

**AFRICAN**

# **FINE COFFEES**

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**PROMOTING DOMESTIC  
CONSUMPTION: REMEDY  
FOR LOW COFFEE PRICES?**

**AFCA REVIEWS  
5 YEAR STRATEGIC PLAN**

**A TIDAL SHIFT IN COFFEE  
PROCESSING &  
CONSUMPTION IN CONGO**

**WCR LAUNCHES COFFEE  
BREEDING HUB IN AFRICA**

# **JOSÉ DAUSTER SETTE**

**EXECUTIVE DIRECTOR, INTERNATIONAL COFFEE ORGANIZATION**

**LOW PRICES SCALD GLOBAL COFFEE INDUSTRY**

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## WRITERS' PROFILES



### Carlos Brando

Is director and partner of a coffee consulting, marketing and trading company P&A International Marketing that exports Pinhalense coffee machinery and consults for the International Coffee Organization (ICO), the World Bank, the Sustainable Trade Initiative (IDH) and other

companies and institutions in Brazil and abroad on strategy, marketing, sustainability, technology and quality. Carlos has coordinated coffee projects in over 90 countries on the 5 continents. He is a former member of the Technical Committee of the Brazilian Coffee Research Consortium and of the Boards of UTZ Certified and B3 Brazil Exchange Coffee Chamber, a current member of the Coffee Quality Institute Board. Carlos helped to establish the Global Coffee Platform (GCP), and acts as the current Chairman of GCP.



### Baraka Kasali

Born in the Democratic Republic of Congo (DRC) and growing up in Kenya and the United States, Baraka draws from his environmentally-rich and culturally-diverse upbringing. To his work, he brings a breadth of knowledge and

experience in pursuit of his passion, supporting Congolese progress and realizing its potential. Over the last several years, he has served as the Country Manager and Executive Director for Eastern Congo Initiative (ECI) for several years resulting in stronger market linkages, and lasting and meaningful change for coffee and cocoa farmers. In 2015 Baraka joined CafeKivu as an angel investor in an effort to grow local consumption and domestic brand recognition for Congolese coffee.

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# A WORD FROM THE EXECUTIVE DIRECTOR



**R**egistrations for the AFCA Specialty Coffee Expo are now open. The Expo is scheduled to take place from 30th to 31st October 2019 at Sea Cliff Resort and Spa in Zanzibar under the theme "Domestic Consumption in Africa and the AFCA Barista Retreat". The Specialty Coffee Expo will provide participants with leading information in form of presentations, workshops and advanced trainings on barista roasting, brewing, and cafe consultation among many more others.

Coffee production in Tanzania is a significant aspect of its economy as it is Tanzania's largest export crop. Tanzanian coffee production averages between 30,000-40,000 metric tons annually, of which

approximately 70% is Arabica and 30% Robusta. In Marketing Year, (MY) 2017/18, Tanzania exported 4,864 MT of green coffee beans to the United States, worth 19.2 million USD, representing an increase of 4% from 2016/17. FAS / Dar es Salaam forecasts an increase in production from 1.15 million bags (which weigh about 16.7 kilograms) in MY 2017/18 to 1.30 million bags in MY 2018/19 due to biennial bearing cycle and favourable weather conditions reported by Tanzania Meteorological Authority (TMA). The ending stocks for MY 2018/19, are forecast up by 7% from MY 2017/18 due to an increase in production.

Though coffee consumption in Cameroon is not a widespread habit, local consumption is increasingly promoted through the presence on the market of around 30 roasted and ground coffee brands that households and some government offices buy on a regular basis. Processors, equipped with automatic coffee dispenser technology, have monopolized almost 75% of consumption in the major population centres. While exports still dominate, Cameroon is turning to Domestic Coffee Consumption to help boost production. One of the ways the government is promoting Cameroon Coffee, is through their annual Coffee Festival known as FestiCoffee held in Yaoundé (P12-13).

In the Democratic Republic of Congo, the number of new and returning

international buyers has surged as signs of progress and promise begins to show. These buyers are mindful of the vast areas of untapped or underdeveloped resources, seeking the inherently unique profiles of Congolese coffee with an eye on the present and the future (P14-16).

In the bid to increase domestic coffee consumption in Uganda, NUCAFE's Executive Director, Joseph Nkandu has championed the establishment of an aura of a home away from home Omukago coffee shop. This unique blend of Ugandan local traditions with modern styles welcomes the folks of large number of Ugandans to a friendship sip of the only Omukago cup in Kampala (P16).

On page 24 and 25, we feature Café Neo Kigali, and their journey in driving domestic consumption Rwanda with several branches in commercial buildings within Kigali attempting to create a vibrant environment and serving the best of Rwandan coffees hence promoting the modern African coffee consumption culture. Café Neo Kigali officially opened its doors in June 2015 at a beautiful outdoor, open-air space in Kacyiru and have mastered the skill of introducing the best coffee drinking experience in Kigali city by brewing the perfect cup of Rwandan coffee.

**Samuel N. Kamau**  
Executive Director, African Fine Coffees Association (AFCA)

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# COFFEE PRICES REACH NEWEST LOW IN MORE THAN A DECADE



Figure 1: ICO composite indicator daily prices 2019

In April 2019, the International Coffee Organization (ICO) composite indicator fell by 3.2% to 94.42 US cents per pound, the lowest monthly average since July 2006 when the price reached 88.57 US cents per pound.

The daily price fell to 91.79 US cents per pound on 17 April, the lowest it had been since 1 August 2006 when it hit 88.77 US cents per pound.

The ICO says prices for all group indicators fell in April 2019.

Colombian Milds saw the smallest month-on-month decline as it fell 0.6% to 124.42 US cents per pound. This is the lowest price for Colombian Milds since July 2007 when it amounted to 120.78 US cents per pound.

Other Milds declined by 2.2% to 121.13 US cents per pound. This level was last observed in December 2008 when it reached 118.97 US cents per pound.

The price for Brazilian Naturals declined by 3.5% to 92.47

US cents per pound, and Robusta fell by 4.8% to 73.28 US cents per pound. Prices for Brazilian Naturals are at their lowest level since September 2005 when they amounted to 89.48 US cents per pound. However, the Robusta indicator price experienced a more recent low in May 2010 when it reached 70.70 US cents per pound.

Low prices discouraged sales in March 2019, and world coffee exports amounted to 10.98 million bags, 3.8% lower than in

March 2018.

Across the first half of coffee year 2018/19 (October 2018 to March 2019), shipments increased by 4.1% to 63.15 million bags, which the ICO says reflects the ample supply of coffee on the international market.

Shipments of Brazilian Naturals rose by 18.4% to 21.7 million bags, and Colombian Milds grew by 8.6% to 7.95 million bags. Exports from Brazil in the first half of coffee year 2018/19, fuelled by significant growth in its harvest and encouraged by a depreciation in the exchange rate, increased by 26.5% to 21.29 million bags, driving the growth in global exports.

Between April 2018 and March 2019, world exports rose by 4% to 124.72 million bags. The exports in this period coincide with the crop year for a number of countries, including Brazil and Indonesia, the world's largest and fourth largest producers.

Source: *Global Coffee Report*

# LOW PRICES SCALD GLOBAL COFFEE INDUSTRY

The global coffee industry is facing its worst crisis in the last decade following a downward price trend and stiff competition from other beverages.

Value chain players fear the crop might be scarce in the market in the near future as many countries are likely to cease production due to the decrease in prices, which currently are 30% below their 10 year average.

This is in addition to competition for space from other economic sectors such as real estate and general urbanisation, high cost of production and governments not subsidising production costs especially in the third world countries.

International Coffee Organisation (ICO) Executive Director, José Sette says the current scenario, coupled with vagaries of climate change, is expected to provoke stiff competition from other beverages - mainly tea, cocoa and soft drinks.

"As the world coffee community, we fear that the downward trend of prices is likely to demoralise farmers and thus contribute to reduced production even as demand for the beans continues to grow at a healthy rate of 2% annually. Since 2016, the coffee market has experienced a continued downward trend and today prices are 30% below the 10 year average," he says.

In September 2018 during the 122 International Coffee Council Session in London, value chain players raised an alarm about low prices which they sought to address through the

passage of Resolution 465, which entrusted the ICO with a number of tasks.

The ICO composite indicator price on the last day of the London meeting stood at just over 98 US cents per pound (US 2.156 per kilogramme).

But in April 2019, the ICO composite indicator fell by 3.2% to 94.42 US cents per pound (US 2.1 per kg), which was the lowest monthly average since July 2006 when the price reached 88.57 US cents (US 1.95 per kg).

In April 2017, the ICO composite indicator price reached 135 US cents per pound (US 2.97 per kg). During the London ICO meeting, stakeholders adopted a broad approach Resolution 465 to guarantee fair living income to coffee farming communities and also ensure long term sustainability of the global coffee sector.

## Consequences

The price decline has so far created disillusionment among the majority of over 25 million coffee farmers worldwide, who Mr Sette says are facing losses as they struggle to cover their operating costs such as inputs, compliance and transactions expenses.

The producers, he says, will grapple with dwindled farm incomes and the livelihoods of coffee-producing

households, the majority of which are smallholders in low-and middle income countries, are increasingly at risk.

"The consequences of this situation are stark; reduced use of inputs and maintenance of coffee trees, leading to decreased output and lower quality, food insecurity and access to basic services such as education and health services," says the Executive Director.

"Rural impoverishment will result to increased urban migration, insecurity, stumpy development and a host of other social issues. This falling trend in prices is not expected to reverse in the near future, with the risk that many countries may even cease to produce coffee, leaving the sector much more vulnerable to climatic shocks and to pests and diseases," said Sette during an interview with our team in Nairobi during the 124th Session of International Coffee Council on March 25-29, 2019.

African Fine Coffees Association (AFCA) Executive Director, Samuel Kamau argues that value chain players need to fast track discussions on instituting a new price discovery mechanism which would help in taming the price volatility in the global market.

Following the exit of the USA from the ICO in 2018, there are emerging discussions on favouring other price discovery mechanisms as the New York Coffee Exchange (NYCE) is no longer justifiable.

Disregarding the NYCE, Mr Kamau says, the value chain players can resort to countries with established



price platforms such as the Nairobi Coffee Exchange and Jakarta Coffee Exchange in Kenya and Indonesia respectively.

He says the economic and social consequences for producing countries can be severe such as social unrest, national and international migration, the abandonment of coffee growing or even switching to the production of illicit crops.

"Furthermore, the lack of investment in the maintenance and modernisation of coffee farms poses a serious threat to future supply, exacerbated by growing demand for coffee worldwide," says Kamau.

Demand for coffee is growing globally, more so due to the expansion the middle class and increased urbanisation. Coffee is the world's second most traded commodity, after oil, and about half a trillion cups are consumed every year. But the supply is threatened by low supply and poor quality beans.

In Kenya, large coffee farms in Nairobi, Kiambu and Murang'a counties have been converted into real estates and others eaten up by infrastructure development.

This has reduced coffee supply in the country from a high of 130,000 metric tonnes in 1987/88 coffee year to between 40,000 and 50,000 tonnes currently.

Globally, coffee producers are equally not comfortable with lack of transparency along the value chain as more secondary agents continue to manipulate the system.

The value chain, mainly at the market level, is skewed and largely dominated by 87 multinational companies, for example, Starbucks and Nestle. Some of these companies even own airlines and are stronger than some coffee growing countries.

The daunting task for the ICO is how to open new markets such as India with a population of 1.3 billion, China (1.4 billion) and Africa (1.2 billion) as

consumption in premium markets such as Europe and USA is drastically declining.

"EU and USA are currently faced with population decrease and growing youth are not interested in coffee and instead prefer other beverages," says Kamau.

President and CEO of Colombian Coffee Federation, Juan Esteban Orduz says the price volatility is a big concern for producers across the globe.

"All the producing countries are keen to the new dynamics in the global coffee industry with a view to contributing to solutions being sought," adds Mr Orduz, who also attended the 124th ICO session in Nairobi.

He says deliberate action by all value chain players needs to be fast tracked to help in taming the downward trend in the industry.

Orduz, who also heads the World Coffee Producers Forum (WCPF), a non-profit organisation that brings together all coffee producing countries, says a sound approach is required to resolve scenarios that can compromise the future of coffee supply.

