

**AFRICAN**

# **FINE COFFEES**

REVIEW MAGAZINE

July-September 2018 | Volume 8 | Issue 3

**TECHNOLOGY TO BOOST  
COFFEE PRODUCTIVITY  
AND PROFIT**

**UGANDA HOSTS COFFEE  
POWER TALK**

**REGISTER NOW FOR THE  
17TH AFCA AFCC&E IN  
RWANDA**

MEET

# **SYLVIO PADILHA**

**FROM PALINI & ALVES**

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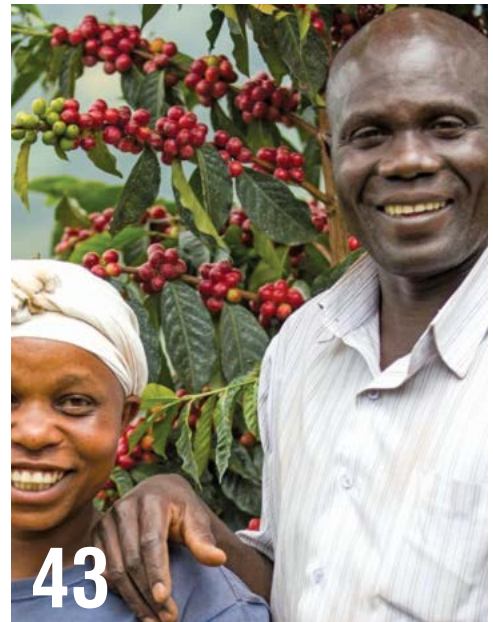
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Registration already underway for the 17th AFCC&E in Rwanda



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Get to know some of our members from their business profiles

# A WORD FROM THE **EXECUTIVE DIRECTOR**



## **WELCOME TO THE AFRICAN COFFEE INDUSTRY MAGAZINE.**

In this issue we profile of the Kenya Coffee industry. We hope give you sneak preview on the Complex coffee industry in Kenya. Kenyan Coffee is well known for its high quality. However, the volumes exported from this country continue to decline year after year. But, there is hope for this unique industry. We summary the key issues in the industry and hope that this profile will give you an

understanding of the Kenya Coffee Industry.

The 17th African Fine Coffee conference (AFCC&E) will be held in Kigali Rwanda, at the prestigious Kigali Convention Center. Take advantage of the early bird discounted rates for delegates and exhibition registration. The theme of the conference is 'Specialty Coffees at the Heart of Africa'. This edition will focus on the high-quality coffees from Africa and the uniqueness of the varieties from Africa. We invite you to join cupping of extraordinary coffees from African producers. The conference offers a great opportunity to indulge in coffees from multiple countries and meet African producers in one venue. Africa is turning to domestic consumption, more and more. Take this opportunity to position your brand as you communicate the uniqueness of your product to the African Coffee Market.

### **Welcome to Remarkable Kigali.**

A focus on the technology to boost coffee productivity and profits for farmers and the value Chain. Specifically, we review the on-the-farm processing technology that ensures that the great African coffee bean ends up in the market in specialty quality.

We acknowledge the contribution from Pinhalense, Palini & Alves Ltd from Brazil. GrainPro innovative and revolutionary coffee packaging offers the specialty coffee sector a way for storing and shipping high quality coffees globally. A look at the opportunity for exporting roasted coffees and the unique opportunities for youth and women involvement.

In the members section, we present our members, who are tirelessly working in the coffee Industry. Take time to review the short segments from Grand Parade Coffee, Hivos, Topic Coffee, the Kenya Coffee Research Institutes, Mambo coffee from Tanzania and Midnight Coffee Roasting from South Africa.

Finally, we would like to thank all our advertisers that have taken the leap of confidence in AFCA and continue to advertise with us. We plan to distribute the soft copy of the magazine on the AFCA website and to International members and hard copies at the upcoming events in the World of coffee in Amsterdam, International coffee organization meeting in London and SCAJ World specialty coffee conference and exhibition. Welcome to this exciting magazine and we look forward to your continued readership.

## **EDITORIAL TEAM**

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### **Associate Editor**

Doriane Kaze

### **Publisher**

African Fine Coffees Association

### **Cover Page Picture**

**Sylvio Padilha**  
Agronomist, Coffee Grower And Trader

# TECHNOLOGY TO BOOST COFFEE PRODUCTIVITY AND PROFITS

Carlos Henrique Jorge Brando



Recently launched Pinhalense static predrier on top of rotary drier ▲

Award winning ecologic pulper with unripe cherry separator recently launched Pinhalense static predrier on top of rotary drier ▲

Discussions about the economic viability of coffee farming are gaining momentum as Arabica prices remain low. Such viability, i.e., healthy returns to growers, is strongly associated with productivity that is often dependent on factors beyond farm gate, as proposed at the article Reshaping African Coffee Industry for Productivity Improvement and Investment published by this magazine in April 2017\*. What I now add is the role that coffee processing, especially on-farm, may have on improving or worsening the viability of the business. To have good productivity without relying on proper processing technology to get the most out of the coffee produced may be the difference between profit or loss and therefore

a key determinant of the economic viability of coffee farming.

Coffee takes 2 to 4 years after planting to start producing and bears fruit only once a year. However poor processing may jeopardize a year's work in a matter of hours! Drying is probably the processing phase where most losses are incurred if not properly performed followed perhaps by pulping, if used, and hulling.

Sun drying may be negatively affected by adverse weather, lack of or poorly trained labor, inadequate tools, etc. If excessive rain may prevent drying and cause unwanted fermentation, excessive heat can have several negative impacts on coffee quality from bleaching to turning unripe cherries into black

beans. Overheating is not a risk restricted to mechanical drying, as many think, but happens just as often or even more frequently with sun drying if coffee is not revolved frequently.

Mechanical drying requires good control of temperature, specially in the coffee mass, and good stirring/mixing to ensure uniform drying. The use of elevators to recycle coffee in vertical driers may damage coffee, specially parchment approaching the ideal moisture content. Quick drying may be welcome but only to the point it does not damage quality; this can be achieved with the use of right technology and operation.

Mechanical drying may be more reliable and lead to the same quality as sun drying. An efficient drying facility is a good insurance policy against climate change!

If not properly performed with modern high-tech machines, pulping brings profits down due to physical damage to parchment and beans and the loss of coffee with the pulp that is discarded. These unwanted effects can and should be avoided in modern machines that also refrain from pulping unripe cherries that should be separated. Fermentation after pulping, said to enhance quality and gaining increasing support from experts, can cause weight losses that are avoided by mechanical removal of mucilage that in turn may cause physical damage to parchment and beans. Can the quality gains from fermentation outweigh the weight losses?

The way coffee is pulped or not, fermented or not, and dried affects cup quality and price. How these three processing steps are performed may be key to ensure the economic viability of coffee growing. Without having the potential beneficial impact of the previous three processing steps, hulling may cause physical damage to coffee beans. Even modern efficient hullers will do so if coffee is over dried under 10% moisture level. Most other

processing steps are designed to enhance coffee value by removing impurities and defects but without altering intrinsic bean quality.

A final word of warning addresses old-fashioned technologies still widely used in many countries, especially wet milling with the use of pulpers that consume and contaminate large volumes of water and cause physical damage to coffee and loss of coffee with the pulp. Economic viability apart, the environmental sustainability of coffee production, processing included, is today a key client requirement.

\*The article can be accessed at: <https://afca.coffee/wpcontent/uploads/2014/08/AfricanFine-CoffeesReviewMagazineApr-Jun2017.pdf>.

.....  
 ...poor processing may jeopardize a year's work in a matter of hours! Drying is probably the processing phase where most losses are incurred if not properly performed...  
 .....

# UPCOMING EVENTS



Date	Event
24th -25th May 2018:	AFCA Board of Directors meeting in Kigali Rwanda
21st – 26th May 2018:	Coffee field visit Rwanda and Burundi
24th May 2018:	Interviews for Chief Operation Officer
28th May 2018:	Sauti ya Kahawa Trustee Meeting, Nairobi
29th & 30th 2018:	Robusta Protocol Training, Kampala
30th – 31st May 2018:	Arabica Protocol Training in Addis Ababa Ethiopia
21st -23rd June 2018:	World of Coffee in Amsterdam
1st August 2018:	AFCA Launch the 17th AFCC&E
17th -21st September:	International Coffee organization meeting in London
26th -28th September:	SCAJ World Specialty Coffee Conference and Exhibition Tokyo Big SIGHT
8th – 10th November 2018:	Global Coffee Sustainability Conference Belo Horizonte Brazil
8th -11th November 2018:	Café Show 2018 South Korea



**PALINI & ALVES**  
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## **PALINI & ALVES LTD** THE RIGHT COMPANY FOR THE AFRICAN CUSTOMER.

**SYLVIO PADILHA, Agronomist, Coffee Grower And Trader**

For about four decades, Palini & Alves - the #1 coffee processing equipment manufacturer in Brazil - actively participates in the day by day of its clients, from small producers to large exporters. In its process of consolidation in the international market, it presents the same work philosophy that guides its values and allowed its growth and leadership: ethics, simplicity, excellence, flexibility and innovation.

**B**eing always ahead of its time, it has gained the confidence of the producer, through innovative solutions adjusted to the evolution of agribusiness in Brazil and countries in which it operates.

Palini & Alves develops projects for customers throughout the productive segment, from small-scale growers to agricultural enterprises, from small wet mills to large exporting warehouses, with the same commitment and passion.

An example of the trust in his work and attention to the small-scale producer is that the largest cooperative of family producers in Brazil has chosen Palini & Alves as their exclusive supplier of coffee processing equipment that adds quality and value to the product of its customers.

Its technical and commercial team continuously seek the best solution for the client and for this it counts on constant technical improvement, equipment of last generation and constant investment in the industrial park, considered the most modern of the country in its segment. The same dedication and search for innovative solutions applies in several sustainable development practices, among them the development of the wastewater regenerator, the ecological pulper with zero water consumption and huller parchment with low energy consumption.

Being faithful to this principle, Palini & Alves recently elaborated the project and installed the largest and most innovative wet mill plant in Brazil, powered by solar energy and with capacity of 55 ton/h, in addition to the previous dry mill provided to the same farm.

In terms of the African market, Palini & Alves has equipment installed in Ethiopia, Uganda, Tanzania, Kenya, Rwanda and Burundi, having this year for the first time a successful participation in the 16th African Fine Coffees Association Conference & Exhibition, which resulted in several strategic partnerships that will make it possible to expand its presence in this important regions. Moreover, it will bring lots of innovation to the 17th AFCA C&E, next year in Rwanda.

The fruit of its work is a result of the commitment and commitment of all the partners and collaborators that make up the Palini & Alves team, a solid company, both traditional and innovative, recognized for its excellence in services and products by the most demanding clients in the main markets of the world.

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IN THE SEGMENT OF MACHINES FOR COFFEE PROCESSING**

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# LOCAL ROASTING AND COFFEE INDUSTRY DEVELOPMENT

## THE VIRTUOUS CIRCLE

Philippe Juglar

Coffee producing countries develop their local roasting industry as their local coffee consumption grows. Is it due to the increase of consumption or is the roasting industry driving the increase in consumption? It is difficult to say but we are sure that both phenomenon are closely linked.

When coffee is locally roasted, cup quality sharply improves. Many reasons may explain that virtuous evolution:

- **Better quality for the same price:** competition between local roasters mainly relies on price and quality. Marketing means (advertising, promotion) are scarce and cannot be compared to international coffee brands. If you do not want to cut price, you better try to propose the coffee drinker the best possible quality!
- **Ambition and Idealism:** when a coffee grower starts roasting and tasting his own coffee, he quickly becomes a connoisseur. He will try to improve the cup of coffee as he can now regulate each parameter of the coffee production chain from the tree to the cup.
- **Better coffee tasting experience:** when people experience an exquisite coffee, their quality requirement improve. They ask for a better personal coffee tasting experience which can be provided only by the local roaster.
- **Lifestyle:** coffee consumption becomes the new trend among the young customers who turn into the new coffee addicts' generation.
- **National pride and consciousness:** Today, coffee consumers in producing countries are aware that the quality of their coffee is often better than the quality of coffee that the country has imported (usually as soluble coffee!). So they are trying to put more value on their local products instead of the imported products.

A classical and traditional ways to improve coffee quality at grower's or production level is to organize local contests. Every competition aims to compare one's coffee with their neighbor's. At international level, comparing a coffee with other similar coffees from other continent may help to explain why some coffees are better than others. When awarded, producer's image will be dramatically up-scaled in the mind of company's stakeholders as employees, suppliers, bankers, local and national government, and of course, customers.

Improving quality and consumption requires education and capacity building. You need time to change the consumers into genuine coffee amateurs. Usually, change in consumption trend is normally driven by youths and women. Any promotion must be designed for that specific audience.

At professional side, the only effective tool is the capacitation building. If a lot has been prepared at growers and baristas level, much more still needs to be done for Horeca managers and roasters, the ones for whom the AVPA training program is designed.

