

ITC AT WORLD OF COFFEE ATHENS | 2023

Our programmes | our network | our projects

Booth 2-D35



ALLIANCES
FOR ACTION



THE INTERNATIONAL TRADE CENTRE

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations. ITC is the only development agency that is fully dedicated to supporting the internationalization of micro, small and medium-sized enterprises (MSMEs).

At World of Coffee, we represent selected ITC programmes and their partners.

Alliances for Action:

ITC's Alliances for Action programme initiative leverages partnerships for sustainable food systems. It does this through partnerships that cultivate ethical, climate-smart, sustainable agricultural value chains.

We aim at achieving resilience and growth for farmers and MSMEs through more mindful and responsible trade, production and consumption systems and improved opportunities to compete on a global market.

Meet coffee producers and entrepreneurs from Eswatini, Ethiopia and Ghana under this programme at Booth 2-D35.

Netherlands Trust Fund - Phase V (NTFV): Alliances for Agribusiness and Digital Technology

ITC's NTFV programme is designed to contribute to decent jobs and improved livelihoods in the agribusiness, agritech and digital technology sectors. Our programme includes both sectors in Ethiopia, Ghana, Senegal, and the digital technologies sector in a multi-country project in Benin, Cote d'Ivoire, Mali and Uganda. In Ethiopia, Ghana and Senegal, ITC's Alliances for Action Agribusiness is working with smallholder farmers and MSMEs focused on coffee, cocoa, cashew and associated crops.

In coffee, the project provides a capacity building programme for 18 selected small coffee roasters (both private and cooperatives), to enhance their knowledge and skills in coffee roasting and cupping techniques. So far, approximately 10 enterprises have received intermediate certification from the Specialty Coffee Association.

ACP Business-Friendly Programme:

This programme jointly funded by the European Union and the Organization of African, Caribbean and Pacific States (OACPS) supports cocoa, coconut, coffee, cotton and kava value chains through inclusive policies, investment promotion and alliances.

It seeks to improve the ability of agribusiness firms in ACP countries to compete, grow and prosper in domestic, regional and international markets, ultimately generating inclusive, sustainable jobs and economic growth.

In coffee, it works in close collaboration with Agency for African and Malagasy Robusta Coffee (ACRAM) to promote Robusta production and consumption across Africa. Together and with other national partners across African countries, they work on sustainable production and post-harvest processing, quality improvement, knowledge sharing, market linkages, regional trade and improving regional consumption and job creation from seed to cup. They place a big focus on women and youth in the coffee sector, for a more sustainable regional impact.

Eswatini: Promoting growth through competitive alliances

The ITC-Alliances for Action project 'Eswatini: Promoting growth through competitive alliances', funded by the EU, supports job creation for small farmers, entrepreneurs and artisans. Eswatini offers the global market unique organic produce, artisan roasted coffee, handmade cultural creations and gourmet condiment lines.

MSMEs are still faced with key structural problems that need to be addressed if Eswatini is to overcome its endemic employment challenges. ITC understands these and works with the government to improve the country's business climate and attract investment. ITC also works closely with smallholder farmers, agro-processors and artisans in Eswatini to support them in ways that are sustainable and benefit both people and the planet. In this way, ITC fosters

and preserves cultural heritage, and draws on artisan skills and concepts of green growth.

ITC-Alliances for Action supports Kucala Kofi in Eswatini, one of the first companies focusing on coffee production from this origin. Together, they are working on scaling up production sustainably, improving quality and building long term market linkages.

The Fairtrade Golden Cup Competition

The Fairtrade Golden Cup awards bring recognition – and new opportunities – to farmers who work hard to produce high-quality Fairtrade coffee. The Latin American and Caribbean Network of Fair Trade Small Producers and Workers (CLAC) hosts this competition across a range of countries with its regional partners and support from ITC's Alliances for Action programme. Recent Golden Cup editions in Brazil, Mexico, Peru and Ethiopia with Fairtrade Africa were a huge success.

The tournament contributes to the promotion of Fairtrade coffees in the specialty market, both at origin and in global markets. By promoting the opening of markets for Fairtrade coffee, it's possible to both add value to the product and promote ethical and sustainable production processes.

KEY PUBLICATIONS

ITC's Coffee Guide, 4th Edition

The International Trade Centre (ITC), through its Alliances for Action initiative, has published the fourth edition of the world's most comprehensive, practical source for the international coffee trade, the Coffee Guide.

