Marketing Support Programme For Coffee Companies in East Africa

October 2020 – August 2021

Prepared by:
• Abdelbasset Boulelouah (Adviser - Marketing, Branding and E-commerce)
• James Howe (Senior Adviser – Marketing, Branding and E-commerce)
Background

The International Trade Centre (ITC) is implementing the “Market Access Upgrade Programme” (MARKUP), which aims to contribute to the economic development of 5 East African Community (EAC) Partner countries – Burundi, Kenya, Rwanda, Tanzania and Uganda – by improving their market access to the European Union (EU) and the East African region. Financed by the EU, the project supports Small and Medium Enterprises (SMEs) and organisations in post-harvest and processing operations for various sectors, including coffee. For more information on the MARKUP project, please click the following link: ITC MARKUP.

Context: coffee commodity prices remain stubbornly low – even while retail prices for high quality specialty coffees sold in rich countries remain high. The share of the total global value chain enjoyed by African producers is very low: one of the reasons for this is low levels of investment in branding, marketing, and packaging. If African producers could be supported to develop and market their own brands in local and international markets, this could be a route to a sustainable increase in profitability.
Context and objectives of the marketing and branding support programme

- The deliverables for this assignment fall under Result Area 4 (“Business Development capacities improved for SMEs”). Specifically, under “4.3.3. Improve marketing, labelling and branding”, various activities are foreseen, including training local producers and producer associations how to improve their marketing communications.

- The objective was to lead a group of around 50 coffee producers from across East Africa through the acquisition of improved marketing, branding, and packaging capabilities, resulting in increased interest from customers in local and international markets.

- ITC maintained the marketing support programme in order to prepare SMEs for future business relationships and events. The programme is divided into 2 phases of support:

  **Phase 1: Understand the principles of branding and build your marketing materials**
  - Oct 2020: Kick-off workshop
  - Nov-Dec 2020: Technical sessions
  - Feb 2021: Social media workshop
  - Mar – August 2021: 1-2-1 work with trainers & Brand design

  **Phase 2: Using digital communications for marketing**
  - Mar – August 2021: Social media webinar
  - Mar – August 2021: Regular posting & increased engagement through social media
Short webinars for all EAC countries
- Coaches briefing session
- Introductory webinar

Longer webinars (held country by country)
- Coaches briefing session
- Webinar 1: Connecting with international buyers through social media marketing
- Training 1: Basics of branding and marketing communications
- Coaching period 1: basics of branding and marketing communications
  - Finalise marketing materials
  - Design work
    - build / improve logos and basic design guidelines, simple brochure and website

Coaching
- Face to face or remote training sessions as part of training sessions
- Face to face with coaches
- Remote follow up one-one by phone or online exchange
- On-site photo & video shoot with remote follow-up and editing

Remote work
- ITC team in Geneva (and beyond) coordinates a team of experts to develop designs, build materials and support conduct of social media campaign

Design work
- Close to
- Under
- Finalise
- Content
- Social media
- Design
- Brand
- Marketing
- Campaign

Photo & Video production
- Photojournalist covers the 5 countries in photographing and interviewing the companies and producing materials for website and social media.

Social media campaign
- Each of the firms is assisted to write and post at least 6 articles in a period of 2-3 months

Coaching period 2: finalising marketing communications
- Coaching period 2: assessing results and planning for next steps
  - Generate social media content
  - Activate social media
  - Social media accounts; Audit or set up
  - Finalise campaign follow-up

Coaching period 3: social media campaigns
- Coaching period 4: assessing results and planning for next steps
  - Finalise brand narrative
  - Social media campaigns
  - Generate social media content
  - Activate social media
  - Social media accounts; Audit or set up
  - Finalise campaign follow-up

Phase 1
- Coaching period 1: basics of branding and marketing communications
  - Finalise marketing materials
- Coaching period 2: finalising marketing communications
- Coaching period 3: social media campaigns
- Coaching period 4: assessing results and planning for next steps

Phase 2
- Webinar 1: Connecting with international buyers through social media marketing
- Training 1: Basics of branding and marketing communications
- Coaching period 1: basics of branding and marketing communications
  - Finalise marketing materials
- Coaching period 2: finalising marketing communications
- Coaching period 3: social media campaigns
- Coaching period 4: assessing results and planning for next steps

2020
- Oct
- Nov
- Dec
- 2021
- Jan
- Feb
- Mar
- Apr
- May
- Jun
- Jul
- Aug
Marketing and E-commerce Expert Team Leader
James Howe, ITC

Marketing and E-commerce Expert Team Manager
Abdelbasset Boulelouah, ITC

Sustainable Coffee Advocate & Coffee Development Specialist
Nicole Motteux

Development & Business Communications Consultant
Suzanne Halden

Video Producer & Advisor
Keith Halden

Copywriting, Web Design, SEO, Strategy, Branding
Lilani Goonesena

Burundi Coach: Hans De Keersmaecker
Photographer: Guy Basabose
Designer: Marian Radu

Kenyan Coach: Fiona Ngaruro
Photographer: David Njiru
Designer: Adrian Medel

Rwandan Coach: Eve Tushabe
Photographer: Daniel Msirikale
Designer: Lizzie Cuevas

Tanzanian Coach: Rita Mchaki
Photographer: Arnold Mugasha
Designer: Adrian Medel

Ugandan Coach: Ariho Kamara
Photographer: Arnold Mugasha
Designer: Adrian Medel
Phase 1: Understand the principles of branding and build your marketing materials
Phase 1: Understand the principles of branding and build your marketing materials

- This phase aims at strengthening the SMEs’ understanding of marketing and branding skills and assist them to develop professional marketing materials
- 6 online and hybrid trainings were organized in November 2020
- 1-2-1 coaching and mentoring sessions were delivered from November 2020 to January 2021
- Professional marketing materials were developed

<table>
<thead>
<tr>
<th>Working sessions</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick off workshop - Coffee branding and marketing: introducing the support for EAC</td>
<td>November 2nd</td>
</tr>
<tr>
<td>1. Training 1: Basics of branding and marketing communications (Rwanda and Tanzania)</td>
<td>November 16th and 17th</td>
</tr>
<tr>
<td>1. Training 1: Basics of branding and marketing communications (Kenya and Uganda)</td>
<td>November 18th and 19th</td>
</tr>
<tr>
<td>1. Training 1: Basics of branding and marketing communications (Burundi) – in French -</td>
<td>November 24th and 25th</td>
</tr>
<tr>
<td>2. Individual coaching sessions with coffee producers</td>
<td>November 2020 – January 2021</td>
</tr>
<tr>
<td>3 and 4. Finalise marketing materials with international designers</td>
<td>November 2020 – February 2021</td>
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</tbody>
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Kick off workshop - Coffee branding and marketing: introducing the support for EAC

A kickoff workshop to explain the approach that will be taken to help East African coffee producers better brand and market their coffee

Agenda

- **Introduction and context** (James Howe)
- **Authentic Content and Branding** (Nicole Motteux)
- **Experience of SME producers in EAC**
  - Friends of Mothers initiative: Massa Franck
  - Gorilla Highlands Coffee: Richard and Fiona
- **Discussion, Q&A**
1. Training 1: Basics of branding and marketing communications (Rwanda, Tanzania, Kenya, Uganda, and Burundi)

- A 2-day training on branding and marketing communications was organised in 5 countries: Rwanda, Tanzania, Kenya, Uganda and Burundi.

- ITC marketing team delivered the training via zoom with the support of local coaches (Fiona, Rita, Eve, Hans and Ariho) on the ground.

**Agenda**

**Day 1**
- Introduction to branding and marketing in coffee
- About your origins and your coffee

**Day 2**
- About your value proposition and positioning toward customers
- Design and implement
2. Individual coaching sessions with coffee producers

- Local coaches assisted SMEs to complete 7 templates

- The templates were completed in the best possible way. Their content is very important and was used at all stages of the intervention (graphic design, brand narratives, social media, etc.)

**Behind the scene:**

- Review content
- Fill any gaps – branding narratives, stories, value proposition

**ITC templates**

- Template 1 Understand Your Product
- Template 2 Identify and Select your Customer
- Template 3 Build your Brand
- Template 4 Build your Logo
- Template 5 Write the Content of your Brochure
- Template 6 Build your New Marketing Collateral
- Template 7 Marketing and Export Strategy
3 and 4. Finalise marketing materials

- Coffee producers were matched with three international designers to develop and improve their marketing materials.

- The typical graphic design package includes the following items:
  - Logo
  - Business card
  - Brochure
  - Branding guidelines
  - Website

- This package was tailored to the needs of companies:
  - Companies were offered the possibility to develop other graphic elements: labels, social media posts, roll-ups, blogs, a second logo, etc.

- Important remark:
  - Some companies decided not to have the full package (only 1 or 2 items)

Behind the scene:

- Several rounds of iterations with designers
- Companies had the opportunity to work with flexible designers - direct communication via WhatsApp -
- Companies benefited from the extensive experience of designers in the coffee industry
3 and 4. Finalise marketing materials

- A professional content editor (specialised in the coffee industry) used ITC templates and other written materials to revise the final version of the brochures and websites.

- Revise the final content of brochures and websites
- Proofread the written content
- Check consistency and seek additional information from SMEs
- Coordinate with graphic designers to finalise marketing materials
Results of the first phase: executive summary

The detailed results of phase 1 can be viewed from pages 112 to 427

- Burundi
- Tanzania
- Uganda
- Rwanda
- Kenya
28 new logos
38 new brochures
37 new business cards (in addition to dozens of business cards for other company employees - on request)
31 new branding guidelines
31 websites (create new websites or improve existing ones)
Dozens of additional designs (on request): letterheads, social media posts, packaging, flyers, booklets, banners, roll-ups, mugs, T-shirts, and aprons
Feedback from Burundian beneficiaries

“Wow, I really like it. Thanks for the good job.

Merimee, TIB Coffee

“Thank you for your hard work, we appreciated the logo very much. Thank you so much; you did a great job.

Lorraine, Kalico Coffee

“Thanks you for the great work

Cassien, Murambi

“Everything is fine. I appreciate the quality of your work.

Zuberi, Matraco
Feedback from Tanzania beneficiaries

“Thank you very much for your time, it was nice working with you on this project. Will be in touch in case I need design work in the future. Wish you the Best of luck.”

William, Choice Coffee

“Wao! It’s nice! I like it. Many of the fellow workers like number 3. Thank you so much!”

Stella, Kamal Agro

“Thanks for the support.”

Keremba, Communal Shamba

“Thank you. The designs are very nice.”

Godbless, KNCU Tanzania
Feedback from Rwandan beneficiaries

San Coffee

hy @Lizzie C. thank you very much on the work done its really amazing i like it much
especially the ndabaga web is finee
if i could rate you its 10/10

Thank you!

Re: TRAPRO/ Marketing materials and website

Me
Hi! I hope you are receiving my emails. J...

bernard uwitije
To Lizzie Cuevas
Today at 4:02 PM

Dear Lizzie,
Everything looks amazing! Thank you so much for your support. I will look for someone to connect the website and the design! I hope you are still around to assist when needed!
Regards.

Hi Lizzie!

I am here to confirm that the new branding we have got as result of training for branding and Marketing by using social media will be help us to make improvement and business performance in our organisation. We will use all new branding designed for cooperative business documents like logo and using brochure, Business card to present our story to both existing and new customers to attract them and make them being interested for working with us in sustainable manner.

Thank you!

Eric/Buhanga Coffee Cooperative
Relation Manager

Eric Buhanga
Last seen today at 12:51 PM
Thank you!
Feedback from Uganda beneficiaries

“"So happy, thank you. People have really liked it, it's so wonderful.

Annet, Barista House-Rwenzori

“"I am short of words for now...I have never dreamed that we would have our own website. You are about to give me a heart attack... It's amazing, simple and stylish... I Love it.

Angella Mary Nansamba, F&S

“"Thank you and your team for taking the time to work on the KIMCO brochure. It's taken very good shape so far..

Martha Wandera, KimCo Coffee

“"Many thanks for this incredible work.

Wasibi Rogers, Mt Elgon Coffee Cooperative

“"Thank you so much for the work you have done. In fact, we shall do a major launch of the re-branding before the end of October. Our Executive Director likes the work done.