Scarce promotion and advertising means must be used in the most effective way. Obviously, any roaster's dream is to have his own brand, renowned and famous. When you start from scratch, absolutely unknown, one of the strategies is to refer your products to the region, when famous, where the coffee comes from. This strategy based on geographical indication will grant you a ten times better return on investment more than doing the traditional branding! But the world of **Geographical Indication** has its own rules, would it be for a private collective brand or a more sophisticated and administrative denomination of origin. As part of our expertise, in AVPA, we will surely happy to introduce you to this phenomenal strategy.

Generally speaking, in AVPA our purpose is indeed to accompany the coffee growers and roasters, as they are the major actors of coffee industry developments. We welcome them in our international contest, propose them a complete set of capacity building and accompany them in local industry organization as much as it can help for a better industry and more decent coffee growers standers of living.

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**DID YOU KNOW THAT COFFEE CAN PROTECT YOUR SKIN AGAINST HARSH SUN RAYS??**  
It protects against harsh sun rays: UVB is harmful and may even lead to more complicated and life-threatening skin diseases. Protecting your skin with caffeine may protect it against UV carcinogens.



11:59 PM - 6 May 2018

2 Retweets 5 Likes

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@AFCA\_COFFEE

Take Advantage of the EARLY BIRDS Rates to Attend the 17th African Fine Coffee Conference and Exhibition in Rwanda from 12th-15th February at Kigali Convention Centre.  
For Registration Click on the Link below [afca.coffee/conference/reg...](http://afca.coffee/conference/reg...)  
[@RwandAgriExport](#) [@GCPcoffee](#) [@CoffeeCocoaIntl](#)



11:30 PM - 13 May 2018

**EA Trade Invest Hub**  
@InvestEAfrica

U.S. coffee consumers gush about the floral notes and brightness of East African brews. U.S. coffee roasters consistently list #EastAfrican countries as home to their favorite lots of specialty beans. Watch our video to learn why [youtu.be/nF6hceAJrRY](http://youtu.be/nF6hceAJrRY)



7:48 AM - 10 May 2018

**AFCA\_COFFEE**  
@AFCA\_COFFEE

Is coffee actually a fruit?  
Coffee beans as we know them are actually the pits of a cherry-like berry that are grown on bushes. Even though coffee is actually a seed, it's called a bean because of its resemblance to actual beans.



11:51 PM - 9 May 2018

There are many reasons to love Kenyan Coffee. Here is one. #magicalkenya Meet Sasini Coffee, the winner of National #ToH & 2017/18 Kenya Coffee of the Year 🍵😊 [goo.gl/KM4DGP](http://goo.gl/KM4DGP)



12:21 AM - 14 May 2018

Final and Last Day of the #Robusta Taste of Harvest #ToH event preparations training! Training targeted government officials and several Robusta coffee producing companies was supported by @InvestEAfrica & @CoffeeUganda. 1st ever fine Robusta Focused Cupping Comps coming soon!



Are you considering sourcing coffees from #Malawi 🇲🇼 this year? Read about Malawi's 2017/2018 Coffee of the Year from Mzuzu Coffee Planters Cooperative Union Limited! Feel free to contact them through our new "Ask about this coffee" feature in this link- [goo.gl/3SiWaj](http://goo.gl/3SiWaj)

taste of HARVEST

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**Coffee of the Year, Mzuzu Smallholder Corporation**

🏆 Winner Coffee of the Year 2017/2018 - Mzuzu Smallholder Corporation

Pick your Registration Form Early, Register for the 17th African Fine Coffee Conference and Exhibition in Rwanda, the Country of a thousand Hills from 12th-15th February at Kigali Convention centre.

Click on the link below for easy registration [afca.coffee/conference/reg...](http://afca.coffee/conference/reg...)



11:09 PM - 15 May 2018

Do you want to be among the speakers of the 17th African Fine Coffee Conference and Exhibition? For more information click on the link below [afca.coffee/blog/](http://afca.coffee/blog/) @RwandAgriExport @Ebafoza\_rwanda @GCRmag



1:04 AM - 1 Jun 2018

Schluter is now Olam Specialty Coffee. Thanks to everyone who has joined us on this journey so far, here's to many more great years. 🍵💚🍵



# UGANDA HOSTS COFFEE POWER TALK

## COFFEE EXPERTS EXPOSE OPPORTUNITIES FOR YOUTH AND WOMEN



Julius Businge

**Eduardo Sampaio** from UTZ shares a moment with Tony Mugoya, the Executive Director for Uganda Coffee Farmers Alliance on the sidelines of the coffee meeting held at Pearl of Africa Hotel in Kampala on March 27.

**P**layers in the coffee value chain have urged the youth and women to take advantage of the growing demand for coffee in Uganda and beyond to grow their income.

Speaking to The Independent on the sidelines of a Coffee dialogue at Pearl of Africa Hotel in Kampala on March 27, Paul Martin Maraka, the programme manager at African Fine Coffees Association (AFCA) said there is an opportunity to supply coffee to big markets beyond Africa like China.

“Last year we led a mission to China and while there every single piece of roasted coffee that was on the shelves was bought by Chinese,” Maraka said. He added that the Chinese are planning to increase local production [in China] because their demand is growing. However, he said that African coffees are much better tasting

.....  
“Uganda having majority of its population (75% being under the age of 35) has no better option other than attracting the youth and women to coffee business in an effort to boost economic activity.”  
.....

coffees meaning there is an opportunity for Uganda to penetrate the China market. He added that there are many international companies that are coming to set up base in Uganda, buying agricultural land, installing roasting facilities because they can see what is coming.

“Young people just need information,” he said, before urging them to join farmers’ associations, ensure high quality coffee handling and branding in a bid to take advantage of the new markets.

Speaking as a Guest, Eduardo Sampaio, the field representative of the global coffee firm, UTZ said Uganda has majority of its population (75% being under the age of 35) has no better option other than attracting the youth and women to coffee business in an effort to boost economic activity.

He said that players need to train the youth and women on a holistic approach regarding quality, capital mobilization, research and technology, marketing and more throughout the coffee value chain if planned targets are to be achieved by the government.

Uganda is currently implementing an ambitious plan – the coffee roadmap – to increase coffee output from the current 60kg 4.5 million bags to 20 million bags by 2025. This would also increase Uganda’s export earnings from the commodity from over US\$500 million recorded in FY2016/2017 to around \$2.2bn per year, attract financing to the industry to the tune of \$1.3bn and improve household livelihood by Shs 1.5million per annum.

The half day meeting dubbed ‘Youth and Women in Coffee Annual Power Talk’ was organized by AFCA with funding support from UTZ. Over 300 youth and women took part in the meeting whose core objective was to house young people and women to talk and listen to experts on how to join and cement their coffee trade.

# OVER THREE MILLION DOLLARS WORTH OF AFRICA COFFEE TRADE DONE AT THE AFCA BOOTH 2018

Martin Maraka

**O**n April 19 – 22 2018, the AFCA with Grant support of the USAID East Africa Trade and Investment Hub was able to help facilitate trade opportunities up to \$3,000,000. This was done through a mix of cupping exchanges, exhibition area and direct one to one meetings. Coffee origins that benefited from this were Kenya, Rwanda, Burundi, Uganda, Ethiopia and Tanzania

Also at this event the US Ambassador to Uganda Deborah R. Malac joined her Ugandan counterpart Ambassador Mull Katende and led a reverse trade mission to the Specialty Coffee Expo in Seattle, U.S. Ms. Malac in a communiqué issued to Media highlighted the mutual benefits of partnering with Uganda to promote America's favorite breakfast beverage.

"We're always working to encourage trade and investment between our countries, but this effort is particularly exciting because coffee is so critical to Uganda's future," she said.

More than 10,000 people attended the Specialty Coffee Expo. Most of them were US coffee roasters and coffee shop owners looking for the next great source of beans.

At the event AFCA also released the 1st Edition of the African Coffee Profiles Handbook. This edition focuses on the value chain of Kenya, Rwanda, Uganda, Ethiopia and Tanzania.

Our special appreciation to NAEB (Rwanda), UCDA (Uganda) and ARFIC (Burundi) for their support.

# THE BARISTA BOOT CAMP;

## UGANDA'S FINEST AND SPECIALITY COFFEE AMBASSADORS

ROBERT MUGENYI MUSENZE



A team of Uganda Finest and Speciality Coffee Ambassadors showing off their gold after the awarding ceremony. ▲

**Y**ou have heard and may be, may be start believing that bad omens exist like Friday the 13th, and Tuesday the 13th, or flipping over a cooked fish, placing bread upside down, eating goats' meat or even hearing a hoot from an owl. Yes, these and many more exist in the society around us and are all a recipe for a very bad day; yeah, yeah but all that is child's when it comes to starting your day with bad cup of coffee.

**M**e and you the coffee lovers, get up early, ready yourself for work, and get that first shot of coffee to get you to the nearest coffee shop. You greet the barista with a smile know s/he plays a critical role in your next 23hrs. S/he asks, smiling back at you; what would like to have?, At this time your body is at 45% efficiency, yearning for that extra boost to get you to 110%, you order

for your favourite morning energiser a double shot cappuccino to go. You get your cup, while on your way out you take a sip, and boom it hits you, what am I taking a latte, a flat white, what is this? The shock sends into a frenzy, and do not want to go back and complain, you know your other favourite place (café) with good coffees. You know you will get your energiser during that meeting. At the meeting, you order for two cappuccinos, and dig into sealing the deal. Midway the discussion a waiter/ess brings two cups with artistic impressions (latte art); you take your coffee only to find out you have been served a latte. The meeting is not coming forth as expected and the deal is postponed. After over eight hours of hustling, you are back in your favourite pouch thinking what a day, your reflect, thinking of what went wrong, you were not at the top of your game, it is then that you realise, it all started with a bad cup of coffee.

An experience like that can taunt you and ruin all your business deals. African Fine Coffees Association (AFCA) every year organises the AFCA Conference and Exhibition a must attend event for all coffee enthusiasts and business moguls. In February 2018, this event was hosted in Uganda at Kampala Serena Hotel. Knowing the importance of this event, its impact on coffee businesses worldwide, AFCA contracted the best in the business, Africa Coffee Academy, to conduct a Barista Boot Camp. I remember, Mr. Samuel Kamau (Executive Director – AFCA) saying, “A bad cup of coffee will ruin you day and your business, and we would not want that to happen in Uganda.”

Prior to the event, Africa Coffee Academy (ACA) contacted all Baristas in and around Kampala with a core focus to those in hotels where the AFCC&E were going to stay. Sixty Baristas turned up for the 3-day boot camp through the excellent organisation and coordination of

Africa Barista Network (ABN). ACA’s specialised trainers took the baristas through an intense refresher training that focused on eight core areas; Knowing your Beans, Understanding your Grinder and Espresso Machine, Making a good cup of coffee, The Perfect Espresso, Influencing Factors in a Perfect Espresso, How to Foam, Steam, and stretch Milk, Influencing Factors in a Perfect Cappuccino and Barista Expectations. ACA’s training are designed in such a way to offer a holistic understanding and stimulation of learning subdivided into theory, sharing and practice. Did I tell you after all this that it was examinable? Yes, all ACA courses are, and each of the baristas had to present a perfect espresso, a cappuccino and a latte. Following the intense theory, grinding, dosing, tamping, brewing and presenting your coffee, “with a story”, the barista we declared Uganda Frontline

Ambassadors to promoting Uganda’s finest and speciality coffees.

Each of the baristas now come Uganda’s Frontline Finest and Speciality Coffee Ambassadors were awarded a certificate of recognition and sent off. It is these ambassadors that played the most crucial part following the days from 5th to 19th February, 2018. They might have not realised but Uganda’s hospitality industry, the coffee industry, the transport industry and many others owed it to them. They made each day for the AFCC&E delegates count, each business deal see through, each partnership strengthened and new one forged. To date, the impact created by AFCA Barista Boot Camp, with ACA’s specialists and ABN’s team work still lingers with sweet floral notes, mild acidity, caramel flavours creating demand for Uganda finest and speciality coffees, locally and internationally.



Mr. Abdulrahman Tumusiime from African Coffee Academy (ACA) -Head Barista Trainer, talking to some of the participants during the boot camp.



Ms. Doriane Kaze, The Membership, Youth and Gender Coordinator – AFCA, addressing the baristas (Uganda’s Finest and Speciality Coffee Ambassadors) during the certificate award ceremony.



A Uganda Coffee Ambassador (Ms. Hadija Kulaba) receiving her certificate at ACA from the Executive Director – ACA and Ms. Doriane Kaze (AFCA)



# RWANDA AT SCAA EXPO AGAIN

[www.naeb.gov.rw](http://www.naeb.gov.rw)

More than 8,000 specialty coffee professionals from all continents around the world are gathering in Washington State Convention Center, Seattle for the 30th Specialty Coffee Association of America (SCAA)'s annual trade conference. The four-day event commenced on 19th and ends on 22nd April 2018. A series of activities are arranged for the event ranging from exhibitions, cupping, lectures, workshops and performance assessment.

The Rwanda coffee brand (*the most sought-after specialty coffee*) is being showcased for the fourth time along with other coffee varieties from other countries around the globe. Agricultural exhibitions for export products is one of the strategies which NAEB has put in place to identify and expand market niche

and establish market linkages with different international potential buyers. So far, Rwanda coffee industry has gained direct market sales (24% of the country's total coffee export) and built relationship with the SCAA.

