African Coffee Facility for the future of coffee value chain
IACO 4th AFRICAN COFFEE SYMPOSIUM

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Dear readers,

The Premier African Coffee Symposium in 2013 was held in Lomé (Togo) under the theme “Position, Perception and Potential of African coffee”. In 2014, the Second Symposium took place in Kampala (Uganda) under the theme “Unlocking Potential of African coffee”. In 2015, the theme of the Third Symposium held in Luanda (Angola) was Focus on Gender and Youth in Africa’s Coffee Industry”. There is still a need to revitalize the sector for the benefit of African coffee producing countries and IACO will continue the process with the 4th African Coffee Symposium sheduled to take place on 22-23 November 2016 in Yaoundé, Cameroon. Against this background, and in order to address the challenges in the African coffee value chain, the Organization has targeted three major instruments that will be used to revitalize the sector, and bring about transformational initiatives that will deliver greater value for its Member States and particularly bring greater promise to the African small-holder coffee producers.

The New Strategic Plan: At the initiative of the Secretary General, IACO has started a process to develop a new Strategic Plan, based on a new Vision and Mission for the Organization. The Plan aims at designing a producer-demand-driven approach towards enhancing coffee production and creating higher productivity on the African continent, as well as increasing returns to the continent’s resource-poor coffee farmers and other operators in the coffee value chain. This new initiative will be both integrated and collaborative, bringing together all partners in the industry (policy makers and private sector operators) to promote a more efficient and productive coffee industry. With the support of the African Development Bank (AfDB), through the Nigerian Technical Assistance Fund, IACO has to prepare the Strategic Plan, and the IACO Institutional Review, now underway.

Thanks to the generosity of the Republic of Cote d’Ivoire, the Organization received the donation of a piece of land measuring 6,000 square meters to build its new headquarters. A financier has been identified, and the process of construction of the new premises is expected to commence soon. This headquarters is designed to take into account state-of-the-art renewable energy, particularly solar energy and recycling systems that will position IACO as an example in using a sustainable approach to conducting its business. Thus, IACO will stick to the spirit of times and aim at yielding benefits to its members.

The idea of the creation of an African Coffee Facility conceived and initiated by the Secretary General, is intended to benefit the IACO Member States in support of the African Sustainable Coffee Partnership, aimed at boosting Africa’s productivity and quality improvement. It will also support the enhancement of the efficiency and effectiveness of producers’ grassroot organisations. The objective of this multinational initiative is to improve the livelihoods of small-scale coffee growers and maximize the contribution of coffee to national economies by enhancing the competitiveness of African coffee. This can be done through good agricultural practices, development of business skills, fostering of stronger linkages to markets and investment, and promotion of knowledge capacity and favourable national policies. The aim is to fund ongoing and planned initiatives with the specific objective

FREDERICK S. M. KAWUMA,
Secretary General of IACO
to expand production and market access of quality African coffee. This is to occur at national and regional levels, so as to take full advantage of growing market demand for coffee. It is anticipated that the project will have significant ripple effects at the policy and financial levels in both the target countries and others in the region. The overall objective will be achieved by implementing activities tailored to the needs of beneficiary groups and specific conditions in each focus country, as well as activities having a multinational scope. This objective will be met through implementation of the following:

(a) building a regional sustainable coffee supply chain, building demand, market linkages and investment;

(b) promoting climate change adaptation and environmentally responsible practices;

(c) dissemination of information, communication of lessons-learned, sharing of experiences and tools;

(d) building partnerships.

The specific details of the structure and operations of the proposed Facility were concluded at a design workshop from 28th-29th April 2016, with the support of the African Development Bank.

In conclusion, it is sincerely hoped that IACO will indeed experience transformation through the Institutional Review, and African coffee sector will greatly benefit from projects the New Strategic Plan, and the African Coffee Facility, among others. All these efforts will undoubtedly revitalize the Organization for the benefit of small-scale coffee growers, and bring forth catalytic interventions that will bring transformation to the African coffee value chain, and thus strengthen the economies of IACO Member States.