Julianne Nassuna, BUCADEF
Feedback from Kenyan beneficiaries

“This is wonderful! This is exactly what we were looking for. Thank you for your critical thinking and creativity towards this. Stay blessed.”

Wesley, Jowam Coffee

“It looks great work. Highly appreciated… very impressed with your branding.”

Simon Gakinya, Mt Kenya Specialty Tea & Coffee

“Many thanks for the brochure which looks great!”

Romal, Safari Lounge

“The brochure looks great! very well done, I love it”

Rosebella Lanqat, cherpsangor Hills Coffee
Phase 2: Using digital communications for marketing
Short webinars for all EAC countries

Coaches briefing session

Introductory webinar

Training 1: Basics of branding and marketing communications

Coaches briefing session

Webinar 1: Connecting with international buyers through social media marketing

Longer webinars (held country by country)

Training 1: Basics of branding and marketing communications

Coaching period 1: basics of branding and marketing communications

Coaching period 2: finalising marketing communications

Coaching period 3: social media campaigns

Coaching period 4: Assessing results and planning for next steps

Face to face or remote training sessions as part of training sessions

Face to face with coaches

Remote follow up one-one by phone or online exchange

On-site photo & video shoot with remote follow-up and editing

Remote work

ITC team in Geneva (and beyond) coordinates a team of experts to develop designs, build materials and support conduct of social media campaign

Coaching

1. Face to face or remote training sessions as part of training sessions
2. Face to face with coaches
3. Remote follow up one-one by phone or online exchange
4. On-site photo & video shoot with remote follow-up and editing

Design work

build / improve logos and basic design guidelines, simple brochure and website

Finalise marketing materials

Finalise brand narrative

Social media accounts; Audit or set up

Generate social media content

Activate social media

Finalise campaign follow-up

Photo & Video production

Photjournalist covers the 5 countries in photographing and interviewing the companies and producing materials for website and social media.

Social media campaign

Each of the firms is assisted to write and post at least 6 articles in a period of 2-3 months

Social media campaign

Phase 1

Phase 2
Phase 2: Digital communications for marketing

- This phase aims at strengthening the SMEs’ understanding of digital communications and assist them in the process of using social media to increase visibility and market engagement.
- Two online workshops were organized in February & March
- 1-2-1 training and mentoring sessions were delivered from March to August

<table>
<thead>
<tr>
<th>Working sessions</th>
<th>Date</th>
</tr>
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<tbody>
<tr>
<td>5. Kick-off Webinar: Coffee branding and marketing: connecting with international buyers through social media marketing</td>
<td>Feb 11th &amp; 12th 1 hour: 12 to 13 EAT</td>
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<tr>
<td>6. Social media training (Kenya, Tanzania, Uganda)</td>
<td>Feb 11th &amp; 12th</td>
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<tr>
<td>6. Social media training (Rwanda)</td>
<td>Feb 25th &amp; 26th ; March 4th &amp; 5th</td>
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<tr>
<td>6. Social media training (Burundi)</td>
<td>Feb 24th &amp; 25th</td>
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<tr>
<td>7. Finalising Brand Narratives</td>
<td>Mar- Apr</td>
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<tr>
<td>8. Photo &amp; video production of company’s operations</td>
<td>June - August</td>
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<td>9. Social media accounts audit &amp; update or set-up</td>
<td>April - July</td>
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<tr>
<td>10. Generation of social media content</td>
<td>April - July</td>
</tr>
<tr>
<td>11. Activation of social media + ongoing support &amp; mentoring focused on SME requirements</td>
<td>April - August</td>
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<tr>
<td>12. Finalise social media campaign &amp; follow-up</td>
<td>August</td>
</tr>
</tbody>
</table>
5. Introductory Webinar: Coffee branding and marketing: connecting with international buyers through social media marketing

- The webinar discussed trends in social media and how it is used to convey important and impactful messages, that can help to sell products. The focus was the coffee sector with the speakers explaining the relevance of digital channels to the promotion of coffee, and what difference this can make to coffee producers in East Africa, and beyond.

**Agenda**
- James Howe, International Trade Centre: opening comments
- Iain Patton, Director, Ethical Team, UK PR & Media Relations
- Hilde Burger, Social Media Lead, Africa Network & Global Clients (WE-Worldwide), South Africa
- Peter Gakuoh, Staff Writer, Perfect Daily Grind
- Larissa Diakanua, Communications Manager Africa, Rainforest Alliance
- Killian Stokes, Moyee Coffee, Ireland & UK (EU)
February 5, 2021 | 12–1 PM (East African Time)*

Coffee branding and marketing: connecting with international buyers through social media marketing

Register now

For coffee producers in

*11 AM–12 PM (Central African Time) / 10–11 AM (Central European Time)

Main activities of the marketing and branding support program

- Summary of the DAC Network program
- Training 1 (February 2021)
- The importance of branding and marketing communications
- Coaching (February 2021 – April 2021)
- Help to develop or improve a value proposition, define priorities for your brand, and implications for marketing communications
- New marketing materials (April – May 2021)
- Logos, business card, brochure, website, and branding guidelines
- Photos and videos
- Photos and videos (April – May 2021)
- Dash of video content, photographs, and consultant advisors
- Social media campaign / video content (April – June 2021)
- Dash of video content, photographs, and social media content (ensuring COVID social restrictions permit this)
- Training 2 (February 2021)
- Social media campaign / video content (April – June 2021)
- Dash of video content, photographs, and social media content (ensuring COVID social restrictions permit this)

Trade Impact for Good
6. Workshop 2: Using social media to help your business

**Agenda:**
- Introduce the value of using digital communications (social media) in marketing your business
- Assist in developing content and refreshing or establishing social media accounts in line with new brand collateral
- Q&A

**Results:**
- 39 participants completed an evaluation survey at the end of the webinar:
  100% agreed or strongly agreed that:
  - Training achieved their objectives
  - Training was relevant to their needs
  - Will apply what was learned to their business operations
  - Training increased understanding of and capability in social media marketing
7. Review Brand Narrative & fill gaps

<table>
<thead>
<tr>
<th>1-2-1 Sessions</th>
<th>Prerequisite</th>
<th>Outputs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finalising Brand Narratives</td>
<td>- Check for consistency</td>
<td>- Finalised brand narrative</td>
</tr>
<tr>
<td></td>
<td>- Check factual information</td>
<td></td>
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<tr>
<td></td>
<td>- Fill gaps</td>
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</tbody>
</table>

**Prerequisite:**
- Finalising Brand Narratives
- Check for consistency
- Check factual information
- Fill gaps

**Outputs:**
- Finalised brand narrative

**Behind the scene:**
- Review brand narratives
- Fill any gaps – especially coffee and location info
### 8. Photo & Video production

<table>
<thead>
<tr>
<th>Individual site visits</th>
<th>Prerequisite</th>
<th>Outputs</th>
</tr>
</thead>
</table>
| Capturing images & video for each SME | - Arrange brand collateral  
- Arrange interviewees | - Hi-resolution images for SME use  
- Hi-resolution video for Video production |

#### Behind the scene:
- Arrange logistics
Preparation for 5 country photo shoots – photographers’ resources

Technical Specifications

Photo/video Creative & Contextual Brief

Photographers checklist

Consent forms: English + French
Links for photo and video media

Burundi:
https://drive.google.com/open?id=1d0idxgGXCBXfDqVt5cEupljyD7i4NQ&authuser=itcphotobin%40gmail.com&uspf=drive_fs

Kenya:
https://drive.google.com/open?id=1iDgT1afBGnOGdHeEhe8XFuqt4AvsW83e&authuser=itcphotobin%40gmail.com&uspf=drive_fs

Rwanda:
https://drive.google.com/open?id=1-28viGXrtYRX6s2zUmL6FilpRMfWbR_8&authuser=itcphotobin%40gmail.com&uspf=drive_fs

Tanzania:
https://drive.google.com/open?id=1acPADHRmsD5iYzqL16YdqRXIDTr4XV38&authuser=itcphotobin%40gmail.com&uspf=drive_fs

Uganda:
https://drive.google.com/open?id=1q_bHufoivKQnM0_MFWh8NmDAnKGsjB3e&authuser=itcphotobin%40gmail.com&uspf=drive_fs
9. Audit of existing social media accounts or set-up of new accounts

<table>
<thead>
<tr>
<th>1-2-1 Sessions</th>
<th>Prerequisite</th>
<th>Outputs</th>
</tr>
</thead>
</table>
| Existing social media accounts | - Check for consistency | - Updated Bios, logos and banners on principal social media account  
- Removal of non-business content  
- Refreshed accounts, consistent with new brand collateral |
| New social media account | - Identify best platform(s) for your business based on target audience  
- Set up names, bios, logos, banners, etc | - Social media account consistent with new branding set up |

Behind the scene:

- Identify which social media platform(s) your target customers are on
- Ensure all company names are consistent
9. Audit of existing social media accounts or step-by-step set-up of new accounts across key social media platforms including new Bios/Profiles & resizing logos
10. Creating social media content

<table>
<thead>
<tr>
<th>1-2-1 sessions</th>
<th>Prerequisite</th>
<th>Outputs</th>
</tr>
</thead>
</table>
| Creation of posts and blogs from the brand narrative in line with social media strategy & social media calendar | - Completed brand narrative  
- Completed social media strategy  
- Ideas for social media calendar | - at least 6 x long-form social media posts  
- at least 6 short-form posts  
- For Burundi – at least 6 blog posts |

**Behind the scene:**

- Develop social media strategy
- Generate ideas for social media calendar
Supplying long-form and short-form posts consistent with brand narratives

Long-form posts

Short-form posts

SME’s take up short-form posts
11. Activate social media

1-2-1 sessions | Prerequisite | Outputs
---|---|---
Posting on social media | - Finalised post content  
- Choose appropriate photos | - Posts on social media – consistent with brand narrative and brand collateral

Become dynamic/responsive | - Responding to comments, likes and contacts

Behind the scene:
- During this period, we worked together to develop social media content and profiles for each SME
Record of all posts captured for the SMEs
Responsive support and feedback - using WhatsApp Chat

---

**Hi**

2:53 pm

**If you have any question - please ask**

**Today**

2:53 pm

**Just need to know more about CTA with example plz**

**lovely to hear from you**

2:53 pm

**A call to action is a prompt to get your audience to do something specific.**

2:55 pm

**call to action tells your customer what you want them to do - what is the next action you want them to take.**

5:06 pm

**If I am your customer: I don’t know what you selling - so you have to tell me you could be selling coffee in cafe, you could be selling green coffee, roasted coffee, or CTA with marketing coffee for the color of your product.**

8:00 pm

---

**Yes I am following you guidelines and so far response is good, because if you look at my previous posts engagements (likes etc) were few and only from local population but now my posts are kinda global.**

11:06 pm

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**That is wonderful news - everyone is equal on Instagram - so being able to stand out it important.**

11:50 pm

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**Yes I understand. The thing that differentiate local engagement from global is that, coffee is consumed locally at 70% of total annual production of 60,000 Metric tonnes and the 95% goes for export, so if I’ll be able to reach that global market it will be better.**

11:52 pm

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**I see you are reworking the content that we sent - that is prefect. You are doing well. And delighted you are always adding in the CTA. Contact Details # - Just watch you have a line slipping - in your posts: when you prepare your posts in word just double line space your paragraphs.**

1:17 pm

---

**Also please use the #RwandanCoffee (NOT #Rwandacoffee) - #RwandanCoffee is getting more traffic**

1:17 pm

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**In your post you talk about - Quality control is very important to us, so please reflect this in your post. Again use Instagram Stories for those lovely posts you want to do quickly and it is a bit of fun.**

3:04 pm

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1-2-1 training & support

Behind the scene:

- During this period, we undertook one-on-one training & support sessions with SMEs on key elements of posting – all the time building confidence.
Images: supplying additional images; training SMEs to tag images appropriately

A trader commenting on SME social media post
Working with SMEs to improve their images for social media to enhance engagement
12. Finalise social media campaign follow-up

<table>
<thead>
<tr>
<th>1-2-1 session</th>
<th>Prerequisite</th>
<th>Outputs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final follow-up with SMEs</td>
<td>Posted 6 social media posts</td>
<td>On-going social media strategy in place</td>
</tr>
<tr>
<td></td>
<td></td>
<td>At least 10 short-form posts provided</td>
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<tr>
<td></td>
<td></td>
<td>At least 8 hi-resolution images supplied</td>
</tr>
</tbody>
</table>

Behind the scene:

- Identify responsible person for on-going social media responsibility

Working with SMEs to write their own posts
Assisting SMEs to follow-up on trader engagement

A trader making contact with SME

Thanks for sending this our way. Can you send samples of the washed and natural as well. We currently don't have a Rwanda coffee lined up this year.