A delegation of six coffee exporting companies from Rwanda led by Mrs. Sandrine Urujeni, NAEB's deputy Chief Executive officer (CEO), is in attendance of this year's SCAA event. The delegation is expected to learn and share experiences with other participants in the fair trade. It will also be an opportunity for the country to provide vital information on Rwandan coffee industry and available investment prospects. At the end of the event, Rwandan coffee sector will benefit through initiating new deals and networks with potential buyers.

Asked about the lessons learned by the delegation in the on-going interactions with different participants of the SCAA, Mrs. Sandrine Urujeni, said, "*We learned that, coffee quality standards remain essential in meeting required thresholds of specialty coffee market. We need to improve our agricultural practices based on research and required market standards*". Mrs. Urujeni further said that the event was an opportunity for Rwanda to pass a general call to all specialty coffee market key players in the USA and worldwide attendees of the event about the forthcoming "Rwanda Cup of Excellence (CoE) 2018" which is expected in August 2018.

[http://www.naeb.gov.rw/index.php?id=24&tx\\_ttnews%5Bttnews%5D=218&cHash=637eebcc60e7418c147597ea0b5af8b7](http://www.naeb.gov.rw/index.php?id=24&tx_ttnews%5Bttnews%5D=218&cHash=637eebcc60e7418c147597ea0b5af8b7)





# **COFFEE PLANTING ADVISORY FOR MARCH-MAY 2018 SEASON**

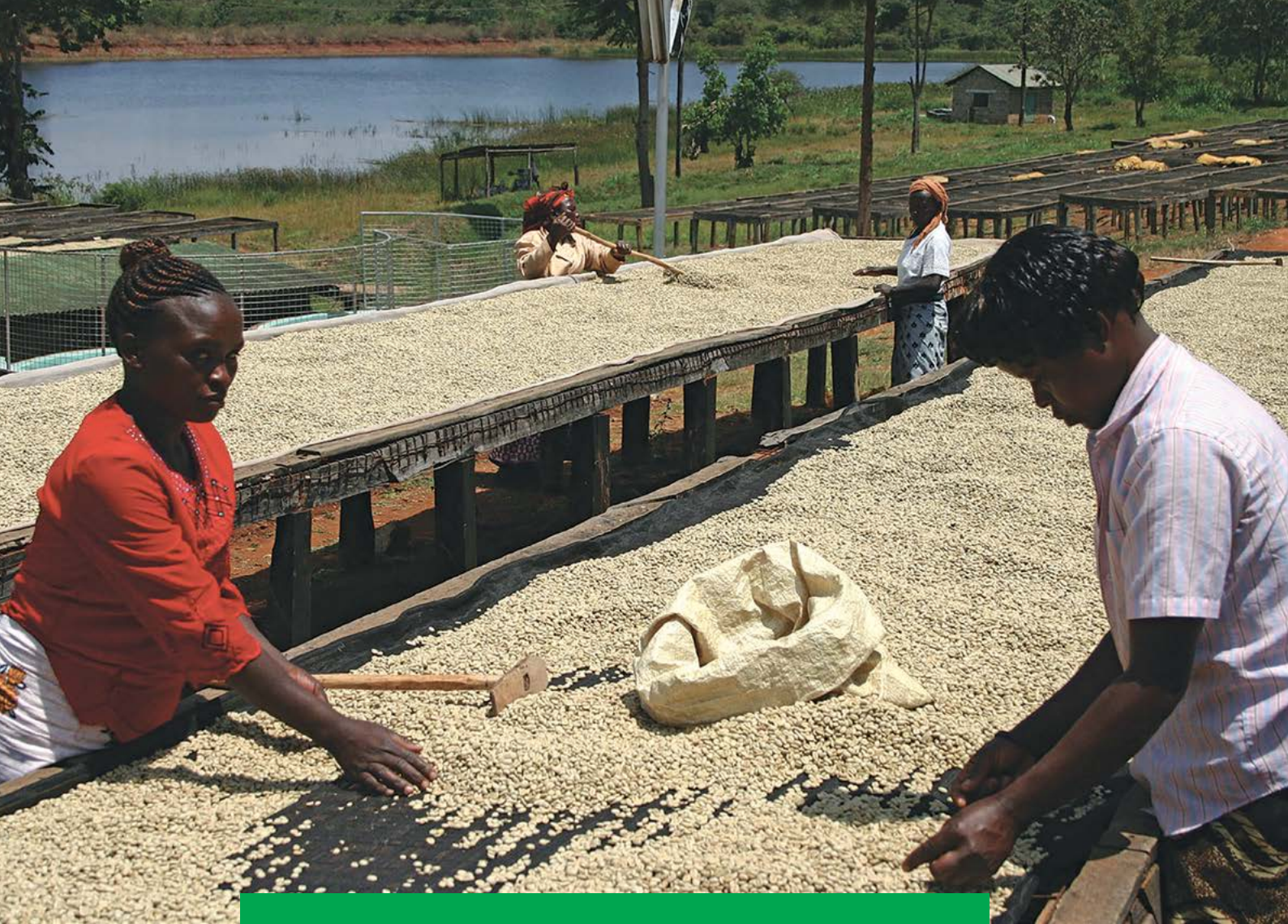
<http://ugandacoffee.co.ug>

**T**he Government of Uganda is committed to its strategic objective of increasing coffee production to 20 million bags per year by 2025 as set by H.E. the President. To achieve this target, government is distributing coffee seedlings to farmers who have dug holes in preparation for planting coffee seedlings in the March-May 2018 planting season. A total of 208,020,003 coffee seedlings are available for planting in the five coffee growing regions.

Over the past six months, UCDA's extension officers have advised farmers to prepare their gardens, dig the right size holes (2 feet by 2 feet by 2 feet) at the recommended spacing of 10 feet by 10 feet for Robusta coffee and 8 feet by 8 feet for Arabica coffee. This will ensure that the coffee seedlings establish properly.

The weather forecast from the Uganda National Metrological Authority for the March-May season indicates that most coffee growing areas of the country are expected to receive near normal to above normal rainfall, commencing early March and tapering in mid-June.

The Local Government leaders and Extension staff in coffee growing districts are currently mobilizing farmers and ensuring that coffee seedlings are distributed on time to allow the seedlings receive adequate rains for crop establishment. The Sub-county Extension staff and UCDA Regional staff are supervising distribution of seedlings and providing technical advice while OWC officers confirm that seedlings are received and planted by beneficiary farmers.



## KENYA COFFEE PROFILE

AFCA  
November, 2017



## 1.0 Overview

Coffee was first planted in Kenya in 1893 in Taita Hills and was reserved for Europeans until 1930s, when the privilege was extended to Africans in Kisii and Meru on experimental basis. Presently, coffee is grown in 31 counties by 2 distinct categories of farmers; smallholders and estate. The smallholders are the majority, at 700,000, and are organized into cooperatives, whereas the estate farmers are 4,000. The sub-sector supports approximately 5 million people through forward and backward linkages.

The production of coffee during Kenya's independence in 1963 was 43,778 Metric Tonnes (MT) and it substantially increased to a high of 128,926 MT in year 1987/1988. However, following the collapse of International Coffee Agreement in 1989, production of coffee went into a steady decline and coupled with other key challenges, production today is estimated at 40,000 MT.

Coffee was for a long time Kenya's most important agricultural export, accounting for as much as 40% of the total value of exports in some years. This situation has changed dramatically since coffee production peaked in 1988. In recent years, coffee accounted for only about 6% of agricultural exports, while horticulture and tea exports have increased substantially, accounting for 34% and 32% percent of agricultural exports, respectively.

All Kenya coffee grown is Arabica coffee grown on the rich volcanic soil that is found in the highlands of the country. Today around 700,000 Kenyans are employed in the production of coffee. Most is produced by small landholders that are members of cooperatives that process their own coffee.

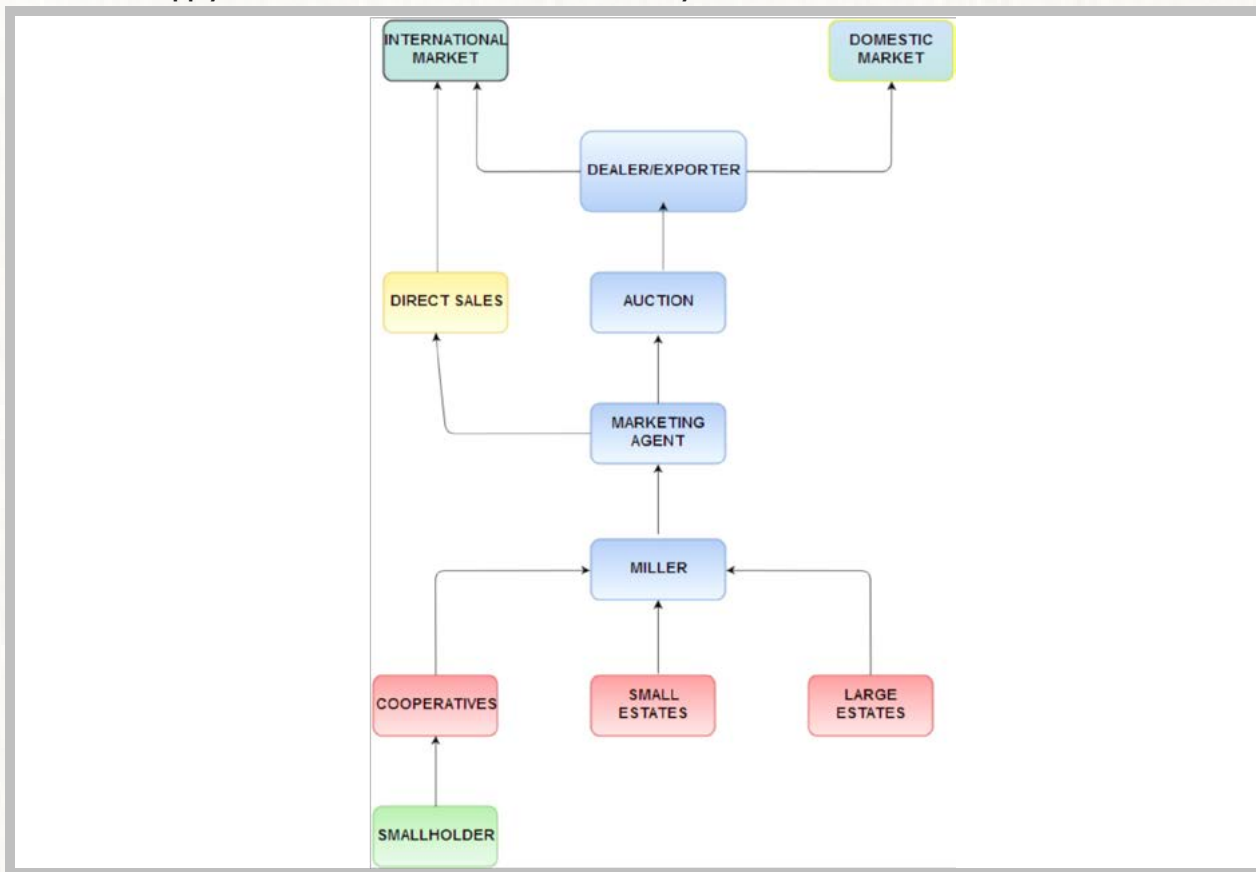
## 2.0 The Value Chain

**Table: Category and numbers of coffee value chain player as of 2015/16**

	Category	Size
1	Smallholders farmers	700,000
2	Estates	3,217
3	Cooperative societies	525
4	Pulping stations	1,021 Cooperatives 300 Estates
5	Cooperative unions	10
6	Coffe millers	18
7	Comercial marketing agencies	8
8	Nairobi Coffee	1
9	Warehousemen	10
10	Management agents	5
11	Licenced coffee dealers	60

Source: Coffee Directorate

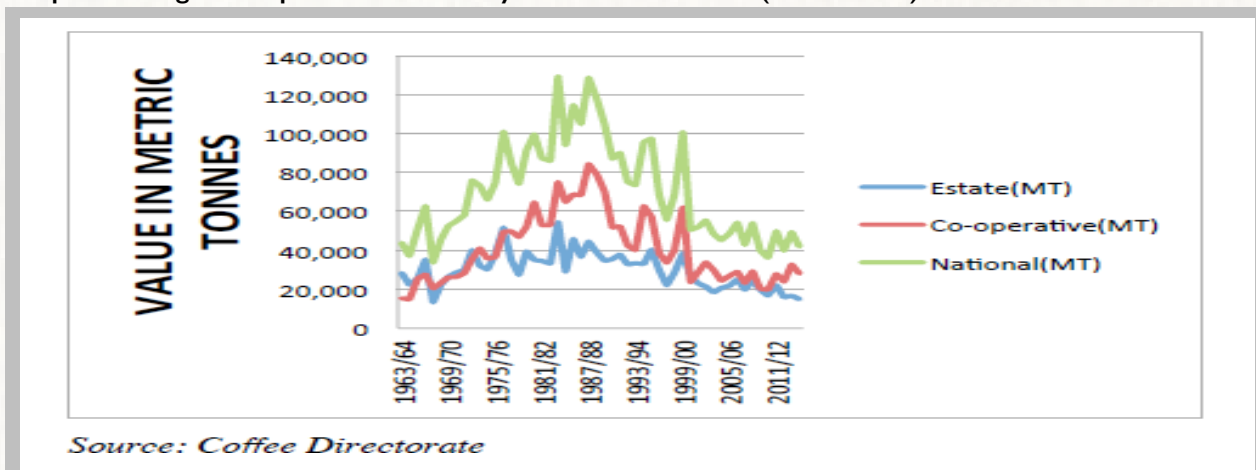
## 2.1 Coffee Supply Chain and Actors' Interaction in Kenya



## 2.2 Production

Coffee is grown in an estimated total acreage of 110,460 hectares that extends to 31 counties. Kenya has a dual production system with about 3,300 large-scale coffee estates and over 700,000 smallholder producers organized into about 525 cooperatives. Smallholders account for 75% of the land planted to coffee but only slightly over half of production. Yields are much higher on the estates because of the more intensive use of fertilizers, pesticides, herbicides and fungicides, as well as irrigation.