Frederick S.M. KAWUMA, IACO Secretary General
The delegates expressed their appreciation for the support of the Government of Angola in hosting the IACO 2015 Annual Meetings, and acknowledged the facilitation provided by the African Development Bank in the coordination of the sessions.

From the wide range of reports and papers discussed during the African Coffee Research Network meeting, the Coffee Symposium, and the IACO General Assembly, the following declaration was made:

1. Given the importance of coffee in the African Economy, including poverty reduction in rural communities by women and youth involvement and empowerment;

2. Noting the ageing population and plantations in the Member States;

3. Considering the emerging challenges of the African Coffee Industry;

4. Noting the commitment of IACO in the revival and the re-positioning of Africa coffee;

5. Given the urgent need to particularly focus on the involvement of Women and Youth in Africa’s coffee industry.

The following key actions are to be taken by Governments of IACO Member States:

i. Women and Youth
   • To Promote, strengthen and improve the participation and/or integration of women and youth in promoting sustainable coffee value in Africa;

ii. Governance
   • To encourage and support the involvement of women and youth in the coffee industry;

iii. Policy
   • To develop appropriate crop specific
policies that promote and support coffee development initiatives by women and youth;
• To initiate wide ranging policy interventions that will promote public private partnerships in African coffee value chain;
• To promote relevant policies that would enhance increased value addition and domestic coffee consumption.

iv. Productivity and Quality
• To strengthen the capacity of coffee producers by adopting good agricultural Practices;
• To improve productivity, quality and value-addition for a sustainable and competitive African Coffee;
• To promote the availability and adoption of improved technologies to improve productivity and production;

v. Finance and inputs
• To create an enabling environment for women and youth’s access to finance and appropriate technology in the coffee value chain;
• To strengthen and/or facilitate the establishment of farmer organisations in the coffee value chain;
• To encourage member states to give special attention to their due responsibilities in fulfilling their financial obligations to the IACO.

vi. Climate change
• To undertake measures to identify and mitigate the effects of climate change, including fighting pests and diseases;
• To re-focus coffee research and give special attention to climate change adaptation and mitigation strategies;
• To share climate smart best practices for adoption by Member States.

vii. African Union
• To include coffee in the African Union Agenda as a strategic crop under their agricultural programme;
• To have IACO as one of the recognized specialized agencies of the African Union.

LUANDA, this 26th November 2015
KEY HIGHLIGHTS

African Coffee Facility

By Dominic Kamanan,
Head of Communications,
IACO-SECRETARIAT

In order to establish consensus on what needs to be done to address the various issues confronting the African Coffee sector, through the establishment of an African Coffee Facility, a design workshop was organized by the Inter-African Coffee Organization (IACO) in partnership with the African Development Bank (AfDB). The purpose was to provide a forum for stakeholders and partners operating in the coffee sector in Africa, to discuss various issues with respect to the establishment of the proposed Facility. The workshop took place from 28th-29th April 2016 at Pullman Hotel in Abidjan, Côte d'Ivoire, under the Chairmanship of H.E. Mr. Jean Louis Billon, Ivorian Minister of Commerce, represented by Mr. Kébé Kanté. The facilitator was Mr. Francis Osei, AfDB Consultant.

Several coffee experts, institutions and IACO Member States took part in the event. Institutions represented included: AfDB, CABI Africa, GARI Fund, ICO, IDH Sustainable Trade Initiative, IFAD, Nestlé, Neumann Foundation, Olam, Sucafina SA. Representatives of IACO Member States were from: Burundi, Cameroon, DR Congo, Côte d’Ivoire, Gabon, Ghana, Nigeria, Togo, and Uganda. Opening statements were made by IACO’s Secretary General, Mr. Frederick Kawuma; AfDB Director for Agriculture and Agri-business, Mr. Chiji Ojukwu, represented by Mr. Ben Kanu; and, the Executive Director of the International Coffee Organisation (ICO), Mr. Roberio Silva.
After the opening ceremony, two presentations—on “Coffee Research and Development” by Morris Akiri, Regional Director of CABI Africa, and on “Africa Coffee Investment Agenda” by Michiel Kuit of IDH, followed by Group Discussions by four Working Groups, each focusing on specific key issues related to Facility:

**Group I** : Purpose of the Facility/KPIs/the Structure of the Facility/Governance /organigram/ operations.

**Group II** : Capitalization/Funding/Funding Sources

**Group III** : Main Pillars under the Facility

**Group IV** : The Facility itself— including Financing Plan, conditions for Application, Disbursement, Management, Operation Procedures and Tenure of the Facility.

The outcomes from the Working Groups were discussed in Plenary Sessions and the following were proposed:

The Facility will be a legal entity, hosted by AfDB, with a governance structure that will include representatives of the contributing partners, and a secretariat that will be responsible for day-to-day operations. The objective of the Facility will be to transform the African Coffee sector into a vibrant and resilient industry in order to:

1) Improve the livelihoods of small scale farmers;

2) Increase the contribution of coffee to the economies of the producing countries;

3) Strengthen the role and participation of women and youth in the coffee value chain;

4) Ensure sustainability of African Coffee industry in the light of the challenges of climate change;

5) Enhance the competitiveness of African Coffee;

6) Increase value addition generated by coffee sector in Africa.

The Facility will have two tiers:

- **Tier 1**: Grant Facility of $1.50m which will largely be used in mitigating risks and other cross-cutting issues; and
- **Tier 2**: Loanable Funds from various Financial institutions. The Tier 2 Funds will be projected to be about $1.5 billion. Thus the Tier 1 Facility of $1.50 million will be used to leverage the Tier 2 Funds of $1.5 billion.

One of the key recommendations was that the key contributors to the facility would be:

1) AfDB and Other Multilateral Agencies

2) Governments of IACO Member States

3) Development Partners (EU, USAID, DFID, IFAD, SIDA, CIDA, NORAD, etc.)

4) Private Sector (particularly the Global Roasters)

5) Private Developmental Foundations

It was agreed that traders would not be expected to contribute to the Facility at the first instance, but in counterpart funds for projects in their specific countries of operation/interest. However, since the roasters’ interest is global, they would be approached and encouraged to contribute to the grant, which would then be leveraged by funding from development partners and foundations. The Private sector window of the AfDB could consider wholesaling funds to commercial banks in the respective countries with appetite for the coffee value chain, but who may have liquidity issues and other financing challenges and lack of medium to long term funds. It was also noted that African governments might not be easily forthcoming with their contributions and could start with the few who make the required commitments. It was also agreed that only paid-up IACO member states will qualify. Taking into account the outcome of the workshop, IACO is to send a revised Concept Note for consideration by AfDB.

From left to right: Aly Toure, Permanent Representative, Côte d’Ivoire, Francis Osei, AfDB Consultant and Dominic Kamanan, IACO Secretariat.
Interpretation of Michael NDOPING, Cameroon’s ONCC/NCCB Managing Director

On the eve of the 2016 Annual Meetings of IACO scheduled for November 2016 in Yaoundé, Cameroon, Mr. Michael Ndoping, Managing Director of Cameroon’s National Cocoa and Coffee Board (ONCC/NCCB), in this interview with AFRICAN COFFEE MAGAZINE, highlights coffee industry in his country.

AFRICAN COFFEE: Mr. Ndoping, you are the Managing Director of the National Cocoa and Coffee Board (ONCC/NCCB) of Cameroon, would you like to introduce your institution to the African Coffee Magazine Readers?

Michael Ndoping: The National Cocoa and Coffee Board (NCCB) is a Cameroonian public institution created in June 12, 1991 and placed under the supervisory authority of the Ministry of Trade to regulate and facilitate the marketing of cocoa and coffee. This entails the restructuring of internal marketing of cocoa and coffee, controlling and guaranteeing the quality of cocoa and coffee, serving as the official source of information on prices and related issues, as well as represent Cameroon at all cocoa and coffee forums.