It covers trade issues relevant to coffee growers, traders, exporters, transportation companies, certifiers, associations and authorities, and other relevant actors.

This fourth edition is directly informed by the coffee industry. It builds on collaboration with more than 70 coffee industry actors from across the globe and value chain. It explores issues the sector faces and charts a path towards a more sustainable future for the industry through targeted solutions.

To date, the Coffee Guide has been translated into French, Portuguese, Spanish and Amharic (Ethiopian language). The goal is to make knowledge about coffee production, coffee quality, market trends, the sustainability landscape, contracts, logistics and other important topics accessible to coffee growers worldwide, for a sustainable coffee sector and improved opportunities.

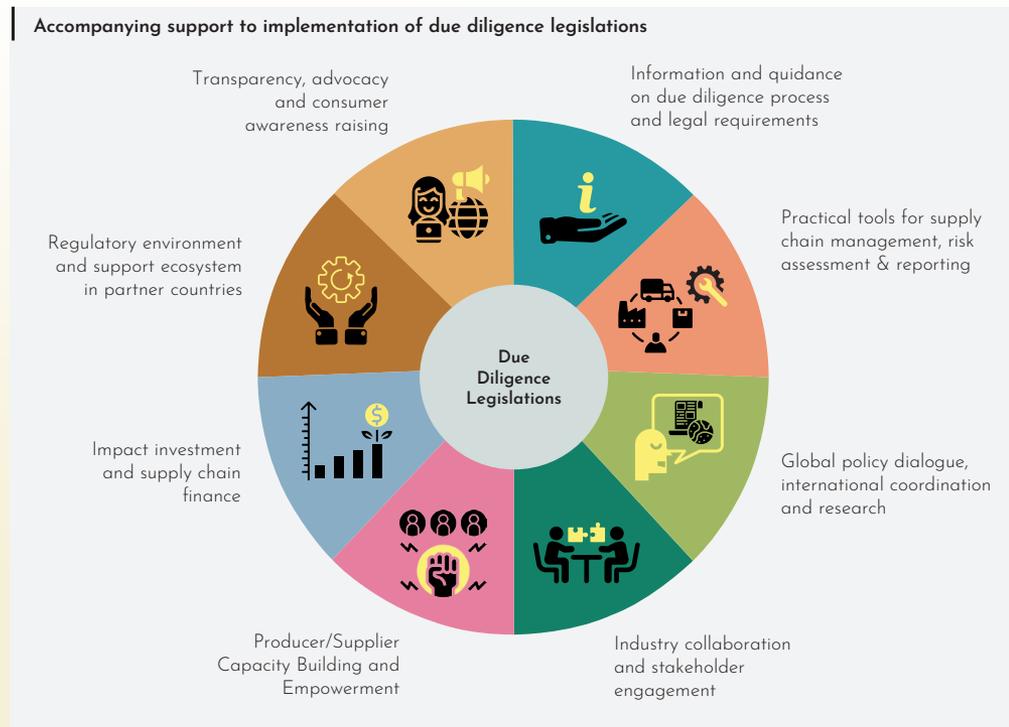


Making mandatory human rights and environmental due diligence work for all

Highlights on effective and inclusive accompanying support to due diligence legislation

This publication was recently co-created and published by ITC and EU DG-INTPA. It brought together the combined experience of a panel of international organizations (EU, OECD, ILO, FAO, UNECE) while integrating the perspectives of consumer-facing companies in Europe and those of MSMEs, farmer cooperatives and business organizations from developing countries. The final objective is to propose accompanying measures that can enable sharing of mandatory human rights and environmental due diligence (“mHREDD”) responsibilities across value chain actors and avoid potential negative consequences for producing countries and MSMEs.

This shift towards mandatory human rights and environmental due diligence raises the bar for responsible and sustainable business practice. Companies must identify the risks in their business footprint and be prepared to demonstrate that they took the appropriate steps to prevent, mitigate or resolve them - the so-called “know and show” requirement.



More info
here:

The image is a composite. The left side shows several brown burlap sacks of coffee beans, with a small white tag attached to one that has some handwritten text. The right side is a large, vibrant photograph of coffee beans spread out on a green mat, likely for drying. The beans are in various stages of ripeness, showing shades of red, purple, and brown. The text is overlaid on the right side of the image.

