association, Kabng’etuny Women in Coffee, who produce and supply Fairtrade coffee and receive their proceeds directly. The women’s group has trained on Good Agricultural Practices (GAPs) towards increasing coffee quality and yield. They have also ventured into value addition and now package their coffee under their own brand; Zawadi Coffee.

The Kabng’etuny Women in Coffee Association has also supported the adoption and construction of domestic biogas units for 300 households of their members, thus reducing over-reliance on firewood and charcoal. They then use the bio-slurry waste from the biogas as a cheap source of organic fertilizer for sustainable production of coffee and other food crops.



AFCA Guests at the World Renowned Sipi Falls



At the highest level of Mt. Elgon was Chebwek FCS at approximately 2,000 metres above sea level. This is one of three coops in the area being supported by CMS

Kipkelion Coffee mill is the only dry mill in the South Rift Region serving over 35,000 farmers and markets their coffee through Kenya Cooperative Coffee Exporters. The dry mill started operation in January 2013 and is a project of the Kipkelion District Coffee Union, Kericho County. The Union was registered in 2009 and has a membership of 32 Coffee Farmers' Cooperative societies drawn from Kericho, Nandi and Bomet Counties.

The next stop after the Rift Valley region was the Mt. Elgon region, Bungoma County, Kenya. At the Mt. Elgon, the participants had a chance to visit three wet mills that are located at different level points of Mt. Elgon. At the highest level of Mt. Elgon was Chebwek FCS at approximately 2,000 metres above sea level. At the middle level was New Chesikaki FCS and Nakayonjo FCS was at the lower level point of Mt. Elgon. The 3 cooperative societies have partnered with CMS to train farmers on GAPs to improve on the production and quality of their coffee.

After an intense tour in Kenya, it was time to cross the border to Uganda. The group travelled to Kapchorwa and Mbale for the coffee tour.

In Kapchorwa, the tour was to Sipi Falls Washing Station, a project of Kawacom. Kawacom is the Ugandan branch of the ECOM Agro-Industrial Group. At this washing station,

the group witnessed a whole new processing experience. The Sipi washing station undertakes wet, honey and natural processing. They are particularly intense and are expanding their natural processing project since their clientele for natural coffees is growing.

The coffee tour in Mbale was to Kyagalanyi, Greatlakes Coffee Ltd (GCL) and Mountain Harvest SMC. At each of these premises, there was something new for the group to learn and experience. At Kyagalanyi, the group witnessed the use of enzymes for the fermentation process in one of their washing stations, Buzibiti Washing Station. Special fermentation tank has been installed, where once the pulped coffee gets to the tank, enzymes are released to allow fermentation. This process takes approximately 4 days.

Greatlakes Coffee have developed traceability and transparency app. They have registered all their farmers on the app and can trace the production trend, the quality and prices for each household/farmer. The app has assisted GLC develop sustainability programs for training the farmers.

Mountain Harvest SMC Ltd (MH), founded by Lutheran World Relief works directly with a cooperative society to market their coffee. The cooperative society is Mt. Elgon Agrofore Communities Cooperative

Enterprises Ltd, formed by a union of seven primary societies.

In spite of the long distances during the coffee tour, the team was excited to have learnt and experienced the coffees at their birthplace, cherishing the uniqueness of each coffee.

AFCA appreciates all who participated at the coffee tour, and is committed to keep the flames of the relationships formed with all acquaintances met growing.

“ Kabng’etuny Women in Coffee Association has also supported the adoption and construction of domestic biogas units for 300 households of their members, thus reducing over-reliance on firewood and charcoal. They then use the bio-slurry waste from the biogas as a cheap source of organic fertilizer for sustainable production of coffee and other food crops. ”



ARCHDIOCESE OF NYERI HILL FARM

Nyeri Hill Farm was established by the Consolata Fathers in 1914, the main mission being to generate income to facilitate evangelization, eradicate poverty and diseases. The whole farm is over 3,000 Acres out of which 825 Acres are under Coffee. This ranks the farm among the oldest and the largest coffee plantations in Africa. Within the farm are 23 Institutions which includes Schools and colleges, Hospitals, and early Childhood education facilities. Other farm activities include Tea, Livestock management, Horticulture and Afforestation.