AC: What coffee varieties does Cameroon grow? In which parts of the country are the different varieties grown? What has been the role of the coffee authorities in ensuring that farmers have access to disease-resistant and high yielding varieties?

MN: Cameroon produces two types of coffees; Robusta and Arabica. Robusta coffee alone, accounts for more than 90% of our total coffee production. Coffee grows in eight out of Cameroon’s
ten regions. Arabica coffee grows in the highlands of the West, Northwest and Southwest Regions while Robusta thrives in the Littoral, East, Adamawa, Centre and South regions.

Coffee is one of the major export crops and therefore benefits from government support through three ministries. The Ministry of Scientific Research and Innovation (MINRESI), the Ministry of Agriculture and Rural Development (MINADER) and the Ministry of Trade (MINCOMMERCE). The provision of high-yielding disease-resistant varieties to farmers is handled exclusively by Research and Agriculture. After development of disease resistant varieties from research, these are sent to MINADER for propagation and distribution to farmers, free of charge. Presently, the government is taking all measures to boost coffee production to 150,000 metric tons by 2020.

AC: What is the status of coffee production and consumption in your country?

MN: In the 2015/2016 coffee season, Cameroon produced 23,672 metric tons of coffee; 21,476 tons of Robusta and 2,195 tons of Arabica. As concerns local consumption, there are over twenty roasters transforming around 5% of total production. To encourage local consumption, the NCCB, has also launched a promotion campaign around coffee booths at strategic spots: railway stations, airports and university campuses in Douala, Buea, Bafoussam and Yaounde, to increase local consumption. So far significant results have been registered and it is intended to expand this initiative to other locations in the months ahead.

AC: What constraints do the producers in Cameroon face in coffee farming? What is being done to address the farmers’ concerns?

MN: Presently, high demand of improved planting materials, ageing plantations, poor treatment of plantations, lack of feeder roads and limited financial capacity, are amongst the main constraints of the sector. However, the government has made provisions in the on-going plan to revamp the sector. Provisions have been made to provide abundant improved seedlings free of charge, train farmers on post-harvest processing, maintain feeder roads in all coffee producing zones and boost the capacity of the FODECC (Cocoa and Coffee Sector Development Fund). These constraints have also been the main focus of the Public-Private sector Platform for coffee recently created.

AC: Coffee seems to play a key role in the national economy, what do you foresee as the prospects in the coffee value chain transformation?

MN: Cameroon’s coffee sector has a promising future especially now that there is a new transformation agenda in place. With these new measures, we want to completely overhaul all aspects of the sector, and boost production from 24,000 metric tons in 2015 to 150,000 metric tons by 2020; increase local processing through the creation of more wet processing plants and increase local consumption from 5% to 25%. Our coffee still ranks as one of the best in the world in terms of organoleptic attributes. In June 2015 in Paris, we won the “Gourmet d’or” price for Arabica.

AC: One of the major activities of ONCC/NCCB in Cameroon is FESTICOFFEE. What are the objectives of this event, and what do you see as its achievements so far?

MN: The international coffee festival dubbed FESTICOFFEE was created in 2013 by the Cocoa and Coffee Interprofessional Council (CCIC), the Ministry of Trade and the National Cocoa and Coffee Board. This annual event is presided over by Cameroon’s Minister of Trade. Already in its 3rd edition, it is an event entirely dedicated to promoting the Cameroon coffee label with specific themes chosen every year. The main objective of FESTICOFFEE is to reposition Cameroon’s unique coffee label and once more reposition Cameroon coffees in its’ hitherto world ranking.

Interview conducted by Dominic Kamanan, Head of Communications, IACO Secretariat
An overview of DR Congo’s Coffee Industry

by Kambale Kisumba Kamungele
Export Director
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Blessed by its climate, soil, diversified landscape and abundant hydrography, the Democratic Republic of Congo (DRC) offers favorable conditions for the cultivation of some of the best coffees in Africa.

