

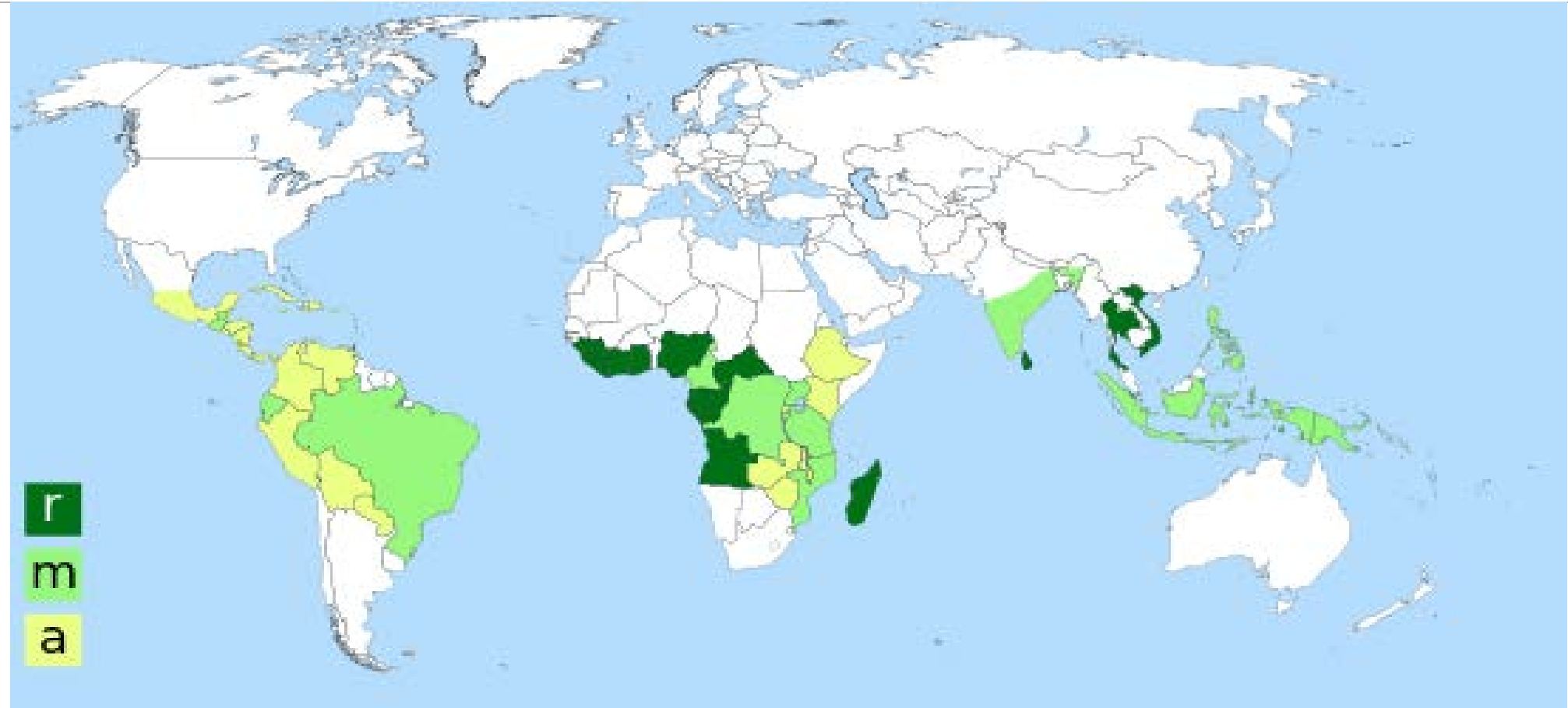


INITIATIVES TO PROMOTE AFRICAN COFFEES

DR. JOSEPH K KIMEMIA

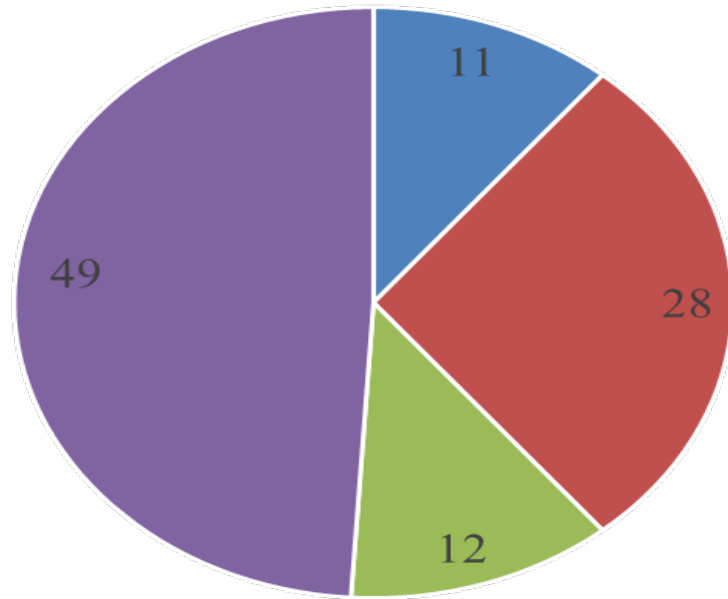
PRESENTED DURING THE INTERNATIONAL COFFEE ORGANIZATION
COUNCIL MEETING MEXICO CITY APRIL 2018

Introduction to African Coffees



Introduction to African Coffees

Global Coffee Production 2016 (ICO, 2017)



■ Africa ■ Asia ■ Central America ■ South America

Introduction to African Coffees

- Africa is the birthplace of coffee
- Ethiopia for the Arabica
- Uganda for the Robustas
- Coffee is grown in diverse agro ecological zones
- Different varieties and cultivars
- Great potential to supply of assorted high quality coffees



Bonga Forest one of the origins of coffee in Ethiopia



Introduction to African Coffees

WHY AFRICAN FINE COFFEE ASSOCIATION (AFCA)

- AFCA was started in the year 2000
- Was initially as EAFCA for Eastern Africa
- Now has 12 member countries
- Was started with the recognition for need to work together to:-
 - Promote African coffees
 - Retain the market share
 - Explore new markets
 - Taken common sustainability approaches
 - Learn from each other

Introduction to African Coffees

The assumption is that coffee farming will be profitable and lead to happy in line with AFCA's vision "*sustainable businesses for happy coffee people*"



Promotion of African Coffees

1. Taste of Harvest

- The Taste of Harvest specialty coffee competition is organised by AFCA (African Fine Coffee Association) in the member countries
- International coffee traders are given an opportunity to cup the best coffees
- The winning coffees are auctioned during the season of each member country
- Uganda \$10.55/lb
- DR Congo \$10.65/lb



Promotion of African Coffees

2. African Fine Coffee Conference and Exhibition

- Held annually in member countries on rotational basis