Thanks so much - Derek
Introducing SMEs to each other and other traders

SMEs shift from following friends to following key traders and industry actors
Engagements with traders on Instagram

An SME responding to trader link
Results of the second phase

- 41 coffee producers from Kenya, Tanzania, Uganda, Rwanda, and Burundi were invited to participate in the marketing support programme.
- Depending on their level of interest and participation, companies have benefited from tailor-made marketing and branding support.
- All companies received bespoke social media content (reviewed brand narratives, at least 6 long-form and 10 short-form posts, and a social media strategy, suggested #, @ and keywords).

<table>
<thead>
<tr>
<th>Active group (34 companies)</th>
<th>Passive group (7 companies)</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Bespoke social media support from ITC team</td>
<td>- ITC team supported interested companies</td>
</tr>
<tr>
<td>- Bespoke social media content</td>
<td>- Bespoke social media content</td>
</tr>
<tr>
<td>- 1-2-1 assistance with setting up social media accounts or auditing and updating existing accounts (Instagram, Facebook, Twitter, LinkedIn)</td>
<td>- A professional photographer provided images and video for each company that provided access</td>
</tr>
<tr>
<td>- A professional photographer provided images and video for each company</td>
<td></td>
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<tr>
<td>- Stock photos were also provided</td>
<td></td>
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</tbody>
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Results of the second phase

- 34 companies (83%) participated in an **active way:**
  - Attended the majority of working sessions
  - Attended 1-2-1 training sessions
  - Completed all revisions & provided additional information when required
  - Responded to ITC requests in a reactive manner
  - Showed interest and dedication

Outputs for the active companies:
- All SMEs received at least 6 long-form posts and between 10 and 51 short-form posts
- All SMEs applied the learnings to their businesses immediately – with a total of 762 posts across the 34 SMEs (351 Instagram, 156 Facebook, 245 Twitter (most associated with a single SME), 10 LinkedIn)
- 32 SMEs developed a social media strategy and campaign, and posted between 6 and 55 new quality posts on Instagram and/or Facebook, and between 2 and 215 Tweets
- 2 SMEs developed a social media strategy and each posted 4 quality Instagram posts

Outcomes for the active companies:
- 34 SMEs posting at least weekly on social media with quality content and structure
- Increased confidence, capacity and capability in social media engagement across the active SMEs
- 20 SMEs received new sales contacts as a direct result of their new social media engagement
Results of the second phase

- 7 companies participated in a **passive way**:
  - Some attended the Introductory webinar and Workshop 2
  - All have received completed brand narratives
  - Those SMEs who requested it, received completed social media calendars
  - All received at least 6 long-form posts and between 26 and 54 short-form posts
  - Some participated in the photo-video shoot
  - Less interest and responsiveness
Each active SME was provided with 1-2-1 support through WhatsApp, in a process to improve/increase engagement with target audiences:

- Checking – verifying and editing/amending/adding to brand narrative
- Social media account audit & update or set-up – ensuring consistency and appropriateness
- Content Creation – individual posts based on each SME’s brand narrative
- #, @ & Photos – choosing the best supplementary material to support the content
- Posting – the mechanics, structure and timing of posting on social media
- Gaining confidence – allowing SMEs to take control of their social media
- Gaining traction – how to increase engagement & follow-up contacts
<table>
<thead>
<tr>
<th>Checking &lt;&gt;</th>
<th>Account set-up &lt;&gt;</th>
<th>Create Content &lt;&gt;</th>
<th># @ Photos &lt;&gt;</th>
<th>Using SM -&gt; Posting &lt;&gt;</th>
<th>Gaining traction &lt;&gt;</th>
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<tr>
<td>Initiating Social Media phase</td>
<td>Social Media Account Audit/ set-up</td>
<td>Creating social media content</td>
<td>Mechanics of social media posting</td>
<td>Posting</td>
<td>Moving from active dynamic</td>
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<tr>
<td>Relationship building</td>
<td>Existing accounts: review &amp; streamline</td>
<td>Links with Brand Narrative</td>
<td>1-2-1 training</td>
<td>Getting look &amp; tone right</td>
<td>Making social media work</td>
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<tr>
<td>Programme buy-in</td>
<td>New accounts set up with new bias</td>
<td>Links to calendar</td>
<td>Who to follow, #</td>
<td>Alt text for images</td>
<td>Following up with contacts</td>
</tr>
<tr>
<td>Fact checking</td>
<td>Brand consistency</td>
<td>Editing posts</td>
<td>Choosing best images</td>
<td>Tagging</td>
<td>Liking/commenting</td>
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<tr>
<td>Agree strategy</td>
<td>Updated contact info</td>
<td>Accessibility: Adding tags, locations &amp; Alt Text to images</td>
<td>Feedback from trainers for improvement</td>
<td>Setting up internal support e.g. gaining management support &amp; visibility</td>
<td></td>
</tr>
</tbody>
</table>

Constant reviewing and fact-checking with SMEs throughout.

TRADE IMPACT FOR GOOD
BURUNDI – 6 active SMEs
11 new accounts; 2 updated accounts; 55 new Instagram posts, 35 new Facebook posts, 8 new LinkedIn posts, engagement up across all platforms. At least 1 SME attracted new sales contacts/buyers.

<table>
<thead>
<tr>
<th>SME</th>
<th>Target platform</th>
<th>Before</th>
<th>After</th>
<th>Account: New/Update</th>
<th>New Bio/profile</th>
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<th>Engagement</th>
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<td>✔️ +12 ✔️ +8</td>
<td>↑ ↑ ✔️</td>
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<td>Instagram, Facebook</td>
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<td>A</td>
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<td>A</td>
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<td>✔️</td>
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<td>↑ 79 ↑ 85</td>
</tr>
<tr>
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<td>A</td>
<td>N</td>
<td>✔️</td>
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(X = non-existent, B = Basic, A = Active, D = Dynamic)
(U = Updated, N = New)
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BURUNDI – Kalico Coffee

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<td>✅</td>
<td>20</td>
<td>↑</td>
<td>↑</td>
</tr>
</tbody>
</table>

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To celebrate this year’s #ProductivityDay at @Kalico we raise awareness of our everyday commitment to all our farmers and workers, including womenincoffee and disabled workers to produce specialtycoffee to create economic opportunities.

Quality coffee and productivity builds better lives for small scale coffee farmers and businesses in Burundi. It improves household’s wellbeing. #keepchildreninschool and supports access to nutritious food. It also helps to preserve our national wonders. The
### BURUNDI – Matraco Coffee

<table>
<thead>
<tr>
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<tr>
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<td>✔️</td>
<td>24</td>
<td>↑ 50</td>
<td>↑ 126</td>
</tr>
</tbody>
</table>

![Instagram Posts](image_url)

**Matraco Coffee**

“My journey through the coffee process has enlightened me on how it can benefit many people in the community. Coffee is a positive influence in my life, and also to my family, as it brings in steady income to support us.”

*—Ezekiel Kinyanura, Owner, Matraco Coffee*

**Our Story**

Matraco Coffee (a FairTrade certified coffee brand) has a vision of ensuring coffee farmers in the developing world have access to markets to enable them to improve their socio-economic status. They understand the significance of coffee in the daily lives of coffee farmers and are committed to providing them with the necessary support to achieve their objectives.

**Engagement**

- **Followers**: 50
- **Following**: 126

**New sales contacts**: 126

**New Sales Contacts**

- **Followers**: +50
- **Following**: +126

**Images supplied**: ✔️

**Number of new posts**: 24

**Engagement**:

- **Followers**: ↑ 50
- **Following**: ↑ 126

**New sales contacts**: ↑ 126
<table>
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<th>Images supplied</th>
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<th>Engagement</th>
<th>New sales contacts</th>
</tr>
</thead>
<tbody>
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<td>✔️</td>
<td>20</td>
<td>↑ 79</td>
<td>↑ 85</td>
</tr>
</tbody>
</table>

**BURUNDI – Micosta Coffee**

Through our exquisite single origin, Arabica Bourbon, cupping at 86, we are changing the lives of our farmers, their families and their communities.

We are proud to be taking a leadership role in building a coffee culture in Burundi, working directly with growers. Women’s coffee associations and indigenous Batwa people.

We support and train our 1344 farmers through training and

Followers | Following
---|---
84 | 85

Engagement:

<table>
<thead>
<tr>
<th>Followers</th>
<th>Following</th>
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<tbody>
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<td>↑ 79</td>
<td>↑ 85</td>
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New sales contacts:

<table>
<thead>
<tr>
<th>New sales contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>↑ 85</td>
</tr>
<tr>
<td>BURUNDI – Murambi Coffee</td>
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<tr>
<td>--------------------------</td>
</tr>
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<tr>
<td>7</td>
</tr>
</tbody>
</table>

![Long-form posts](image1.png)

![Short-form posts](image2.png)

---

**Engagement**
- **Followers**: 7
- **Following**: 28
- **New sales contacts**: 12
- **Engagement**: ↑ 168 followers, ↑ 467 following

---

**New sales contacts**

- New sales contacts have increased by 168 followers and 467 following.

---

**About Murambi Coffee**

We operate in the Province of Murambi, the former capital of ancient Burundi. A land of rugged mountains, rivers, waterfalls and blanketed rainforest.

It is here, fed by the inspiring imprints of our long and proud history, that our 1,500 farmers nurture the bright red cherries of Bourbon and Mibibuli varieties on their coffee trees alongside banana, cassava, sweet potatoes, beans, wheat and other crops.

---

**Trade Impact for Good**

[ITC Logo]
<table>
<thead>
<tr>
<th>BURUNDI – TIB Coffee</th>
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<tbody>
<tr>
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</tr>
<tr>
<td>6</td>
</tr>
</tbody>
</table>

**Images supplied**

![TIB Coffee Images](image1.png)

**Long-form post**

TIB Coffee - The real taste of Burundi

We supply fully washed, ecologically-harvested Arabica coffee delivering profits back into our communities.

Visit our website: [www.tibcoffee.com](http://www.tibcoffee.com)

Follow us on Instagram: @tibcoffee

**Short-form post**

TIB Coffee (This is Burundi) Coffee brings you delicious Arabica coffee from the pristine rainforests through our Karuma washing station located in Muyinga province, northern Burundi. This is a beautiful hilly region with an average altitude of 1400-1600m, on the edge of the Ruzizi National Park and crossed by the Rutshuru river. It is a special place, teaming with biodiversity and underlaid by rich soils perfect for growing the highest quality coffee.

We have almost 2,000 farmers.

![TIB Coffee Post](image2.png)
KENYA – 7 active SMEs

3 new accounts; 13 updated accounts; 119 new Instagram posts, 50 new Facebook posts, 2 new tweets; engagement up across all platforms. At least 6 SMEs attracted new sales contacts/buyers.

<table>
<thead>
<tr>
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<th>Target platform</th>
<th>Before</th>
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(X = non-existent, B = Basic, A = Active, D = Dynamic)
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## KENYA – Chepsangor Coffee

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<th>New sales contacts</th>
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<td>✔️</td>
<td>15</td>
<td>↑ 124</td>
<td>↑ 164</td>
</tr>
</tbody>
</table>

---

**Long-form posts**

- Chepsangor Coffee posts on Instagram.

**Short-form posts**

- 42 short-form posts supplied.

**Images supplied**

- ✔️ Images supplied to accompany the posts.

**Number of new posts**

- 15 new posts.

**Engagement**

- **Followers**
  - ↑ 124
- **Following**
  - ↑ 164

**New sales contacts**

- ✔️

---

**Social Media Platform:**

- Instagram handle: @chepsangor_hills_coffee

---

**Image Description:**

- Images of coffee cherries, coffee beans, and coffee plantations.