PHYSICAL FEATURES, COFFEE PRODUCTION AND QUALITY;

The Farm is on an altitude of between 1800m - 2000mm above sea level and temperatures ranges at 10 – 30 degrees Celsius. Annual rainfall ranges between 750 mm – 950 mm and the soils are well drained volcanic loam. We produce some of the best quality coffee grades in the region. The average annual production is at 400 tons of Green beans but with the current introduction of an irrigation system, the farm is set for a production of 600 tons of high quality coffee beans.

ECONOMICAL BENEFITS AND CORPORATE SOCIAL RESPONSIBILITY PROGRAMMES

The farm employs an average 400 people and indirectly provide livelihood to an approximately 2,000 people. As one of the social corporate responsibility gesture, the farm has over the years been sponsoring eight of the best performing students from disadvantaged families in our neighborhood through their High school education over and above much other charitable work.

CERTIFICATIONS AND SUSTAINABILITY MEASURES

Nyeri Hill Farm is accredited to the Rain forest Alliance, UTZ Kapeh, CAFÉ Practices certifications and 4Cs verification which guarantee that the social, environmental and economic criteria for coffee production code of conduct have been met. Both cultural and biological control of disease are practiced and we've had no chemical control against Coffee Berry Disease and Leaf Rust at the farm in over ten years. With improved resources from sales of our coffee proceeds, Nyeri Hill Farm has committed to fulfill and meet most of the Sustainable Development Goals as set by the United Nation.

For any further information.

Contact the General Manager
Mr. Joseph Njau: Email: - nyerihillfarm@gmail.com



WORLD COFFEE RESEARCH

World Coffee Research is the only organization in the world applying advanced agricultural science for coffee on a world-wide, pre-competitive, collaborative basis. WCR enables the global coffee industry to invest in advanced agricultural R&D to transform the coffee sector and make coffee a vital source of global human progress in the 21st century. Companies like Keurig Green Mountain, Starbucks, Illy, and Royal Cup Coffee (and over 80 others) support our cutting-edge research to create new varieties and market opportunities for farmers because they recognize it is an essential precondition for farmers to achieve sustainable livelihoods.

WCR is developing the next generation of high yielding, resilient coffee varieties, while increasing quality in the cup. In addition, WCR is conducting the first global research to drive best agricultural practices, minimize inputs and environmental impacts, and maximize farmer incomes. World Coffee Research has already delivered impressive results: In just five years, we have established an unprecedented international network of research trials to test variety performance, agricultural approaches for climate resilience, and to track and control coffee disease/pest movement. In addition, together with our partners, we have 66 new coffee varieties in development at two collaborative global breeding hubs—including our latest hub in Africa, a partnership with the Rwandan Agricultural Board. The hubs serve as centralized locations for countries in each region to access breeding populations, expertise, and materials that can be utilized to create new coffee varieties for the benefit of local producers in each country or region.

With the African breeding hub now launched in partnership with RAB, WCR is excited to present this resource to the continent's coffee-producing countries. "Helping coffee farmers navigate climate change takes global collaboration," says Tim Schilling, WCR's founder and CEO. "WCR is proud of its role in connecting countries and researchers around the world with each other and the latest advanced science. It's thrilling to see what we can do when we work together."

For more information about World Coffee Research and its programs, please visit worldcoffeeresearch.org

Email: info@worldcoffeeresearch.org, Twitter: @WCOffeeResearch

Facebook: facebook.com/worldcoffeeresearch





BOLLORE LOGISTICS

Bolloré Logistics is a brand of Bolloré Transport & Logistics, bringing together 4 activities to form a global network of synergy and expertise:

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- Bolloré Ports: Leader in Port Terminal Management
- Bolloré Railways: Rail Concessions Operator of Reference in Africa
- Bolloré Energy: Major Player in Oil Distribution and Logistics

Our clients are both major groups for whom we provide complex supply chain management solutions and small to medium sized companies who entrust us with their international shipments.