Graph showing coffee production in Kenya from 1963 – 2012 (Metric tons)



Historically, coffee production was one of the main income-generating activities for rural households in Kenya. Following the “Lancaster House Conference” after independence, most of the large-scale coffee farms were sold to local elites and local indigenous people were encouraged to invest in coffee. Due to the expansion of plantations and the attention given to coffee by farmers and the government, the sector grew at an annual rate of 6.6% until 1987. However, since 1988, coffee production has declined by 62%. During this period, coffee has moved up from the lower altitudes, where it has been replaced by dairy and food crops, for two reasons: First, warmer temperatures and erratic

rainfall resulted in the transformation of potential areas into semi-arid zones, where a minimum unit temperature increase is subjected to a yield decline of 137 kg per hectare. Second, climate change encouraged the infestation of Coffee Leaf Rust (CLR) and Coffee Berry Diseases (CBD), causing the transformation of previous potential coffee-growing areas into marginal coffee or food crop areas.

Between 1963 and 1987, national coffee production rose dramatically from 34,000 to 140,000 metric tons, benefiting from two technological innovations. In 1963, local farmers were encouraged and supported to use a new technical system that included fertilizer and cultural practices such as pruning, in order to increase yields. The second technological change was the introduction of pesticides in the mid-1960s to prevent frost, Coffee Berry Diseases (CBD) and Coffee Leaf Rust (CLR). Inputs and management supports were provided by the government directly through the cooperatives. In order to further improve production and quality, the Coffee Research Foundation (CRF) developed new disease-resistant varieties during the 1970s, in 1980 delivering a new variety called "Ruiru 11", which was disseminated to farmers from 1985 onwards.

Kenya has two coffee harvests in a year. The main crop is harvested September to December while the fly crop is harvested in March to July. This is mainly in the Central, the Rift Valley and west of the Rift valley while in Meru and Machakos the crop is harvested in October-December. Kenya's coffee production continues to be increasingly smallholder dominated as large plantations, especially in the growing areas that border urban centers give way to housing developments. Programs that are aimed at opening up new production areas and the rehabilitation of abandoned farms continue to be implemented by both the national and county governments. The table below illustrates the trends in the 8 years.

		Area under coffee (Ha) and Production (mt) from 2008-2015							
		2008	2009	2010	2011	2012	2013	2014	2015
Area Under Coffee (Ha)	small holder	122,040	106,656	120,000	120,000	85,189	85,200	85,300	87,433
	estate	40,680	53,344	40,000	40,000	24,606	24,600	24,700	26,067
	<b>Total</b>	<b>162,720</b>	<b>160,000</b>	<b>160,000</b>	<b>160,000</b>	<b>109,795</b>	<b>109,800</b>	<b>110,000</b>	<b>113,500</b>
Production (mt)	small holder	22,260	29,370	22,280	19,600	27,000	21,900	32,700	27,230
	estate	19,740	24,650	19,720	16,660	22,000	17,900	16,800	14,807
	<b>Total</b>	<b>42,000</b>	<b>54,020</b>	<b>42,000</b>	<b>36,260</b>	<b>49,000</b>	<b>39,800</b>	<b>49,500</b>	<b>42,037</b>

Source, Coffee Directorate – Agricultural and Food Authority, Kenya

## 2.3 Processing

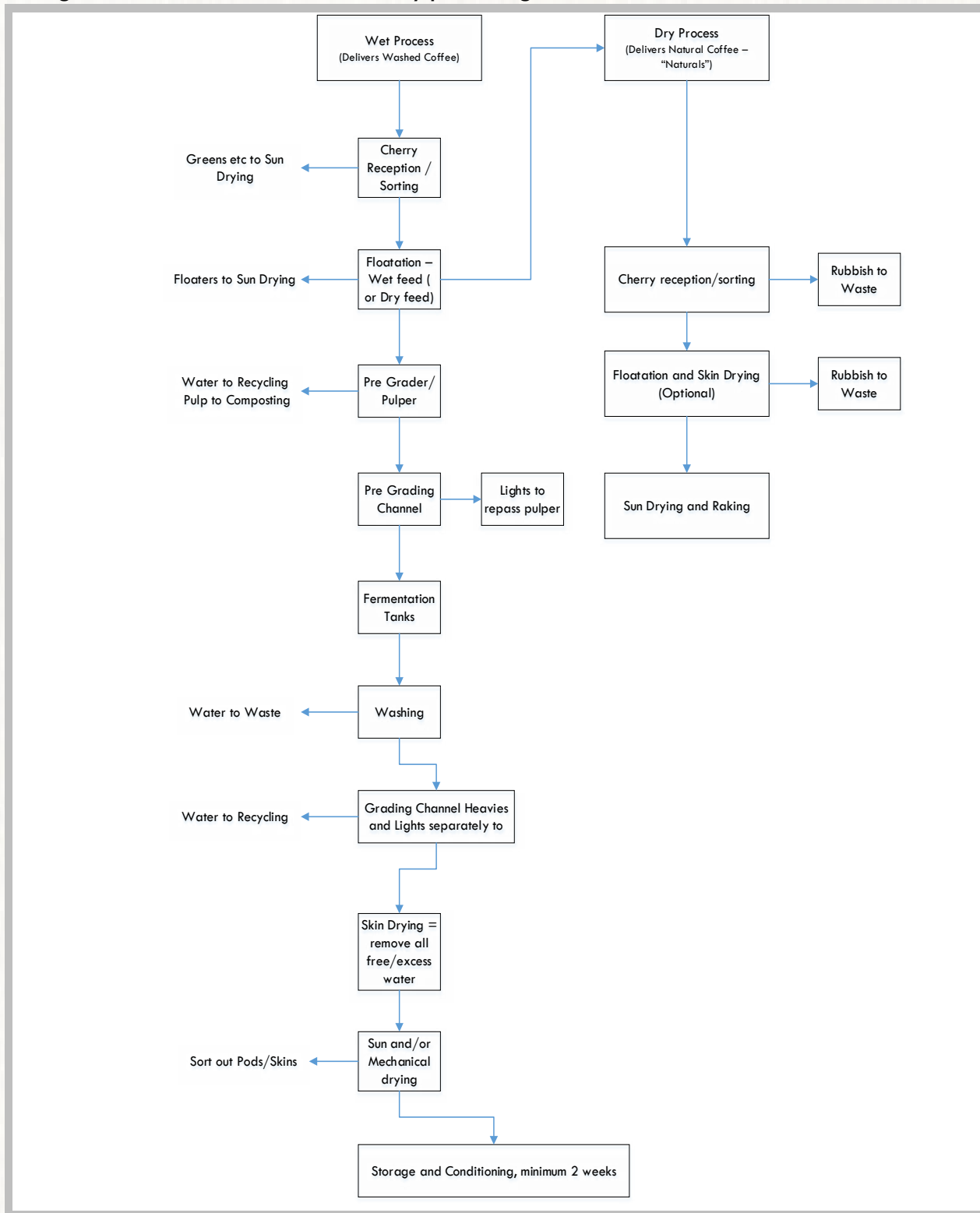
Coffee processing is classified as primary and secondary, which encompasses wet and dry processing respectively. The activities of wet processing encompass cherry sorting, pulping, fermentation, drying and storage. Currently, there are 1,021 pulping stations that are operated by 525 cooperatives societies. An estimated 3,000 estate farmers operate their own pulping station.

### 2.3.1 Primary Processing

Smallholders deliver harvested cherries to a co-operative society's processing factory, where it is pulped, washed and dried. Each Co-op has minimum 1 wet factory; some may have up to 10. It is mandatory for smallholders to market coffee through the co-operative societies. Estates, including small estates, on the other hand, operate their own processing factories. Poor quality cherry (i.e., over- or unripe, or affected by coffee berry disease) is sorted out prior to processing, and sun dried whole (as opposed to being pulped for wet processing into mild Arabica). Sun dried cherry produces what is known as mbuni. Both co-operative societies and estates transport the resulting parchment (or dried mbuni) to a miller where it is milled to remove the parchment skin (or hulled in the case of Mbuni), and then graded.

Primary coffee processing is the second broad link in the value chain and on average 91% of Kenyan coffee is fully washed and only 9% is dry processed.

The figure below illustrates the wet and dry processing methods

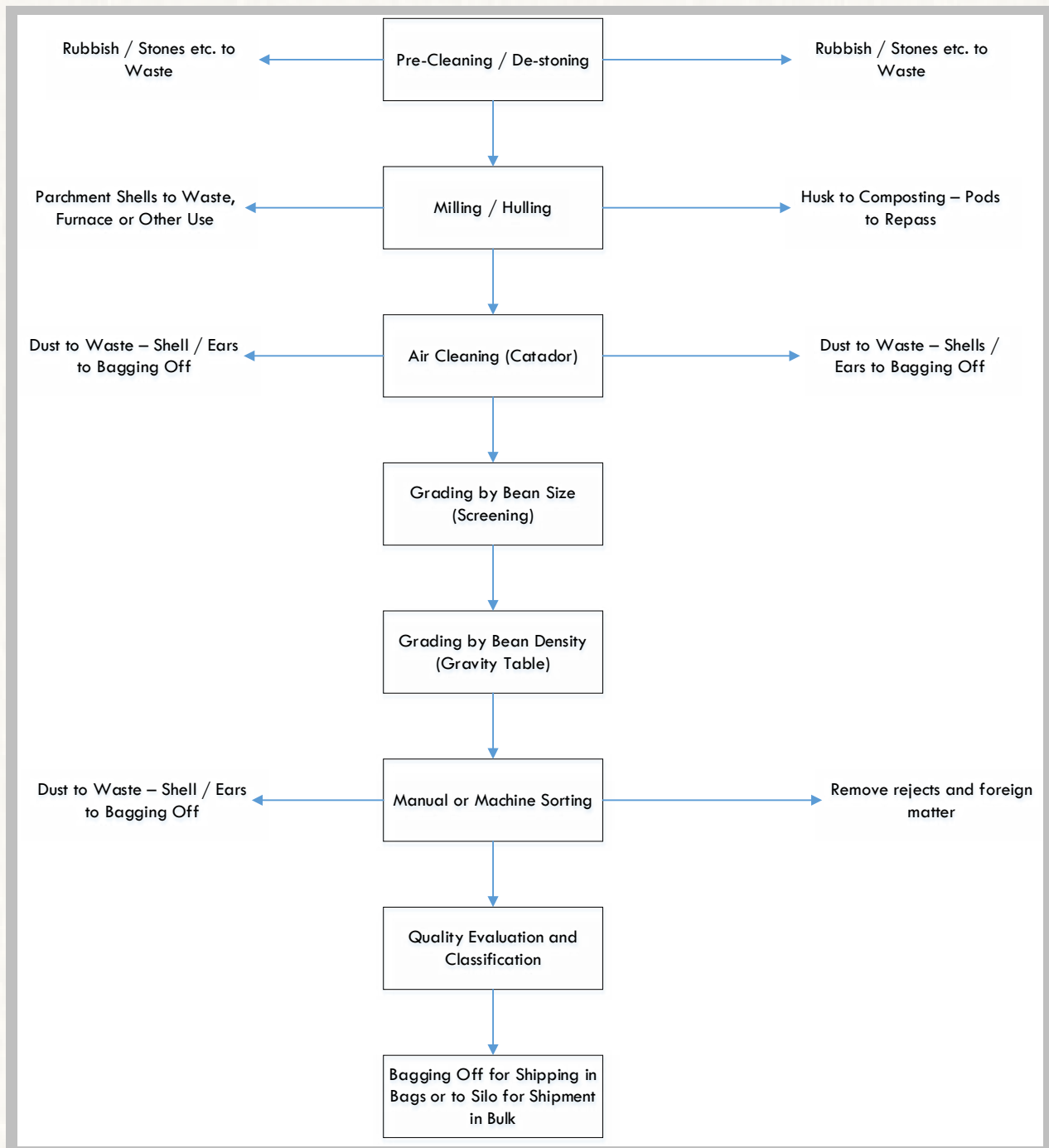


It's worth noting that 91% of the fully washed happens at central wet mills and only 9% is home processed. This is very good for consistency of quality. Coffee Board of Kenya estimates that each of the 450 cooperatives have at least 2 wet mills of half a ton per hour, the 3,300 small to medium estates have each at least a wet mill of a capacity of a ton/hour, and the 100 larger estates each have a wet mill(s) of about 3 tons/hour.