**COFFEE PRODUCERS
AND BRANDS**
FROM ITC'S NETWORK



OUR
ETHIOPIAN
COFFEE
NETWORK



Limmu Inara Multipurpose Cooperative Union

Country/ region: Ethiopia Oromia Jimma
Limmu Kosa 02 kebele.

The Union has been expanding its role and visions by contributing existing efforts to transform the livelihoods of small-scale coffee farmers by coordinating, organizing and sensitizing the farmers on the production of sustainable, quality and specialty coffee supply to the world market.

COFFEE SPECS

Species: Arabica
Coffee regions/ types: Limu type
Process: Washed
Altitude: 1,700-2,000 masl
Screen size: 14 and 16
Export potential in MT: 1,200 MT
Certifications: Flo, Organic, FDA

Story: Limu Inara Farmers Multipurpose Cooperative Union was Established in February 2006 with Member of 11 Primary Cooperative with 3086 members. From this, 68 are women. Currently, the Union serves 108 primary cooperatives. 27 produce Organic, Fairtrade and Rainforest Alliance-certified coffee. In total, the union counts 36,716 members, of which 6,716 are women.

Representative: Mohammed Miftahu Jemal

Contact: limu.inara@gmail.com | +251 917 006 059



Kafa Forest Coffee Farmers' Cooperative Union

Country/ region: Kaffa Zone, Southwest Ethiopia.

Kafa Forest Coffee Farmers' Cooperative Union stands out with its naturally organic coffee, selection of wild-grown coffee from a multi layered upland rain forest, high product traceability and payment of dividends to its farmers from the net profits. It exports both natural (grade 1-5) and washed (grade 1 & 2) coffees to Germany, France, USA, Japan, Australia and Canada.

Story: Kafa Forest Coffee Farmers' Cooperative Union is located in Kaffa zone, in the southwestern part of Ethiopia. It was established in 2004 by 17 primary cooperatives with 4,267 member farmers and a capital of 200 thousand ETB. Currently, the number of member cooperative societies has reached 57 with more than 17 thousand smallholder members (20% female) and its net capital has reached to over 20.7 million ETB. The main objective of its establishment is processing and marketing of coffee delivered by its member primary cooperative societies directly in the international coffee market so that farmers get a better price for their crops and improve their living standards. The union is playing its part in achieving a self-sufficient and market-oriented agricultural community with strong bargaining power and sustainable and competent marketing services targeting the international coffee market.

Representative: Getahun Frehiwet

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COFFEE SPECS

Species: Coffee Arabica

Coffee regions/ types: Kafa forest type

Process: Natural & Washed

Soil: Volcanic

Altitude: 1600-2200 masl.

Screen size: 14

Export potential in MT: Natural 520 MT, Washed 364 MT (2022/23 crop season plan)

Grades: Washed: 1&2 | Natural: 1,2, 3, 4, 5

Certifications: Fairtrade: 21 cooperatives
Organic/Wild (EU & NOP): 20 cooperatives



Oromia Coffee Farmers Cooperatives Union

Country/ region: Ethiopia, Oromia region .

Oromia Coffee Farmer's Cooperative Union (OCFCU) aims to help small-scale coffee farmers to take advantage of the Fairtrade coffee market. OCFCU was established in order to help farmer families. OCFCU returns 70 percent of its net profits back to the cooperatives, and cooperatives back to members. Specifically, OCFCU focus on improving the farmers' income by exporting their coffee directly, improving the quality of services to member farmers and clients, improving the social condition of farmers, and improving the quality and productivity of Ethiopian coffee. Facilities owned and managed by the members of the union are warehouses, Coffee Processing Machines and office/buildings.

Story: Oromia Coffee Farmers Cooperative Union (OCFCU) is a smallholder coffee grower-owned cooperative union established on June 1, 1999, by 34 cooperatives with 22,691 farmers. Today, there are 407 cooperatives with over 586,186 members and \$12,456,000 capital. OCFCU is a Democratic member's owned business operating under the principles of the International Cooperative Alliance and fair trade. Members of the Oromia Coffee Farmers Cooperative Union are the growers, processors, and suppliers of high-quality, organic Arabica coffee for direct export. The general objective of OCFCU is to export the farmers' coffee by passing the auction. OCFCU promotes fair trade for socially and environmentally sustainable techniques and long-term relationships between producers, traders, and consumers. The OCFCU is now delivering energy-efficient stoves that have the potential to reduce firewood consumption, reduce indoor air pollution, improve the health of rural communities and generate carbon credits. This project is generating employment opportunities for women and youth in rural areas.