Promotion of African Coffees

2. African Fine Coffee Conference and Exhibition

- Held annually in member countries on rotational basis
- Showcase Africa's Finest Coffees



Promotion of African Coffees

2. African Fine Coffee Conference and Exhibition



- Held annually in member countries on rotational basis
- Showcase Africa's Finest Coffees
- Offer the best coffees for sale through an electronic auction

Promotion of African Coffees

2. African Fine Coffee Conference and Exhibition



- Held annually in member countries on rotational basis
- Showcase Africa's Finest Coffees
- Offer the best coffees for sale through an electronic auction
- Build New Networks and Strengthen old ones

Promotion of African Coffees

2. African Fine Coffee Conference and Exhibition

- Held annually in member countries on rotational basis
- Showcase Africa's Finest Coffees
- Offer the best coffees for sale through an electronic auction
- Build New Networks and Strengthen old ones
- Meet the who is who of Coffee business



Promotion of African Coffees

2. African Fine Coffee Conference and Exhibition



- Held annually in member countries on rotational basis
- Showcase Africa's Finest Coffees
- Offer the best coffees for sale through an electronic auction
- Build New Networks and Strengthen old ones
- Meet the who is who of Coffee
- ***To Bring the Coffee World to Africa and Take African Coffees to the World***

Promotion of African Coffees



Promotion of African Coffees

3. International Coffee Exhibitions

- AFCA participates in International exhibitions like SCA, SCAJ, China etc.
- Exposes the African coffees to a wide markets



Promotion of African Coffees

4. Golf Tournament

- This unique event allows for all AFCA members and partners to network and do business while playing golf.