To support our customers in the conquest of international markets, Bolloré Logistics has created global and sustainable solutions that are innovative in design and flexible in execution.

Our operational excellence is primarily based on our teams, expertise, proactivity and our commitment to continuous improvement. They are supported by an integrated information system which affords complete visibility and control throughout the entire supply chain.

We take into consideration the specific requirements of each client and we design a solution that combines both our business and industry expertise.

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- Port / Shipping Agency Operations
- Warehousing, Conditioning, Collateral management
- Transport Management with owned or subcontracted Trucks
- From transformation plant to Warehouse
- From warehousing to our partners' factories

Our Strengths in Coffee Logistics Management

- Dedicated warehousing space for commodities; insulated and ventilated as per international standards
- A specialized and experienced team to handle your coffee from receipt to shipping.
- Specialized handling (hand picking, sample sorting, rebagging, palletising)
- Specialized equipment (colour separator, bulk blowing machines)
- Existing relationships with key buyers, shipping lines worldwide

Contact Us

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COFFEE WORD LIMITED

Coffee world limited started in 2008. It's a coffee processing and exporting company which deals in two types of coffee i.e.

- Uganda Natural Robusta coffee
- Washed Bugishu Arabica coffee

Our head office is suited in Kawempe Bombo road, Kampala, Uganda. We have two plants where by one deals in Robusta coffee and another one is suited in Mbale, Eastern Uganda which deals in Arabica coffee, five (5KM) away from Mbale town at Namunsi Soroti Road.

Arabica coffee is grown on an altitude between 1800 – 2100 metres above sea level and it is normally grown by co-operative farmers especially in Mbale and Kapchorwa districts in Uganda.

Our mission is to raise awareness and funds for women in coffee. We also do this through sensitization and provision of funds through Crop Advance. This enables the elimination of middle men and encourages fair trade.

Contact details.

Coffee World Ltd.

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 Kampala, Uganda
 Tel: +256 782 891 045



JAVA HOUSE

Java House was inspired by the desire for a good cup of coffee in Nairobi, Kenya in 1999. It was then the founders began roasting export quality coffee in-house at the 1st Java House branch at Adam's Arcade, Nairobi, Kenya. From these humble beginnings, Java House, colloquially referred to as 'Java', is not only one of the leading coffee-led restaurant chains but also exports the best authentic high grade quality Arabica coffee to the rest of the world.

Our high grade African Arabica coffee is carefully hand-selected and lovingly roasted by our in house coffee experts to bring to every cup a promise of a rich, aromatic brew. Our Authentic African Selection includes:

1. Kenya AA
2. Espresso
3. Decaf Arabica
4. Uganda Kigezi Special
5. Ethiopian Yirgacheffe
6. Rwanda Lake Kivu

From a single coffee shop, Java House now has over 55 stores across 3 East African countries, 14 cities and employs over 2000 staff.

At Java House, we thrive upon unmatched values of African Hospitality, Integrity, fresh good food and great coffee in a warm and welcoming atmosphere.

Our mission is to take the Java experience to the world through passionately sharing our authentic excellent African coffee heritage while continuously fulfilling and exceeding customer expectations.



KAHAWA LINK COMPANY

KAHAWA LINK COMPANY also known as KALICO is a family owned company established in 2012 with seven washing stations located in Northern east of BURUNDI specifically in Kirundo and Muyinga province.

We employ 44 permanent employees, 250 seasonal partners and approximately 25 000 producers who grow primarily the bourbon variety.

Through our process of wet fermenting the coffee for 12-16 hours, washing, soaking and pre-drying then finally drying the coffee on raised beds, we have achieved a rich aroma of caramel taste, with a hint of berry, black licorice flavor rounded up with a nice acidity and a syrupy body.