"As WCPF, we are concerned about the producers' situation and will continue to address this issue in our next meeting in Brazil in July 2019," he adds.

In most of the producing counties, he says, the cost of production is high because of the lack of infrastructure and value chain inefficiencies.

Sette notes that current coffee prices foster concentration of production in a small number of regions.

Today, just five countries produce over 70% of the world's coffee. Losing diversity of origins increases the global coffee sectors' vulnerability to severe market shocks such as extreme weather affecting any of the

top producers - with a potentially dramatic impact on industry, workers and consumers.

### ICO approach

At the Council session in London, ICO observed that current prices do not reflect the physical market fundamentals and at the same time do not allow coffee growers in most producing countries to cover their production costs, compromising their economic sustainability.

ICO is set to launch a global communication plan targeted at all value chain players to show the economic reality in the coffee sector, from the producer to the final consumer.

To reverse the trend downward, Stefanie Kung of Switzerland, who chaired the Nairobi sitting, confirmed that ICO will include the promotion of consumption as a guideline in all its action plans aiming to implement the 2030 Agenda for Sustainable Development.

The International Coffee Council further instructed ICO to promote dialogue among all stakeholders in the coffee value chain to ensure the economic sustainability of producers.

"...to instruct the ICO to ensure that there is an effective exchange between member countries of national public policy initiatives promoting economic sustainability and change the priorities of the ICO Strategic Plan to address profitability," said Ms Kung.

Exporting countries are further being encouraged to adopt programmes to raise their internal consumption and encourage the ICO to support initiatives to explore alternative uses for low-grade coffee, in line with Item 9, Resolution 420.

"The Executive Director to further strengthen ties with the international roasting industry as a matter of urgency, in order to gain support for the implementation of this resolution," said the council.

# WORLD COFFEE PRODUCERS FORUM OUTCOMES, CAMPINAS BRAZIL 2019



The World Coffee Producers Forum has come a long way from a concept organized by Columbia in Medellin in July 2017 to this meeting here in Campinas, Brazil.

There are 70 countries producing coffee worldwide with about 25 million coffee producers facing

problems; that is poverty created by the low coffee prices that does not even cover the cost of production. Added to this, production is affected by the vagaries of weather.

More than 25 million people worldwide depend on coffee for their livelihood, but it is only the 25 million growers who are suffering. Worldwide, everybody talks of social sustainability and environmental sustainability, but they fail to realize that only by the economic sustainability of the coffee producers, can the whole coffee value chain survive.

If you asked me, the very foundation of this industry is being knocked down and the building thinks that it can survive without a foundation, which is a misconception. We are all gathered here in Campinas to put

our thoughts together and come up with a viable plan, so as to ensure economic sustainability of the 25 million growers in 70 countries.

We are hosting the World Coffee Producers Conference in India in September 2020 with the theme “Sustainability through Consumption” as we feel the only way to make coffee economically sustainable is to get more and more people to drink it, and believe me, we have the population.

I speak on behalf of India and other coffee producers in Asia, that we are all committed to eradicate the problem associated with low coffee prices and ensure the economic sustainability, social sustainability and environmental sustainability worldwide through planning and implementation.

## FINAL DECLARATION OF THE SECOND WORLD COFFEE PRODUCERS FORUM

In the city of Campinas, Brazil, on July 10 & 11, 2019, the 2<sup>nd</sup> forum of coffee, producing countries was held, considering:

1. The first Forum raised worldwide awareness to the need for economic sustainability in global coffee supply. However, there has not been effective engagement from the other sectors in the coffee value chain to improve coffee producers' remuneration.
2. Research by professor Jeffery Sachs from Columbia University highlighted the need for interaction among all agents in the value chain for the development of global actions in addition to those already carried out in each country, with co-responsibility of all public and private agents in the coffee trade to guarantee the implementation of sustainability in its economic, environmental and social dimensions.
3. The opportunity for development of new technologies to improve the traditional forms of commercializing coffee, bringing producers and consumers closer and aggregating value to origins.
4. The importance in stimulating global coffee consumption, especially in producing countries and emerging markets, to guarantee balance between supply and demand and, consequently, remunerative prices to coffee producers.



### WCPF Resolutions:

1. To promote the creation of a technological platform to aggregate and make available information and numbers to all segments of the coffee value chain, in a manner that creates transparency in business and price formulation.
2. To develop a mechanism that facilitates the availability of information from producing origins through traceability of offered products and their specificities to end consumers.
3. To promote the training of producers through technical assistance and rural extension for the professionalization in property management and the acquisition of knowledge about market risks.
4. To stimulate the development of innovative strategies and campaigns to promote coffee consumption, mainly in producing countries and emerging markets.
5. To develop mechanisms, marketing strategies and technological innovations that enable achieving remunerative prices for producers, such as “economic sustainability” and “roasted by origin” seals.
6. To encourage each producer origin, at public and private levels, to develop national plans for sustainability for the coffee sector.
7. That the WCPF Committee will move forward with creating a legal entity to plan and execute on the strategies in this declaration.
8. The next World Coffee Producers Forum shall be held in 2021. The committee shall coordinate with the countries which city shall hold the next event.



## AFCA REVISED STRATEGIC PLAN 2020 - 2024

### VISION:

Sustainable Coffee Business

### MISSION:

Delivering Transformational Coffee Services to Members

### VALUES:

Integrity | Innovation | Commitment

### SLOGAN:

“Home of Africa’s Finest Coffees”

### AFCA STRATEGIC OBJECTIVES:

1. Membership
2. Coffee Institute & Expo
3. Coffee Conference
4. International Coffee Market Development
5. Regional Coffee Market Development
6. Policy Advocacy
7. Institutional Strengthening
8. Gender & Youth

The revised AFCA strategy is focused on member value proposition delivery through Coffee Programs, Trainings and Competitions from the new AFCA Coffee Institute to all sectors of the coffee value chain of producers, Quality Graders, Logistics & Exporters, Roasters and Baristas.

# PROMOTING DOMESTIC CONSUMPTION: A REMEDY FOR LOW COFFEE PRICES?

Carlos H. J. Brando





Record low coffee prices are causing despair in producing areas around the world. Reactions are many at all levels of the supply chain and growers and their representatives are by far the most outspoken, as it should be expected. On the one hand, proposals abound from many quarters but effective solutions to the price crisis are not yet to be seen. On the other hand, not enough has been said about the fact that the statistical evidence that coffee production is increasing faster than coffee consumption can be reversed by actions to promote consumption!



Coffee consumption has been growing faster in the two decades of this century than it did in the last two decades of the previous century. But can it grow even faster? Increases in coffee consumption in the 1990s and early 2000s resulted from the dissemination of new evidence of the positive benefits of coffee to health, the growth of coffee shops, the specialty coffee sector and single-serve, the opening of new markets (e.g.: China), and consistent growth in a few producing countries with large populations like Brazil and Indonesia. What can be done to increase the current rate of growth of coffee consumption?

The ICO approved the updating of its Step-by-step Guide to Promote Coffee Consumption in Producing Countries that sparked projects to promote consumption in India, Mexico, Costa Rica, El Salvador and the longer lasting and more successful one in Colombia, besides serving as background for many other initiatives to boost consumption. The World Coffee Producers' Forum has elected promotion of consumption as one of the three major topics to be addressed in its next July issue in Brazil.

As I presented to the ICO's Promotion and Market Development Committee in Nairobi last March, updating of the Guide should incorporate experiences from programs and actions that used it; account for changes in the "environment" – digital world, coffee market, coffee preparation and demography –;

and benefit from other trends and opportunities, e.g.: the factors behind growth in countries that do not have programs to promote consumption and the possible use of sustainability to spur consumption. Long as this list may be, it deserves due consideration.

Institutional programs in some countries and actions by the industry in others or both together in the same countries are the major tools to increase coffee consumption. Besides promotion of consumption in producing countries whose low consumption per capita presents great potential for growth, with Africa in the forefront, and in "new" tea-drinking markets like China and India, key areas to be addressed are the traditional markets of Europe and Japan that have been growing more slowly than the US that has recently shaken itself out of the same slow growth. It is worth investigating how the US did it and if and how it may be replicated in Europe, Japan and even other countries. Another area to be studied is if and how the concept of sustainability can be more intensely disseminated among consumers in order to convince them to pay more for sustainable coffee if not to consume more.

Is sustainability a valid argument to be explored to promote coffee consumption? Whereas sustainability is often approached from the negative end of not being contemplated in production in some areas, I propose to use a positive view and argue that one can make the world better by consuming more coffee. The more coffee is

consumed, the greater the chance that the price paid by consumers will help the growers and workers behind the many million coffee farms in the world to produce more sustainably, economically, socially and environmentally. Is this too far-fetched?

Can the same successful pre-competitive coalitions of industry that were behind successful programs to promote coffee consumption in producing countries like Brazil, Colombia and others be used in Africa where, with the exception of Ethiopia, per capita consumption rates are very low? Is this achievable? What are the preconditions to do this? The pre-competitive efforts of these coalitions can be critical to support promotional ideas, such as sustainability in coffee-producing areas or the positive impacts of coffee drinking on health and well-being. Is it the role of growers and their associations to initiate programs or should this be done by the supply chain as a whole with industry and even retail at the forefront, as proposed by the ICO Guide?

The programs to promote coffee consumption in both Francophone and English-speaking African countries that the Inter-African Coffee Organization (IACO) is launching with ICO seed-funding can become a turning point to motivate a young and fast-growing population to increment the low per capita consumption figures that point to an extraordinary growth potential in the continent.

# CAMEROON

## HOSTS NATIONAL COFFEE FESTIVAL TO DRIVE DOMESTIC CONSUMPTION

Cameroon takes the shape of a right-angled triangle with a 1,500 km hypotenuse stretching from Lake Chad to the Gulf of Guinea, and an 800 km base stretching from the Atlantic Ocean to the border of the Central African Republic. The country has an area of 475,650 km<sup>2</sup>, with 466,050 km<sup>2</sup> of land mass and 9,600 km<sup>2</sup> of water. Due to this privileged geographic situation and its extent in terms of latitude, Cameroon has a broad range of soils and climates, and a consequent diversity of ecosystems supporting an equally rich and diversified flora and fauna. Agriculture plays a dominant role in the Cameroon economy and is the country's principal source of revenue. It accounts for a quarter of exports and occupies approximately 80% of the working population.



*Mr. Ndoping Michael, Director General, National Cocoa & Coffee Board, Cameroon*

### Cameroon Aims to Drink and Produce more Coffee

Though coffee consumption in Cameroon is not a widespread habit, local consumption is increasingly promoted through its presence on the market of around 30 roasted and ground coffee brands that

households and some government offices buy on a regular basis. Processors, equipped with automatic coffee dispenser technology, have monopolized almost 75% of consumption in the major population centres. While exports still dominate, Cameroon is turning to Domestic Coffee Consumption to

help boost production. One of the ways the government is promoting Cameroon Coffee, is through their annual Coffee Festival held in Yaoundé.

Cameroon's coffee sector requires the involvement of all and sundry in promoting the coffee sector, which has been freefalling for the past 30 years. The calls for a concerted effort were made during the opening on April 16, of the 7<sup>th</sup> edition of the annual coffee festival FestiCoffee in Yaoundé, an initiative of the Cocoa and Coffee Interprofessional Council (CCIC). This year's edition was themed "Acting for Coffee".

Local coffee production has been declining for several years due to the disaffection of producers and weather effects, despite the various revival programs implemented. Coffee production that was 130,000 tons in the 90s, drastically dropped to 25,000 tons last season. In contrast, good performances are observed on the processing segment, mainly dominated by Cameroonians who received various international awards for the quality of their products. The latter, highly appreciated by coffee lovers, were once again tasted on



the "National Tasting Day", which has always been, along with the Coffee Trade Fair, one of the major events of the FestiCoffee.

The Minister of Trade, Luc Magloire Mbarga Atangana, launched the National Coffee Tasting Day, among other activities at the two-day event, saying it is not time to relent efforts. Referring to a study carried out recently by an American economist that predicted a bright future of Africa's coffee, he said Cameroon is the new Land of Coffee.