AFCA Golf Tournament

Promotion of African Coffees

5. African Barista Challenge

- Introduces the Barista to the diverse and unique coffees of Africa
- Opens many possibilities of using African coffees
- Many of these baristas are employed in international cafes



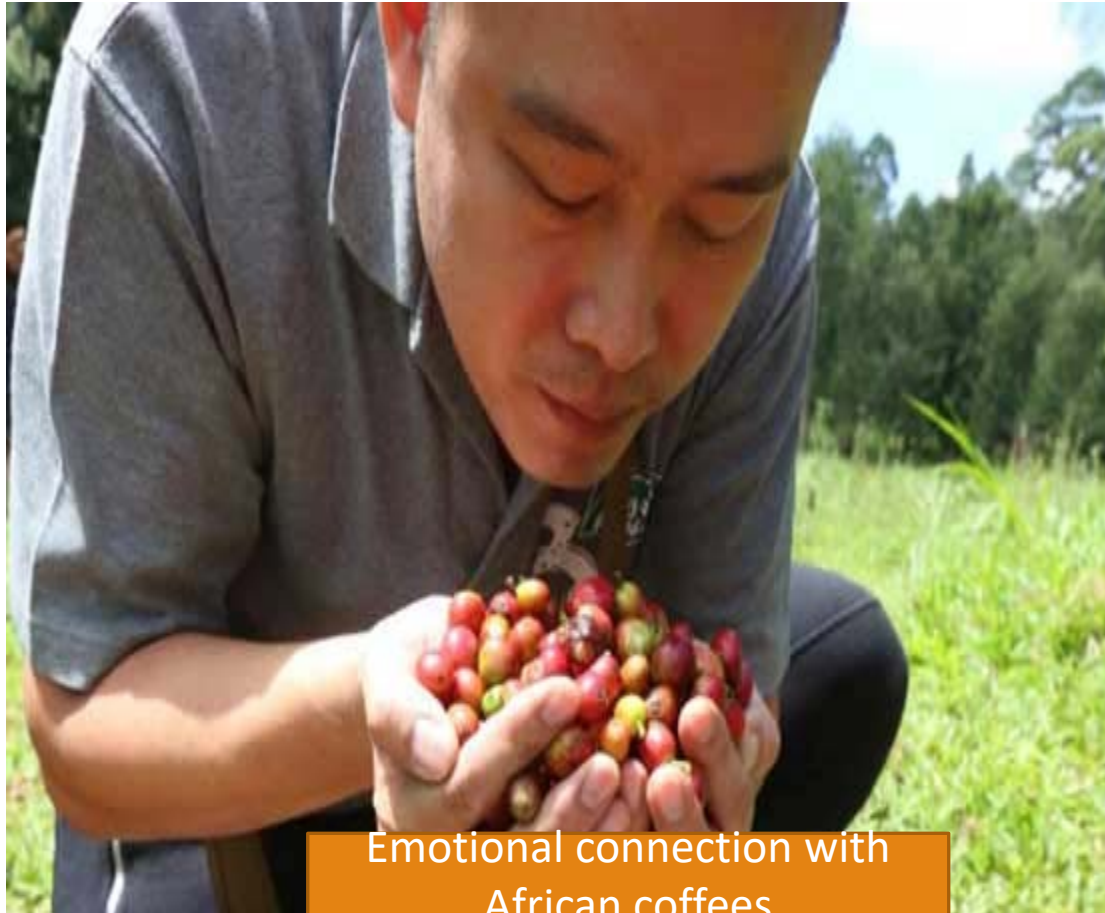
Promotion of African Coffees

6. Coffee Safaris

- Allows the traders to have first hand experience with the growers
- Fosters relationships and leads to sustainable business