Angèle CIZA, the CEO, a fervent supporter of sustainability and women empowerment, believes that good coffee is achieved not only by using best practices from nurseries to picking but by investing in additional training, environmental protection, and social infrastructures for their producers.

To ensure traceability, KALICO, invested in an app called GESTAL that is used on all washing stations to register each farmer by his personal information, production information (coffee trees, soil type, etc) and harvest. This system helps identify each parchment lots to the origin and farmers identity, therefore creating a link between buyers and producers.

KALICO takes pride in forging friendships that go beyond partnerships with their buyers and growers.

KAHAWA LINK COMPANY S A

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Burundi – Email: info@kalico.bi



SPECIAL VISITS TO THE AFCA SECRETARIAT-

UNJUKI NJUZI

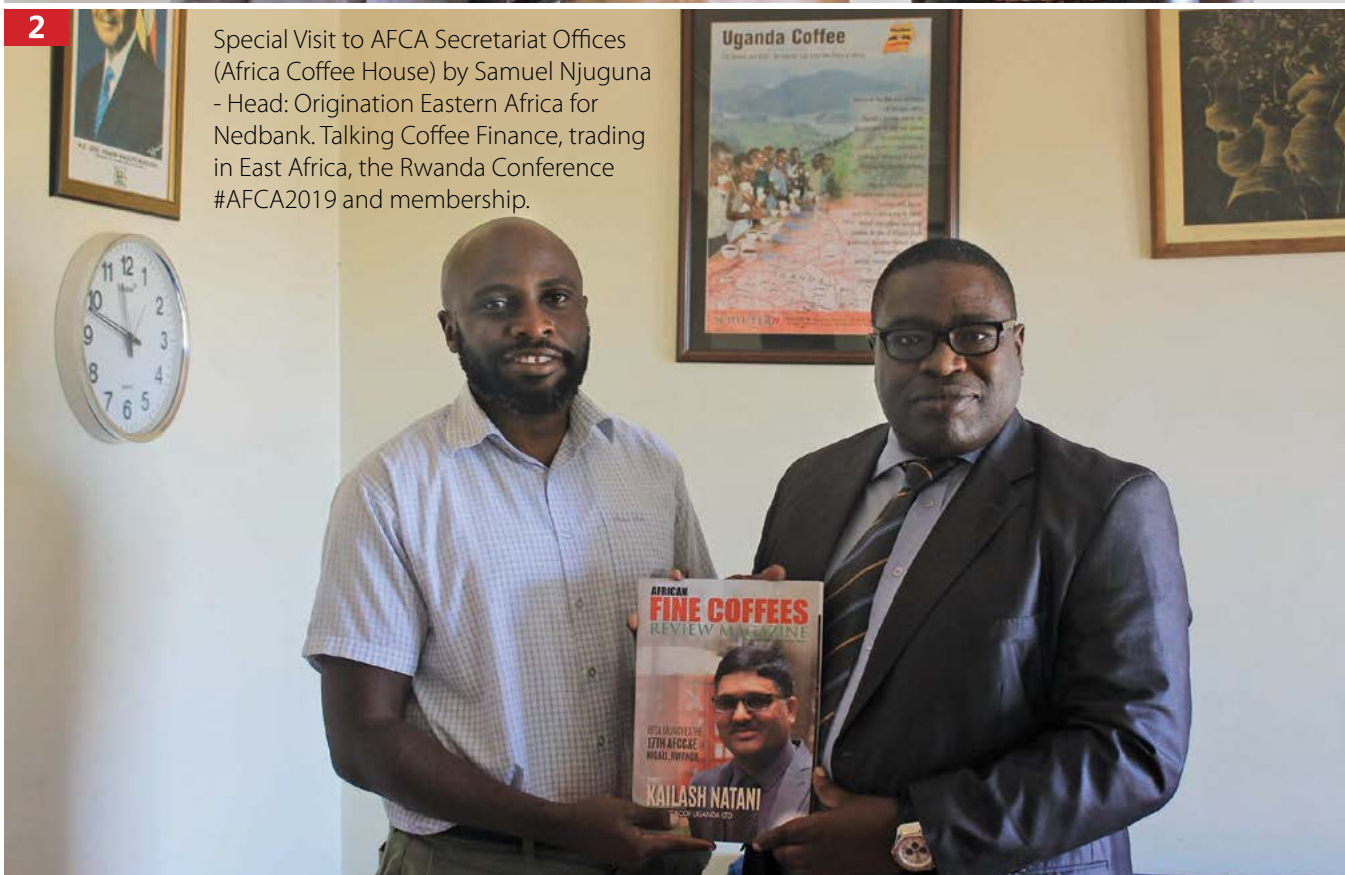
1

Special Visit (and present) from Rwanda Chapter Member, UNGUKA MUHINZI Ltd represented by Jean Lac and Jeremy Iyakaremye



2

Special Visit to AFCA Secretariat Offices (Africa Coffee House) by Samuel Njuguna - Head: Origination Eastern Africa for Nedbank. Talking Coffee Finance, trading in East Africa, the Rwanda Conference #AFCA2019 and membership.



AFRICA COFFEE ACADEMY'S MENTORSHIP AND TRAINING PROGRAMME: MEET MS. MARBLE NDAGIRE OUR 2018 YOUTH FLAGSHIP BEARER.

Uganda the pearl of Africa. Yes, it is. It is the birth place of the second most traded commodity. I call it the black gold; Robusta Coffee. In a country with a wealth of natural resources; it has a lot more to offer to attract business growth and investment, the Uganda government is committed to developing the private sector e.g. it supports business through the private sector foundation to access opportunities under its matching grant facility. Uganda is among the few countries that benefits from the quota and duty free product access into the US (AGOA), EU (under the EBA and GSP scheme), India (Under the DFT scheme) and China (Under the DFQF scheme), with regulations that permit 100% foreign ownership of companies and it produces more than 15,000 university graduates annually and these are a fraction of the 75% youths that comprise the total of the population. Uganda really is the pearl of Africa.