---

**Engagement Statistics:**

- Followers: ↑ 124
- Following: ↑ 164

---

**New Sales Contacts:**

- ✔️
## KENYA – Jowam Coffee

<table>
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<td>↑ 141</td>
<td>↑ 55</td>
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</tbody>
</table>

### Engagement Metrics
- **Followers**: 66
- **Following**: 42
- **New sales contacts**: ✔️
**KENYA – Kafikawa Coffee**

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![Image of Kafikawa Coffee products]

**ITC**

**TRADE IMPACT FOR GOOD**
<table>
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<td>✔️</td>
<td>24</td>
<td>↑ 266</td>
<td>↑ 420</td>
</tr>
</tbody>
</table>

**Images supplied**

![Instagram images](image-url)

**Engagement**

- Followers: 1,266
- Following: 1,420

**New sales contacts**

- 266 new contacts
- 420 new followers

**Long-form posts**

- Includes detailed text and images of Mount Kenya Specialty Tea and Coffee.

**Short-form posts**

- Includes highlights and updates on the company's recent activities and achievements.

**Images supplied**

- High-quality images showcasing the company's products and team members.

**Number of new posts**

- 24 new posts in the last month.

**Engagement**

- 266 new followers
- 420 new following

**New sales contacts**

- Increased sales contacts by 266
- Increased followers by 420
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<thead>
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**Engagement**

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<th>Following</th>
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<tbody>
<tr>
<td>✔️</td>
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## KENYA – Sakami Coffee

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# KENYA – Utake Coffee

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<tbody>
<tr>
<td>6</td>
<td>30</td>
<td>✔️</td>
<td>10</td>
<td>↑ 94</td>
<td>↑ 27</td>
</tr>
</tbody>
</table>

![Instagram posts](image-url)

- **Utake Coffee**
  - Posts: Showcasing coffee, culture, and sourcing specialty coffee from Kenya’s coffee regions. Content is aligned with Utake’s vision to revolutionize the coffee world.
  - Hashtags used: #听说过coffee, #coffeeaddicts, #kenya_coffee

*Follow [Utake Coffee](https://www.instagram.com/utakecoffee)*

### Engagement Metrics

- **Followers**: 94
- **Following**: 27

### New Sales Contacts

- **New sales contacts**: 27
RWANDA – 10 active SMEs

5 new accounts; 11 updated accounts; 81 new Instagram posts, 5 new Facebook posts, 4 new Tweets; engagement up across all platforms; at least 7 SMEs attracted new sales contacts/buyers

<table>
<thead>
<tr>
<th>SME</th>
<th>Target platform</th>
<th>Before</th>
<th>After</th>
<th>Account: New/Update</th>
<th>New Bio/profile</th>
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<td>B</td>
<td>A</td>
<td>U</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️ +8</td>
<td>↑ 113</td>
</tr>
<tr>
<td></td>
<td>LinkedIn</td>
<td>A</td>
<td></td>
<td>U</td>
<td></td>
<td></td>
<td></td>
<td>↑ 145</td>
</tr>
<tr>
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<td>B</td>
<td>U</td>
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<td>✔️ +15</td>
<td>↑ 101</td>
</tr>
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<td>Facebook</td>
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<td>B</td>
<td>U</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td>↑ 33</td>
</tr>
<tr>
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<td>Instagram</td>
<td>X</td>
<td>A</td>
<td>N</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️ +6</td>
<td>↑ 77</td>
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<td></td>
<td></td>
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<td>↑ 67</td>
</tr>
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<td>✔️</td>
<td>✔️</td>
<td>✔️ +9</td>
<td>↑ 121</td>
</tr>
<tr>
<td></td>
<td>Facebook</td>
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<td>B</td>
<td>N</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️ +2</td>
<td>↑ 719</td>
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<td>U</td>
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<td>↑ 36</td>
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<td>↑ 105</td>
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<td>↑ 23</td>
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<td>✔️</td>
<td>✔️ +9</td>
<td>↑ 193</td>
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<td></td>
<td></td>
<td></td>
<td>↑ 920</td>
</tr>
<tr>
<td>Tropic Coffee</td>
<td>Instagram</td>
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<td>U</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️ +4</td>
<td>↑ 77</td>
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<td>N</td>
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<td>✔️</td>
<td>✔️ +6</td>
<td>↑ 57</td>
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<td></td>
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<td>↑ 30</td>
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</table>

(X = non-existent, B = Basic, A = Active, D = Dynamic)
(U = Updated, N = New)
<table>
<thead>
<tr>
<th>RWANDA – Bond Coffee</th>
</tr>
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<tbody>
<tr>
<td><strong>Long-form posts supplied</strong></td>
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</tbody>
</table>

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**Followers** | **Following**
---|---
↑ 113 | ↑ 145

---

**Images supplied**
- Bond Coffee Ltd.
- The coffee is sent to specialty green coffee buyers, sourced from across Rwanda.
- Every interested in our business is about quality.

**New sales contacts**
- Bondcoffeeid + Following
- Bondcoffeeid At Bond Coffee, we collect the hand-picked, fully traceable, single-origin Bourbon from our farmers and process the cherries at our facilities, including coffee washing stations and mills.
- In this beautiful environment at altitudes of between 1600 and 2000m, with volcanic loam soils and cool tropical climate, we produce fine Bourbon #Arabica with sweet citrus and cocoa flavors, cupping at 86.5.
- We support our farmers to get their sweet red cherries to processing stations and into
RWANDA – Buhanga Coffee

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<thead>
<tr>
<th>Long-form posts supplied</th>
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<th>Images supplied</th>
<th>Number of new posts</th>
<th>Engagement</th>
<th>New sales contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>22</td>
<td>✔️</td>
<td>15</td>
<td>↑ 101</td>
<td>↑ 33</td>
</tr>
</tbody>
</table>

Followers: 13
Following: 22

![Instagram posts](https://www.buhangacoffee.com)

Our cooperative came together in 2009 started by 9 members - 7 men and 1 woman, with a plan to grow coffee in our area and influence others to become involved in coffee – especially women and youth.

And we are on our way! Our numbers have increased to 775 members - 234 men and 121 women.

We operate in the Gahanga area of Southern Rwanda. We focus on growing and processing our
RWANDA – Hillock Coffee

<table>
<thead>
<tr>
<th>Long-form posts supplied</th>
<th>Short-form posts supplied</th>
<th>Images supplied</th>
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<th>Engagement</th>
<th>New sales contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>15</td>
<td>✔️</td>
<td>6</td>
<td>78</td>
<td>✔️</td>
</tr>
</tbody>
</table>

Hillock Coffee

Hillock coffee has made it our mission to encourage and support young people in the coffee industry. Over two thirds of our farmers are young women, and the vast majority of our farmers are younger generations. They are eager and enthusiastic to learn the skills required to grow quality Arabica coffee on their 0.5 – 2ha plots, with an average

6

15

✔️

6

78

67

✔️
## RWANDA – Muhondo Coffee

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<thead>
<tr>
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<th>New sales contacts</th>
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</thead>
<tbody>
<tr>
<td>6</td>
<td>29</td>
<td>✔️</td>
<td>11</td>
<td>↑ 121</td>
<td>↑ 719</td>
</tr>
</tbody>
</table>

### Images supplied

- [Instagram post](https://www.instagram.com/p/CAACqEjjJ79/)

*Caption:*

> **Muhondo Coffee Company** – in the northwestern hills of Rwanda, it is blessed with wonderful, pristine high-altitude rainforests, perfect climates and soils for growing and processing coffee. And here, we live side by side with nature. At Muhondo Coffee, we know that we must take care of our environment for future generations and for our coffee.

*In this beautiful land, coffee Muhondo’s fields of Arabica Bourbon and Johnson coffee spill over 20 hectares at high altitudes 1500-2200m in the northern hills of Rwanda.*

*Like by buntangocoffee and 58 others*

---

[ITC TRADE IMPACT FOR GOOD](https://www.itcnext.org/)

---

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[RWANDA](https://www.rwanda.org/)

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[ITC](https://www.itcnext.org/)

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### RWANDA – Nova Coffee

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<th>Engagement</th>
<th>New sales contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>16</td>
<td>✔️</td>
<td>4</td>
<td>↑ 31</td>
<td>↑ 6</td>
</tr>
</tbody>
</table>

![Nova Coffee Instagram posts](image)

*Engagement metrics include:*
- Followers: ↑ 31
- Following: ↑ 6

*New sales contacts:*
- ✔️ New sales contacts added

**Nova Coffee**
- Amazing Arabica—northern Rwanda’s specialty coffee cupping at 86-89 – 2021 samples AVAILABLE NOW!
- Nova Coffee is one of Rwanda’s finest coffee growers, processors and exporters of fine high Arabica Bourbon, Fully Washed and Natural, cupping at 86 to 89+ – Nova Coffee is UTZ accredited and we are in the process of gaining our Organic, Fair Trade and Rainforest Alliance certification.
- High in the mountains of northern Rwanda, at altitudes of 800-2000m, our rich volcanic soil provides the perfect environment for Arabica coffee.
## RWANDA – Roots Coffee

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<th>Images supplied</th>
<th>Number of new posts</th>
<th>Engagement</th>
<th>New sales contacts</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>8</td>
<td>26</td>
<td>✔️</td>
<td>6</td>
<td>36</td>
<td>105</td>
</tr>
</tbody>
</table>

- Number of new posts: Engaged
- New sales contacts: ✔️
<table>
<thead>
<tr>
<th>RWANDA – San Coffee</th>
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</thead>
</table>

<table>
<thead>
<tr>
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<th>Images supplied</th>
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<th>Engagement</th>
<th>New sales contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>40</td>
<td>✔️</td>
<td>21</td>
<td>1↑ 85</td>
<td>↑ 23</td>
</tr>
</tbody>
</table>

**Images supplied**
- sancoffee_rwanda
- Instagram posts
- Images of San Coffee

**Engagement**
- Followers: 11
- Following: 40
- New sales contacts: 21

**New posts**
- Engagement: 1↑ 85
- Following: 23

**SAN COFFEE**
- 100% Woman Coffee
- Producer of high-quality coffee
- Sourced from local growers
- Committed to empowering women farmers
## RWANDA – Trapro Coffee

<table>
<thead>
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</thead>
<tbody>
<tr>
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<tr>
<td>Short-form posts supplied</td>
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<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Images supplied</td>
<td>9</td>
<td>↑ 193</td>
<td>↑ 920</td>
</tr>
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<td></td>
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</tr>
</tbody>
</table>

**Images supplied**

See the image of Trapro Coffee's Instagram posts featuring images of coffee plants and landscapes.

**Engagement**

- **Followers**: ↑ 193
- **Following**: ↑ 920

**New sales contacts**: ✔️
<table>
<thead>
<tr>
<th>RWANDA – Tropic Coffee</th>
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</thead>
<tbody>
<tr>
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<p>| <img src="image1.png" alt="Instagram posts" /> | <img src="image2.png" alt="Tropic Coffee new posts" /> |</p>
<table>
<thead>
<tr>
<th>RWANDA – TUK Coffee</th>
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</thead>
<tbody>
<tr>
<td><strong>Long-form posts supplied</strong></td>
</tr>
<tr>
<td>8</td>
</tr>
</tbody>
</table>

![Instagram posts](image1) ![Instagram posts](image2)

"A woman is capable and powerful" is the motto of #TUKCooperative, a woman-owned and run cooperative, growing, processing and trading coffee.

We are based in the beautiful Kayonza district of Eastern Rwanda where we produce Arabica Bourbon specialty coffee, fully washed and honey processed, cupping at 87. Our wonderful coffee is characterized by sweet flavors of honey, citrus and chocolate.

Liked by buhangacoffee and 22 others

*Add a comment...*
TANZANIA – 3 active SMEs
7 updated accounts; 20 new Instagram posts, 29 new Facebook posts, 2 new LinkedIn posts; engagement up across all platforms. At least 2 SMEs attracted new sales contacts/buyers.