From the proceeding discussion, therefore, Kenya coffee industry has an estimated combined capacity of about 8,553,600 tons per annum. Taking 2015/16 season's auction volumes and direct sales, the washed coffees volume was 41,827.8 tons, it's evident that there is a serious over capacity at the primary coffee processing level with a utilization of hardly 1% -- even at a half year operation the capacity utilization would be 2%!

### 2.3.2 Secondary Processing - Milling

The figure below illustrates the milling process for both parchment [washed dried Arabica] and mbuni – the dry cherries



In the secondary processing, licensed millers hull, grade and sort parchment coffee to produce green coffee. There are 18 licensed millers of which half of them are commercial millers, while the rest are private as listed in table below. The millers have a combined milling capacity of over 350,000 Metric Tonnes (MT) on the basis of an 8hour shift. Operating at two or three eight hours shift, the capacity could easily increase to over 500,000 MT.

## Commercial and Private Mills and their Locations 2015/16

	Mill	County	
Commercial	1	Thika Coffee Mills (K) Ltd.	Kiambu
	2	Sasini	Kiambu
	3	Highlands Coffee Co. Ltd.	Kiambu
	4	Kofinaf Company Limited	Kiambu
	5	NKG Coffee Mills (K) Ltd.	Kiambu
	6	Othaya Farmers Cooperative Society Mill	Nyeri
	7	Central Kenya Coffee Mills	Nyeri
	8	Kenya Cooperative Miller	Kirinyaga
	9	Hema Coffee Mills	Kisii
Private	10	Gusii Farmers Cooperative	Kisii
	11	Kipkellion Coffee Farmers Cooperative Union	Kericho
	12	Lower Eastern Cooperative Coffee Mills	Machakos
	13	Meru County Cooperatives Union Mill	Meru
	14	Meru County Coffee Mills	Meru
	15	Tharaka Nithi Cooperative Union County Coffee Mills	Tharaka Nithi
	16	CMS Mills Ltd	Uasin Gishu
	17	Eastern Aberdares Cooperative Coffee Mills	Murang'a
	18	Kenya Planter Cooperative Union (KPCU)	Nairobi, Sagana, Meru, Tala Dandora

*Source: Government documents*

### 2.4 Marketing Agents

Commercial marketing agents are authorized to store, trade green coffee on behalf of the grower, process payments and give advance to the growers. Green coffee is stored and auctioned in licensed warehouses within the Nairobi metropolitan area and NCE, respectively. Grower marketer license holders are allowed to market their own coffee through direct sales window. Currently, the license marketing agents, warehousemen, and management agents are 8, 10 and 5, respectively.

The marketing agents are responsible for:

- ensuring presentation of coffee in the auction
- preparation of the auction catalogue
- setting of reserve prices
- Selection of an auctioneer

Throughout the marketing chain, ownership of the coffee remains with the grower. With ownership generally remaining with the grower prior to the auction, the cooperatives, mills, marketing agents and auctioneers, in effect, provide services to the grower and are paid from the proceeds of the auction.

The marketing agents promote coffee farming by offering vital supply chain services that include financial advances, extension services, corporate governance and certification, aimed at increasing coffee yields, quality and value. Investment in new milling machinery also enhances the value of the final product, and improves efficiency.



## 2.5 Export Marketing

Kenya's coffee farmers have an option of selling their coffee directly to international buyers, or they can contract and authorize their marketing agents to sell through the Nairobi Coffee Exchange (NCE), a spot market that has been in existence since early 1930s. Direct sale contracts must be however be registered with the Coffee Directorate of Kenya's Agriculture and Food Authority (AFA).

### 2.5.1 Central Auction System

Participation in NCE is restricted to licensed marketing agents, and dealers. The 10-member Management Committee manages the operation of the NCE, which has currently 60 dealers licensed by Coffee Directorate to buy and export coffee. However, only 25 are currently active. The auctions are held weekly on Tuesdays, subject to availability of coffee.

Currently, 90 percent of coffee is traded at NCE, and rest through the direct sale window. The ownership of NCE is vested in AFFA, and held in trust of the coffee subsector by the AFFA. It is managed by a Management Committee, which consists of various stakeholders in the coffee industry. Trading in NCE is conducted by registered marketing agents and dealers representing farmers and buyers, respectively.

However, the requirements of acquiring a marketing agent license are prohibitive as one must provide a US\$ 1 million bank guarantee among other the requirements. Ironically, farmers are not allowed to sell their own coffee at NCE, unless they acquire marketing agent license.

### 2.5.2 Direct Coffee Sales

A direct sale, commonly referred to 'Second Window', requires a marketing agent to directly negotiate with a buyer outside the country and a sales contract is signed and registered with the coffee board. The Directorate registers the contracts after inspecting and analysing the coffee for quality and value.

Direct sales, commonly referred as the 'second window' were introduced through Finance Act of 2005. The objective of creating this window was to give the growers a direct link with the international buyers of Kenya Coffee in the hope of getting better prices. Since its introduction, the volume sold through this window oscillates at around 10 percent due to following reasons:

- Most growers are not able to supply the required volume consistently,
- Most growers have limited overseas market intelligence and capacity to handle export logistics,
- Most growers lack capacity to market their coffee and to negotiate and handle a contract,
- The transactions under direct sale are time consuming and do not meet farmers cash flow needs, and
- Poor promotion of Kenya as an origin of premium coffee.

Although the direct sale window offers growers good opportunities to market their premium coffee in the international market, these opportunities are hindered by aforementioned challenges.

## 2.6 Exporters

Exporters are key to the supply chain linking the origin and consuming destination and bridging the time gaps between supply and demand. In addition to providing finance to both sellers and buyers, taking on the price risk, as well as the overseas marketing, commercialization and logistics functions and coffee quality expertise that has taken decades to harness

They were 51 coffee exporters/dealers in 2015/16 that exported 45,775 metric tons of coffee; 38,375 from the auction and the balance through direct sales. The top five exporters command over 63% of the volumes at the auction. Many of these coffee exporters are AFCA members, to contact them please write to [wambui.waiganjo@africanfinecoffees.org](mailto:wambui.waiganjo@africanfinecoffees.org)

## 2.7 Local Roasting

Kenyan coffee consumption is low and currently [2009] estimated to be around 1,500 tons (green bean equivalent) per annum. This is split between roast and ground (R&G) and soluble ("instant") coffee consumption.

There are over 20 registered local roasters with a combined roasting capacity of 8,310 tons per annum. The major registered roasters in Kenya Stevkhams Enterprises, KPCU Coffee Exporters, Raki Investments, Malaika Coffee and Tea, C. Dorman, Kenya Nut Company, Mwangi Coffee Exporters, Kwacha Coffee, MA Pandit & Co, Bico, Cejo Investments, Central Impex Enterprises and Nairobi Java House, Gold Rock Coffee.

### 3.0 Selected Coffee Data

#### Kenya Aggregated Coffee Industry Statistics for the Past 10 Years

Coffee Season	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
Production Metric Tons	54,340	43,000	54,000	40,000	45,000	46,800	51,000	51,000	46,800	45,000
Total Export			54,000	40,000	39,240	43,500	48,000	48,000	44,400	45,000
Exports by Auction in Metric Tons	54,339	41,248	57,336	36,196	33,680	43,366	38,141	40,927	23,769	38,375
Export by Direct Sales Metric Tons							3,724	8,283	7,183	6,625
Exports Earnings in US\$ [Millions]	143	140	160	171	222	190	127	174	143	149
Average Price USD/kg	2.7	3.5	3.1	4.73	6.6	4.4	3.3	4.3	4.1	4
Quantity Washed Arabica [MT]	49,010	37,799	51,283	32,738	30,870	38,092	34,038	35,367	21,343	33,753
Quantity of Dry processed Arabica [MT]	5,329	3,449	6,053	3,458	2,810	5,273	4,103	5,560	2,426	4,622
Percentage of Washed Arabica	90%	92%	89%	90%	92%	88%	89%	85.97%	89.76%	87.96%
Types of Coffee Grades 60kg bags '000										
AA								100,870	78,736	118,099
AB								251,611	148,894	223,466
C								115,762	55,734	89,659
E								1,690	1,008	2,458
PB								28,481	18,378	32,019
T								21,610	10,719	21,127
TT								18,322	11,204	18,440
Sub-Total:								538,346	324,672	505,269
Miscellaneous Coffee										
<b>HE SB UG UG1 UG2 UG3</b>										
<b>Sub-Total:</b>								<b>51,119</b>	<b>31,081</b>	<b>57,308</b>

Source: Kenya Coffee Directorate, Kenya Coffee Traders Association and Africa Coffee Academy 2017

### 3.1 Leading Export Destination for Kenya's Coffee

Kenya produces less than one percent of the world's coffee, and her coffee is highly regarded for blending and specialty markets. In addition, Kenya is the main coffee logistics hub for Eastern Africa and all the main international coffee traders are represented. Exports shipments continue throughout the year, in January to July for the main late crop and in August to December for the early crop. GOK does not impose tax on coffee exports from Kenya.

The main destinations for Kenya's coffee exports are indicated below. United States is the second most important export destination for Kenyan coffee after Germany. The Government of Kenya has stepped up its marketing and promotional activities to attract more U.S. buyers of Kenya coffee and Kenya was the "coffee portrait country" at the Specialty Coffee Association of America (SCAA) trade fair in Seattle, Washington in April 2017.

The table below gives the major destinations of Kenyan coffee and the market share;

Export Destination	2012/2013		2013/2014		2014/2015		2015/2016			
	Quantity (tons)	%	Quantity (tons)	%	Quantity (tons)	%	Quantity (tons)	%		
Germany	9,406	20%	10,923	22%	10,729	22%	8,546	20%	7,464	17%
United States	6,334	13%	6,773	14%	6,657	14%	7,455	17%	6,083	14%
Belgium	7,032	15%	8,181	17%	7,491	16%	4,244	10%	5,164	11%
Sweden	6,546	14%	4,159	8%	4,716	10%	3,418	8%	4,473	10%
Finland	2,063	4%	2,294	5%	3,440	7%	2,533	6%	2,570	6%
Korea South	569	1%	843	2%	1,775	4%	1,878	4%	2,027	4%
France	377	1%	860	2%	1,180	2%	1,507	3%	1,507	3%
United Kingdom	2,035	4%	730	1%	1,141	2%	1,264	3%	1,288	3%
Canada	1,139	2%	978	2%	1,085	2%	1,262	3%	1,432	3%
Switzerland	303	1%	790	2%	387	1%	2,127	2%	2,609	6%

Source: Kenya's Coffee Directorate and GTA

## 4.0 Coffee Varieties and Cup Profiles

### 4.1 Types of Coffee

All Kenyan traditional commercial coffee varieties (SL 28, SL 34 & K7) have their lineage from French Mission coffee. The main commercially grown varieties can be described as follows:



### **SL 28 Variety**

- Selected at the former Scott Laboratories (Now NARL) from Tanganyika Drought Resistant variety.
- Suited for medium to high altitudes
- Green shoot tips but occasionally bronze
- It has bold beans with particularly fine liquor
- Susceptible to Coffee Berry Disease (CBD), Coffee Leaf Rust (CLR) and Bacterial Blight of Coffee(BBC)

### **SL 34 Variety**

- Selected at Former Scott Laboratories from French Mission Coffee
- Mainly characterized by dark bronze shoot tips with few green tipped strains.
- Adapted to high altitude areas with high rainfall
- Produces high yields of fine quality coffee
- Susceptible to CBD, CLR and BBC

### **K7 Variety**

- Selected at Lengetet Estate in Muhoroni from French Mission Coffee
- Resistant to some races of CLR and partial resistance to CBD
- Suited for low altitude zones where LR is prevalent
- Bean and liquor qualities are good
- Spreading habit of young laterals
- Young shoot tips are intermediate bronze in color.

### **Ruiru 11**

- Released in 1985
- The name has a prefix “Ruiru” designating the location where it was bred
- Code numbers “11” denotes one way cross and the first release respectively
- Quality attributes similar to traditional varieties
- Resistant to CBD and LR
- Compact growth
- Planting density of 2500-3300 trees/ha compared to 1300 trees/ha for traditional varieties

### **Batian**

- Released in 2010
- Type: True breeding Arabica coffee bred through intensive backcrossing to traditional coffee varieties
- Growth habit: A tall statured plant with vegetative features similar to those of Cultivar SL28.
- Beans: Mature beans are large and bold, endosperm is green while the centre cut is mostly singled and straight
- Yields: It is a high yielding variety with good bean and cup quality.

## **4.2 Other coffee varieties grown in Kenya include;**

1. French Mission
2. Blue Mountain
3. Robusta

Source: Dr. Gichuru, Director Coffee Research Institute and Kenya Coffee Trade Association

## **4.3 Cup Profiles**

Kenyan coffee is known for its consistently rich flavor along with a deep, wine-like acidity and pleasant aroma, Kenya coffee is distinctly bright with complex tones of fruit and berry. Kenyan coffees are wet-processed (washed) coffees—bold and with a body that is usually full or medium.