Uganda is the largest African coffee exporter and the second largest producer. Uganda's agricultural exports average at 80% of which coffee exports contributes 22% of the total exports accounting the lion's shares as a foreign currency earner. The Uganda Coffee Value Chain system employs over 1.7 million households and it is estimated that the coffee farmer earns over 70% of the export value of the coffee exported. Currently, the Uganda government through the Ministry of Agriculture Animal Industries and Fisheries (MAAIF) and Uganda Coffee Development Authority (UCDA) is implement the presidential directive to increase the total coffee exports from the current 4.5 million (60Kg) bags expected to reach over 5 million bags in the coffee year 2018/19 to 20 million bags by the year 2025.

Like many coffee producing countries coffee production has been affected by climate change, exchange rate and the declining coffee prices; despite like mentioned earlier that the coffee farmer earns over 70% of the export value. The Uganda government through UCDA are working the public sector to grow Uganda Domestic Coffee consumption from the current 3% to rival coffee producing countries like Ethiopia and Brazil. It is then that the farmer will be able to produce without working about



the external coffee prices and the dollar rate fluctuations. Since 1998 when the first coffee shop opened in Uganda; Uganda has seen a rise in the number of coffee shops and roasteries opening up. Currently in Kampala alone there over 50 active coffee shops and over 15 roasteries. These have helped to drive the domestic coffee consumption from 1% in 2005 to 3% in 2017.

Key to the private sector development and engagement to meet the presidential directive and increase domestic coffee consumption is Africa Coffee Academy (ACA). ACA offers Four course services; training, consultancy, equipment trade and third party quality services. All this is done while offering the client a total coffee experience. For ACA to play its role, it has partner with the Ministry of education through the Directorate of Industrial Training to offer hands on skills development and entrepreneurship training for young baristas, quality controllers and roasters. The government is not able to support all the youths and those that have the capacity have paid their tuition fees to acquire these skills. At the Academy we believe we can change the coffee drink culture one barista at a time.