"The Coffee Sector was affected by adverse factors in the international market. The slow down of the sector did not affect Cameroon alone, but we are engaged in valorising the sector, especially local processing through events like this," he said, adding that processing coffee into finished products locally, will reduce the effects of external shocks. The Minister said everybody can contribute to strengthening the coffee sector, and urged citizens

to consume locally manufactured coffee.

Micheal Ndoping, the Director General of the National Cocoa and Coffee Board (NCCB) said that for Cameroonians to make the best out of the coffee sector, it is important to increase production alongside consumption. He seconded the Minister's speech, that Cameroonians need to consume what they produce, and should do their best to increase production. He added that if the sector is not careful, demand may soon exceed production and the locals will find themselves importing coffee. He also communicated that it is important to note that though production has dropped in the past 30 years, the quality of Cameroon coffee beans has increased due to new varieties".

Fonguh Peter, the Marketing Officer for the North West Cooperative Association, which has over 240, 000 coffee growers, affirmed that local processing is key to boosting

the sector. "Coffee farmers are old, coffee trees are old, coffee prices are determined by the global commodity market and climate change is also affecting the sector." He communicated that if Cameroon process their own coffee, they will determine the prices of their finished products, Fair prices will attract the youth and investors, and the sector will not have to worry about the increasing demand. He concluded that all sectors along the coffee value chain have to play their part to make this happen.

“ One of the ways the government is Promoting Cameroon Coffee, is through its annual Coffee Festival held in Yaoundé. ”

Laboratory Equipments



Dry Parchment Huller



Dry Cherry Huller



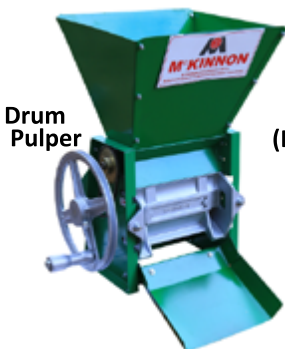
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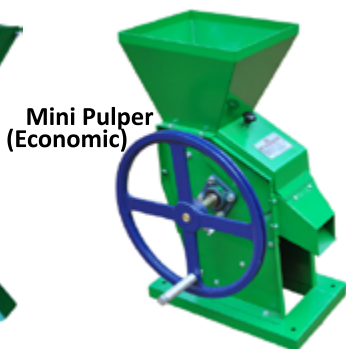
Moisture Meter



Small Grower Equipments

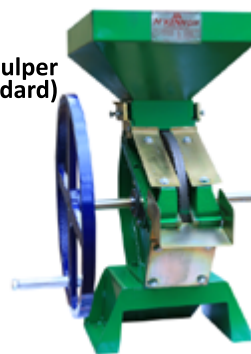


Drum Pulper



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Mini Pulper (Standard)



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# THE EVOLUTION OF CONGOLESE COFFEE CULTURE: A TIDAL SHIFT IN DOMESTIC CONSUMPTION & PROCESSING

By Kambale Kisumba Kamungele (Ets. Tsongo Kasereka), Kevin Wilkins (ELAN RDC), and Baraka Kasali (Eastern Congo Initiative)

For years, coffee production and export have played a central role within the Congolese economy. In fact, some estimates firmly seated coffee as one of the nation's top five contributors to gross domestic product (GDP), when exports represented nearly 75% at its peak in the 1980s. Unfortunately, after years of progress, a range of factors led to its decline, some of which included market volatility, unrest, and national administrative agendas that left producers with little incentive or support to maintain the once dominant crop. By 1992, production fell to 95,000 MT and formal exports dipped to just over 57,000 MT.

Over the last decade, the Democratic Republic of Congo (DRC) has set out to improve operating and regulatory environments, redefine its competitive position with in the marketplace, and attract and direct investments targeting coffee production, productivity, processing, and diversification. In doing so, coffee has not only assumed a place of greater importance as one of the nation's key agricultural crops, it has emerged as a new channel to markets, and a vehicle for economic prosperity as crop quality, volume, and consistency has begun to surge.

The number of new and returning international buyers has surged as signs of progress and promise begins to show. These buyers are mindful of the vast areas of untapped or underdeveloped resources, seeking the inherently unique profiles of Congolese coffee with an eye on the present and the future.

Over the last 10 years, exports have rebounded, and are poised to break 12,000 MT in the coming year (if not more) having maintained good traction since surpassing 11,000 MT in 2015.

The Congolese coffee comeback story is one that gets a lot of attention (and rightly so); however, while it is illuminating, the next act in this tale is one that explores the domestic coffee market in DRC. The following takes a closer look at DRC's burgeoning domestic processing market and the evolution of consumption, highlighting steps that DRC has taken to entrench economic stability in an era of volatility by scaling processing capacity, more effectively countering the illicit flow of Congolese coffees to neighboring countries (read: smuggling), and capturing and retaining greater value at origin, whilst satisfying domestic market needs.

## Domestic Processing, Roasting, and the Availability of Congolese Coffee in Congolese Markets

A timely International Coffee Organization (ICO) analysis of the 2013/2014 crop year pegged DRC's domestic consumption at 12,000 MT in the same year, a volume satisfied by far fewer than the historically diverse network of over 35 commercial operators previously engaged in sourcing, processing, roasting, packaging, and marketing Congolese coffees for domestic consumption, as documented in an Inter African Coffee Organization (IACO) study.

Seeking a better read on the present state of domestic processing, an qualitative survey confirmed that the number of operators had dwindled and processing volumes remained suppressed. Only a limited number of uniquely marketed and branded Congolese coffees were available. Among those identified, interest, enthusiasm, and insights surfaced, pointing to investments which seek to fill the void, signaling progress and potential across the many untapped markets and segments.

Progress is slow, but this is not for lack of trying or an absence of investment. On the contrary, this is



SNAPSHOT OF DRC COFFEE PRODUCTION AND EXPORT				
YEAR	PROD. (MT)	EXPORT (MT)		
		ROBUSTA	ARABICA	TOTAL
2000	50,212	23,251	5,435	28,686
2001	35,793	8,022	2,855	10,877
2002	40,143	6,106	5,100	11,207
2003	45,352	3,594	3,989	7,583
2004	37,126	4,642	4,350	8,992
2005	32,329	4,328	3,926	8,253
2006	32,407	3,645	4,645	8,290
2007	48,480	7,477	4,445	11,922
2008	49,723	7,453	4,693	12,146
2009	49,733	4,506	4,564	9,070
2010	55,077	3,950	5,927	9,877
2011	63,389	3,146	4,660	7,805
2012	64,367	3,161	5,141	8,302
2013	66,531	3,490	5,140	8,629
2014	68,695	3,202	5,832	9,035
2015	68,695	3,109	6,038	9,147
2016	62,536	4,726	5,832	10,558
2017	54,444	4,744	6,038	10,782
<b>Annual Average</b> 2012 - 2017	<b>64,211</b>	<b>3,739</b>	<b>5,670</b>	<b>9,409</b>

Source: Office National des Produits Agricoles du Congo (ONAPAC)

- Café Carioca and Ets. DZA in the west and Domaine de Katala in the east have increased processing capacity, product differentiation, and market penetration;
- Coordinated sourcing, processing, and distribution efforts led by the Compagnie pour l'Organisation et la Promotion des Activités du Café (COOPAC) have expanded;
- Joining the likes of Ituri-based Café-Umoja, new entities including Café Kivu, [www.cafekivu.com](http://www.cafekivu.com) (in Beni) and Le Petit Chalet [www.facebook.com/lpcgoma/](http://www.facebook.com/lpcgoma/) (in Goma) have emerged and expanded, supporting local economic transformation through specialty coffee serving up expertly made espresso and coffee drinks by highly trained teams of baristas;
- Congo's hospitality industry has prioritized relationships with local operators to increase their supply and service of Congolese coffees;
- The number of Congolese coffee cooperatives bringing their products to market continues to rise;
- Thanks to the Initiative des Femmes Congolaises dans le Cacao et Café (IFCCA), the popularity, prevalence, and quality profile of coffees produced, harvested, processed, and marketed by women has surged with the establishment café femme and expansion of its market.

The below snapshot illustrates a fraction of insights gleaned from a multi-dimensional analysis of domestic coffee consumption targeting DRC's seven largest population centers conducted by the Université Chrétienne Bilingue du Congo (UCBC), Texas A&M Conflict & Development Center, and ÉLAN RDC.

The evolution of Congolese coffee culture and national industry advancements are indicative of that future in the making.

very much a market and marketing issue that is inching ever-closer to alignment with the culture of consumption and scaling to ensure the availability of products. In recent years, a concerted effort has been underway to addressing this at each level.

In 2019, adding to existing capacity across locations throughout the country, the Office National des Produits Agricoles du Congo (ONAPAC), the technical and administrative arm of the Congolese government that looks after coffee (among other key agricultural crops), inaugurated a new Bukavu-based processing unit. ONAPAC's investment not only bolsters their capacity to support the Congolese coffee sector, it further reinforces the government's commitment to broader industry-wide efforts

to stamp out illicit coffee exit, and capture more value for reinvestment back into the sector, communities, and country.

### Getting Congolese Coffees to Market

In recent years, homegrown efforts to support the development and expansion of coffee culture, and promote consumption of freshly harvested, and locally processed Congolese offerings have intensified despite lacking the resources backing giants (i.e. Colruyt Group, Nescafé, etc.) whose lines of instant products occupy prime shelf space in markets throughout the country.

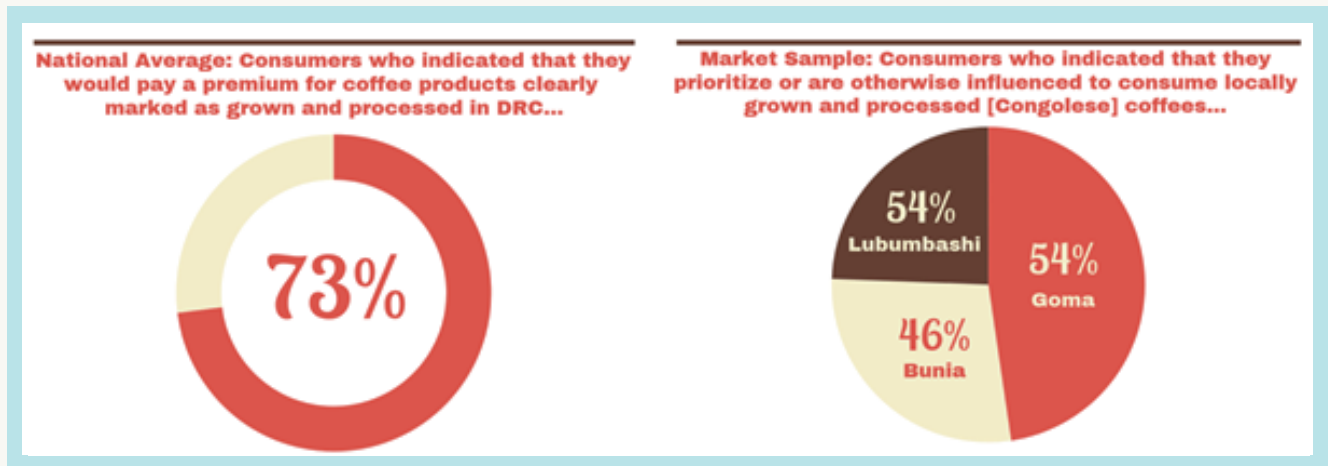
Some highlights drawn from those taking Congolese coffee mainstream include:

## A New Day and Fresh Cup for Congo

Just as Congo's specialty coffee production and exports have garnered global attention, so too will those who are championing a more robust processing industry, diverse market, and appreciation for quality at home. This progress will continue

through further understanding and response to Congolese consumers demands, intentional branding of local products in local markets and further exposure to more mature domestic markets (such as through the AFCA Specialty Coffee Expo to drive Domestic Coffee Consumption in Africa).

It is inevitable that large format giants will continue to occupy a large share of the market. However, as a nation of coffee producers, processors, and consumers, Congo is inching ever-closer to the day when quality is a priority, and people and pride are primary.



# YOUTH AND FARMERS' ENGAGEMENT: A CRITICAL PATH TO INCREASING DOMESTIC COFFEE CONSUMPTION

In the bid to increase domestic coffee consumption in Uganda, NUCAFE's Executive Director, Joseph Nkandu has championed the establishment of an aura of a home away from home Omukago coffee shop. This is a unique blend of Ugandan local traditions with modern styles that welcomes the folks of large number of Ugandans to a friendship sip of the only Omukago cup in Kampala.