Coffee is indigenous to the DR Congo:

It said that Coffea Canephora (Robusta) was first identified growing in the wild in the Belgian Congo back in 1898. The actual cultivation of coffee as a cash crop started in the early 1900s. By the 1940s, this crop was regulated by three geographically separate bodies and the DRC was the first African country to analyze and grade both green and roasted coffee. After gaining its independence in 1960 from Belgium, the coffee sector was nationalized and the crop’s control was centralized by a single regulatory agency, the Office National du Café (ONC). In the early 1970s the coffee sector was liberalized and a relative growth was recorded for the industry to the point that in the 1980s, coffee was the most important agricultural export product—and second income-earning commodity—after copper.

An average 80,000 metric tons, worth over US$160 million, were exported and this created employment for over 800,000 households in the rural areas. However for the last 25 years, the DRC’s national coffee exports have been drastically declining, currently averaging 9,000 metric tons per year. In the 2014/2015 crop year, only 8,936 tons of green coffee (66% Arabica, 34% Robusta) was officially exported.

Coffee in the DRC is produced mostly by small-scale farmers who are geographically dispersed. Arabica is produced in the Eastern highlands and Robusta in central and western lowlands of the Congo Basin. Accurate production data is hard to find, due to the limited capacity of competent services. However, it estimated that over 70% of the produced volume is smuggled into neighbouring countries, due to several factor highlighted below.
The marketing of the DR Congo Coffee is mainly done through two channels, namely:

- The informal sector, made up of smuggling networks whereby smallholders sell their manually depulped and/or dried produce to middlemen and agents who in turn deliver the coffee parchment/dried cherries or green coffee to buyers in neighbouring countries, and
- The formal sector composed of roughly twenty exporters who face significant pressures from the informal network that operates outside the official taxation system. As a result, formal exporters’ ability to generate profits and reinvest them in the sector is significantly reduced.

It is worth mentioning that a small quantity of coffee is roasted locally, especially in western part of the country, mainly in the capital city Kinshasa and the towns bordering Angola and the Congo Republic.

Recurring conflicts, causing insecurity and infrastructure decline, coupled with the outbreak of the Coffee Wilt Disease in the Robusta coffee producing regions contributed to the significant decline of DR Congo’s coffee industry. Additionally, a constraining business environment hinders the potential development of the sector. The cost of exporting coffee from the DR Congo is much higher compared to that of its neighbours. Official exporters are subjected to high levels of taxation (formal and informal), costly transportation and access to ports, and heavy and slow administration procedures. However, recently there have been increasing consultations between public and private stakeholders to find ways of revitalizing the sector and a number of enabling measures are in the process of being formulated.

The resurgence of the coffee industry in the DR Congo lies in revamping production, small-scale farmers’ support, strengthening of public-private-partnerships (PPP), implementation of tax reduction policies, and the development of market access strategies. It is hoped that the efforts currently underway will lead to significant improvements in the DRC coffee value chain. In this way, coffee in the DRC is capable of once again becoming a source of improved livelihoods for all the Congolese stakeholders along the coffee value chain.
African coffee farming
an entrepreneurial approach

The collapse of the global prices early in the 1990s, after the deregulation of the international coffee market by the suspension of economic clauses in the international coffee agreement, there were grave consequences for coffee producers in general, and African producers were particularly hard hit. In fact, following the liberalisation of the coffee market in the early 1990s, with the entry of Vietnam on the market and the expansion of the Brazilian crop, the sector suffered from an overproduction that led to a drastic drop in coffee prices. As a consequence, several policies aimed at dealing with coffee marketing and overall management of the sector, have been developed by African governments all aimed at increasing profitability. However, it is deplorable to note that many of these policies did not achieve their objectives in Africa, that is to say, better remuneration of African producers who are the primary investors in the sector.