Meet Ms. Marble Ndagire; the current flagship bearer of youths that ACA has trained. In 2017; Marble trained as a barista at the academy. During her training, offering a total coffee experience, Ms. Ndagire was introduced to basics of coffee quality management and roasting. She was tasked to manage and run Kaawa on Wheels (KoW) as youth coffee brewing initiative of ACA. Marble noted that during the coffee events they attended and served coffee there were clients who were interested in carrying home some of the coffee that they used to serve. Marble got the idea of starting her own brand of coffee and this prompted her to sign up the coffee quality management class. This class instilled coffee business acumen, quality management and supply



chain and clientele management. She was getting into the coffee business.

Coffee is a tough business. Firstly, Like in many coffee producing countries coffee is a business dominated by men; however there women that have taken on this lucrative business. Secondly, from production to exports to roasting there few youths that are engaged in business, due to lack of start-up capital and partners interested in working with youth. Africa Coffee Academy with the support of its directors like Mr. Robert Waggwa Nsibirwa, Mr. Ishak Kasule Lukenge, Mr. Robert Dick Wadada started the ACA mentorship programme. This programme identifies enthusiastic youths and works with them to nature their business ideas into actualization and hand hold them to levels where they are fully fledged business that are capable of self-sustaining. This programme is very competitive; it gets one candidate once every 2 - 3 years, and successful.

Ms. Marble Ndagire in 2018 approached ACA for this engagement and she was the perfect profile fit for mentorship. In the intial stages Marble was working alone to promote the roast and ground coffee under KoW. She was later joined by another youth Mr. Brian Luutu. In the first quota of the year 2018 marble registered a business name; the gold pearl coffee limited to promote her coffee brand. This did not come easy, Marble and Brian signed up for coffee agronomy classes to learn more about coffee production and how it

affects coffee quality and the coffee cup. She identified coffee farmers to work with closely in Kapchworwa for Arabica Coffee supplies and Ssemuto and Kapeeka for Robusta Coffee supplies. She is has moved to paying premium prices for well managed coffee that the farmers supply. She worked with ACA and later was able to perfect a blend and roast profile for the brand.

Marketing is the critical pillar that is lost in translation for most businesses. ACA puts this at the forefront in its mentorship programme. ACA further worked with this team of two energetic youths to promote the gold pearl coffee brand. In 2018 Ms. Marble sold coffees at the dispas coffee tasting event, the AFCA Conference in Kampala, at the Coffee Technology Expo in Mbarara, the Uganda coffee day also doubling as the international coffee day in Uganda and the Coffee Event in Hainan and many more. She has been to promote the pearl gold coffee brand both locally and internationally.

At the academy we believe that offering our clients a total coffee experience, we shall transform the Uganda coffee industry. We shall move the domestic consumption form 3% to 50%; we shall move the coffee production volumes from 4.5million bags to 20million bags; we shall the 75% youths into hands on skills jobs as employer or employees. We shall move the industry with one trainee at a time. We are doing our part, what about you?