<table>
<thead>
<tr>
<th>SME</th>
<th>Target platform</th>
<th>Before</th>
<th>After</th>
<th>Account: New/Update</th>
<th>New Bio/profile</th>
<th>New Logo</th>
<th>Active posting</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amir Hanza (Café Amimza)</td>
<td>Instagram, Facebook</td>
<td>A B</td>
<td>A A U U</td>
<td>✔️ ✔️</td>
<td>✔️ ✔️</td>
<td>✔️ ✔️ +6 +13</td>
<td>✔️ +9</td>
<td>↑ 99</td>
</tr>
<tr>
<td>Choice Coffee</td>
<td>Instagram, Facebook, LinkedIn</td>
<td>B B A B B</td>
<td>U U U U</td>
<td>✔️ ✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️ ✔️</td>
<td>✔️ +5 +3 +2</td>
<td>✔️ +9</td>
<td>↑ 15</td>
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<td>KNCU</td>
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<td>✔️ ✔️ ✔️ ✔️</td>
<td>✔️ +9 +13</td>
<td>✔️ +9</td>
<td>↑ 407</td>
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</tbody>
</table>

(X = non-existent, B = Basic, A = Active, D = Dynamic)
(U = Updated, N = New)
## TANZANIA – Amir Hanza Coffee (Café Amimza)

<table>
<thead>
<tr>
<th>Long-form posts supplied</th>
<th>Short-form posts supplied</th>
<th>Images supplied</th>
<th>Number of new posts</th>
<th>Engagement</th>
<th>New sales contacts</th>
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<tbody>
<tr>
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<td>37</td>
<td>✔️</td>
<td>19</td>
<td>↑ 99</td>
<td>↑ 29</td>
</tr>
</tbody>
</table>

**New posts supplied**

- Long-form posts: 6
- Short-form posts: 37
- Images: ✔️

**Number of new posts**

- 19 new posts

**Engagement**

- Followers: ↑ 99
- Following: ↑ 29

**New sales contacts**

- ✔️
**TANZANIA – Choice Coffee**

<table>
<thead>
<tr>
<th>Long-form posts supplied</th>
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<th>Engagement</th>
<th>New sales contacts</th>
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<tr>
<td>7</td>
<td>42</td>
<td>✔️</td>
<td>10</td>
<td>↑ 15</td>
<td>↑ 55</td>
</tr>
</tbody>
</table>

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**Engagement Analysis**

- **Followers**
  - Current: 82
  - Change: ↑ 15

- **Following**
  - Current: 42
  - Change: ↑ 55

---

**Sample Engagement Post**

*Choice Coffee Ltd*

Post: Join Rose Swai, founder and managing director of the Choice Coffee Company – roaster of specialty Kilimanjaro Arabica on the 30 August 2021 at 17:00 – 18:00 EAT. Rose Swai is presenting at a webinar with Dr. Sarada Krishnan, the Executive Director of the International Women’s Coffee Alliance (IWCA) and Ms. Nyakasiko Amet.

*Liked by bahangacoffee and 15 others*

*3 DAYS AGO*
<table>
<thead>
<tr>
<th>Long-form posts supplied</th>
<th>Short-form posts supplied</th>
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<td>6</td>
<td>33</td>
<td>✔️</td>
<td>22</td>
<td>↑ 407</td>
<td>↑ 140</td>
</tr>
</tbody>
</table>
**UGANDA – 8 active SMEs**

8 new accounts; 7 updated accounts; 76 new Instagram posts, 37 new Facebook posts, 239 new Tweets; engagement up across all platforms. At least 4 SMEs attracted new sales contacts/buyers (& 1 SME media contact).

<table>
<thead>
<tr>
<th>SME</th>
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</tr>
<tr>
<td>Barista House</td>
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<td>B B A</td>
<td>A A</td>
<td>U U</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Facebook</td>
<td>B B A</td>
<td>A B</td>
<td>U U</td>
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(X = non-existent, B = Basic, A = Active, D = Dynamic)
(U = Updated, N = New)

(ITC) TRADE IMPACT FOR GOOD
## UGANDA – Barista House

<table>
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<tr>
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## UGANDA – Fine & Specialty Coffee

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<td>✔️</td>
<td>20</td>
<td>↑ 62</td>
<td>↑ 110</td>
</tr>
</tbody>
</table>

![LinkedIn profile](image)

**Fine and Specialty**

Farmers consuming their own grown coffee with their families is one of the major ways we are aiming to change the domestic coffee consumption trend. Once they learn to appreciate what they have, it will even motivate them to attach more value to their produce increasing their production with much more attached value.

Fine and specialty is working with farmers from various regions in Uganda having some of the best coffee by training and encouraging them to embrace their produce, they are trained in how to locally brew the coffee and in all stages of value addition which will enhance their income.

To be part of this drive to a sustainable, thriving and more productive coffee industry, join Fine and Specialty, buy our coffee and you shall be among the catalysts in the drive.

#fineandspecialty #coffee #agriculture

#sustainedagriculture

![Reactions](image)
UGANDA – Kibinge Coffee

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<td>✔️</td>
<td>9</td>
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<td>↑ 95</td>
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</table>

KIBINGE COFFEE FARMERS’ CO-OPERATIVE SOCIETY (KFCFS)

Producers, buyers & importers supply award-winning Ugandan Fairtrade Robusta coffee from over 2,300 members across the hills of Kibinge, Bukomansimbi district. 90% of our members are women who also fall under the International Women’s Coffee Alliance. KFCFS is a member of the African Fine Coffee Association.

Thank you

WHAT WE OFFER:
- A premium coffee market,
- Financial services,
- Provision of farm inputs,
- Farmer training & extension services,
- Farm management,
- Roast and ground coffee business,
- Community projects.

Kibinge Coffee Farmers’ Cooperative Union (KFCFS) produces high-quality Fairtrade Robusta coffee from over 2,300 members across the hills of Kibinge, Bukomansimbi district. 90% of our members are women who also fall under the International Women’s Coffee Alliance. KFCFS is a member of the African Fine Coffee Association.

Followers: 9
Following: 102
New sales contacts: 95
## Uganda – Kimco Coffee

<table>
<thead>
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<th>Long-form posts supplied</th>
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<tr>
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<td>49</td>
<td>✔</td>
<td>6</td>
<td>↑ 168</td>
<td>↑</td>
</tr>
</tbody>
</table>

### Images

1. [Image of coffee farmers in Uganda]
2. [Image of coffee beans]
3. [Image of coffee packaging]

### Long-form posts supplied

- 6 blog posts:
  - [Title 1: Benefits of Fair Trade Coffee]
  - [Title 2: Sustainable Coffee Farming]
  - [Title 3: Coffee and Health Benefits]
  - [Title 4: Coffee Flavor Explained]
  - [Title 5: Coffee and Sustainability]
  - [Title 6: Coffee and Artisanal Techniques]

### Short-form posts supplied

- 49 posts:
  - [Title 1: Morning Coffee]
  - [Title 2: Coffee Break]
  - [Title 3: Coffee and Books]
  - [Title 4: Coffee and Music]
  - [Title 5: Coffee and Travel]
  - [Title 6: Coffee and Meditation]

### Images supplied

- [Image of coffee farm]
- [Image of coffee plantation]
- [Image of coffee processing]

### Number of new posts

- 6 new posts supplied

### Engagement

- Followers: ↑ 168
- Following: ↑

---

**Kimco Coffee**

Kimco Coffee is a premium coffee brand that focuses on sustainable and ethical practices. We are committed to supporting farmers and improving living conditions in coffee-producing regions around the world. Our coffee is sourced from smallholder farmers who adhere to strict environmental and social standards. By choosing Kimco Coffee, you are supporting a cause that prioritizes quality, sustainability, and social responsibility.

**Our Commitment**

- **Sustainability**: We work closely with farmers to ensure fair wages and safe working conditions.
- **Quality**: Our coffee is roasted to perfection, ensuring maximum flavor and aroma.
- **Environmental**: We are committed to reducing our carbon footprint and protecting natural resources.

**Join Us**

Subscribe to our newsletter, like us on Facebook, and follow us on Instagram for the latest updates on our coffee and sustainability initiatives.

**Contact**

Email: info@kimco咖啡.com
Website: www.kimco咖啡.com

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Website: www.kimco咖啡.com
# UGANDA – Masha Coffee

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![Masha Coffee Image]

Masha Coffee

Exceptional high-altitude specialty Arabica roasted, natural & honey coffee from Mt. Elgon, Uganda achieving financial liberation for women & youth.

mashacoffee.com

Followed by [Mashacoffee], no coffee linked, uploaded 13 days ago.
UGANDA – Mbale Coffee

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<td>↑ 58</td>
<td>↑ 163</td>
</tr>
</tbody>
</table>

- **Engagement**: 
  - Followers: ↑ 58
  - Following: ↑ 163

- **Images supplied**: ✔️

- **Number of new posts**: 12

- **Engagement**:
  - Followers: ↑ 58
  - Following: ↑ 163

- **New sales contacts**: ↑ 163

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*Image of social media post showing Mbale Coffee in Uganda.*

*Text of post:*

---

*Engagement and analytics data.*

---

*ITC Logo and Trade Impact For Good.*
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<td>↑ 121</td>
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</table>

**UGANDA – Mount Elgon Coffee & Honey Cooperative**

*Images supplied*

**Number of new posts**

- **Followers**: ↑ 89
- **Following**: ↑ 121

**New sales contacts**

- **Long-form posts supplied**: 9 + 6 blog posts
- **Short-form posts supplied**: 24
- **Images supplied**: ✔️
- **Number of new posts**: 228
- **Engagement**:
  - **Followers**: ↑ 89
  - **Following**: ↑ 121

---

**Furth Deep Ocean**

Join with Mount Elgon Coffee & Honey Coop celebrating #InternationalYouthDay 2021.

As part of #NextGeneration we focus on #GenerationRestoration - restore our Earth, we call upon everyone on earth to drive climate actions for the next generation by sourcing food from farmers who produce under permaculture organic agroforestry systems restoring landscapes, strengthening healthy soils and keeping water healthy.

We are proud that at each part...
# UGANDA – Salama Coffee

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</thead>
<tbody>
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<td>✔️</td>
<td>16</td>
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<td>↑ 475</td>
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</table>

![Image of Salama Coffee farmers picking and processing coffee beans.](image-url)

Salama Coffee: Exceptional coffee from Lake Victoria, Uganda. With sustainable farming & ethical practices, we aim to bring peace & security to our communities.

*Follow us: [Salama Coffee](https://salamacoffee.com)*

---

**Engagement**
- **Followers**: 7 posts, 186 followers, 47 followers
- **Following**: 16 posts

**New sales contacts**
- New sales contacts: 160, 475
Outputs of the second phase

Of the total SMEs (both active and passive):

- 100% have a new social media strategy
- 100% received bespoke social media content including reviewed brand narratives, at least 6 long-form and between 10 and 54 short-form posts.
- 97% have new or updated social media accounts in line with new branding
- 100% received new bespoke Bios for social media profiles
- 100% received key words, # and @
- 87% received bespoke advice on who to follow (Traders, publications, organisations)
- 87% received 1-2-1 training and support (see next slide)

In addition:

- Uganda: SMEs received Blog posts (due to on-going issues in accessing social media platforms)
- Burundi: All platforms converted to English (from French) & all posts provided in dual language
- Rwanda: 3 SME’s social media accounts converted from French to English
Outputs of the second phase: 34 SMEs (83%) received 1-2-1 training on the following:

- Presentation – format of posts
- Photo links to post
- Using different platforms (mobile/desktop)
- What # for increased visibility/engagement & searching for new #
- How to tag appropriately
- Including CTA in every post
- Elements of posts – checklist
- When to post (day and time)
- Advice on good images for social media
- Step-by-step creating posts
- Step-by-step editing and deleting posts
- Who to follow and how to follow
- How to follow-up and message contacts
- Identifying gaps and providing advice
Outputs of the second phase – additional

SMEs were also supported on a number of additional outputs/outcomes:

- Newspaper articles
- Google surveys
- Profile pieces
- Booklets
- Social media adverts
- On request – some SMEs requested review and edit of brochures and booklets
- Presentations (PPT) supporting them to contribute to SheTrades Rwanda training
- Supporting SMEs to be involved in Connecting Businesses to the International Women’s Coffee Alliance (IWCA) Webinar (30 Aug 2021) – for She Trades and EAC MARKUP SMEs including assisting preparation of presentations by two EAC MARKUP SMEs
Outcomes of the second phase

• 20 SMEs have received new direct sales contacts through new social media engagement (3 SMEs did not provide information on this outcome)

• Greater confidence, capability and capacity within the active SMEs in Social Media engagement

• 4 SMEs contacted to be a part of a media story about East African coffee – as a direct result of their participation in this programme

• Three SMEs presented as part of SheTrades Rwanda Training

• Two SMEs to be involved in Connecting Businesses to the International Women’s Coffee Alliance (IWCA) Webinar (30 Aug 2021) – for She Trades and EAC MARKUP SMEs including assisting preparation of presentations by two EAC MARKUP SMEs
SMEs confirmed their social media post resulted in enquiries, and or engagement

We have a little question - it would really help us with our reporting to ITC on the effectiveness of the programme if you can please let us know if you have had any trader/customer/sales enquiries or engagement through your new social media e.g. sample enquiries, sales, or trader/customer comments on your posts. Thank you!

