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Project/Common Fund

Executive Board/  
International Coffee Council  
21 – 25 September 2010  
London, England

**Enhancing the potential of Robusta gourmet  
coffee production in Uganda, Tanzania and  
Angola**

**Project proposal**

## **Background**

1. The present document has been revised by the *Istituto Agronomico per l'Oltremare* (IAO) of the Italian Ministry of Foreign Affairs (MAE) according to the recommendations of the Virtual Screening Committee (VSC) and the International Coffee Council given in March 2010, when the project was approved.
2. A copy of the full revised project proposal is available from the Secretariat upon request.

## **Action**

The International Coffee Council is requested to note this project proposal.

## PROJECT SUMMARY

<b>Project title:</b>	Enhancing the potential of Robusta gourmet coffee production in Uganda, Tanzania and Angola
<b>Duration:</b>	Two years
<b>Location:</b>	Uganda, Tanzania and Angola
<b>Nature of the project:</b>	To add value to Robusta coffee in Uganda, Tanzania and Angola and promote the coffee-growing regions for their gourmet coffee and local cultural heritage. Areas suitable for high quality crops will be selected and planning abilities strengthened.
<b>Brief description:</b>	The project will enable the implementation of a strategy to develop gourmet Robusta coffee in coffee producing areas that have shown interest in developing income-generating activities based on coffee quality improvement.
<b>Estimated total cost:</b>	US\$3,453,960
<b>Financing sought from the Fund:</b>	US\$2,837,840 (grant)
<b>Co-financing:</b>	US\$100,000 (grant – in kind)
<b>Counterparts funds:</b>	Uganda (UCDA) US\$100,000 (not confirmed) Tanzania (TCB) US\$65,000 Angola (INCA) US\$351,120
<b>Project Executing Agency (PEA):</b>	Istituto Agronomico per l'Oltremare (IAO) of the Italian Ministry of Foreign Affairs (MAE), Florence – Italy
<b>Supervisory body:</b>	International Coffee Organization (ICO)

### Main objective

The main objective of the initiative is to improve the standard of living of small Robusta coffee producers in rural communities, reducing their socio-economic and cultural vulnerability and increasing sustainable cultivation. The project will enhance sustainable development, as well as development and diversification of agricultural production.

### Specific objectives

The specific objective is to establish a system to produce and promote gourmet Robusta coffee in Uganda, Tanzania and Angola, by establishing units that, by encouraging the direct

participation of farming communities of coffee producers, will add value to gourmet coffee produced by small growers in the coffee-producing region. It will also promote information technology and enhance communication.

The project will improve the quality of the product and the ability of producers to judge it, as well as encourage the development of associations, technical capacities, and skills to facilitate the promotion and sale of coffee produced in the region.

### **Beneficiaries and benefits**

It is envisaged that approximately 3,000 small producers in Uganda, Tanzania and Angola, will get involved in the project. The small growers will be identified with productive, social and economic selection criteria in accordance with the institutional partners of each country. The small producers will face the challenge of sustaining and maintaining the system created through the programme. Achieving economic sustainability means finding ways to directly market a high quality product at fair prices. Growers and end consumers will benefit from the knowledge of new methodologies and standards for processing and producing Robusta coffee and from a wider choice of quality coffees.

### **Main expected results:**

- Six Robusta coffee exporting units (Bushenyi and Masaka district in Uganda (2), Kagera Region in Tanzania (2) and Uige Region in Angola (2)) capable of implementing sustainable production and marketing gourmet coffee.
- About 3,000 producers will be directly involved in the implementation and management of all project activities.
- Improved coffee quality and production. Dissemination of new methodologies and standards for processing and producing Robusta coffee.
- Dissemination of methodologies for using coffee processing residues.
- Additional income for the producers (between 20% and 30%)<sup>1</sup>.
- Improved access to markets, diversified production and expansion of the participation of small-scale producers in the production value chain.
- Increased quality awareness at consumer and trade levels in target markets with an impact on the gourmet speciality market and traditional roasters which will benefit consumers from a wider choice of quality coffees.
- Increased availability of quality development and marketing methodology, including cupping, suitable for adaptation to individual origin requirements.

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<sup>1</sup> As was demonstrated by the programme implemented by IAO in the region of Central America 'Enhancing the potential of Arabica gourmet coffee production in Central American countries' (Project CFC/ICO/39).