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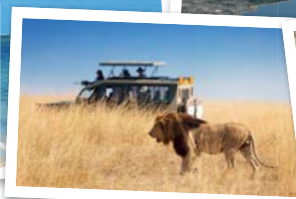
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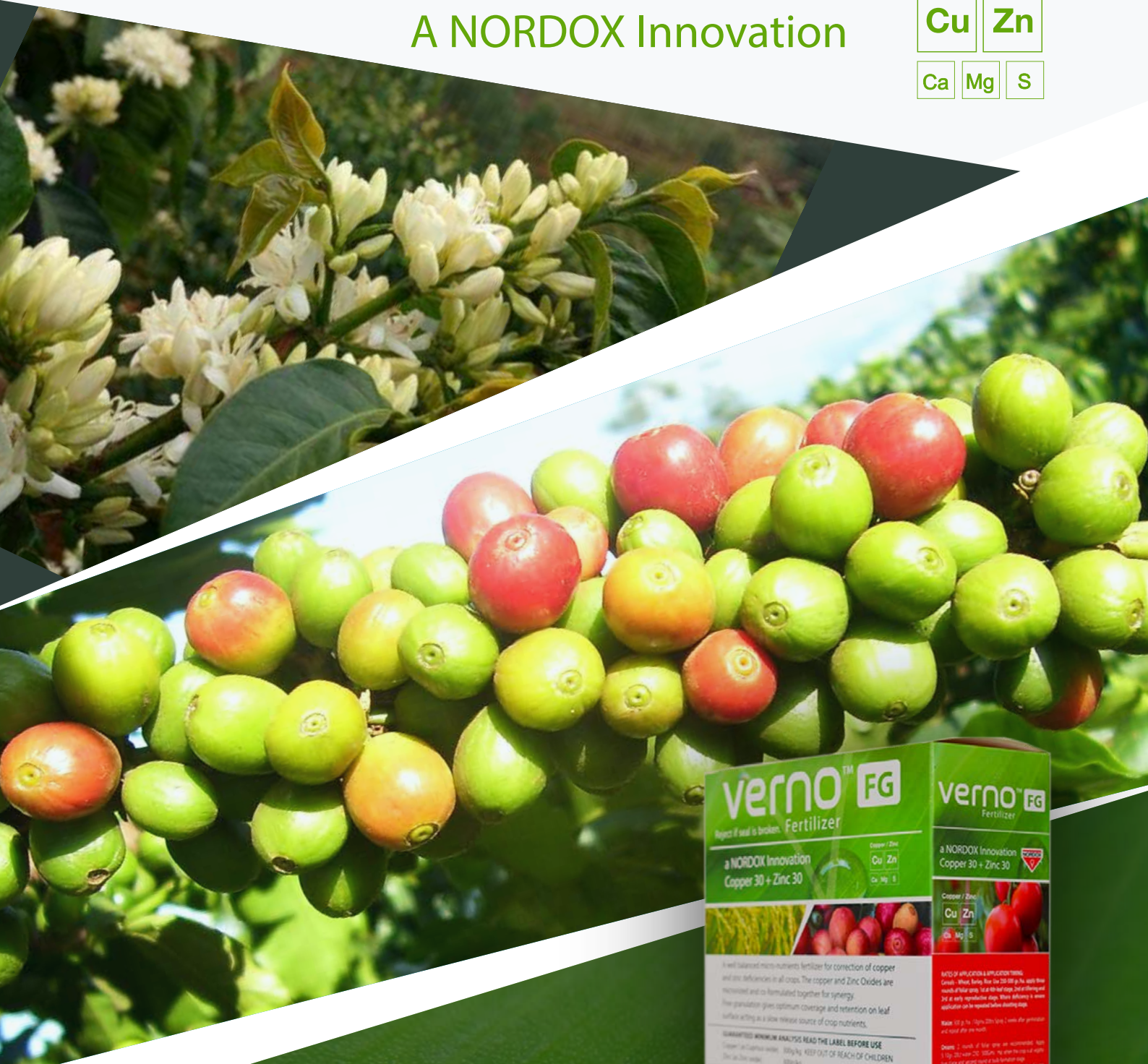
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Our Regional Manager in East Africa, Mattia Guglielmi, is speaking at @AFCA_COFFEE about how coffee cooperatives operate as international businesses. buff.ly/2TQLdZG He'll be joined by some of the trading & programmes team. Will they see you there? #AFCA2019



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In March, @USAIDEastAfrica @InvestEAfrica partnered w @AFCA_COFFEE to conduct #US buyer's mission to #Rwanda. As of May, 10 coffee buyer linkages have happened. Those buyers estimated their potential purchases to be nearly \$600,000 bit.ly/2AsaQbv #USAIDTransforms



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Have you registered already for the 17th @AFCA_COFFEE Conference and Exhibition in Rwanda? Looking forward to meet you all again in Kigali! buff.ly/2wL03cu



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