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: 49%
- Asia: 28%
- Central America: 12%
- South America: 11%
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
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.
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
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
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
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
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