To Joseph Nkandu, establishment of this epitome of the parlour of Omukago coffee shop is a fix and bridge for the youth to play a role in learning and employing learnt skills

to promote coffee consumption

At this coffee shop, a wonderful welcome to a unique cup of either a macchiato, latte, cappuccino just name it, will usher you into your best benefit of what coffee offers. The joy of sipping a naturally and directly sourced coffee can be discovered at this place.

With aBi Development support, NUCAFE has skilled and enabled a total of 71 youth (44 female and 27 male) with spectacular coffee baristing, sales distribution skills that have enabled access of NUCAFE brands currently in 150 supermarkets

in Kampala, Masaka, Mbarara, Lira, Iganga, Gulu, Jinja, Mityana, Sheema, Nyendo, among others to promote domestic coffee consumption.

The coffee shop has a huge attachment to farmers and buyers especially in view of its foundation between NUCAFE and Caffe River in Italy. NUCAFE intends to continue to promote its coffee brands until it is considered a coffee household brand in the country, while creating job and self-employment opportunities for the youth and engaging more of the Universities in Uganda.



# Coffee processing matters

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Global leader in coffee  
processing equipment

# DRIVING TRANSFORMATIONAL CHANGE IN DOMESTIC COFFEE CONSUMPTION IN KENYA:

## AN INSTITUTIONAL MODEL APPROACH BY DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY

**G**lobally Kenyan coffee is preferred due to its intense flavor, full body and aroma. However, domestic consumption is relatively low and is estimated at 3% of the total production. This situation has been attributed to various reasons including Kenyan culture of tea-drinking and non-affordability of the coffee to most Kenyans. In recent past, gradual increase in domestic consumption has been reported and has been largely associated with the growth in the urbanized middle class consumers. Nevertheless, the full potential of domestic coffee consumption is yet to be realized. This requires multi-stakeholder approach including regulators, farmers, millers, roasters, training institutions, marketers among others.

As strategic stakeholders, the role of Universities and other higher institutions of learning is critical in strengthening capacity towards coffee value chain development that eventually would stimulate domestic coffee consumption. Dedan Kimathi University of Technology (DeKUT) established Coffee Technology Center (DeCTC) in July, 2013 as a reference point for the coffee sector through provision of relevant training, research and technology transfer towards improved coffee productivity and quality. The mandate of Coffee Technology center is to implement the academic,

research and technology transfer objectives within the coffee value chain.

In collaboration with various partners, the DeCTC has successfully achieved several strategic goals towards enhanced domestic consumption as outlined below.

### **a) Improved coffee quality through awareness creation on Kenya coffee**

DeCTC has successfully offered coffee quality advisory to farmers and cooperatives through coffee cupping tasting facility with expert cuppers at affordable rates. Over 300 samples have been analyzed and appropriate information provided to the farmers. The Center has also participated in several community coffee extension services through participation in exhibitions, agricultural shows where free brewed coffee is given to the participants to appreciate Kenyan coffee. DeCTC has also trained farmers and cooperative management boards on best practices in Coffee Technology and Quality Management through customized short courses e.g. Othaya Coffee Cooperative. The staff and students are continuously carrying out adoptive research and innovations on best practices along coffee value chain towards improved quality and price for adoption by the Coffee cooperatives such as Othaya Coffee Cooperative that are

currently involved in coffee value addition and targeting local retail outlets such as supermarkets. It is expected that domestic consumers would appreciate consuming own coffee if the best quality is offered at affordable prices in the retail points.

### **b) Improved technical capacity of professionals in Kenya coffee sector**

DeCTC oversees the implementation of Certificate/Diploma in Coffee Technology and Quality management programme. The main goal of these programmes is to impart appropriate knowledge and skills best practices in coffee value chain- developed in collaboration with stakeholder including Coffee Directorate. It is expected that the graduates from the programme will be engaged in coffee value addition innovations such as coffee shops that would enhance domestic coffee consumption

### **c) Enhanced youths empowerment for self-employment in coffee sector**

The Certificate/Diploma Coffee Technology and Quality Management Programmes targets Secondary school leavers (KCSE) and those who are already employed in the coffee sector. In addition to the core technical skills in Coffee Technology, learners are exposed to other skills



including: Entrepreneurial skills, Communication Skills, Information Communication Technology, Principles of Management. It is expected that those who have been trained through programme will start own enterprises such as coffee shops that would promote domestic consumption at various locations in the country beyond the traditional urban centers.

#### **d) Promotion of coffee consumption through Coffee Tourism model**

DeCTC has successfully piloted a coffee tourism model covering the coffee value chain from nursery to cupping. Every year, about 200 local visitors from various counties are taken through the coffee value chain from seedlings propagation to coffee cupping at Coffee tasting laboratory. At the final stage of the circuit, the guests are taken through individual coffee tasting in order to appreciate the intense flavor and aroma of Kenyan coffee. DeCTC also organizes the students to locally participate in coffee day celebrations. During various exhibitions such as Agricultural shows, DeCTC offers brewed coffee to guests who visit the DeKUT station free of charge to sample the unique taste and flavor of the DeKUT coffee. The ultimate goal is for the locals to discover the unique taste and flavor of Kenya coffee.

#### **e) Coffee value addition- packaged roasted coffee and coffee shop**

The DeCTC involved in processing and packaging of own premium quality ground roasted coffee as part of income generating unit for the University. DeCTC already involved and has patented production of coffee flavoured yoghurt. These products are sold to both staff and students at affordable prices at the University cafeteria and other selling points within the University. In order to promote coffee consumption uptake, there are plans to extend the value addition to other products including : fortified coffee drink, honeyed coffee, coffee tablets, coffee candy, coffee cookie , coffee jelly beverage, flavoured coffee, ready mix coffee beverage, coffee-milk admixture, organic coffee. The University has also established a coffee shop where staff and students can enjoy various coffee brews including cappuccino and other favourite brews.

#### **f) Partnership with coffee stakeholders in coffee during Coffee day celebrations**

DeCTC has partnered with various stakeholders in coffee sector including participation at African Fine Coffee Association (AFCA) 'Taste of Harvest' training for coffee cuppers. Further the DeKUT in collaboration

with Coffee Directorate has hosted the coffee day celebrations in the past few years where promotional task were given to students and staff. In addition, participants are given the opportunity to taste and appreciate coffee brews from Kenyan coffee. This event is usually organized by students from the DeCTC as they display their skills in coffee brewing. The ultimate goal is to promote domestic coffee consumption particularly among the youth.

#### **Conclusion**

There's a huge potential of improved domestic coffee consumption if the factors hindering coffee consumption are looked at holistically through multi-stakeholder approach. Training institutions have an important role to play in strengthening the capacities of all the actors in the coffee value chain development. DeKUT is committed to continued contribution towards improvement of Kenyan coffee sector through: (i) Capacity building of human resources in coffee value chain development, (ii) Technology transfer / Community linkage and Service towards improved coffee value addition. We invite partners to enable the Center achieve these vital developmental goals.







# JAVA HOUSE'S 20 YEARS CONTRIBUTION TO DOMESTIC COFFEE CONSUMPTION.

With the exception of a handful of countries, such as Ethiopia, coffee has historically been a cash crop in Africa and consumption has been low. In countries such as Kenya and Uganda, coffee has been dwarfed by a preference for tea, which has traditionally been much cheaper; although this has significantly changed.





# JAVA HOUSE



**B**y the time, Java House founders conceptualized the idea of “Java” they had struggled for a long time to find a decent coffee shop in Nairobi. They found it ironic because back in California, they enjoyed fine Grade A coffee imported from Kenya. The gap in the market led them to open one single coffee shop at Adams Arcade with the intent of introducing gourmet coffee drinking culture in Kenya. Twenty years later, Java House is now one of the leading coffee brands in Africa and has grown to have 64 outlets in 14 cities across 3 countries in East Africa (Kenya, Uganda and Rwanda).

Kenya produces fifty metric tons of coffee per year, of which ten are premium. Java House has gone from buying a small fraction over the years to buying almost two percent of that premium. Kenya’s fine Arabica beans grown at high elevation near Mount Kenya, are highly coveted by coffee connoisseurs globally.

Coffee consumption trends have gradually shifted from an upper-class experience to a middle-class experience. Millennials and middle class earners in Kenya are growing the coffee scene. They see coffee dates as a better experience than a date over a beer. Kenya’s domestic coffee consumption is growing and is projected to continue on the same trajectory. Java House single-handedly roasts about a thousand kilograms of coffee a day and serves about eight thousand cups of coffee daily.

Java’s strategic approach is building robust value chains which are essential for ensuring that they are capturing the full value of East African coffee. This is by driving local consumption of its premium coffee hence significantly reducing the export of bulk raw coffee to global markets. That ensures that the beans flow seamlessly from farmers to Kenyan traders and roasters, and onwards to East African consumers.

Guest experience has always been at the core of Java House. Guests get to enjoy their favorite latte or espresso being made while witnessing the craftsmanship that the baristas showcase. To meet the market demand, Java House has its line of premium coffee packages and sold in stores around East Africa. Java House top coffee selection includes: Kenya AA, Uganda Kigezi, Ethiopia Yirgacheffe and Rwanda Lake Kivu. All available in retail stores for consumers to take a “piece” of Java home.

Java House specializes in single origin coffee, allowing consumers to experience the flavor of each region in Africa’s coffee belt- the horizontal strip located between the tropics of Cancer and Capricorn.

In conclusion, the Java House story is one of the celebrated national treasures. Other than driving domestic consumption, the giant coffee house intends on sharing the Java House Experience with the rest of the world.



mare terra  
COFFEE

# COFFEE THAT FULFILS YOUR BUSINESS OBJECTIVES



Coffee is a product that unites a huge number of people with different lifestyles, different possibilities, and unique stories.

.....

**B**ut it is also true that people choose different coffees and they love them for different reasons. Some crave a dose of caffeine every morning. Some need their cup of coffee as a ritual. Some are looking for a new taste experience and for a surprising bouquet. There are people who never drink coffee without milk and vice versa. There are people who are willing to pay crazy money for coffee just because it is unique and no one else could taste it.

In short, the market is divided into many segments and this must be borne in mind when you are working with coffee. This article is aimed at providing some recommendations that will help you to focus on fulfilling your business objectives and avoiding common mistakes you could make forgetting about market segmentation.

## Let's divide the coffee market into 4 segments for our purpose

### *Commodity*

This is not an expensive coffee (price is determined by exchange). Usually, it is darkly roasted as it allows to hide its possible shortcomings. Nowadays, commodity coffee is a mass-market product and this niche is covered by large and medium companies that have the infrastructure to work with huge volumes. In general, this business is characterized by low margins and large volumes.

### *Premium*

This business is about medium margins and large volumes. According to our estimates, this is the fastest growing market segment. As a rule, premium coffee has a stable sensory profile characterizing its origin. The basic requirements for this coffee are its sweetness and clarity: these qualities are read by each person at a physiological level and form an attitude towards healthy consumption (of coffee, or of any other foodstuff).



## **Specialty**

This business is about medium/high margins and small volumes purchased directly from producers. Such coffee has sweetness and clarity as well as unique features, which produce added value: special acidity, tastes, body characteristics... More and more regions and producers are joining this segment, expanding the variety of coffee profiles on the market. Working with specialty coffee requires high competence of the specialists at each step: collection, processing, storage, roasting, and preparation.

## **Outstanding lots**

Very expensive coffee, mostly it is a result of fermentation experiments. Unusual, the exotic profile of this coffee could break all taste patterns. For example, in a blind tasting of outstanding lots, most consumers are not able to detect coffee.

This product is in demand for championships, for presentations and for the discerning public with high sensorial experience. It is a very small market niche with high margins.

## **How to work with coffee depending on your business objectives**

### **If you are a coffee provider,**

#### **Be aware of your product**

You should understand the strengths and the weaknesses of your coffee, its functionality: optimal roasting styles, preparation methods, etc.

For example, natural coffee from Ethiopia serves very well for espresso and for espresso-based drinks with milk, but most sellers from Ethiopia are not familiar with espresso as a preparation method.

#### **Be aware of your clients**

Each consumption country has its own features: preferred styles of roasting, preparation methods, taste preferences, etc. Norwegians, Russians, Japanese and Spanish have completely different requirements for their coffees.