### **4.3.1 Kenya Coffee has Resonant Cup Presence**

Known for their potent sweetness and powerful character, Kenyan coffees have a resonant cup presence, exhibiting intense flavors with a distinct winy richness and dry, winy aftertaste similar to Ethiopian Harrar yet with more of a full-bodied richness than Ethiopian coffees.

A good Kenya coffee is vibrant yet clean and crisp, not subtle or delicate, and typically very well-balanced. Notes of lemony citrus may be present, even pepper, along with tones of blackberry. The aftertaste of a Kenya coffee may be quite dry with a lemony zest to it, or perhaps winy.

### 4.3.2 Kenya Coffee – The Connoisseurs Cup

One reason a mug of Kenya coffee is known as the Connoisseurs Cup is that they are typically well-balanced including their taste, acidity, and mouth feel (body). The coffee has a sublime, even intoxicating black currant undertones in the flavor and aroma.

## 5.0 Coffee Descriptions and Cup Profiles

### 5.1 Prices

Kenya is selling probably the most expensive coffees. The opportunity they have is to increase production through productivity as the national productivity levels is only 289kg/ha and it's much worse for small holder producing 56% of the coffee.

### 5.2 Volumes of Specialty Quality

Grades AA, AB, E and PB fetch the highest price per kilo. The total of these four grades is which is close to 60% of the total volume exported. This is a big amount of specialty coffee available and thus buyers would be willing to continue focusing on the Kenya origin and pay the higher price because of a sizable quantity of specialty coffee. This is an opportunity for Kenya.

All the four grades mentioned above have potential to score above 80% on the SCAA specialty grading form – which is the specialty coffee grading. The present specialty coffee in Kenya is about 40% of the exports looking at grades PB, AA and E and 50% of AB.

The potential specialty volume can move to 60% of the export volumes if the old wet processing mills are replaced with new ones to promote consistent production of quality at this part of the value chain – the balance of AB can easily move up in the specialty bracket.

## 6.0 National Task Force on Coffee Sub-sector Reforms

His Excellency, Uhuru Kenyatta, the president of the Republic of Kenya, you appointed the National Task Force on Coffee Sub-sector Reforms in, 2016, to review the entire coffee value chain and identify areas that require interventions such as production, processing and marketing of coffee. It was also to examine the existing policy, institutional, legislative and administrative structures and systems in the coffee industry and recommend comprehensive reforms among other key issues.

The Task Force undertook finalized the assignment and submitted the report to His Excellency, which is still under review. The President has appointed a committee to implement the recommendations of the task force. The committee is currently working and the stakeholders are looking forward to a revitalized coffee sector with high productivity, production and quality.

## 7.0 Coffee Platform

In 2017 the stakeholders in the coffee sector in Kenya formed the Kenya Coffee Platform and named it “Sauti ya Kahawa”. The Coffee Platform is expected to bring all the value chain stakeholders together deliberating on critical issues and developing a common approach/strategy to address critical issues affecting the sector. The platform will be used to effectively influence policy change and promote provision of innovative quality service for male, female and young (small and medium) farmers within the value chain. It will also facilitate the participation of the stakeholders in setting the national coffee agenda, monitor and track progress of the sector. This is envisaged that to increase coffee production and quality by developing an inclusive and participatory coffee platforms that represents all coffee stakeholders.



## RWANDAIR AND QUESTION COFFEE ANNOUNCE A TWO YEAR PARTNERSHIP CREATING ECONOMIC OPPORTUNITIES FOR 27,000 RWANDAN WOMEN COFFEE GROWERS

KIGALI — 28th March, 2018—  
Rwandair and question coffee announced today a ground breaking partnership to serve Rwandan specialty coffee on all of Rwandair flights with over 2 million cups to be offered in the next 2 years. This partnership allows passengers the opportunity to support small holder women farmers and their families in Rwanda.

RwandAir is proud to advance the Made in Rwanda initiative through its industry leadership by offering Question Coffee. Rwandair will be connecting the world to locally grown and roasted coffee. Question Coffee is a social enterprise funded by Bloomberg Philanthropies and powered more than 30,000 women who are now managing their own businesses and supporting their families in Rwanda.

“Serving the fresh and wonderfully tasty Rwandan coffee on our flights gives us gratification to offer to our clients the best, to continue promoting Rwandan products and sustain our community” said Chance Ndagano, the Ag. Chief Executive Officer of RwandAir.

**About RwandAir:** From its hub at the heart of Africa at Kigali

International Airport, RwandAir is reputed for its excellent on-time performance, customer service and safety, and has one of the youngest fleet on the African continent. RwandAir, an IATA member airline renewed its IOSA certification and has been ISAGO and EASA certified.

With a fleet of twelve aircraft including two wide-body Airbus A330 acquired last year, the airline currently reaches out to twenty-four (24) destinations across East, Central, West and Southern Africa, the Middle East, Europe and Asia.

Last year, RwandAir started flights from Kigali to Mumbai, Harare, London (Gatwick) and Brussels as well as Dakar from its new hub in Cotonou. RwandAir also introduced flights to Abidjan, Libreville and Brazzaville from its Cotonou hub. This year, RwandAir is planning to fly to Abuja in Nigeria, Cape Town in South Africa in April and May, respectively. Guangzhou in China, Addis Ababa in Ethiopia, Bamako in Mali and Conakry in Guinea, will also be added this year to our expanding network. RwandAir also plans to enter the American market with flights to New York, in the USA.

**About Question Coffee:** Question

Coffee is a social enterprise seeking to expand the domestic market for specialty coffee grown by Rwandan women. Question Coffee operates a training center in Kigali where Rwandans can develop their skills in coffee roasting, tasting, preparation and service. The center also acts as a public café where guests can enjoy the tastes of Rwanda in a hand-crafted coffee drink, or a bag of fresh roasted beans. Question Coffee offers guests an opportunity to learn about coffee either through a class in the Kigali tasting room or through a visit to a coffee farm where women farmers teach how they grow and process coffee. Across Rwanda, Question Coffee’s women-grown specialty coffee can be found at leading hotels, cafés and restaurants. All proceeds from Question Coffee’s operations are re-invested in the women coffee growers. To learn more about where to drink Question Coffee, or to book an experience, visit [questioncoffee.com](http://questioncoffee.com)

### **About Bloomberg Philanthropies:**

Bloomberg Philanthropies works in more than 120 countries around the world to ensure better, longer lives for the greatest number of people. To learn more please visit [bloomberg.org](http://bloomberg.org)

# DELIVERED TO PERFECTION



A perfect cup of coffee starts with coffee beans of the highest quality. And reliable logistics, delivering the coffee to where it is needed, when it is needed. We are your dependable partner, offering you the perfect solution for the transport and logistics of your coffee exports from Uganda.

Spedag Interfreight Uganda Ltd.  
Plot M284, Nakawa Industrial Area  
P.O. Box 4555  
Kampala, Uganda

+256 414 562 000  
kampala@spedaginterfreight.com

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



# GRAINPRO

## A REVOLUTION IN COFFEE PRESERVATION

When GrainPro first invented the airtight SuperGrainbag back in 2006 – the original intention was to help small farmers better store their rice, not coffee. Fast forward 12 years and the specialty coffee sector has adopted and embraced the hermetic GrainPro bag for storing and shipping high-quality coffee globally.

**I**n Africa alone, coffee producers and exporters ship coffee in GrainPro technology from Ethiopia, Kenya, Uganda, Rwanda, Tanzania, the Democratic Republic of Congo, Burundi, Ivory Coast, Cameroon, Malawi, Zambia and Zimbabwe.

But, how did that happen? How did the GrainPro “SuperGrainbag” evolve from a grain storage technology to the premier coffee storage and shipping technology in the world? **In short: Word-of-mouth.** The first trials of storing coffee in a hermetic environment were conducted in Costa Rica in 2006 at Monte de Oro Cooperative, and the results were significant, using the GrainPro Cocoon™. Coffee producers found that an airtight environment protected the color, aroma, taste and longevity of the green coffee bean. The implications for the coffee sector were immediate: If green coffee beans could be stored for months and months and not lose quality – then roasters and consumers could get a high-quality cup of coffee at any time of the year.

The uptake was immediate – but only with those who knew about the test results. Year after year, stories were shared in the tight specialty coffee community and roasters in Europe, Asia and North America began not only requesting their green coffee in “GrainPro” from producers, but including the hermetic technology in their contracts.

The proprietary technology that GrainPro employs is simple – but ingenious. GrainPro bags have an Ultra-Hermetic™ barrier built into them – so oxygen can neither enter nor escape from the bag. This essentially locks the quality of the coffee bean in place, once the bag is sealed. When you add the polyethylene layers, moisture can neither enter nor escape either, adding a level of security to the coffee bean. Eileen Rinalidi, the owner and founder of Ritual Coffee in the United States said last month that “packaging coffee in GrainPro bags is the single biggest improvement in coffee quality since I’ve been in the industry... which is now 17 years.”



*New GrainPro Cocoon™ Lite, for bagged dry agriculture commodities for multi-month storage.*

As GrainPro continues to grow with the specialty coffee community, our relationships have become stronger and our engagement is deeper – but we still rely on satisfied users sharing their stories with others. “Traditionally green coffee, like grains, was always packaged and transported in burlap sacks,” wrote Dom Majdandzic of the award-winning White Horse Coffee in Sydney, Australia. “However, after just a short period of time, the coffee absorbs the aromas and flavors of the hessian and starts tasting like the bag itself. This is known as a bag defect and alters the coffee flavor to taste more like a straw, grain and green



grass". These characters are all undesirable in coffee.



GrainPro TranSafeliner™ used to transport one of the most expensive Ethiopian coffees from regions as Guji and Yigarcheffe.

"This simple innovation (GrainPro) has improved the quality of coffee all over the world and allows us to experience the aromas and flavors the farmers passionately nurtured. With GrainPro bags, the coffee arrives to us direct from the farms in pristine condition," continued Mr. Majdandzic. "These humble bags not only maintain the freshness and integrity of the coffee (they) also increase the longevity of the coffee by up to four times. These bags keep coffee fresher for longer"

Coffee exporters have now begun using even larger hermetic solutions – including container liners – that ensure the coffee beans are not damaged by moisture or quality degradation during long, transoceanic journeys or while the coffee is stuck in a congested port. In addition to the typical 60KG bag, GrainPro last year started manufacturing even smaller bags - -15 KG and 30KG - for even higher quality coffee markets.



GrainPro 15kg bag, mostly used for specialty coffees and micro-lots, with the optional use to ship the coffee in a box.

We continue to rely on the input, ideas and advice of our colleagues in the coffee community. GrainPro has grown to be a global company because of the impressive growth of specialty coffee – and we maintain our roots of fundamentally trying to help small farmers better store their own grains – so they too can benefit from quality premiums and long-term storage.

We may have started with rice and grain storage – and evolved into a beloved technology for coffee and cocoa – but we are forever committed to helping improve global food security by helping not only coffee farmers and consumers, but everyone who eats staple grains and could benefit from better quality, long-term storage.

"By helping small farmers better store and ship their coffee, we help them retain value and improve their livelihoods," said Daniel Haileselassie, Division Manager for GrainPro Africa. "We hope those lessons will be transferred to all farmers, since high-quality maize, rice, beans, sorghum and cassava are equally important to the health and well-being of African farmers and their families".



GrainPro African team supporting users in the correct adaptation of the technology.

"GrainPro will always be dedicated to improving quality and helping farmers," said Priscilla Mosigisi, Regional Manager for GrainPro East Africa, who is based in Nairobi, Kenya. "When we help farmers, we help the world."

For more information, visit: [www.grainpro.com](http://www.grainpro.com)



Small-scale farmers are able to preserve the quality of their commodities using GrainPro technology in order to improve their incomes.



# ABOUT RWANDA

## GETTING TO RWANDA

The main airport in Rwanda is Kigali International Airport. It is located 10 km east of the center. Kigali currently receives direct flights from Nairobi, Entebbe, Bujumbura, Addis Ababa, Kilimanjaro, Brazzaville, Douala, Libreville, Mombasa, Mwanza, Brussels, Amsterdam, Dar es Salaam, Istanbul, Johannesburg, Juba, Lagos, Lusaka, Doha and Dubai. It is also possible to take a bus from neighboring countries.



## GETTING AROUND KIGALI

Short distances within the city can be travelled either on foot or by taxi. Taxi services are readily available at any hotel.

Motorcycle taxis (taxi moto) are the most popular in Kigali as it is the most cost-effective way to get around. Laws require taxi motos to

wear identifiable jerseys and helmets, and that they carry an extra one for their clients at all times. Most drivers speak basic English or French.



'Matatus' are white with green or yellow minibuses that travel across the country. Rwanda has a good local transportation system for inter-region connectivity, and has plenty of well-maintained and modern minibuses, some of which offer WIFI. Private cars and drivers can be also hired in Kigali, if considering driving from Kigali to other provinces of Rwanda.

## VACCINATION

Yellow Fever is a current risk in Rwanda due to the outbreaks taking place in the region. It is recommended that all travelers over the age of 9 months receive this

vaccine. This is also important for travelers who will continue on to other EAC countries since Uganda, Tanzania and Kenya all require yellow fever vaccinations as well.