Promotion of African Coffees



Emotional connection with
African coffees



PROMOTION OF AFRICAN COFFEES

7. Linkage with Research

- Allows for continuous quality improvement
- Developed a coffee variety catalogue
- Produces coffee to meet new and emerging tastes
- Ensures prompt action in cases of disease/pest outbreaks/climate change
- New opportunities like Geographical Indications

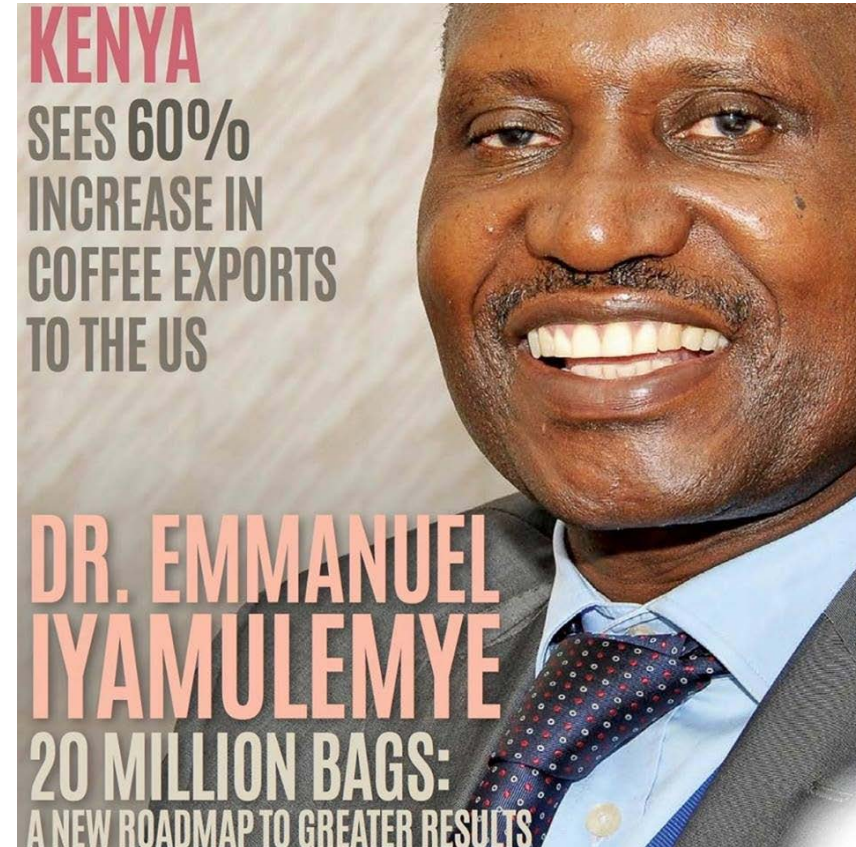


AFCA PARTNERING WITH WORLD COFFEE
RESEARCH

Promotion of African Coffees

8. Publications

- AFCA publishes its own publication known as The African Fine Coffees Review Magazine
- Gives highlights on coffee matters
- Keeps growers and traders informed including financial information
- Available on line



Promotion of African Coffees

9. Promotion of Coffee Consumption in Africa

- Still very low but aiming at making Africa a coffee consuming continent
- Demystify the myth about coffee and health



Promotion of African Coffees

10. Promotion in Emerging Markets

- New markets in China, South Korea and Russia
- Regional markets now to be facilitated by the recently signed Continental Free Trade Area (AfCFTA)

Promotion of African Coffees

Way Forward

- Address issues of sustainable production and economic viability of coffee
- Develop adaptation and mitigation strategies against climate change/emerging diseases and pests
- Put in place effective and efficient marketing strategies
- Embrace technology

The future for coffee production is bright as consumption is steadily growing

Thank you

African Fine Coffee Association

Website: www.afca.coffee