Yes, Sensible coffee UK, sold my Natural AA/AB/P8 coffee online to S/Korea. Still in stock but they are still making arrangements with logistics to ship.

Yes I have been contacted by two or three coffee traders asking for kind of coffee we export.

One from Singapore another one from West Africa

Yes we have had a number of enquiries from our website and social media. The most notable is a potential trade enquiry from a distributor in Malaysia.

Thank you Nicole. Social media has really created awareness of our company though no specific sales yet, we have enquiries from roasters abroad, even now as I am writing this I am in an Instagram conversation with roasters from Saint roastery who will be visiting Nairobi tomorrow and want to visit our farm. We have already sent a product listing to Vincent Ballot who is a roaster in France and contacted us through Instagram. Social media works.

You
Just a simple YES | NO answer all that we need

Yes

Thx 4 ur support
Example: Barista House posts has resulted in an increased interest for barista trainings

Most engagement was on Facebook have got a lot of people inquiring and some Baristas joining.

Am really grateful, I have changed my Twitter to Barista house.

Instagram also has worked for me.

I really appreciate.

In conclusion, those two platforms have done wonders, let me share something.
Increase sales: Domestic Market

Number of people who Follow our page increase

Also I got to appointment of Tourist who want to buy coffeee
SME becoming confident to post – injecting their own personality and understanding the importance of good images, content and structure.

Before

At Mount Elgon Coffee And Honey 😊, the strong flavor profiles starts from the tree before coffee reaches the ☕️. If you missed, you have indeed missed to be with us.

After
Taking extra steps to build trader awareness of SMEs results in trader engagement

Thanks for sending this our way. Can you send samples of the washed and natural as well. We currently don’t have a Rwanda coffee lined up this year.

Thanks so much - Derek

Forwarding post to traders
New approach to social media results in trader engagement

Before

After

Trader engagement through SME social media – endorses SME’s coffee
Reposting posts as stories to increase SMEs visibility
Working with over 40 SMEs posting together – influencing the market: #Africacoffee
Next step: from active to dynamic - SMEs starting to engage

SME commenting on a post – developing 2-way engagement

Good afternoon. Excuse I never reply to messages because I didn’t know how to use this section. I’ve just discovered it.

Josh Mhale Uganda
You
You pretty active - making contacts: next it will be writing key comments on traders sites you want to catch attention - or even on sites you know your traders are looking at. But not loads of comments in moderation. Comments...
You right, I tried it out once and it was quite engaging

what I do - if I see a post I want to comment on - I save it. Think about it... back to it

if you don’t save it - often hard to re-find it

Josh Mhale Uganda
You
What I do - if I see a post I want to comment on - I save it. Think about it. Go back to it

Ahhhhh, that gives you time to get some good comments running

Some good news Roasterdaily engaged with your post: they connect roasters across the world and share stories related to coffee

Here is a sample message you could send to them privately through Instagram messages

Thank you for your message: A bit about us. My name is Zacharie Nkambiramana, founder and CEO of Bond Coffee. We source the best coffee from across Rwanda from over 10,000 smallholder coffee farmers to deliver exquisite, specialty single origin coffee to our customers. We are interested in market needs and we look forward to understanding your needs.
What else?

Practical guides, videos, and a collective brochure
SUCCESSFUL TRADE SHOW PARTICIPATION

GUIDE FOR COFFEE EXPORTERS
Video: How to better market your specialty coffees?

- Do you have questions about how to better market your specialty coffees?
- Are you curious to discover what coffee consumers around the world are looking for?

This video introduces coffee exporters from the East African Community (EAC) to the profile of potential buyers of East African specialty coffee. From buyer requirements, to consumer demands, it helps EAC-based coffee exporters familiarise themselves with the global tastes and expectations.

https://www.youtube.com/watch?v=AutqUBZy8Ck
MARKUP Social Media Guide for Coffee SMEs

- The MARKUP social media guidelines focus on specialty coffee enterprises, a small but growing segment of the coffee market.

- Free and interactive, the guide provides a singular opportunity for businesses to build and showcase their products and grow their audiences.

MARKUP Guide to Using Images on Social media for Coffee SMEs

- High-quality photos and videos are essential to building your brand and on-line presence.

- This guide walks coffee businesses through the fundamentals of creating your own unique images, both stills (photographs) and video.

Marketing videos

- Specialty coffee marketing videos (one per country) will be provided to each SME – using content from the MARKUP SMEs.

Collective brochure to promote the coffees of small producers in EAC MARKUP

- ITC worked to support around 75 coffee producers to improve their marketing and branding in 2020 and 2021. The objective is to produce a brochure, bringing together as many of the 75 producers as possible, and to conduct a targeted promotion toward speciality coffee producers in Europe (and in addition the option to promote to other locations).

- The brochure will support EAC MARKUP SMEs to increase their visibility in the competitive coffee market by effectively communicating information to potential buyers, and is intended to result in success stories – how the work on branding led to interest from buyers and eventual new international business.
Detailed results of phase 1
Cococa

www.cococaburundi.com
The company wanted a logo based on their current one.

Now it is more compact and versatile.
Business card
Letterhead

Before

After

New logo, bigger margins, all cleaned up and aligned

Here goes the title

The Union of Coffee Growers Cooperatives “COCOCA” was created in October 2012. COCOCA is formed by cooperatives in all regions of the country which manage their own cooperatives for buying, processing, and selling coffee. COCOCA also has an ofﬁce located at the head of the coffee ﬁelds of Northern Guatamala.

COCOCA uses technology and communication technologies. It is a network of people who work together to improve the quality of their coffee and to support the development of coffee-growing regions. COCOCA is committed to producing high-quality coffee and supporting the local communities who produce it.
Design needed improvement

Before

After
What our clients say about us

“Cococa is our favourite to source our sustainable coffee”

Oxfam Fair Trade, Belgium

“Cococa have a great coffee and a great team”

InterAmerican Coffee Australia

CONSORTIUM OF COFFEE FARMERS’ COOPERATIVES IN BURUNDI

Unity is Force

www.cococaburundi.com
Fairtrade, organic coffee from Burundi
COCOCA produces the Horamama brand of coffee, from beans grown by farming cooperatives across all regions of the tropical plateau of Burundi. We specialise in high quality, Fairtrade, UTZ and organic certified coffee.
Our coffee comes from four main regions in Burundi: the northern region of Intore, the southern region of Agasimbo, Ingoma in the central provinces and Umuyebe in the west.

United we’re stronger
Created in October 2012, the COCOCA Consortium of Coffee Growers Cooperatives is a union of coffee growers cooperatives across Burundi with 41 washing stations.
Our signature coffee brand is Horamama, meaning strength and courage. The word ‘horamama’ is also used in the traditional songs that Burundian women sing while working in the coffee fields. Women are the pillars of our households and their hard work moves our families forward.
When you drink Horamama, we want you to be reminded of the strength of women in our communities.

COCOCA now includes 35 cooperatives with more than 27,000 individual coffee farmers. 35 washing stations, a dehulling plant, a roasting unit and a dry mill.
United in COCOCA small producers are stronger and can offer higher quality products and greater benefits to our customers:
- We combine several small quantities of high-quality micro coffee, which helps logistics for small roasters
- All of our coffee comes with certificates for our buyers
- We invest in capacity building for our members to continually improve our coffee and our business

Mission
The COCOCA Union’s mission is to coordinate and guide the development and operation of coffee farming in member cooperatives. This includes production, processing, marketing, management, finance and capacity building.

Coffee grown with sustainable principles
As a consortium, the protection of our environment and ethical working conditions are our primary concerns. The end result is high quality, Fairtrade and organic certified coffee that doesn’t hurt the environment or people.
We are always working to improve and innovate our techniques in specialty coffee processing, for example by using selected yeast strains during dry processing fermentation.
Our small plantations and exclusive washing and pulping stations mean we can produce excellent quality coffee while ensuring complete traceability for our customers.

Vision
The vision of the COCOCA Union is to become a model of management of the coffee value chain. Our aim is for our coffee farmers to master adding value to their products from farming to export. We also want them to earn an income that matches their efforts and improves their standard of living.
Branding guidelines

No branding guidelines
The company did not want any changes to the website

However we sent them some suggestions / improvements such as:

- Banner images to be replaced
- Font change
- Logo update
- Clean up and the layout and make it symmetrical
The company wanted a logo showing the path from tradition to modernization with two joined hands.

The "K" represents the coffee called in Kirundi "kahawa"
Before

After
New logo, bigger margins, all cleaned up and aligned
Brochure

Design and content needed improvement

New brochure – trifold format
Café Grumpy first connected with Angele Ciza in 2013 at the African Fine Coffee Association conference in Bujumbura, Burundi. We were immediately struck by Angele’s warm personality and incredible dedication to coffee and were excited to find that her coffee reflected that passion. She is constantly working for her people to provide better access to healthcare, schooling, food, and income.

Cheryl Kingan,
Coffee Buyer, Café Grumpy,
United States

Our locations

Headquarters
Bujumbura

5 washing stations in Kirundo province
Kigobe, Gasura, Muramba, Kinyangurube and Mutarishwa

2 washing stations in Muyinga province
Buthinda and Murago

KALICO
Generations of Experience,
Innovating Burundian Coffee Today

Avenue de la Révolution,
appartement numéro 2,
Bujumbura, Burundi

+257 71 386 178
+257 76 312 673

info@kalicobi
www.kalicocoffee.com
kalicocoffee
kalicocoffee
Delicious Arabica from the Great Lakes of Burundi
Our delicious Arabica Red Bourbon grows over 16 hectares in North Eastern Burundi, where five beautiful lakes meet in the provinces of Kirundo and Muungu. Its flavors are greatly influenced by the unique conditions - the rich volcanic soils, high altitudes of 1650-1750m and the winds that grace the Lakes region. The result is clean, balanced, caramel tasting notes with consistent cupping scores above 85.

Our 40,000 coffee trees flower from July to September and we harvest when the cherries are red during winter, from March to May.

Female-led coffee company
We are a proud female-led company that values the contribution of women in Burundian coffee. Over 70% of our farmers are women.

KALICO’s founder and president, Angele Ciza, was the first woman to run a business in the Burundi coffee industry in 1995.

In Burundi, women cannot inherit land, greatly inhibiting their ability to work in agriculture. Angele’s achievements, tenacity and unshakeable perseverance to build a successful career in the coffee industry is an inspiration to other women across Burundi.

In 2012, she founded KALICO with her son, Alexandre Shaka Mugisha, the current Managing Director. Alexandre works to modernize processes while retaining traditional values. He recently introduced the GESTAL app on all washing stations to ensure full traceability and connect buyers with their coffee origins.

Leading, empowering and giving back
At KALICO, we strongly believe in leading by example and giving back to the community. This is how we can empower our farmers, and women in particular. Working together ensures the best outcomes for us all.

Our projects for community development

**SHAMBA MUSHROOM PROJECT**
We have developed indoor mushroom farming to train our producers in food security and provide extra incomes. We also give them farm animals to produce organic fertilizer for their farms.

**KAHAWA NTEZIMBERE PROJECT**
We work with the Batwa (an indigenous, ethnic minority group) famous for their craft and pottery to create traditional pots, called “inkono” in Kirundi. The income from the project will be used to introduce solar panels in Batwa households.

**WOMEN’S EMPOWERMENT PROJECT**
We employ disabled women to produce the KALICO labels on our specialty coffee bags.

**PARTNERSHIP OPPORTUNITY**
We offer corporate social responsibility (CSR) opportunities to clients interested in making an impact in minor communities. For example, New York based Cafe Grumpy has partnered with us on the Shamba Mushroom Project.