## WATER

It is not recommended to drink tap water during your time in Rwanda. It is important to stick to bottled water.

## PLUGS AND VOLTAGE

Electricity in Rwanda is 230 Volts. Please be sure to carry with you a multiple travel adapter.

## TELEPHONE AND SIM CARD

Pay as you go SIM cards and phones are available in most major retailers around Kigali. There are also multiple phone registration kiosks and stands around the city where you may purchase and register SIM cards.

Below are the major mobile phone network operators in Rwanda

Airtel Rwanda:  
[www.africa.airtel.com/rwanda](http://www.africa.airtel.com/rwanda)

MTN Rwanda: [www.mtn.co.rw](http://www.mtn.co.rw)

Please ensure your phone is unlocked.



## MONEY

Rwanda's currency is the Rwandan Franc (Rwf). It is best to arrive in Rwanda with US dollars or Euros in cash, which can be exchanged either at the airport or at any FOREX bureau or bank. The most useful bank branch would be the Banque de Kigali, which offers cash advances on credit cards and also accepts travelers' cheques, which is not possible outside of Kigali.

There are ATMs throughout Kigali that are accessible to visitors.

Credit cards are accepted in some upmarket restaurants and hotels, but it is best to confirm prior to ordering.

Bureaux de Change (FOREX Bureaus) are mostly located in Kigali and can offer a slightly better exchange rates than most banks.

All banks and most bureaux de change are closed on Sundays, and on the last Saturday of every month until 11:00 am for the national day of community work, "UMUGANDA".

## WEATHER

Rwanda can be visited and enjoyed any time of the year. Temperatures average around 24°C (75°F), except for in the higher mountain areas where it ranges from 10°C to 15°C (50°F to 60°F).

The dry season which lasts from mid-May to mid-October, is the best time to track, hike and mountain climb, however, it is not as "green" as the wet season, which spans the other half of the year. Wet Season: mid-October to mid-May.

The Northeast has a lot more rain due to the volcanoes being covered in rainforest. Karisimbi (the highest peak in Rwanda at 2,507 meters) is usually covered with snow.

## EMERGENCY CONTACT DETAILS

Rwanda is safe. We do recommend that you exercise normal caution, as you would at home, when travelling in our country.

**Police:** Rwanda National Police (RNP) operates 24 hours a day and can help in case of an emergency.

**Toll free call: 112**

**Contact Police headquarters** on phone number: 0788311110 /4/5

The same numbers can be used if outside Kigali. All these numbers can be called using a mobile phone.

## Ambulance

**SAMU** – Toll Free number 912

**Fire:** Fire services are provided by Rwanda National Police 24 hours a day and 7 days a week.

Mobile: 0788311120 | 08311224 |  
Tel: 0252570195

## VISA INFORMATION

Directorate General of Immigration and Emigration Announce a New Visa Regime, November 16, 2017 Reference to Cabinet meeting of 08.11.2017 that approved the establishment of new visa regime for the Republic of Rwanda; the Directorate General of Immigration and Emigration would like to inform the public the following New Visa Regime:

**Reciprocity-** Rwanda will grant visa free of charge with 90 days' validity to the following countries on reciprocal



basis: Benin, Central African Republic, Chad, Ghana, Guinea, Indonesia, Haiti, Senegal, Seychelles and Sao Tome and Principe. This is in addition to Democratic Republic of Congo, East African Member Community Partner States, Mauritius, Philippines, and Singapore. This takes immediate effect.

**Visa waiver for diplomatic and service passports** – The Government of Rwanda has entered into Visa Waiver Agreement for holders of Diplomatic and Service Passports with; Djibouti, Ethiopia, Gabon, Guinea, India, Israel, Morocco and Turkey. This takes immediate effect.

**30 days visa upon arrival**— Citizens of all countries to get visa upon arrival without prior application,

starting 01 January 2018. Before that, only nationals of African countries and few others were getting visa upon arrival.

**COMESA Member States** to get 90 days visa upon arrival- Citizens of COMESA member states to get 90 days visa on arrival (on payment of the prescribed fee) as provided by Article 4 of the COMESA Protocol on Free Movement of Persons, Labour, Services, Right of Establishment and Residence. Rwanda ratified the protocol on 13th July 2016. Currently, citizens of COMESA member states were getting 30 days on arrival as other holders of African Passports.

**Rwandans living abroad with dual nationality** allowed to use national IDs on entry- waive visa fee to Rwandans travelling on

foreign passports in possession of a Rwandan Identity Card for countries that permit dual nationality only. Initially Rwandans travelling on a foreign passport in possession of a valid Rwandan passport were the only granted visa free on arrival.

**Foreign residents** to use their Resident ID cards for entry- returning residents holding valid residence permits with corresponding resident cards will be allowed to use them on entry, including using electronic gates (Automated Passenger Clearance System) at Kigali international Airport.

**Directorate General of Immigration and Emigration**

**Tel.** 00 250 788152222

**Website:** [www.migration.gov.rw](http://www.migration.gov.rw)

**Email:** [info@migration.gov.rw](mailto:info@migration.gov.rw)

# REGISTER NOW FOR THE 17TH AFCC&E

Dear AFCA Previous Delegate / Exhibitor,

Greetings from AFCA Secretariat. Registration for the 17th AFCC& Rwanda 2019, is now open and we encourage you to take advantage of the prevailing early bird registration rates. Follow this link to complete either your delegate or booth registration; <https://afca.coffee/conference/registration/>

Full Delegates	Discounted Early Bird Rates
Member	\$670
Non member	\$770
Exhibitors - Regular Booth	Discounted Early Bird Rates
Member Regular (3x3)	\$3,700
Non Member Regular (3x3)	\$4,200
Exhibitors - Premium Booth	Discounted Early Bird Rates
Member Premium (3x6)	\$7,200
Non Member Premium (3x6)	\$8,200

We eagerly await your complete and filled delegate and booth registration forms.

See you in Kigali!

Thank you.

## For, Conference Unit

African Fine Coffees Association (AFCA)  
Plot 104, Block 5, Off Nsambya Sharing Hall  
Kibuga-Nsambya,  
P.O. Box 27405 Kampala, Uganda

**T:** +256 (0)414 269140/1/7

**E:** [secretariat@aficanfinecoffees.org](mailto:secretariat@aficanfinecoffees.org)

**W:** [www.afca.coffee](http://www.afca.coffee)



Registration till the 10th of September 2018

✉ [contact@avpa.fr](mailto:contact@avpa.fr)

🌐 [www.avpa.fr](http://www.avpa.fr)

# Member Profiles

## Grand Paradé<sup>®</sup> C O F F E E

Founded in 2016, Grand Paradé COFFEE is a Direct Trade purveyor of premium and sustainably-grown coffees that inspire our everyday life. Our seasoned team of agronomists, quality evaluators and market analysts combine 35+ years of industry experience that translates into robust relationships with farmers and cooperatives. For this, we gain significant access to some of the most rare and unique coffees in Kenya and East Africa.

At Grand Paradé, we embrace a holistic approach to the supply chain, one

that creates a transparent coalition and empowers farmers through the proportionate distribution of values. We are involved in every step of the coffee journey. We start by partnering with committed farmers, willing to invest in their crop before, during, and after the harvest.

Sustainability is a long-term process and for that, we walk alongside our farmers and their communities. We believe the ultimate goal of farming is not the growing of crops, but the cultivation and empowerment of human beings.



**Contact:**

Kavi Bailey  
Founder | CEO  
Grand Paradé<sup>®</sup> COFFEE  
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San Francisco . CA 94102  
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kavi@grandparadeimports.com  
<https://www.grandparadeimports.com>



Hivos is an international development organization that seeks new solutions to persistent and emerging global issues. With smart projects in the right places, we oppose discrimination, inequality, abuse of power and the unsustainable use of our planet's resources. Our primary focus is achieving structural change and impacting lives. We do this through cooperating with innovative businesses, citizens, governments, and development organizations across four continents. We share a dream with them of sustainable economies and inclusive societies.

Hivos East Africa, Coffee Programmes: Coffee remains a relevant but unpredictable source of income for the estimated 2,000,000 smallholder coffee farmers in Kenya, Uganda and Tanzania. In general, farming systems are marginally or not financially viable. They also lack means and incentives for women and youth to be more productive in the sector. Often, smallholder farmers face periods of food insecurity. The 4S@Scale aims at installing productive, sustainable coffee farming systems, and therefore the project intensifies and expands ongoing farmer training support in agricultural practices and climate adaptation. Moreover, 4S@Scale, working with private sector Ecom Partners in Kenya and Uganda seeks to make the sector attractive again for women and youth to be fully involved in coffee production.

The 4S@Scale project (its name comes from: Sustainable and Secure Smallholder Systems at Scale) works in Kenya, and Uganda. It introduces a full set of Good Agricultural Practices among 80,000 smallholder coffee producers. Moreover, it installs biogas digesters among 3600 households which through the use of Bio Slurry will further enhance the quality of compost and which lays the basis for soil fertility of all cropping activities. Further, the project supports diversification into high-potential alternative income sources besides coffee, including dairy and horticulture. The project, a Public Private Partnership was started in April 2013, and will run until the end of 2019.

**Contacts:**

Lucas Chacha, Programme Manager,  
LChacha@hivos.org, Tel +254725 451 729



### WHO WE ARE

Tropic coffee Company is a Youth company committed to specialty coffee, based in Rwanda. The Owners of Tropic coffee have started operating as a coffee traders since 2012, buying green coffee from different coffee producers (i.e. coffee washing stations, cooperatives, individual producers, etc) and reselling it mainly in domestic market, with some volumes being exported. In 2015 we had an idea to operate more formally and extend our activities. We registered the business under the laws of the republic of Rwanda, as a limited company namely, Tropic coffee company limited

### OUR MISSION

Our mission is to provide to our clients with the highest standard and quality coffee available across the world of consumer tastes and preferences, at a fair price, while following to our guiding values and increasing producers' income

### ORIGIN OF OUR COFFEE:

- Kibingo coffee washing station/COPROCAGI Cooperative (southern province): The area has an average annual temperatures generally oscillate around 20 c with amplitudes changing between 15 c and 20 c and annual rainfalls of about 1200 mm. The altitude varies between 1,370 m and 2,243 m above sea level
- Giseke Coffee washing station/ KOAKAMBU Cooperative (southern province) with high and low peaks, this areas constitutes one of the best elements of the central "plateau" of the country with mean altitude of 1606 m above sea level this part is on the high mountains of the Nil-Congo; it has peaks prancing beyond 2000 meters.
- Twumba coffee washing station (western province): This area has a relief characterized by high mountains with very steep slopes that flow into valleys and its bordering Lake Kivu. The altitude varies between 1,860 m and 2,883 m above sea level, the average annual temperature is 18°C which varies with the altitude.

### Contact Detail:

**Address** : Kigali-Rwanda  
**Tel** : +250 788666146 / +250 785028807  
**Email** : rugachris1@gmail.com/tropiccoffeeltd@gmail.com  
**Website** : www.tropiccoffeeltd.com



## KENYA AGRICULTURAL & LIVESTOCK RESEARCH ORGANIZATION

### COFFEE RESEARCH INSTITUTE

### OVERVIEW

Coffee was introduced in Kenya in 1893 by the Catholic missionaries and commercial plantings started in the 1900s. Formal research on coffee in Kenya dates back to 1908 when the Kenya government appointed the first Coffee Entomologist. This was due to the vagaries of the tropics particularly insect pests necessitated the Government to initiate Research on how to manage these pests. As coffee growing expanded, the need for research in coffee also expanded. In 1963, the coffee farmers requested the government to be allowed to manage and finance coffee research. The government accepted the growers request and on 19th August 1964 the Coffee Research Foundation (CRF) was incorporated as a company limited by guarantee under the Companies Act (Cap. 486). Following the enactment of the Kenya Agricultural and Livestock Research (KALR) Act No.17 on 25th Jan 2013, the Coffee Research Foundation was converted to Coffee Research Institute (CRI) under the Kenya Agricultural and Livestock Research Organization (KALRO).

**VISION:** Excellence in coffee research towards transformed livelihoods

**MISSION:** To conduct coffee research through application of Science, Technology and Innovation to catalyze sustainable growth and development in coffee value chains

**MANDATE:** To promote research into and investigate all issues relating to coffee and other agricultural and commercial systems as are associated with coffee and on matters ancillary thereto.

**SCIENTIFIC SECTIONS:** The Scientific sections are Coffee Breeding, Entomology, Chemistry, Crop Physiology, Plant Pathology, Field Agronomy, Agricultural Economics, Research Liaison and Advisory and the Kenya Coffee College.

**SERVICES OFFERED:** Soil and leaf analysis, provision of technical information and literary works, Pesticides and fertilizers analysis and evaluation, coffee quality evaluation, field advisory services, training and provision of planting materials, hospitality, consultancies.