#### **Manage to show the best of your product**

Sometimes an exporter cannot show the best of his product as he has no conditions or equipment for quality roasting and cupping. More often, there is a lack of knowledge and skills. The secret is easy: if you want to sell coffee for espresso, learn how to make delicious espresso.

### **If you are a coffee buyer,**

#### **Determine what you need**

There is no coffee ideal for all the objectives, and the most delicious coffee on a cupping table is not a universal solution.



You must clearly understand which product you need for your objectives. This may be one or several criteria: region, genetics, price, SCA profile score, processing method, a specific descriptor, the uniqueness of the lot, etc. Determine for yourself in advance: 1) what is necessary, 2) what is preferable and 3) what is not important.

#### **Determine the way you look for it**

You can get acquainted with coffees at international exhibitions, at auctions, visiting laboratories or receiving samples. Each of these sources has advantages and disadvantages.

Exhibitions hold the most interesting cuppings, but it is difficult to evaluate the product qualitatively in their bustle. You may close the transaction on the spot if you are completely sure about the chosen lot and if you already trust the producer.

In coffee labs at origin you have an opportunity to be the first to try and choose unique lots. However, cuppings at origin require highly professional skills in order to see the potential of coffee despite its excessive freshness and unusual cupping conditions.

Samples roasted and brewed by yourself at your lab allow you to see the best of their potential and make a good description. But it is necessary to work as quickly as possible, as there is a risk that the lot will be sold out or the deal's conditions will be changed.

#### **Be able to evaluate the product properly**

Compliance with cupping protocol and responsible approach will allow you to evaluate the product properly, not missing any subtle detail.

It is one of the most crucial steps as you determine the business line for yourself and for your clients, at the same time evaluating the work of the farmer, allowing or not allowing him to earn.

Finally, it is important to note that in order to be able to develop your business and to improve the quality and the range of your products, it is essential to establish long-term relationships with your partners. Be transparent and honest, meet each other in person, be calibrated and be aware of your partner's business situation.



# THE JOURNEY TO DOMESTIC CONSUMPTION IN RWANDA

## CAFÉ NEO

**R**wanda, the land of a Thousand Hills, the land of a million smiles, home to Mountain Gorillas, Golden Monkeys, Volcanoes, scenic lakes, and valleys. Rwanda is also known for the production of specialty coffee. Rwanda is a small coffee producing country whose production of quality coffees has grown over the years, therefore positioning Rwanda as an excellent specialty single-origin coffee and the delicious flavours of its coffee back this up.

Rwanda is putting in sustained efforts to produce some of the world's best coffees. Over the years, Rwanda has mastered the art of growing, processing and exporting some of the best coffee in the world, giving South American and East Asian coffee producers a run for their money on the global market. Rwandan coffee beans have been recognised as sweet, full-bodied, fruity, and acidic.

Rwanda produces some of the Best Coffee in Africa and the Bourbon variety (no Bourbon in it – it has become of the most sought-after gourmet coffees in the world and you can find it in specialty coffee shops around the world

Just like in many African countries, coffee has historically been a cash crop, not a drink in Rwanda. The country exports nearly 97% of its coffee while the



rest is consumed locally, but the emergence of an urban middle class has edged up local consumption, from 0.02% of total production in 2007 to 1.3% last year approximately.

Coffee shops, once the domain of expats and foreign visitors, are increasingly popular among Rwandan professionals. A decade ago, there were only a handful of coffee shops in Kigali.

When talking about the rise of the modern-day coffee culture in Rwanda and how it has manifested itself over time, one cannot fail to say that over the past few years, Rwanda has seen an increase in coffee shops and hence a rise in domestic coffee consumption. Rwandans have finally started drinking their own coffee because of the growing number coffee shops and processors of finished coffee products, which are favourably competing with imports in the market

Coffee shop businesses are not only a quiet space for working, enjoying a cup of coffee, low jazz music

playing in the background, free Wi-Fi, it goes deeper into how the space makes you feel, how comfortable and serene the setting of the café is, providing a collaborative space for entrepreneurs to be creative, coffee matching meals and pastries and most importantly, the quality of the coffee beans used... not the quantity, but the QUALITY.

African Fine Coffees Association (AFCA) brings you Café Neo Kigali, a coffee shop based in Kigali with several branches in commercial building within Kigali attempting to create a vibrant environment and serving the best of Rwandan coffees hence promoting the modern African coffee consumption culture. Café Neo Kigali officially opened its doors in June 2015 at a beautiful outdoor, open-air space in Kacyiru and have mastered the skill of introducing the best coffee drinking experience in Kigali city by brewing the perfect cup of Rwandan coffee.

Currently, the neo cafes in Nigeria, proudly serve the best Rwandan coffees at all their locations.

Café Neo Kigali represents a modern and vibrant approach to celebrating Africa's coffee heritage. Sourced from the shores of Lake Kivu in the Hills of Rwanda, each coffee bean is nurtured then roasted to perfection to produce that perfect cup. Their name is what they strive to be and since opening their doors in 2012, they have made a commitment to good old-fashioned values. Café Neo Kigali is very proud to be serving only the highest grade of Rwandan-grown coffee. Their goal is to create a cozy yet vibrant space where people can connect and mingle.

Cafe Neo Kigali sources its quality coffee from the shores of Lake Kivu, and served to you at its freshest quality. The cafe has a warm and welcoming environment, located right on the main road of Kacyiru, where one can relax or get some work done. Along with a wide variety of coffee drinks, you can also grab a quick bite.

Café Neo Kigali is your home away from home.





# A COFFEE COOPERATIVE TRADING ON FAIR GROUND

Amongst the many African countries that produce and export coffee, Uganda remains one of Africa’s largest coffee exportation nations. The Ankole Coffee Producers Cooperative Union Limited (ACPCU LTD) is a cooperative made up of over 8000 members, and since 2006 its work has been supporting Uganda’s leading coffee export status. The union’s humble beginnings saw only 10 coffee societies when it was conceived, but now its membership spans right across the mountains of South-Western Uganda, from the slopes of Bushenyi to the crater lakes of Bunyaruguru.

**P**art of ACPCU’s pride – and indeed success – comes from its commitment to ensure its practice is fully Fairtrade certified. The cooperative exists to promote the mutual economic interests of its members in a sustainable way, so becoming a certified organisation in 2009 was key to its expansion and development.

## How did ACPCU become a Fairtrade organisation?

In order to receive its Fairtrade certification, ACPCU worked with FLOCERT, the sole global certifier of Fairtrade. Established in 2003 to provide independent Fairtrade certification, FLOCERT has an impartial process in place, for which it is ISO accredited. Once certified, ACPCU was quick to realise the social, environmental and economic impacts of doing so.

## How does being Fairtrade certified benefit a coffee producing organisation like ACPCU?

One of the major benefits of becoming certified has been in tackling the challenges of fluctuating coffee prices in Uganda. Multiple factors have given rise to the fluctuations, including excess supply and the increasing pace of coffee exportation; but becoming a Fairtrade organisation has offered income security to both the farmers and workers of ACPCU.

“Before we received our Fairtrade status we had about three employees, and our farmers would supply coffee on credit. We now have over 60 permanent staff, and on the delivery of coffee each farmer is paid in cash,” noted John Nuwagaba, General Manager ACPCU.



A larger scale issue that concerns many coffee organisations like ACPCU is global coffee pricing. When consumers buy a cup of coffee, the cost of the eight grams of roasted and ground beans used to make it represents only a minute fraction of the total cost of the actual beverage. Global coffee production has increased by 4.8%, which translates to an estimated 163.51 million bags in the global market today – exceeding consumption by 1.59 million bags. It goes without saying, therefore, that this huge excess in supply added to the strong pace of exports has put downward pressure on global coffee prices.

ACPCU's Fairtrade certification is tackling this issue in Uganda. Fairtrade uses a range of technology to gain key data insight and a deeper understanding of the true costs throughout the production process, so that the farmers can be paid fairly for the coffee they produce. When their goods reach the end consumers, they also display the Fairtrade mark – a worldwide recognised symbol of assurance for consumers that producers are being compensated fairly for the coffee they are buying, which in turn encourages sales. The goals of ACPCU and Fairtrade are the same: to level the playing field for all coffee producing individuals and communities.

### How does Fairtrade work?

There are many layers to Fairtrade, but one of its most tangible benefits to suppliers is the Fairtrade Minimum Price. This is the minimum payment that must be made to producers, who can then guarantee farmers a certain income from the coffee they sell as Fairtrade, even if the market price is low.

But, whilst the Fairtrade Minimum Price provides stability to coffee farmers during difficult market conditions, it has a sticking plaster effect. That's why Fairtrade goes further to empower communities to find viable solutions to maintaining economic stability. Paid on top of the Fairtrade Minimum Price is the Fairtrade Premium: an additional amount of money which farmers can invest back into their community and business projects, or even use as staff incentives. It is another incentive for ACPCU to maintain Fairtrade certification.

The Fairtrade Premium has allowed ACPCU to improve healthcare provisions for its farmers and communities by constructing additional maternity wards within their existing health care centres, as well as protected water sources and public toilets. As a result, the overall health of the community has risen. Education in the community has also been improved. The current education system in Uganda doesn't give young people the opportunity to explore farming coffee, and therefore it is not being recognised as a career path. Recently, however, their income from the Fairtrade Premium has enabled ACPCU to build classrooms and staffing quarters in the areas in which they work, and deliver coffee farming demonstrations in schools.

Just like so many other organisations that have pursued Fairtrade certification, the social and environmental impact of being a recognised Fairtrade organisation continues to be of great value to ACPCU's members. There's no doubt that the cooperative is well on its way to achieving its vision of building an inherently sustainable community of progressive farmers.



# AFCA MEMBER PROFILES



## CBI

CBI, the Centre for the Promotion of Imports from developing countries, contributes to sustainable and inclusive economic development in developing countries through the expansion of exports from these countries to Europe. CBI was established in 1971.

CBI is part of the Netherlands Enterprise Agency and is funded by the Netherlands Ministry of Foreign Affairs. It is our belief that trade is a good means to stimulate economic growth and promote employment. By supporting small and medium-sized enterprises (SMEs) in developing countries entering the European market we promote the integration of these countries in global value chains. We thereby help these countries, entrepreneurs and employees profit from the advantages trade brings. We do not just aim to improve exports in terms of quantity, but also in terms of quality. Corporate Social Responsibility (CSR) is a starting point for all our activities.

CBI offers export coaching programmes to make SMEs in developing countries export market ready; provides technical support to business support organisations in developing countries to increase the added value for their exporting members; develops elop market information on potential export sectors in Europe; informs and influences policy makers and involves importers in the development and implementation of our programmes.

What makes us unique is our so called integrated approach. This integrated approach entails involving many different stakeholders in our work, from SMEs to business support organisations, governments and international organisations.

### CBI

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## SODEPAC

SODEPAC, the inventor of the humidity absorber and specialist in humidity treatment for 40 years, offers a range of humidity protection solutions for both industrials and the general public. Continued substantial investments in our Research & Development Department enable SODEPAC to be a major player in Europe and to expand global presence. SODEPAC's rapid response and ability to develop tailor made solutions ensure that we remain a solid partner and a major asset for your company and your customers.

With the SEKODRY® brand, SODEPAC provides a range of innovative solutions dedicated to industrial, packaging and logistic professionals, enabling them to protect their products from humidity, odours and ethylene. SODEPAC ensures that your products travel safe, enabling you to protect and preserve food products such as cocoa, coffee, tea, rice, fruit, vegetables, flour, mineral water, animal feed, metallic items, canned goods, tobacco and fabrics etc.

Rather than just relying on comparative studies that always come out in favour of those who publish them, we look to customer satisfaction and expert recommendations to underline the effectiveness of our solutions.

Indeed, SEKODRY® has been admitted best product by a panel of independent experts\* for sea transport from West Africa to Europe and Asia bearing agricultural products (cocoa). This study was particularly useful as it subjects very sensitive products to extreme climate variations.

SODEPAC operates worldwide and is the world leader for the protection of cocoa, cashew nut and coffee, shipped from Western and Eastern Africa, the world's largest producers.