Our range of exquisite specialty coffees

**KALICO MAMA COFFEE**
specialty coffee from Murago washing station with a cherry, chocolate and stone fruit aroma

**INZAHABU COFFEE**
specialty coffee from Butihinda washing station with a cherry, grape, cranberry and spices aroma

**WOMEN’S COFFEE**
specialty coffee from Muramba washing station with a citrus, vanilla, caramel and chocolate aroma

**WOMEN’S EMPOWERMENT COFFEE**
specialty coffee from Gasura washing station with a caramel, apricot, pear and citrus aroma

At KALICO, we work to:
- ensure full traceability of our coffee beans through the GESTAL app
- introduce the old traditional anaerobic processed in traditional pots
- invest in community development through CSR projects
- support women growers and their families
- train our farmers to ensure we maintain high environmental standards
Flyers

New flyers – A5 format

KALICO MAMA
KALICO MAMMA coffee is a specialty coffee offer from Mungo’s existing range branded in 2019. The product is focused on the traditional entrepreneurial skills of women and their contribution to the economies of rural areas. The coffee is sourced from the Mungo Coffee Estate and is roasted to order.

KALICO INZAHABU
KALICO INZAHABU coffee is another specialty of the Mungo coffee offering. This product aims to highlight the contributions of rural women in the coffee sector. The coffee is sourced from the Mungo Coffee Estate and is roasted to order.

KALICO INKONO
KALICO INKONO coffee is the latest offering in the range. The specialty coffee is sourced from different roasting locations. This product aims to highlight the contributions of rural women in the coffee sector. The coffee is sourced from the Mungo Coffee Estate and is roasted to order.

In the logo of community development, we are working with this minority group to make a living in partnership. The project involves the old traditional anaerobic process using traditional pots, named “INKONO” in Swazi.

As these women are famous for their handcraft activity, diversified from modernism, “INKONO” want to promote their talents and encourage them to open new doors for the achievement of better economic prospects. Their participation in the coffee sector will help improve their economic situation, promoting rural women's involvement in the coffee sector and introducing other forms of modernisation in their households.
Branding guidelines

No branding guidelines

Before

After
Website

Very busy and heavy

Before

After
The company wanted to keep the elements from their current logo but with a different design. They opted for a compact design, more modern. The colours are the same red and green but in different tints.
Design and content needed improvement

New brochure – trifold format

Before

After

A cup of excellence from northern Burundi

Our award-winning Arabica bourbon grows on 90 hectares across plantation and coffee plantations in northern Burundi.

We started harvesting the coffee cherry in November, and the coffee is naturally dried from November to May. The coffee cherries are then dried under the sun, and the dried cherries are then separated and sized at the processing plant. The coffee cherries are then washed, dehusked, and aerated before being dried again. Finally, the dried coffee beans are packaged and shipped to the customer.

We ship our coffee in 15kg bags, which are then transported to our customers. We also offer a range of coffee blends and single-origin coffees. Our coffee is harvested from November to May, and it is available throughout the year. We offer a wide range of coffee products, including whole beans, ground coffee, and coffee pods. Our coffee is roasted in our own facility, and we also offer a range of coffee accessories such as coffee machines and grind sizes. We are proud of the quality of our coffee, and we are committed to providing our customers with the best coffee experience possible.

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SUPERB WASHED BOURBON CUPPING AT 87

In 2018, we received the Cup of Excellence award with a coffee cupping score of 87.46.

It was awarded to our washed Bourbon from Businde washing station in Gahombo, Kayanza. We are very honoured to be ranked among Burundi’s best coffee growers.

At Matraco, we strive to:
- provide full traceability for every bag of beans
- stop the use of child labour in the coffee industry in Burundi
- promote inclusion for the indigenous Batwa people
- support our farmers to increase capacity and production
- set up a certification system for our producers and coffee washing station

Contact Matraco for award-winning, ethical coffee

Boulevard de l’Uprona, Galerie Yes nr 8, Bujumbura, Burundi
+257 79 927 932 | +257 79 594 916
Email: matraco.sales@gmail.com

COFFEE TREATED IN A FAIR WAY
A CUP OF EXCELLENCE
A cup of excellence from northern Burundi
Our award-winning Arabica bourbon grows on 90 hectares across Kayanza and Muyinga provinces in northern Burundi.

Up on the hills 1600–1800 metres above sea level, the air is cool and humid. Rich red soils and high altitudes give our coffee its sweet, citrusy, raisin and berries aroma. These are the perfect conditions for growing our excellent specialty coffee, with cupping scores over 87.

We offer fully washed, natural and honey coffee.

Our aim is to produce the highest quality coffee possible while promoting its origin, so we can support and improve the lives of our coffee growers.

We wash our coffee at our own washing stations near the Kibira and Ruvubu national parks. Our coffee is produced in micro batches following their hill or origin, ensuring full traceability.

We have a proud no child labour policy. There are no youths under the age of 18 on our farms.

Coffee with inclusion at its heart
Matraco’s coffee origins start, not with a bean but a truck.

Our founder, Zuberi Matsiti, was in his 20s when he started transporting coffee in trailer trucks. It grew to a company with more than 10 trucks. In 2015, the company expanded to coffee production under the name “Matraco”.

Today, we continue to transport Matraco coffee in our own trucks, to ensure quality at every step of the supply chain.

We value the progress of the wider community, and because of that, we don’t allow child labour. We believe that children should go to school, not work in the fields. Education is vital for the future of Burundi.

We also want to eliminate discrimination and support disadvantaged communities, such as the Batwa. The Batwa people are indigenous to Burundi yet suffer from marginalization, discrimination and poverty. They are a large part of our workforce.

We want to introduce cherry coffee buying software at the pulping and washing station.

As a coffee producer, our buyers are all overseas. This software will enable us to produce even more information for our customers, providing clear and full information on the traceability of our daily cherry purchase.

Treatment Process

01. Fully Washed Process
- Harvest of cherry
- Selection of cherry
- Depulping and fermentation
- Drying on Drying Table

02. Natural Process
- Harvest of cherry
- Selection of cherry
- Drying on Drying Table
- Following selection on drying table to improve the quality
Branding guidelines

No branding guidelines
Website

Very busy and heavy

About Us

Excellent coffee with inclusion at its heart

Mutare’s coffee origins start, not with a bean but a truck. Our founder, Zetani Matuva, was in his 20s when he started transporting coffee into trailer trucks. It grew to a company with more than 10 trailer trucks. From there, the company expanded to coffee production in 2013 as “Mutare...”

Today, we continue to transport Mutare’s coffee in our own trucks, to ensure a close follow up of our quality. Our award-winning Arabica Bourbon grows on 90 hectares across Kayanza and Muramvya provinces in northern Burundi. Up on the hills, 1000-1900 meters above sea level, the air is cool and humidity high. Such altitude gives our coffee its sweet, citrusy, fruity, bittersmorm. Those are the perfect conditions for growing our excellent specialty coffee, with cupping scores over 69. We offer fully washed coffee, natural coffee and honey coffee.

Contact Mutare for award-winning, ethical coffee.
Micosta

www.micosta.com.bi
The mountain represents the high altitude where the coffee trees are planted (1,700-1,800)

The cursive font has been kept
Old business card – basic design

Before

After
Brochure

Design and content needed improvement
With honest responsible leaders, MICOSTA has always honoured its contracts and improves the quality of its coffee every year. We continue to expand through our companies in country, including Bugestal [representative company in Burundi], and we plan to collaborate more in the years to come.

Luis - Sucafina, Genève, Switzerland

Contact us for delicious Burundi coffee

+257 79 92 71 24
Micosta, Avenue Mwungo N°19, Kigobe Sud, Bujumbura, Burundi
micosta2@yahoo.fr | www.micosta.com.bi

Micosta Coffee Burundi | micosta_burundi

www.micosta.com.bi
About us

Micosta’s exquisite Arabica Bourbon grows over 155 hectares in Muyinga province in northern Burundi, near the borders with Tanzania and Rwanda. The subtropical highland climate, sandy soil, and the 1700-1800 altitude are all key factors in producing our coffee’s delicious flavours.

Our mission is to develop the coffee culture in Burundi by working directly with coffee growers.

Coffee profits go back into the community

Micosta was founded 2012 as the Burundi coffee industry opened up to privatization. It has over 27,000 coffee trees and two coffee washing and de-pulping stations.

We support and train local farmers to produce high quality coffee. Our coffee growers use their wages to buy school uniforms and other materials, metal sheets to cover their houses, loincloths for women, and any agriculture products they need.

Our locations

Station NDAVA
BURUNDI - MUYINGA - GASORWE - KIREMBA

Station MIZUGA
BURUNDI - MUYINGA - MUYINGA - CUMBA

Our natural region is Bweru, present-day Muyinga Province. Located in the north of the country, it borders with Tanzania and Rwanda. It has a subtropical highland climate. The ground is sandy with an altitude between 1700 and 1800 m.

From seed to green coffee it’s all in the process

Micosta’s coffee seeds are grown in nurseries, watered frequently and shaded from sunlight until they are big enough to plant. We plant our coffee trees during the rainy season.

Once planted in the fields, coffee growers make straw, fertilize, prune and de-worm their fields. It takes about 3 or 4 years for the coffee trees to fruit and produce cherries.

We only harvest the perfectly red cherries. These are processed into parchment coffee, then the parchment into green coffee which is exported.

At Micosta, we work to:
continually increase the quantity and quality of our coffee

gain certification to ensure our farmers are remunerated accordingly

support and train our local farmers to grow the best quality coffee

Our vision

To provide our customers with a top-of-the-range product and improve the income of our coffee growers. We plan to certify our pulping stations in the near future, and to offer roasted coffees.
Branding Guidelines

No branding guidelines
Website

No website

Before

After
Murambi

www.murambicoffee.xyz
Murambi did not really have a real logo

The new logo shows coffee plant with leaves and cherries

The fonts are modern and easy readable
Business card

The light yellow represents the parchment colour slightly changed

Before

After
Letterhead

Basic design, no logo

New logo, bigger margins, all cleaned up and aligned
Brochure

New brochure – trifold format

At Murambi, we aim to:

- Improve traceability by setting up mini washing stations at important collection centres
- Sell micro-lots to small roasters to increase revenue for our farmers
- Become Rainforest Alliance certified
- Connect small farmers to foreign markets

Country: Burundi
Province: Muravinya
Commune: Nyagatare
Region: Ile-Imbere
Murambi

Contact us for quality coffee from Burundi
Muravinya, Kiganda, Gabaibo, Burundi
Phone: +257 70 212022, +257 68 128089
WhatsApp: +257 75 695211
nbarutascacian@yahoo.fr
www.murambicoffee.xyz

Before

No brochure

After
At Murambi, we aim to:

- improve traceability by setting up mini washing stations at important collection centres
- sell micro lots to small roasters to increase revenue for our farmers
- become Rainforest Alliance certified
- connect small farmers to foreign markets

Country: Burundi
Province: Muramvya
Commune: Kiganda
Hill: Murambi

Scan the code for GPS location

MURAMBI COFFEE
BURUNDI'S BEST MICRO LOTS

Contact us for quality coffee from Burundi
Muramvya, Kiganda, Gatabo, Burundi
Phone: +257 79 212021, +257 68 128989
WhatsApp: +257 75 695211
nibaratucassien@yahoo.fr

www.murambicoffee.xyz
Coffee that consistently cups over 87
Murambi coffee is grown by 2,200 farmers in the commune of Kiganda in central-western Burundi. The red lateritic soils are rich ground for exceptional coffee. With a high body, chocolate and citrus flavours, our coffees consistently cup at 87 and 88.
We grow Bourbon and Mibirizi varieties, with an increased focus on Bourbon. Some of our Mibirizi varieties have been around since Belgian colonisation but tend to fruit less now.

Our vision is to help small Burundi farmers access foreign markets that would be otherwise inaccessible to them.
We organize collection centres of cherry coffee for each producer association, and we process the coffee in our washing station on Murambi hill in Kiganda commune.

Better quality coffee, better livelihoods for farmers
Murambi Coffee was created in 2011 by Cassien Nibaruta, who had worked in the Burundian coffee sector and supported several coffee cooperatives.
The company’s objective is to increase revenue to better remunerate our coffee growers.
We are also dedicated to maintaining the high quality of our micro batches. We work closely with our farmers to access quality young plants. Each year we produce baby trees that we give freely to our growers.
We also collaborated with Starbucks to initiate a goat breeding project. This offers farmers another source of income and access to organic fertiliser.

