



Request for Quote: Taste of Harvest Photography & Videography Services

Issue Date: November 12, 2025

Submission Deadline: Rolling Basis

Submission Email: secretariat@afca.coffee

Introduction

The African Fine Coffees Association (AFCA) is organizing the 2025–2026 Ethiopia National Taste of Harvest (ToH) Competition, scheduled to take place from between December 2025 and January 2026 in Addis Ababa, Ethiopia.

The Taste of Harvest is AFCA's flagship coffee quality competition, held annually across member countries, to identify, celebrate, and promote Africa's finest coffees. Coffees are evaluated across multiple rounds by panels of national and international judges. The competition concludes with a local awards ceremony and an online coffee auction.

Scope of Work

The selected service provider will produce a collection of high-quality photographs and short-form video reels aligned with AFCA's branding and communications strategy. Deliverables include, but are not limited to:

Photography (200-300 high resolution images)

- Professional headshots of all judges (national and international) and any other personnel as assigned by AFCA
- Group photos of judging panels
- Action shots of coffee roasting and sample preparation
- Action shots of coffee preparation, cupping, and deliberations

- Professional headshots of all finalists (those advancing to the coffee auction), including individual producers, company/organization representatives, or others; companies with multiple representatives may require group shots (i.e., at the Award Ceremony)
- Award ceremony coverage, including award presentations, speeches, and audience interactions
- One large group photo of all ceremony participants

Videography (minimum of 3 reels, 30 sec-1 min each)

- Short, dynamic reels for social media
- Behind-the-scenes footage of competition preparation, and cupping
- Award ceremony highlights
- Short interviews with judges, finalists, and key stakeholders as assigned by AFCA

Note: AFCA retains full ownership of all photographs and video content. A detailed photography and branding brief will be provided to guide style, tone, and quality expectations.

Project Duration

The Ethiopia National Taste of Harvest Competition will take place over a two week period between December 2025 and January 2026 in Addis Ababa, Ethiopia. The selected photographer/videographer will only be required to provide coverage for 3–5 days within this timeframe.

Specific dates for coverage will be coordinated with AFCA based on the competition schedule. Final edited photographs and video reels must be submitted to AFCA no later than January 30, 2026.

Evaluation Criteria

Quotes will be evaluated based on:

- Quality and relevance of portfolio and past work
- Understanding of project scope and timelines
- Value for money
- Availability and responsiveness
- Willingness to work collaboratively and incorporate feedback

Preference will be given to applicants based in or near Addis Ababa, Ethiopia to ensure smoother coordination.

Submission Process

Submission Deadline: Rolling Basis

Please submit a quotation that includes the following information:

- Company/Photographer Name and Contact Information
- Relevant portfolio (events, competitions, or nonprofit sector preferred)
- Breakdown of fees (flat rate per deliverable or hourly rate, including estimated hours)
- Timeline and availability
- Any applicable VAT or taxes
- Payment terms and banking information (for shortlisted candidates only)

Quotes and any relevant supporting documents should be sent to secretariat@afca.coffee with the subject line "RFQ: Photography & Videography Services - ToH Ethiopia." Only shortlisted applicants may be contacted for follow-up or clarification.

Please note: AFCA is required by Ugandan law to apply withholding tax on all service payments made in or out of Uganda – 6% for resident service providers and 15% for non-residents.