### Claire Lepoutre

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## ASSOCIATION DES EXPORTATEURS DE CACAO -CAFÉ DE LA RD CONGO (ASSECCAF)

Founded in 2015, ASSECCAF is an association of exporters and value chain operators engaged in the production and trade of agricultural crops and products throughout the Democratic Republic of Congo (DRC). Comprised of exporters, millers/processors, transport/logistics operators, and agricultural service providers, our primary objectives are rooted in the preservation, protection, and advancement of member and sector-wide interests. We demonstrate our commitment to members, the private sector, and industry as a whole through:

1. Contributing to ever-more collaborative, diverse, robust, and competitive sectors;
2. Bridging alliances, embracing compromise, and improving relations to advance shared interests;
3. Pursuing progressive, market-focused, and fair-minded approaches to realize more favorable business operating and regulatory environments;
4. Bolstering visibility for every actor and ensuring greater accountability at every level; and
5. Promoting the origin, targeted agricultural value chains, and products on a global scale.

Primary Export Products: Coffee, cocoa, cinchona, papain, rauwolfia, vanilla, and more. Member Services: ASSECCAF members enjoy a wide range of services tailored to their individual and collective needs and interests. Among offerings drawn from our wider menu of services, we provide:

1. Timely market insights, information, and guidance;
2. Data collection, compilation, organization, and visualization for publication;
3. Member and member market linkages, product exhibition at fora, and promotion on national, regional, and international platforms;
4. Development, coordination, and execution of inclusive and collaborative advocacy strategies targeting regulatory reforms, tax and fee reductions, and limiting redundancies to improve administrative processes and enforcement processes;
5. Public-private sector relations, conflict resolution, and representation; and
6. Management and maintenance of accountability, monitoring and reporting systems designed to document and highlight instances of fraud, abuse, and combat illicit flows to neighboring countries.

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# BALNES

## COFFEE ROASTERS & SOLUTIONS

Balnes Europe S.L. born from the passion for coffee and for providing a 100% natural quality product. The renowned sommeliers and coffee specialists working in the brand, travel the world searching the finest quality farms, to develop their Premium products.

They roast each of the origins and give the necessary time for it to rest and reach its peak of flavor, to then perform the appropriate grinding for each brew method. All this process is achieved in the plant that the brand has in Barcelona, Spain, before packing the coffee with the latest technology and following the most important international quality standards.

Balnes Europe takes care of the sustainability and traceability of coffee throughout the process, which results in the perfect coffee.

### AINHOA ZUGATI

Departamento de Administración  
(+34) 93 583 1018 - ect. 101

Balnes Europe S.L. | Calle Can Pobra núm 6 | Poligono Industrial  
Can ROQUETA | 08202 Sabadell | Barcelona | España  
BALNES.EU



(CEPAR) Coffee Exporters and Processors Association of Rwanda is no political and non-profit membership umbrella organization of coffee farmers in Rwanda contains with 24 coffee exporters members, was formed by 2012. The main objectives of CEPAR are to defend, promote and protect interests of its members in professional, economic and social matters, CEPAR are concentrated on the coffee production as integration washing station with the farmers, promoting and support wet processing, roasting and drying. **Our vision** is to be an association in which all the coffee exporters co exist peacefully, committed to performing various activities in promoting a meaningful and sustainable high quality coffee at all levels to specifically uplift its members. **Mission:** to represent the economic and social interests of coffee farmers through active participation in policy issues impacting on coffee sub-sector in Rwanda and enhance the capacity of members to address issues related to coffee production, processing and marketing for improved livelihoods of coffee producers.





tradition and innovation

Guarany is a traditional Brazilian company established in São Paulo since 1923. Developing its own technology and complying to the key international standards, Guarany can offer a complete line of certified products for different applications in horticulture, agriculture, environmental health, forestry and fire fighting. Over the years we have expanded our activities to more than 70 countries through a consolidated knowledge in Phyto-protection and Phyto-nutrition, among other specialties.

Our long-term collaboration with national and international institutes and world organizations, such as FAO and WHO, has allowed us to transmit the best concepts and responsible practices to the field focusing safety and comfort to the operators of our equipment besides efficacy. Actually, a wide range of equipment is available for different situations / needs as well as integrated solutions for coffee farmers around the world, especially in Africa.

Our commitment to environmental issues for more than 30 years and to social responsibility has gained international recognition due to the many projects designed to provide awareness, education and good examples in various communities. It is our sincere desire to add value to coffee farmers in Africa by participating of this important coffee network and platform.



## NATIONAL COCOA AND COFFEE BOARD (NCCB) CAMEROON

### Mission:

The NCCB is the body in charge of regulating, supervising the certification of products and coordinating the cocoa and coffee sub-sectors as well as representing Cameroon in international cocoa and coffee organizations.

**Vision:** Contribute to alleviating rural poverty by improving the socio-economic conditions of small scale farmers. We intend to devote all efforts and creativity to strengthen the capacity and competence of all stakeholders by working together for the sustainability of the sector

**Duties:** **1.** Control and guarantee the quality of cocoa and coffee. **2.** The statistical monitoring of exports as well as the cocoa and coffee marketing seasons. **3.** Defend and promote the brand image of Cameroon origin. **4.** Take measures to streamline and valorize the marketing of produce, their derivatives as well as promote the marketing process. **5.** Oversee the dissemination of information and guarantee a smooth functioning of all activities of the sector. **6.** Assure adequate training of sector operators in view of a more professional sector. **7.** Monitoring international cocoa and coffee agreements as well as represent Cameroon in international cocoa and coffee fora.



## 5th INTERNATIONAL CONTEST FOR COFFEES ROASTED IN THEIR COUNTRIES OF ORIGIN AVPA - PARIS 2019



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# COMMITMENT TO STRENGTHENING COMMUNITIES THROUGH EVERY CUP OF EXCEPTIONAL COFFEE

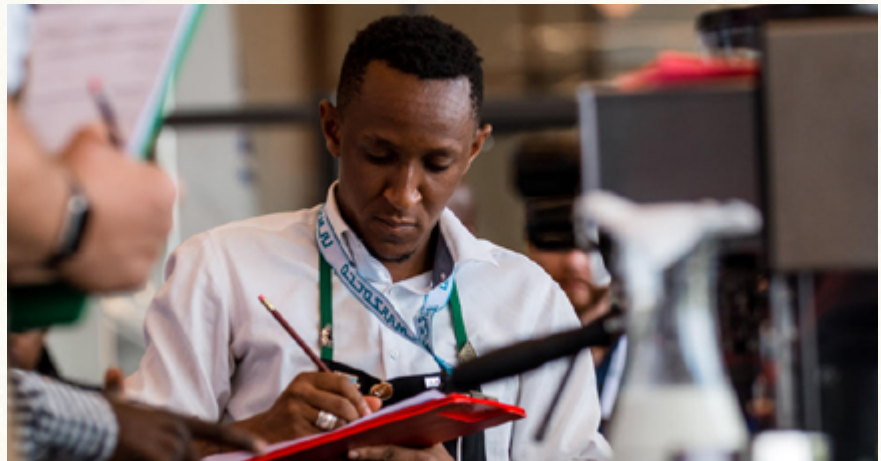
C. DORMANS COFFEE, 2018

Coffee growing was introduced to Kenya by the missionaries in 1893. The volcanic soils and rainfall patterns offered ideal growing conditions and, in no time Kenya coffee's unique and rich blackberry flavor and complex tones gained appreciation in many parts of the world. Over the years, demand increased and premiums began to be paid for top quality Kenya coffee. Kenya had discovered its 'Black Gold' and gained a reputation for producing some of the finest coffee in the world.

Charles and Ellen Dorman, founders of C. Dorman Limited were keen to bring the heavenly coffee drinking experience closer home and set up Kenya's first coffee roastery in 1950. They introduced a wide range of blends suitable for different taste profiles in the Kenya market. However, Kenya had a deeply entrenched tea drinking culture, and only small amounts of coffee were consumed locally.

Over the years, Dormans has pioneered many initiatives to spur local consumption and today, is the most trusted coffee brand in the East African market. Even as tea remains the more popular hot drink, there is a growing appreciation for coffee. One of these initiatives was the introduction of Nairobi School of Coffee by Dormans (NSOC by Dormans).

Dormans offers a wide range of courses and also customizes content to suit the needs of its partners. Dormans Coffee has invested heavily in youth vocational training in coffee



*Drawing from years of vast experience and intimate interaction with coffee, trainers at NSoC passionately spread the gospel of coffee*

to bolster the vitality of surrounding communities with exceptional coffee, prepared with creativity and flare.

This is perhaps why, over the years, the most popular course by demand is the Barista skills course facilitated by SCA Certified trainers. This is available in 3 levels; Basic, Intermediate and Advanced. A Barista is a Professional Coffee Maker but it was not until initiatives like this that awareness of the need of a Trained Barista gained appreciation in the regional markets.

Dormans has connected many of the graduates of NSoC to their hospitality clients, thus contributing to the employment of thousands of youth. Today the NSoC certificate is well-sought after by employers seeking to recruit qualified Baristas at their restaurants and coffee shops. The trained Baristas serve additional and very important roles both in creating an appreciation for good quality coffee and

promoting the consumption of coffee. Shortly after, in November 2003, Dormans pioneered the introduction of the Kenya National Barista Championships (KNBC) in Nairobi. The event has grown in popularity over the years and has entrenched the awareness of Baristas as professionals needing training, and contributed further to the appreciation of good quality coffee. This initiative further helped boost domestic consumption of coffee.

Latest figures from the Coffee Directorate show that only 3% of the production is consumed locally. The study findings indicated that the per capita consumption of coffee was only 0.021 kg meaning that the average Kenyan consumes 21g (1 and ¼ cup per person in a full year.

Dormans Coffee is available in all leading supermarkets and wholesalers across East Africa, as well as in all leading hotels, hospitals, coffee shops and many other institutions.

# NEW AFRICAN COFFEE BREEDING HUB HOSTS FIRST BREEDERS WORKSHOP

Stakeholders from throughout Africa gathered in Rwanda for the first meeting of its kind, driving breeding efforts to benefit the continent's coffee industry.

In summer 2018, the first-ever collaborative coffee breeding hub for Africa was launched. Hosted by the Rwanda Agriculture Board (RAB) in collaboration with a consortium of coffee producing countries and World Coffee Research, this coffee breeding hub will help nations throughout Africa navigate the future of sustainable coffee production, providing them with breeding material for the creation of next generation of local coffee varieties, helping them cultivate and adapt other regions' improved varieties, and more.

This spring, WCR and RAB were very excited to organize the first breeders' workshop of the African Coffee breeding hub. While collaborative efforts like this centered around coffee breeding have taken place in other coffee producing regions, including through Promecafe in Central America, the African breeding hub is the first nation spanning coffee breeding effort in Africa, and the breeders workshop was the first meeting gathering interested participating countries.

"We must have innovation in coffee agriculture to support farmers through the challenges ahead," says Christophe Montagnon, Chief Science Officer of World Coffee Research. "A rapid expansion of the capacity to create new varieties to meet those challenges is just what

is needed. It is so exciting to see countries coming together like this."

"It was a tremendous success story to have such a great number of coffee breeders to come together and discuss the common future of coffee breeding in Africa," says Simon Martin Mvuyekure, a Ph.D. breeder at the RAB and the breeding hub coordinator.

Taking place March 26-27 at RAB's Rubona Research Station in Rwanda's Southern Province, the workshop brought together representatives from government and research institutions from a wide range of African countries, as well as from many private-sector companies. Among the workshop's goals were understanding the breeding tools, technologies, and opportunities offered to African coffee breeders through the regional breeding hub, aligning the breeding objectives and prioritized activities, and establishing an action plan for the hub's operation.

The country organizations represented at the workshop were RAB's Coffee Research Sub-Programme and the National Agricultural Export Development Board from Rwanda; the Tanzania Coffee Research Institute of Tanzania; the Kenya Agriculture and Livestock Research Organization (KALRO) from Kenya; the Lunyangwa Agricultural Research Station of Malawi; the

National Agricultural Research Organisation/National Coffee Research Institute from Uganda; the Institut des Sciences Agronomiques du Burundi from Burundi; the Coffee Research Institute, Chipinge of Zimbabwe; and the Institut National pour l'Etude et la Recherche Agronomique from the Democratic Republic of Congo.