Looking at the African coffee sector over the last two decades, the following observations emerge:

- Stagnation of production, or a significant drop, in some countries;
- African coffee producers are faced with formidable challenges in marketing of their product at profitable prices, aging coffee trees, etc.;
- Low domestic coffee consumption in Africa, apart from Ethiopia that consumes at least half of its production;
- The deterioration of the quality of coffee in many countries;
- Low productivity.

African coffee production and exports continue to fall. Production represents about 12% of global production and export was estimated at 9.49% of world exports in 2011/2012 against 30% in 1970 and 1980. By contrast, production is increasing in other parts of the world (Brazil, Colombia, Indonesia, Vietnam.)

Despite this gloomy picture, the coffee sector remains a strategic sector for Africa due to its role in food security and its importance to the rural population in this sector as a source of jobs and wealth. The coffee sector continues to be the mainstay of the economies of member states of the Inter-African Coffee Organisation (IACO) because of its contribution to the Gross Domestic Product (GDP). The sector will for long remain the engine of growth in most IACO countries. However, this will only be possible if the strategies adopted by these countries contribute both to wealth creation and development of the rural communities as a whole.
I. THE CONSTRAINTS OF THE COFFEE SECTOR

The African coffee industry is facing a number of problems and constraints, of which the most urgent are:

- Institutional weaknesses in the agricultural sector in general resulting in cacophonies, duplications and wastage in field operations with a multitude of stakeholders with limited coordination. Liberalisation stimulated the birth of a multitude of private organizations with different objectives at the level of the value chain. There has been a lack of coordination of activities from upstream to downstream. For example, mentoring and extension agencies and production and marketing structures were not working together for quality production;

- In view of its contribution to GDP, there is a relatively low share of the national budget allocation towards sector transformation;

- Lack of financial tools required for productive investment both at farm level and at the level of value addition;

- Inadequate and dilapidated infrastructure, particularly for the transportation of products, which do not facilitate the access of products to the main domestic and foreign markets;

- Access to electricity and water is a major constraint to development in the coffee sector;

- Structural weakness of production, processing and marketing systems is a significant hindering factor to the growth of coffee production;

- Disorganisation of stakeholders involved in the sector and weaknesses of farmer associations, cooperatives or other agricultural organisations, delay the development of the coffee value chain;

- Fragility of the physical environment, the complexity of climatic phenomena and the high human pressure on land lead to soil degradation. It is noteworthy that under the coffee revival and the creation of new plantations faced the problem of lack of fertile land given human action on the land: deforestation and bush fires. To this, we must add climate change that have a negative impact on productivity of coffee trees;

- Land tenure is a constraint to agricultural production in general and coffee production specifically in some cases. In fact, in almost all member countries of the InterAfrican Coffee Organization, there is a real problem of access to land for young people and women, thereby reducing their involvement in agriculture in general, real source of jobs and more specifically in the coffee growing;

- Poor control of outbreaks of pests and diseases;

- Lack of standards and quality control is a barrier to access to markets with strict sanitary requirements. In fact, following liberalization, the quality control system for purchase at farm gate was abandoned in almost all IACO member countries for the benefit of any comer purchase, thus making very complex export quality control. This had a negative impact on the quality of coffee. This situation led the International Coffee Organization (ICO) to adopt Resolution 407 on the implementation of the Coffee Quality Improvement Program (QIP) in February 2002, subsequently amended by Resolution 420 adopted in May 2004. The Programme provides optimal standards for exportable coffee. It aimed to improve the balance between supply and demand for coffee by stimulating demand for better quality coffee supplies;

II. THE OPPORTUNITIES OF THE COFFEE SECTOR

There are opportunities in the sector that be tapped, and which can boost growth and economic development in the member states. They can be classified into two categories:

(i) production opportunities; and

(ii) market opportunities.

a. Production opportunities

- A very important potential of the rural sector lies in the diversity of ecological conditions and the strong capacity for adaptation of small farmers;

- An untapped agro-industrial potential;

- Great potential of arable land;

- The coffee industry provides a considerable asset not only in income generation but also in the fight against environmental degradation through agro-forestry where coffee can be produced under shade.

b. Market opportunities

Market opportunities revolve around: (i) national domestic market with a growth rate of 2% per annum of the population that has a growing demand for agricultural products, (ii) regional market with increasingly strong demand for coffee (the MAGHREB region, ECOWAS market, COMESA, and SADC) and (iii) global market with increasing world coffee consumption.