### Contacts:

The Institute Director,  
 Coffee Research Institute,  
 P. O. Box 4-00232, Ruiru  
 Tel : +254 724 527 611, +254 733 333 060  
 E-mail: director.cri@kalro.org;  
 Website: <http://www.kalro.org>



## MAMBO COFFEE AFRICA

Our goal is to build socially, environmentally and economically sustainable business by establishing long term relationships between farmers and coffee buyers. We depend on our farmers to grow the high quality coffee; they depend on us to purchase it and our customers depend on getting the best coffees delivered. Our honest and mutually beneficial relationships with farmers and buyers through regular contact is not only limited to phone calls, emails, online chats, visits. Mambo participating at international coffee trade exhibitions has lead us to first introductions. This direct communication has established our quality expectations and makes us sensitive to the economic challenges facing coffee growing families.

Tanzanian Arabica coffees are grown on the slopes of Mt Kilimanjaro and Mount Meru in the Northern areas, Southern

Highlands of Mbeya and Ruvuma region. Arabica coffee makes up to 70% of total country production. Robusta coffee is grown in the western areas along Lake Victoria in Kagera region which constitutes 30% of the total coffee production in Tanzania. Northern coffees tend to be pleasant in aroma, rich in acidity and body, sweet taste with balanced flavours due to mineral nutrients from volcanic soils. Southern coffees are characteristically medium body and fine acidity with good fruity and floral aromatic taste.

Other than time and numerous sources of information from other conference goes being a hindrance, Mambo participating in AFCA, SCAA, SCAJ, and SCAE is and will always be a great opportunity for us to tell the story about good farmers behind the coffee. All the above Expos bring together all the coffee professionals across the supply chain as they do feature thousands of visitors, exhibitors, roasters, producers, manufacturers, coffee cuppings, competitions, lectures, workshops and more. As Mambo, It is always a pleasure of meeting, for the first time, buyers, roasters, baristas, coffee shop owners and consumers who have been and still consuming our good coffee through these years doing business beyond the

market forces.

Learning about the current Coffee trends & price, different country coffee policies, sharing our experience with other producers from other countries, Certifications, Sustainability, Climate change, Youth & Gender in the coffee industry. Quite a number of questions from our farmers during farmer visits, Annual General Meetings do arise from the above. For instance; Of what benefit are certifications to us as farmers? Why would I plant more shade trees? Should my wife be given her own plot of land for coffee production? How can we encourage our children to grow coffee as a profitable venture? How can we produce a better cup for our buyers? Which qualities are needed?

Lastly one cannot rule out the financial implications of attending these conferences to producers. We are grateful to AFCA who apart from hosting us and showcasing our coffees at the recently concluded Specialty Coffee Expo in Seattle, US. We held our coffee cupping sessions with other countries like Kenya, Uganda, Burundi, Ethiopia, Rwanda as a block. The support from the entire team was tremendous and we believe there is market for good quality coffee for all members.



## MIDNIGHT COFFEE ROASTING

The Coffee Co, "Purveyors of All Things Coffee"; Founded in 2001 in Cape Town, The Coffee Co. is truly a nationwide South African company. With it's offices in Johannesburg, Cape Town and now Durban, The Coffee Co. provides roughly 1 million cups of hot beverages to the South African office or working environment, every month through it's extensive Franchise network. The passion to provide that extra added service is driven by our customers in

the workplace who now expect an exceptional hot drink. Serving old school instant coffee is just too 20th century. We supply, through rentals or purchase, World Class Automatic Coffee Machines like; Jura, WMF, Schaerer, Coffee Queen, Rooma & Godrej and we offer full back-up service through the Network..

We have our own Coffee Roasters, through The Roasting Co, at our Johannesburg & Cape Town warehouses where we roast freshly every day to ensure our own high standards are upheld, for your continuous enjoyment.

Our full offering includes, but is not limited to, superior coffee beans, cups, milk powder, hot chocolate to sugar, which means that you never have to look

anywhere else for your hot drink needs.

Anything you need is just a call or a visit to our showrooms away.

Our growth is founded on these principals, offering a full back up service, exceptional customer service, and a superior product offering to the South African market.

The Coffee Co. are now moving forward with shops throughout South Africa with the first opening in the very popular Durban north area. This will provide a facility where customers from both home and the office can learn about the benefits of bean to cup machines and will be able to taste the difference!



# NEW CASH PAYMENT MODEL FOR COFFEE FARMERS

Wangari Ndirangu

Coffee farmers will get monthly payments in a new model being implemented in Meru County to fasten coffee payments currently taking six to eight months.



**A** senior Cooperative Officer at the State Department of Cooperatives, Samuel Kuria, said this is a pilot project being implemented in Meru County borrowed from the Ethiopian Cash Payment Model. Ordinarily, coffee farmers are normally paid after the sale of their produce in the market which takes six to eight months, and this has demoralized farmers forcing many uproot the crop.

Speaking on Wednesday during a coffee power talk breakfast on production and youth involvement at a Nairobi hotel, Kuria explained that currently, cooperative societies are supposed to pay farmers 80 percent of the total proceeds, and retain 20 percent for operations which they (farmers) have to wait for six to eight months.

"In the new model, farmers will be paid an average of Sh.23 per month for a period of four months. The payments to the farmers will be sent directly to their accounts," said Kuria. He added that if successful in Meru County, the cash payment model will then be rolled out in other coffee growing counties.

The Interim Head of Coffee Directorate, Mr. Kiplimo Meli said they were in consultation with

the County governments and other key industry players to motivate farmers who have otherwise been waiting for many months before getting payments.

"We will start payment in May for the April crop and farmers will get an advance payment as they wait for the full payment once all the coffee has been sold," said Mr. Meli but was quick to say that for the farmers to benefit from this, they must be members of the coffee union.

Mr. Meli added that this model of payment is aimed at motivating coffee farmers in the country and also enticing young people to venture into the coffee sector. According to the coffee directorate, coffee production is currently between 40,000 metric tonnes and 50,000 MT currently. This is a huge decline from 129,000 metric tonnes in 1987/88 coffee year owing to a number of factors including climate change, farmers abandoning the crop to other high cash valued crops such as horticulture, poor prices and delay of payments.

The sharp decline is also more severe in smallholder farmers with yield per tree declining to 2kilogramme against a potential of more than 30 kilogrammes.

## Coffee Wet Processing Equipment



Green Bean Separator



Pulper



Dry Pulper



Vertical Washer



Eco Mini Wet Plant



Eco Pulper

**MCKINNON** 

**MCKINNON INDIA PVT LTD**

E-mail: [marketing@mckinnon.co.in](mailto:marketing@mckinnon.co.in)  
[www.mckinnon.co.in](http://www.mckinnon.co.in)

5-2018/AFCA



**KYAGALANYI COFFEE LIMITED**

# KYAGALANYI WINS SUSTAINABLE STANDARD SETTER AWARD

Anneke Afermont



**A**t the Rainforest Alliance gala on 9th May 2018 in New York, Britta Wyss Bisang, RA's Chief of Sustainable Supply Chains, presented a Sustainable Standard Setter Award to Anneke Fermont of Kyagalanyi Coffee Ltd. Kyagalanyi, part of Volcafe, is the first African coffee company to win this prestigious award.

The award recognizes the company's efforts to demonstrate an exceptional commitment to sustainability, improving livelihoods, and conserving biodiverse landscapes in Uganda.

"Kyagalanyi is committed to building a sustainable and profitable coffee value chain that benefits everyone. We have a team of over 80 agronomists that support more than 15,000 households to improve coffee quality and production" says Anneke. "Every year, they provide 100% of the households with targeted advice during individual farm visits and run agronomy trainings in 600+ demo plots and farm business trainings in 21 Volcafe Way model farms".

"Operating deep in the rural areas of Uganda has helped to grow our

understanding of the social, economic and environmental challenges that smallholder farmers face”, Anneke continues. “We are fortunate to work with several donors, including aBi Trust, and roasters. This gives us the freedom to innovate and evaluate new approaches to tackle deep social problems such as child labour, gender inequality and youth unemployment, but also to work on innovative digital payment and traceability solutions and make coffee farming systems more resilient to climate change”.

“We are very honoured with this award as it recognises that our work creates real impact” Anneke concludes. “But we are most proud of our field teams in Mt. Elgon, West Nile and the Rwenzori. They work very hard to create these changes; every day climbing mountains and battling with rain. It’s so hard to convince farmers to do things differently and become the first adopters in their communities. Yet, they manage. They are our true heroes!”



Alfred used to help his father with the cattle, now he is back in school. **Alfred Oyirwoth - Son of coffee farmer, West Nile.** Together with UTZ and other partners, Kyagalanyi is fighting child labour in West Nile. To date over 500 children have gone back to school.

Following Kyagalanyi’s advice, my harvest increased to 11.6 kg cherries per tree in 2017. **Charles Nangai - Volcafe Way model farmer, Mt. Elgon.** Average yields in Mt. Elgon and West Nile have increased by 59% and 36% after 7 and 3 years of agronomy trainings, respectively.



“The game was educative. When you plan together, life will be better.” **Christine Forchan - Coffee farmer, West Nile.** Kyagalanyi developed a coffee harvest game to practice joint decision making. 70 Change Agents train 1,378 couples on gender practices.

“Our income from coffee has grown to 25 million UGX per year. We now live in a nice, big house.” **Musau Backson - Volcafe Way model farmer, Mt. Elgon.** In 2016/17, an average family in Mt. Elgon earned an additional 580\$ due to KCLs work. Total value addition in Uganda amounted to 4.6 million \$.

# Commodities Fund achieves ISO 9001:2015 Certification

**C**ommodities Fund, a State institution under the Kenya's Ministry of Agriculture and Irrigation that provides low cost revolving credit facilities to Crops sector in Kenya and a member institution of AFCA has attained International Standards Organization (ISO) 9001:2015 accreditation.



credit and advances for increased productivity and production, value addition and increased producer income," she said.

Commodities Fund was established in 2014 following merger of Coffee Development Fund and Sugar Development Fund, two previously existing credit facilities that were serving Coffee and sugar sectors respectively.

Presenting the ISO Certificate to Prof. Eric Ogur, the Fund's Sessional Chairman of Board of Trustees on June 6th, 2018 in Nairobi, Hon. Mwangi Kiunjuri, the Kenya's Cabinet Secretary in-charge of Agriculture and Irrigation described the achievement is an example of the vision desired when the Kenyan Government initiated the Results-Based Management and Agriculture Sector Reforms in 2003 with the formulation of the Economic Recovery Strategy for Wealth and Employment Creation (ERS) and the Strategy for Revitalization of Agriculture (SRA).

Following the establishment of the Commodities Fund, its mandate has been expanded to duplicate similar financial modelling to other crops subsectors. These are the crops scheduled under AFA Act, 2013 and regulated by Kenya's Agriculture and Food Authority.

The Cabinet Secretary was represented by Mr. John Mwaniki, Director in charge of Policy at the Ministry's State Department of Crops Development.

Coffee Development Fund was a member of AFCA. By extension, Commodities Fund holds the membership.

## About ISO 9001:2015 Standard

Speaking at the same event, the Fund's Managing Trustee, Ms. Nancy Cheruiyot said that the Fund envisages itself being a financial institution of choice for Crops sector in Kenya. "We are clear in our Mission of developing the Crops sector through providing affordable and accessible

This latest revised version of the ISO 9001 standard was published on 23rd September 2015 to replace the ISO 9001:2008 Standard and it emphasises on risk modelling and great role of the institutional leadership in implementing Quality Management Systems.

Commodities Fund is among first public institutions in Kenya to attain this coveted ISO 9001:2015 certification status, barely three years after the Standard was published.

# PARTNERSHIP IN RWANDA FOCUSES ON 100% WOMEN



◀ **ANGELIQUE  
KAREKEZI**  
President of IWCA Rwanda  
Chapter and Managing  
Director of Rwashoscco.

independence and participation by women and their families. The arabica coffee is marked by a soft sweetness, a touch of chocolate and a hint of citrus. Angelique's Finest is Fairtrade certified. If the crowdfunding is successful, the coffee will be available in Germany mid 2018.

Dr. Melanie Grundmann of Kaffee-Kooperative.de add this perspective on IWCA: "Kaffee-Kooperative.de and our partners in bringing Angelique's Finest to Germany, women's rights organization TERRE DES FEMMES and women magazine BRIGITTE, appreciate the work of IWCA chapters worldwide, empowering women in the coffee business through trainings, education and networking to become independent and entrepreneurial. Collaborating closely with Angelique Karekezi, Rwanda chapter head of IWCA, ensures that the women producers of Angelique's Finest get all the support they need and secures the credibility that our consumers expect."

Source: <https://www.womenincoffee.org/>

**A**ngelique Karekezi, President of the IWCA Rwanda Chapter and Managing Director of Rwashoscco, has shared with the IWCA Global Network that the Rambagira Kawa cooperative has a new partnership with German social business start-up Kaffee-Kooperative.de.

The Rwandan women's only cooperative, and IWCA Rwanda Chapter member, Rambagira Kawa is partnering with Kaffee-Kooperative to introduce Angelique's Finest, coffee 100% Made by Women, to the German

market. Kaffee-Kooperative is currently crowdfunding the project at <https://www.startnext.com/angeliques-finest>. The project is supported by women's right organization TERRE DES FEMMES and German women's magazine BRIGITTE. The crowdfunding takes place from January 13th to February 25th, 2018.

Angelique's Finest is a specialty coffee, that is grown in the volcanic mountains of Rwanda, from seed to cup produced by women. All profits from the sale are being returned to the cooperative to support



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