Additional participants included private-sector companies and NGOs: TWIN; Sustainable Growers; Rogers Family Company; Starbucks; Rwanda Trading Company; Japanese International Cooperation Agency; Dormans Coffee; Kawahatu; and the Conflict and Development Foundation.

The first day of the workshop, breeding experts and government representatives provided an overview of coffee-breeding work that is currently underway across each country in Africa. The second day focused on operations of the breeding hub, with a steering committee established to guide the hub going forward. Working groups were established to tackle four main areas of focus: determining breeding objectives (what types of varieties will be created?); interfacing with the seed sector (how will varieties be commercialized?); breeding programs (how will varieties be tested and evaluated?); and breeders' rights (how will intellectual property be handled?). The working groups



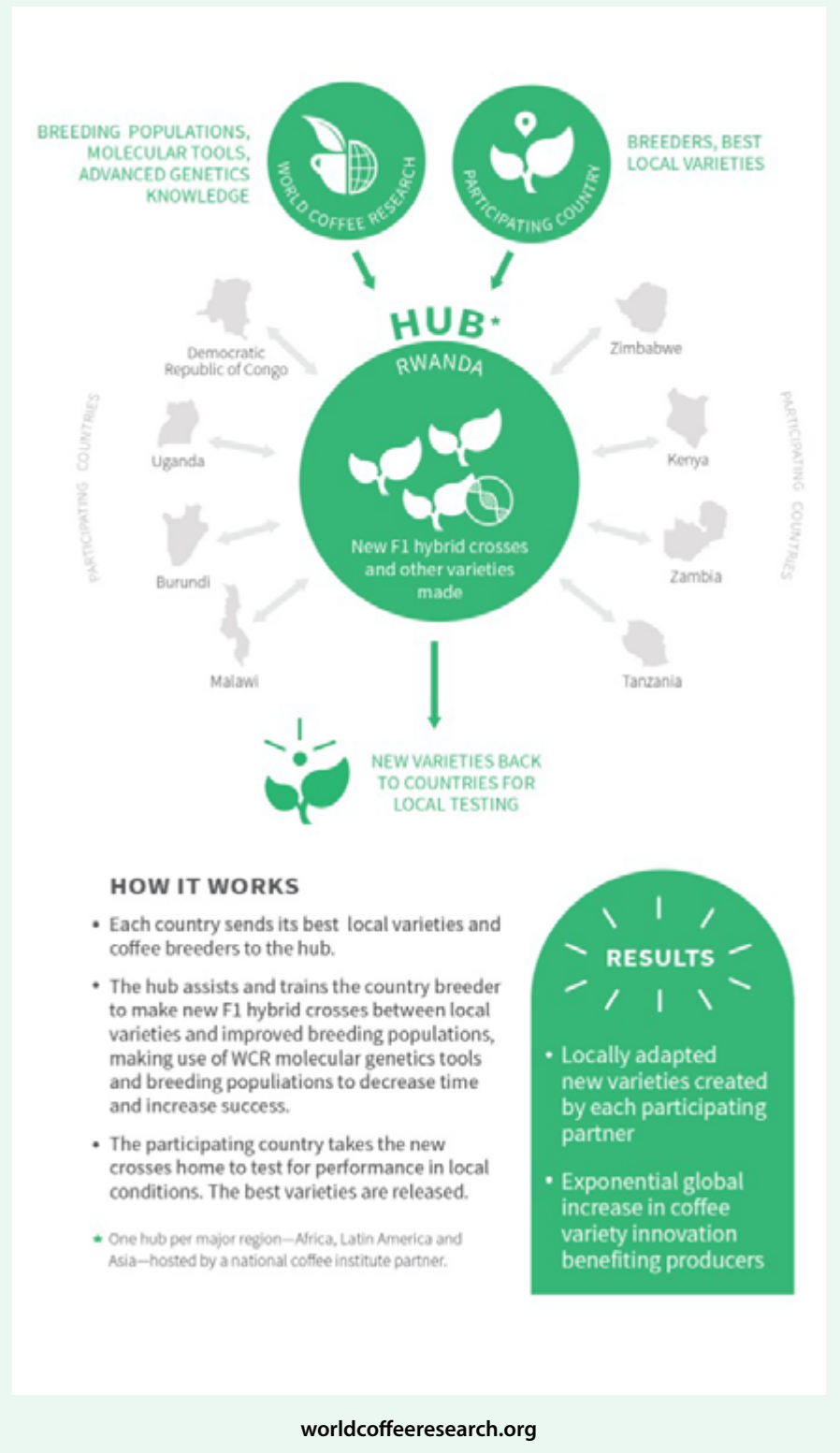
will now create concept notes on how the hub can address each topic. The papers will be considered for the breeding hub's annual plan and budget, which will be drafted in 2020.

The workshop's participants were very pleased with the knowledge sharing opportunities and organization for the hub's future that took place over the two days. Jane Cheserk of KALRO in Kenya, the designated chairperson of the steering committee, said it was important to have all the stakeholders together to align on how to best make use of the hub's innovations. "The engagement of stakeholders in the coffee industry is important to identify needs and gaps to be filled up with developing the right varieties needed to meet the producer, market, and consumer demands," she says.

Jane adds that the breeding hub will be a difference-maker for the continent and KALRO is excited to put its work to use in Kenya. "The creation of the breeding hub will take the research of Arabica coffee into another level in Africa," she says. "The collaboration will enhance the breeding and development of new varieties that are accepted by the farmers and also within the coffee value chain."

The participating private companies were also pleased at the progress made at the workshop, and are eager to see the hub's progress passed on to farmers. "This was the most interesting coffee research and collaboration meeting I've attended," said Mario Serracin, a Rwanda-based plant pathologist and coffee agronomist for Rogers Family Company. "The collaborative and pre-competitive nature of the workshop was refreshing, as all participants were working toward a common goal: Using science to help millions of smallholders with varieties that are better-tasting, higher-yield, and able to withstand disease and climate change."

## How a breeding hub works



WCR looks forward to continuing bringing together this diverse group of stakeholders on a regular basis to help guide and amplify the progress being made at the African breeding hub.

World Coffee Research is a 501 (c)(5) nonprofit collaborative research and

development program of the global coffee industry to grow, protect, and enhance supplies of quality coffee while improving the livelihoods of the families who produce it. The program is funded and driven by the global coffee industry, guided by producers, and executed by coffee scientists around the world.



# WORLD COFFEE RESEARCH NAMES JENNIFER “VERN” LONG NEW CEO:

## DR. TIM SCHILLING REMAINS IN NEW ROLE

**M**ichael Keown, Chair of the WCR board of directors, says, “Vern is joining WCR at a time of strong momentum. What was once a fledgling organization has surpassed everyone’s expectations and created a capacity we now recognize the coffee industry can’t do without. We are thrilled to welcome her and look forward to all that’s to come.”

A plant breeder by training, Long brings 25 years of experience in international agricultural research with a focus on smallholders. Serving as the Director, Office of Agricultural Research and Policy at the U.S. Agency for International Development (USAID), she managed a global program portfolio of >\$140 million per year. Long has substantial experience convening diverse stakeholders — from industry, national governments, CGIAR international agricultural research centers, university scientists, and farmers—to formulate a shared crop research agenda to improve productivity among smallholder farmers.

Her work has spanned low- and middle-income countries in diverse geographies including Central America, West Africa, East and Southern Africa, and South Asia. She has served on various multi-donor working groups, including as Chair of the Agricultural Research Working Group of the Global Donor Platform on Rural Development based in Bonn, Germany.

Dr. Tim Schilling, the founder and outgoing chief executive officer of WCR, will work side-by-side

with Long through the end of the year, then step into a new role as president of WCR’s European subsidiary branch and a member of the board of directors. Long will take the helm of WCR on June 1.

“With Vern, WCR is in exceptionally capable hands.” Says Dr. Schilling. “She is deeply knowledgeable and passionate about international agricultural research, is a natural leader and entrepreneurial thinker, and is an experienced organization builder. She is the perfect fit. The coffee world doesn’t know her yet, but it will.”

Long will lead a maturing organization that has grown since its founding in 2012 to a team of 36 people based in 13 countries with an annual budget of over \$4.4 million worldwide. In order to achieve its mission to grow, protect, and enhance supplies of quality coffee while improving the livelihoods of the families who produce it, WCR aims to achieve stable funding of \$10 million by 2022. The organization currently has offices in Marseilles, France; Portland, Oregon; Kigali, Rwanda; and Santa Ana, El Salvador.

“I am humbled and excited to join an organization as dynamic, focused, and innovative as World Coffee Research. Coffee production faces numerous challenges in the coming years, which agricultural research and development are uniquely positioned to address. I am eager to build on Tim’s success in establishing WCR as one of the leading coffee organizations in the world,” says Long. “I look forward to engaging across the coffee community to grow WCR, so together we can position coffee

production to be sustainable in the long term, particularly for the farmers who make the business of coffee possible.”

Dr. Schilling galvanized the world coffee industry, worth US\$174 billion dollars per year, to recognize the potentially disastrous vulnerabilities it faced due to the lack of functional, global, open-source research and development programs that create new knowledge and technologies for the benefit of farmers. In 2012, Schilling led the formation of World Coffee Research to catalyze innovation in coffee agriculture. The ambitious research agenda of WCR is executed collaboratively with coffee producing nations and the private sector. One of the most important impacts of World Coffee Research is that it allows the coffee industry for the first time to invest in a global program of agricultural R&D, bringing together companies that are otherwise competitors to invest pre-competitively.

“Our industry likes to talk about sustainability a lot. But in World Coffee Research, we have brought into being a global organization that is charging ahead to address some of the fundamental problems stopping us from achieving it, especially low profitability for farmers,” says Mario Cerutti, President, ECF/Chief Institutional Relations and Sustainability Officer, Lavazza. “Farmer-focused agricultural innovation is fundamental. We cannot be a sustainable industry in the long term without it. It is why so many international companies, like Lavazza, have joined this precompetitive effort. We are so excited to watch this organization grow to realize its full potential under Vern’s leadership.”

Source: <https://worldcoffeeresearch.org/news/world-coffee-research-names-jennifer-vern-long-new-ceo/>



# ROASTED COFFEE PACKAGING

## HOW TO STORE ROASTED COFFEE & PROLONG ITS FRESHNESS



Roasters, you pay careful attention to the quality of your green beans, cupping multiple samples. You then identify the ideal roast profile for them, trying several options to discover how to best bring out the coffee's flavours.

However, what if you do all that and then your roasted coffee storage system lets you down? Alternatively, you are not able to shift the coffee as quickly as you had planned, meaning it goes stale while still in your roastery?

Your roasted coffee is vulnerable to multiple elements: light, heat, moisture and most of all oxygen. Good storage should maintain the coffee's freshness, preserving its characteristics for as long as possible, so that your customers get to enjoy it at its best. So let us look at the traditional best practices and the latest studies into roasted coffee storage.



*Roasted coffee stored inside GrainPro Ultra-Hermetic packaging.*

### Why is Storage so Important?

Green coffee has a shelf life of up to a year. Roasted coffee, on the other hand, is notorious for fading after weeks or even days. However, why?

Show unroasted, green coffee to a regular person on the street, and I would not be surprised if they did not recognize it as coffee. Steel grey in colour, it has none of the aromatic attributes of coffee that we picture, but instead those of vegetables, such as dried peppers.

It is the roasting process that develops the flavours and aromatic notes that we often associate coffee with – be they chocolate, caramel, or floral ones. However, as the coffee beans transform sensorially, their chemical composition changes too.

One of the most important transformations is the breakdown of sugars to form various compounds, including carbon dioxide. This carbon dioxide, trapped inside the coffee beans, gradually leaches out after roasting in a process called degassing.

A little bit of degassing, is a good thing, especially when pulling espresso shots. If there is too much carbon dioxide in the beans during brewing, the release of these will disrupt the immersion of the coffee

grounds into the water and so hinder extraction.

However, as the coffee loses carbon dioxide, it also starts to taste dull. In *The World Atlas of Coffee*, James Hoffman states that two changes happen when coffee goes stale. "The first is the slow but steady loss of aromatic compounds, the compounds that give coffee its flavour and smell," in turn making it "less interesting." This is inevitable, although we can try to delay the process.