World coffee consumption could be about 200 million bags of 60 kilograms in 2030 against about 150 million in 2015. The diversification of exports towards emerging countries, other than the traditional markets, could be another opportunity.

III. NEW VISION AND STRATEGY FOR COFFEE REVIVAL IN AFRICA

The new vision for the coffee revival in Africa is to transform “the African coffee into a modernised competitive and sustainable coffee industry focusing on quality and productivity, and which is profitable for all stakeholders, especially producers.”

The African coffee sector will have to move from subsistence agriculture to a new paradigm of agriculture that creates jobs, wealth and growth. In a nutshell, the African coffee sector should be modernised. The modernisation of the African coffee industry will
greatly contribute towards improving the livelihoods of farmers. This needs to be achieved through the adoption of an entrepreneurial approach to agriculture, through initiatives and interventions that build the capacity of the farmers as entrepreneurs. The adoption of an approach that promotes value addition—all through the value chain—will encourage all players to consider value addition initiatives in the agricultural sector through developing agribusiness innovations as part of sustainable development, and also highlight actions taken in engendering environmental responsibility.

In adopting new and innovative approaches, the Government should implement accompanying measures to allow farmers access to different socio-educational services and basic infrastructure (schools, health centres, drinking water, electricity, etc.), and inputs (fertilizers, quality seeds, tools and pesticides). Emphasis also needs to be made on improvement of access to credit, strengthening farmer organisations, rehabilitation of rural infrastructure for agricultural production (irrigation, water retention, agricultural roads, etc.), improvement of marketing system for agricultural products (collection and distribution centres, and commodity exchanges such as what Ethiopia has done) and communication networks to promote the exchange of products.

Conclusion

Trends in the international coffee market show an increase in global consumption of about 2.5% per year, with projections indicating that global consumption is expected to reach about 200 million bags of 60 kilograms by 2030 and that demand might exceed global production. Market opportunities exist, at country and regional levels, as well as globally, for the African coffee.

IACO member states have therefore an incentive to increase their production to make Africa the next pole of global coffee production. For this reason, a new coffee production strategy is needed, moving from subsistence agriculture to the entrepreneurial agriculture. This has to be done all the way throughout the entire coffee value chain by encouraging the establishment of rural processing facilities with accompanying measures by Governments to boost productivity and thus increase production.

This new strategy requires significant financial resources; which Governments alone cannot provide. To this extent, IACO member states will have to devote themselves to the creation of an environment that promotes public-private-partnerships, the creation of sustainable agricultural organisations, and support to private investors. IACO’s drive towards the establishment of the African Coffee Facility Fund is a true hope for IACO member states to the extent that it attempts to close the funding gap that the coffee sector is experiencing, particularly after the change in funding policy by the Common Fund for Commodities.

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Robusta Coffee and Ghana’s Hope to Prosperity

Robusta coffee, therefore, presents the best alternative to sustain the global coffee sector. Thus, Cofea Canephora (the Robusta) will likely drive the market. Generally, stakeholders are now getting concerned and discussing how to invest into sustainable production, research and development. There is a current wave of investors exploring the Ghanaian coffee. In the second half of 2014/15 crop year over fifteen (15) new international companies were licensed to trade in the Ghanaian Robusta (RM&E-COCOBOD, 2015). This therefore presents to Ghana the need to position the Coffee sector to take advantage of this new wave.