Representative: Dejene Dadi Dika

Contact: dejenedadi@oromiacoffeeunion.org | +251911226744

Website: www.oromiacoffeeunion.org

COFFEE SPECS

Species: Arabica

Coffee regions/ types: Yirgacheffe, Gujii/ Sidamo, Limu, Nekemte, Harar and Djimma

Altitude: 1700 to 2200 masl

Process: Washed and natural

Screen size: 14 and 15

Aroma: blueberry, Citrus, Floral, Wine

Export potential in MT: 7,775 MT

Certifications: Organic NOP, EU, JAS, Fairtrade, RFA, CP, SPP and Bird-Friendly



**GHANA AND
ESWATINI**
COFFEE
PRODUCERS
AND
ROASTERS



Asili Coffee

Country/ region: Ghana, Akuapem region.

Asili Coffee Purveyors Ltd is a coffee farming, processing and marketing company established in 2016 in Akuapem, in the Eastern Region of Ghana. We have proven that world class products can be manufactured in rural areas- our specialty grade Asili Premium

Coffee and our innovative Asili Steep manufactured for instant consumption. Annually our initiative is supported by the Ghana Cocoa Board, with free seedlings distributed to our farmer group the Akuapem Coffee Growers Association. Our goal is to utilize coffee as a catalyst for socio-economic change and rural development in our districts, our dream is that the cash crop will become popular in other communities and an economic lynchpin nationwide that will provide avenues for job creation and serve to shatter the glass ceiling of cyclical poverty in rural areas.

Story: Asili Coffee produced and exported Asili Premium the company's flagship brand in 2018. The company partnered with Local Government and the Ghana Cocoa Board in 2019 to provide free seedlings for all farmers interested in Planting coffee in Akuapem. In 2020 Asili promoted to the Akuapem South and Okere and organised stakeholders in the 3 Akuapem districts into the Akuapem Coffee Growers Association, A unified body to represent coffee community interests in Akuapem. Asili garnered support for the Akuapem area and its coffee Initiative through the Kingdom of the Netherlands , ITC Alliances for Action and GIZ. As at 2022 quarter three, Asili is rolling out an incubator approach to it's grower Initiative. The program will provide a formalised training and financing model to scale the fledgling growing Initiative and strengthen its long term prospects by targeting youth under age 40 and minimum 40% women per each cohort.

Representative: John Nana Addo Francois

Contact: john@asili.coffee

Website: www.asili.coffee **Instagram:** [@asili_coffee](https://www.instagram.com/asili_coffee)

COFFEE SPECS

Species: Robusta

Process: Natural

Altitude: 300 masl

Screen size: 15, 80%+

Aroma: Cacao



Kucala Kofi

Country/ region: Eswatini.

Kucala Kofi is an eco-conscious agribusiness in Elwandle, Eswatini, whose aim is to produce high quality, specialty coffee, as well as to empower rural communities through the diffusion of coffee plantations and agricultural skills.

Story: Started in 2018 by two brothers, Patrick Dupont and Eddie Mkhathshwa, Kucala Kofi (previously known as Eswatini Coffee) has pioneered the growing of coffee in the country. The company currently produces Arabica coffee in 4.2 hectares with innovative, eco-friendly techniques from symbiotic agriculture, processes coffee beans ready to be roasted, and grows coffee plants in a dedicated nursery. These are shared with farmers (mainly youth and women as individuals but also from small and medium enterprises) who want to embark in a brand new and profitable agricultural market.

By involving other farmers and expanding the production, Kucala Kofi envisions to be a leading coffee producer in terms of quantity and quality of coffee in Eswatini quantity and quality of coffee to promote a unique variety to be fully enjoyed, one sip at the time, and promote the culture of coffee within and outside of Eswatini.

Representative: Patrick DuPont

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COFFEE SPECS

Species: Arabica

Process: Washed and natural

Attitude: 780-800

Aroma: Notes of brown spice, roasted nuts, and some tobacco in

CONNECT WITH US

ITC is pleased to enable coffee producers and entrepreneurs to attend World of Coffee Athens 2023, and to help pave the way for new sustainable partnerships in the coffee sector.

If you wish to learn more about ITC's inclusive agribusiness projects and understand how to collaborate with us, please reach out to:

ITC programmes: Alliances for Action | ACP Business-Friendly | Netherland Trust Fund V | Alliances for Eswatini | Fairtrade Golden Cup Competition

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ITC Coffee Guide and Network

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