The second change, however, is due to oxygen and moisture. The contact with oxygen and moisture will cause coffee to become stale and develop new flavours, ones that are "flat, woody and vaguely of cardboard." This is more controllable since we can prevent oxygen and moisture from being in contact with coffee beans.

In other words, roasted coffee is even more vulnerable, compared to green coffee, to oxygen and moisture. This makes its storage just as important, if not more so.

### Conventional Roasted Coffee Storage

When delivering coffee to customers, many roasters turn to opaque, sealed, foil packages to prevent



*Cupping roasted coffee samples*

light, oxygen, and moisture affecting the roasted coffee. These packages often also have a valve to let carbon dioxide escape to facilitate initial degassing.

Some roasters prefer to store beans in resealable packages, such as those that have zip-locks. This allows baristas and brewers to reseal the bag after each use – ensuring minimum contact with oxygen.

Others use unsealed craft bags. While they can be eco-friendlier (depending on the exact packaging type) and are often more affordable, they cannot effectively keep out the oxygen. As such, beans stored in these bags go stale relatively quickly.

In addition to the right container, roasters and brewers must also consider where the coffee is stored. Even opaque, resealable, foil bags cannot block out high temperatures. A cool, dark cupboard or storeroom is often the best option.

Among home brewers, coffee canisters are growing in popularity. Airtight and / or vacuum sealed ones will keep oxygen and moisture out; there are also some that are heat resistant. Additionally, stainless steel ones are better than plastic ones, not only because they are harder to damage but also because the material is less porous. However, most brewer targeted coffee canisters only store a small amount of

beans, making them a better option for home use than for coffee shops.

Before sending their coffee out to customers, roasters will also sometimes store their coffee in commercial sized canisters, although the quality of the container will vary. In addition, of course, being sizeable and heavy, these are neither easy to move out of the way when not needed nor a viable replacement for roasted coffee bags.

These options offer varying levels of protection, but one thing remains constant; the roasted coffee will quickly lose quality, becoming stale in weeks or days

Green coffee is stored in jute bags on the left while roasted coffee is stored in tin canisters on the right.

### **Hermetic Roasted Coffee Storage Options**

Although roasted coffee is more vulnerable than green beans, the elements that it needs to be protected against are the same: light, heat, moisture and oxygen. With green coffee, hermetic or airtight packaging is often used to guard against moisture, oxygen, and insects. Therefore, Charlie Habegger and Carly Ahlenius from the Green Coffee Department of Blue Bottle Coffee, in partnership with GrainPro, set out to test the impact of using hermetic packaging for the long-term storage of green and roasted coffee.



*Green coffee is stored in jute bags on the left while roasted coffee is stored in tin canisters on the right.*

GrainPro is known within the industry for its hermetic packaging solutions for green coffee, as well as other agricultural products such as corn and rice. However, the company aims to provide solutions to numerous problems faced by producers, handlers, and roasters, from tarpaulin patios for hygienically drying coffee to liners for use when transporting coffee inside trucks.

Blue Bottle conducted the experiment between May and September 2018. The coffee they





*Blue Bottle Green Coffee Coordinator, Carly, cupping coffees in their quality lab.*

used was a Rwanda Nyanza Kirezi from the 2017-2018 harvest. For the roasted coffee analysis, the beans were stored in three different ways 24 hours after roasting, allowing them time to degas first. These were:

- A compostable paper bag (Blue Bottle's standard storage method), opened once a month to take a sample
- A GrainPro 15-kg Ultra-Hermetic zipped bag, opened once a month to take a sample
- A GrainPro 15-kg Ultra-Hermetic zipped bag, which remained sealed throughout the entire five-month trial

The coffee quality was analysed according to SCA cupping protocols.

With the compostable paper bag, the cupping scores dropped from 86 to 79 over the five months. It dropped by the first three points between May and June 2018, then again by 1.75 points between June and July, and then gradually fell to the final score of 79 in September 2018. The notes changed from a cool, sweet, black tea, brown butter, and cocoa to baggy and gamey by July, and

finally to dull acids and a flat and hollow sweetness at the end of the experiment.

When it was stored in the Ultra-Hermetic bag but opened once a month, the score dropped from 86 in May to 80.88 in September 2018. Its flavour notes changed from caramel sweetness, dried strawberry, and lemon drops to apricot and apple with a note of overripe fruit by July, then to a flat, bitter, cloying, and malty finish in September.

Lastly, for the closed GrainPro bag, the score dropped from 86 to 82.88. In May 2018, the samples had flavour notes of apricot, floral aromas, and mandarin orange, with a cereal finish and a slight vegetal note. In September 2018, the coffee had a tone of brown sugar, mild stone fruit, and chocolate, with a papery finish.

Carly Ahlenius, Green Coffee Coordinator at Blue Bottle, says, "It was clear to our team that GrainPro preserved the shelf life for both green and roasted coffee when compared to the control bags."

Five months is far longer than specialty roasted coffee should be stored. However, it is evident that

changing the packaging can greatly prolong the beans' shelf life. Hermetic bags, for example, may not currently be the standard storage method for roasted coffee but they do offer protection against the moisture and oxygen that develop those flat, stale, woody, and cardboard notes.

So, what is the best way to store roasted coffee? Away from moisture, light, heat, and oxygen. Ultra-hermetic bags are a good way to increase shelf life and slow down the fading of specialty beans (especially over the long-term). Solutions like this could add flexibility for third wave roasters, particularly for small businesses that may not be able to count on consistent orders week-by-week.

In addition, regardless of the chosen packaging, some things remain clear: allow the coffee time to degas. After that, seal it. Open the bags as infrequently as possible. Keep them in a cool, dry place. In addition, to ensure your customers taste the coffee at its best, consider sharing these tips with them, too.

*Source: Perfect Daily Grind*

# NESPRESSO LAUNCHES REVIVING ORIGINS PROGRAM TO BRING BACK LOST COFFEES

Nespresso has announced the launch of Reviving Origins, a new program to restore coffee farming in regions where it is under threat.

Nespresso is investing CHF10 million (about US\$9.8 million) over the next five years to revive the coffee industries in selected countries with the aim of encouraging rural economic development.

Reviving Origins is part of Nespresso's overall commitment to invest CHF500 million (about US\$490 million) from 2014 to 2020 in its sustainability program, The Positive Cup.

"Through our Reviving Origins program, we have an opportunity to bring back forgotten coffees, boost economic development in regions where there has been significant adversity and share a completely new taste experience with consumers." Nespresso CEO Jean-Marc Duvoisin says.

The announcement comes alongside the launch of two new single-origin coffees from Eastern Zimbabwe and Caquetá, Colombia. Tamuka mu Zimbabwe and Esperanza de Colombia will be available from May 2019 in 18 countries.

Nespresso says because of its investment and the commitment of its partners, coffee farmers in these two regions are starting to rebuild sustainable livelihoods, restore their local economies, and bring much-needed development to their rural communities.

The United States Department of Agriculture says in the late 1980s,

Zimbabwean coffee farmers produced over 15,000 tonnes of coffee. However, production almost came to a complete halt because of climate factors and economic instability in the country. By 2017, production levels were at less than 500 tonnes.

In partnership with the global non-profit TechnoServe, Nespresso has worked with the local coffee farming community in Manicaland Province, eastern Zimbabwe, to establish sustainable farming practices, and bring expert trainers and new techniques to tackle issues such as coffee processing and tree management. The company says this investment has helped to produce a higher quality Arabica coffee that will be available for a limited period in 18 countries.

"This project is not only bringing back some of the world's best coffee - it is bringing back economic opportunities in Zimbabwe's hard-hit rural areas," Technoserve President and CEO William Warshauer says.

"As a non-profit that takes a business approach to reducing poverty, TechnoServe is excited to partner with Nespresso and the farmers of Zimbabwe to build a brighter and more prosperous future."

Nespresso says Tamuka mu Zimbabwe is bursting with complex fruitiness and zesty, bright acidity, with notes of cranberry to red berries, and currant to grape. It has a creamy, smooth texture when milk is added,

making it ideal for a latte macchiato. It is balanced, round, and has sweet notes of caramel and toffee when mixed with milk.

Coffee almost disappeared in Caquetá, Colombia following 50 years of conflict, which meant many farmers abandoned their lands. Nespresso collaborated with local farmers and the Colombian National Coffee Growers Federation to support the rebuilding of this industry.

Through its AAA Sustainable Quality Program, Nespresso's agronomists provided training and expertise on sustainable farming practices, quality development and environment and water management.

According to the Colombian National Coffee Growers Federation, "The Nespresso AAA Sustainable Quality Program has had a positive social and economic impact in the Caquetá region.

"It has allowed [us] to generate new life opportunities for the coffee growing communities of San Vicente del Caguán and Florencia through the improvement of the quality of their coffee and the implementation of sustainable agriculture practices".

Esperanza de Colombia is a mild coffee that is very light in acidity. Nespresso says it is beautifully balanced and rounded, and it has aromas of yellow fruits with a hint of a cereal note.

*Source: Global Coffee Report*





# 7 Reasons to attend AFCA SPECIALTY COFFEE EXPO ZANZIBAR

30th - 31st October 2019

1. *World Class Speakers & Trainers on Domestic Coffee Consumption in Africa.*
2. *High Level Policy Presentations on Inter-African Trade Discussions as a Solution to the Global Coffee Crisis.*
3. *Advanced Coffee, Barista & Roasting Trainings by World Championship Judges, Competitors & Coaches.*
4. *Workshops & Presentations on Café Consultation, Layout, Setup and How to Open & Operate your First Café.*
5. *Vibrant Exhibition Centre focussed on Domestic Consumption, Coffee Equipment & Packaging Solutions and Machine Technical Support in Africa.*
6. *Hundreds of Business Networking Opportunities with Producer and Buyer Organisations in the AFCA Taste of Harvest Cupping Pavilion and B2B Meeting Program.*
7. *Adrenaline filled activities on offer on the Paradise Island also known as the Swahili Spice Island, such as swimming, scuba diving, snorkeling, boat trips and so much more!*

**Registration now open:**  
<https://afca.coffee/expo/registration/>

**For more information contact:**  
[expo@africanfinecoffees.org](mailto:expo@africanfinecoffees.org)

## AFCA SPECIALTY COFFEE EXPO TRAININGS AND WORKSHOPS, ZANZIBAR

PROGRAM	DESCRIPTION	DATE	AFCA MEMBER FEES (USD)	NON MEMBER FEES (USD)
Advanced Coffee Trainings	African Barista Bootcamp	28 – 29 October 2019	500	750
	Sample Roasting	30 October 2019	500	750
	Production Roasting	31 October 2019	500	750
	Latté Art Competition	30 October 2019	80	120
AFCA Cupping Pavilion	Individual Coffee Submission (2 samples)	30 – 31 October 2019	60	120
	Public Coffee Cupping (12 samples)	30 – 31 October 2019	400	800
	Private Company Cupping (12 samples)	30 – 31 October 2019	400	800
Workshops	Alternative Brewing Methods	30 – 31 October 2019	80 (per session)	120 (per session)
	The Science Behind Roasting	31 October 2019	80	120
	Espresso Machine Technical Workshop	31 October 2019	80	120
Presentations	Café Consultation: How to Open & Operate your first café	30 October 2019	Included in Expo Registration Fees	
	Barista Brew Bar	30 October 2019		
	Inter-Africa Trade Agreement: Opening of Regional African Trade	30 October 2019		

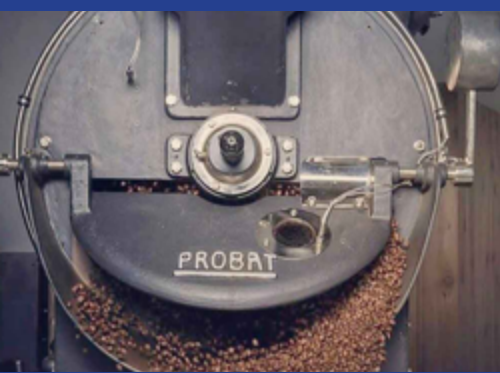
# AFCA SPECIALTY COFFEE EXPO ZANZIBAR

SEA CLIFF RESORT & SPA

30th – 31st October 2019

THEME:

**DOMESTIC CONSUMPTION IN  
AFRICA & AFCA BARISTA RETREAT**



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