Ghana’s advantage

1. Available land in favour of coffee growing in almost every part of six (6) out of ten (10) regions in Ghana
2. Well structured land use systems and ownership
3. A strong and committed Regulator (Ghana Cocoa Board)
4. Available Research Centre with good track record, i.e., the Cocoa Research Institute of Ghana (CRIG) with the mandate of coffee research; and the Centre for Scientific and Industrial Research (CSIR)
5. Available Robusta hybrids resistant to diseases and pests and drought
6. The political will from the Ghana government

The next actions

1. Internal collaboration into socio-economic, marketing and scientific research. There is need for the various scientific institutions both public and private to come to the table and brainstorm on how to meet this new demand and opportunity with respect to varieties with high climatic adaptations to various soil types peculiar to each region. The socio-economic and market research firms and units should get together around the table to tell the scientific researchers what and how to meet the growing but differentiated demand from the consumers.
2. External collaborative research. The Ghanaian researchers should seek and collaborate with the over 1000 coffee research institutions and firms all over the world.
3. Financial institutions should see coffee as wealth and an opportunity to engage the Ghanaian coffee farmers. The responsible officers in charge of commodity financing should be trained to gain a good understanding of the nature of agricultural production, consumer behavior patterns and marketing.
4. Regulatory framework - The coffee market is driven by the private sector but a reliable regulatory system can drive the success of the public sector agenda. As a matter of urgency, the government of Ghana, through Ghana Cocoa Board, should develop an appropriate
regulatory framework that will identify and converge the operations and activities of all actors in the coffee supply chain, especially the local processors. Roles with the expected benefits should be clearly defined. In fact, the regulator should do all things possible to win the trust of all stakeholders, especially the private sector.

5. Marketing and Quality Assurance
The government and COCOBOD have the sole responsibility of preparing the traders through extensive training on contemporary coffee trading. At the same time the value of coffee is premised on the quality, which is easy to be compromised, and therefore there is need to build the capacity of the quality control company (QCC). The QCC should collaborate with other reputable quality assurance companies such as the SGS to be able to integrate current trends in quality assurance systems into operational activities.

Conclusion
In conclusion, Ghana has the great opportunity to use coffee to get people out of poverty, make Ghana a better place and leave a good inheritance to bring hope to the youth and the generations to come.

By Patrick Zeal,
Senior Research Officer, Ghana Cocoa Board

GOOD TO KNOW / HOW TO PREPARE COFFEE?

1. Water
Since a cup of coffee is mainly made of water, it is necessary to give importance to the quality of the water used. It is recommended to use filtered water because it is free of chlorine, and mineral salts are an addition to the flavour of coffee.

2. So then, what do we put in first? - Coffee or water? Putting the coffee in the cup first allows the pressure of the hot water on the powder to intensely release the flavour of the coffee.

3. Measure
For a cup of coffee, put one (1) teaspoon of instant coffee powder or one (1) tablespoon of ground coffee.

• Yes!!! Coffee is a source of energy. Coffee is a mild stimulant of the nervous system; you feel more awake, more alive, and more alert. That is why all over the world, people usually take coffee first thing in the morning and after meals.

• Did you know? Coffee is 100% digestive. Coffee eases digestion by increasing the secretion of saliva and digestive enzymes and improving the intestinal transit.
Contrôler ou faire contrôler et certifier la qualité des produits

Assurer la formation des opérateurs pour une professionnalisation accrue des filières

Collecter et traiter les statistiques relatives à la production, aux exportations, à la transformation locale, à la consommation et aux stocks

Arrêter les mesures incitatives à la rationalisation du commerce et de la commercialisation de produits, à la valorisation des produits et de leurs dérivés ainsi qu’à la promotion de la consommation

Veiller à la diffusion de l’information au sein des filières et s’assurer du bon déroulement et de la cohérence des opérations

Suivre les accords Internationaux de cacao et de café ainsi que la représentation du Cameroun auprès des organisations internationales de cacao et café.

L’ONCC est le garant de la qualité, de la durabilité et de la promotion de l’origine Cameroun