We started Murambi knowing that coffee can give Burundi farmers a consistent income and a better life. When our farmers sell their coffee, they pay for their children’s education and buy agricultural tools and building materials to improve their farming and long-term livelihoods.

Our Mission
We organize collection centres where groups of farmers deliver their coffee cherries. We then bring the coffee to our washing station on Murambi hill in Kiganda commune.

Our Vision
In order to improve traceability, we plan to set up mini washing stations at the most important collection centres. So the coffees will be processed and sold separately, and we can offer micro lots of single origin coffee. In addition, this brings the processing units closer to the farmers so there’s less travel.
Branding guidelines

No branding guidelines
Website

No website
TIB Coffee

www.tibcoffee.bi
We kept the dark green colour of the previous logo and changed the font to a more friendly one.

The red and green colours represents the colours from the Burundi flag.
Business card

Before

After
Letterhead

No letterhead
Brochure

New brochure – trifold format

AT TIB COFFEE
WE WORK TO:

- Produce the best coffee through different processing methods: fully washed, natural and honey

- Make a true sustainable impact to the communities and farmers through specialty coffee production and direct strong partnerships

- Increase the number of farmers we work with to have a greater impact on our community

Before

No brochure

After

tib coffee
THIS IS BURUNDI COFFEE

+257 71 02 87 73
+257 61 02 81 90
tibcoffee000@gmail.com

www.tibcoffee.bi
AT TIB COFFEE
WE WORK TO:

- Produce the best coffee through different processing methods: full washed, natural and honey
- Make a true sustainable impact to the communities and farmers through specialty coffee production and direct strong partnerships
- Increase the number of farmers we work with to have a greater impact on our community.
SPECIALTY COFFEE WITH A REAL TASTE OF BURUNDI

TIB’s coffee grows in Muyinga province in northern Burundi, a beautiful hilly region with an average altitude 1500-1600m. It is close to the Ruwubu national park and crossed by the Nile river.

We work with almost 2000 farmers with farms spread over 50 hectares. The excellent climate lends our Bourbon coffee sweet, caramel and chocolate flavours, which consistently cup at 84-88.

We produce fully washed, natural and honey Arabica coffees. At TIB, we want our customers to enjoy the best coffee Burundi offers while knowing they’re positively impacting community life in Burundi.

SPECIALTY COFFEE SUSTAINABLY GROWN

We take a sustainability-focused approach to our production techniques to prioritise our land and the environment.

We use erosion control and plant shade trees and leguminous plants that add nitrogen to the soil. We also grow bananas, maize, cassava and beans for biodiversity and extra income for our farmers.

At TIB, we help our farmers live a good life by producing the highest quality coffee they can. Our vision is to make a true sustainable impact on our communities and farmers by forming strong partnerships around specialty coffee production.

THIS IS BURUNDI COFFEE

TIB stands for This is Burundi.

The company was born in June 2020, with ambitious plans. We acquired a piece of land to build our first washing station at Karambo Hill in Muyinga.

We plan to buy a small dry mill and two new washing stations in different regions of Burundi over the next three years. Then we will be able to give our customers a greater variety of Burundian coffees and taste profiles.

We have developed strong partnerships with top specialty coffee roasters and importers across the globe and aim to grow from 640 bags to 1,280 bags per year of specialty coffee exports.
Branding guidelines

No branding guidelines

Before

After
Website

No website

TIB coffee grows in Muyinga province in northern Burundi, a beautiful hilly region with an average altitude of 1500-2500m. It is close to the Ruvubu national park and crossed by the Nile river.
Amimza

www.amimza.com
The company did not want to change any of the logos since they were already registered in 36 countries and eager to expand to 60.
Brochure

Bifold format, horizontal layout

Before

No brochure

After
It's going to be a good day!

Awards
TanTrade
Dar es Salaam
(Sabasaba Trade Fair Ground)
7th July 2019

1. #1 Coffee Exporter 2019, 42nd Dar es Salaam Trade Fair.
2. Appreciation and recognition for invaluable Sponsor, 42nd Dar es Salaam Trade Fair.

PREMIUM INSTANT, ROASTED & GROUND COFFEE

AMIMZA
BWM-SEZ, Mabibo External, Mandela Road,
Dar es Salaam, P.O. Box 22176, Tanzania
+255 755 999 888
+255 22 249 0447
amir@amimza.com
www.amimza.com
About us

The company began in 1994 as Amir Hamsa (T) Ltd., producing green coffee beans and later instant coffee. Our flagship brand was ‘Kahawa Bora’ – roasted and ground for the local Kenyan market. Today, we are one of the leading producers in the region.

6,000+
tons per year

35
countries
where AMIMZA
is registered

In 2015, we opened our new instant coffee factory which has a production capacity of 6,000 tons per year. It is the largest instant coffee factory in East and Central Africa. In 2016, our current flagship brand ‘AMIMZA’ was officially registered. We are proud to have AMIMZA registered in 35 countries.

We buy premium Robusta and Arabica coffee from Tanzanian farmers. We produce Spray-Dried Instant Coffee for bulk export and local and regional markets. We also do bespoke label packaging to customer specifications.

AMIMZA also exports high quality Robusta and natural Arabica green beans from lake zone farms in the Kagera, Mara (Tarime) and Kigoma regions.

We are a proudly Tanzanian company.

Our flagship products

- Green coffee beans
  Premium grade green Robusta and Arabica coffee beans from Tanzania’s lake region.

- Specialty roasted coffee
  Leading producer of roasted and ground coffee in Tanzania’s lake region for 20 years.

- Premium instant coffee
  Introducing a new spray-dried instant coffee, in a variety of blends, ready for export.

Our mission

To improve and inspire the lives of our coffee farmers using sustainable practices, technology and innovation, and to exceed our customers’ expectations.

Our vision

To be the leading producer and supplier of premium instant coffee locally, regionally and globally, and to secure lifelong customer loyalty.
Product catalogue

New product catalogue

**PREMIUM INSTANT COFFEE**

This is our signature coffee product that contains:
- 100% pure coffee
- Roasted & ground
- 30g

**PREMIUM INSTANT COFFEE PACKAGES**

- This is our coffee product that contains:
- 100% pure coffee
- Roasted & ground
- 30g

**About us**

CAFE AMIMZA, the new coffee brand, is dedicated to offering the best coffee products made with the finest quality coffee beans. We are committed to providing our customers with the highest quality coffee possible. Our beans are sourced from the world’s top coffee-growing regions, ensuring that our coffee is of the highest quality. We take pride in our products and strive to provide our customers with the best coffee experience possible. Contact us for more information about our products and how we can help you.

**ITC**

TRADE IMPACT FOR GOOD
Branding guidelines

No branding guidelines

**Before**

**After**
Website

The company did not want to change the website. However, we sent them some suggestions/improvements:

1. Create some more space on top for the menu
2. Make the About Us, Products and Customer Support pages functional
3. Create a banner on top of each page under menu
Choice Coffee

www.choicecoffee.webnode.com
The green colour represents the freshness and the coffee leaves while the red colour represents the coffee cherries.

The company also wanted a cup of coffee included in the logo.
Before

No business card

After
A taste of excellence

Sourced from the finest 100% Arabica coffee grown on the slopes of Mt. Kilimanjaro, Choice Coffee is farmed in cooperatives, handpicked by local pickers and traded at fair prices.

Our premium beans are roasted with love and grinded with care, preserving its freshness and aroma for you to enjoy.

Choice coffee is carefully packed by local women. We are strong advocates for supporting the Kilimanjaro farming community.

Choice Coffee Co. Ltd.
Rapo Industrial Estate, Sukari Road, Kinshasa.
P.O. Kilimanjaro, Tanzania, ZIP 2614

E-mail: choicecoffeeinfo@tanznet.com
Facebook: choicecoffeebrl
Branding guidelines

No branding guidelines

Before

After
The company opted for a free website designed with Webnode builder.
Communal Shamba

www.communalshambacoffee.com
The company did not want to change the logo since their rebranding was made recently.
Brochure

24 pages booklet

Before

No brochure

After
TRADING SMALL COFFEE
FARMERS’ GOODS FOR GOODNESS
OF OUR COMMUNITIES

LOCATION
Tanzania, Mbozi District

FARMERS
We work with smallholder coffee farmers

COFFEE
We use innovative processing techniques to add value

MARKET PRICE
We pay premiums for quality coffee

LOCAL JOBS
We created over 50 local jobs in 2020

Our ethos is about innovation for impact by supporting education and health. In partnership with our customers, we ensure that our coffee is a catalyst for long term change, bringing hope and brighter futures to coffee communities.
David
Communal Shamba Coffee, established by two young Tanzanians, is an exciting profit for purpose business that is making waves in the coffee industry.
david@communalsamba.com

Neva
Communal Shamba Coffee, established by two young Tanzanians, is an exciting profit for purpose business that is making waves in the coffee industry.
neva@communalsamba.com

Getruda
Communal Shamba Coffee, established by two young Tanzanians, is an exciting profit for purpose business that is making waves in the coffee industry.
getruda@communalsamba.com

Social Impact
Communal Shamba Coffee, established by two young, entrepreneurial Tanzanians, is an exciting profit for purpose business that is making waves in the coffee industry. We are a social enterprise, connecting growers from the rolling hills of Tanzania’s Southern Highlands with the export market.

Being consciously creative from farm to green beans production, which adds value on farmgate price with community impact on health and education. As we define it “Small Coffee Farmers’ Goods for Goodness of Our Communities”.

Website

Images are blurry, the website was not consistent
Kamal Agro

www.kamalcoffee.weebly.com
The logo mark shows a coffee bean and the sun.

Apart of the sun, the arrows also show the Group (Kamal) the coffee is part of.
No business card
COFFEE CUPPING
Cupping is important measure to test the quality of coffee. When we cup, we measure out a small amount in each cup for rigorous quality assurance. Cupping five different cups that means five different batches of one coffee sample.
COFFEE CUPPING

Cupping is an important measure to test the quality of coffee. When we cup, we measure out a small amount in each cup for rigorous quality assurance. Cupping five different cups that means five different batches of one coffee sample.
At Kamal Agro, our local women workers handpick and sort the ripe cherries. We only use the best, red beans.

We pack coffee to our clients' specifications, with tailored printing on our sisal or jute bags.

We deliver exquisite speciality coffee imbued with unique and intense flavours, fruity fragrance, good acidity, a full creamy body and a long sweet aftertaste. Our high quality management systems ensure traceability of all our coffees from farm to customer.

ABOUT US

KAMAL AGRO, we aim to create a more sustainable world by using social market force to protect nature and improve knowledge to farmers and the community. We are building a powerful community to create a better future for people and nature.

INVESTING IN OUR FARMERS

To offer farmers coffee quality maintenance education starting from good farm practices up to finally processing to ensure quality and sustainability of production. Also, to educate them about farming as a business to help them know how to analyse their production costs this will allow them to project whether they shall achieve a profit or a loss at the end of the season.

SUSTAINABILITY

Our success is linked to the success of our coffee farmers. We want to help people thrive to ensure the sustainability of our product and the highest quality coffee.

DELICIOUS COFFEE

Our vision is to supply the most delicious coffee to our customers and consumers globally, and to make people smile.

PEOPLE

Our aspiration is to be people positive. We invest in humanity and the well being of everyone we connect with, from our coffee farmers to the customers in our stores.

PLANET

Our vision for the future is to be resource positive, to give back more than we take from the planet. We can't do it alone. It takes all of us.

COFFEE & CRAFT

Coffee is at our heart, inspiring our craft and driving innovation in our coffee. We strive for new ways to bring the Kamal coffee experience to you wherever you are.
Branding guidelines

No branding guidelines
The company opted for a free website designed with Webnode builder
The company was not responsive. As a cooperative, their approval processes are very long.

They stopped responding. However, these below were the logo proposals.
Business card

Proposals (the company was not responsive)

No business card

Before

After
Proposals (the company was not responsive)

Before

No brochure

After
KNCU

www.kncutananzia.com
The company was very responsive and engaged in the design process.
No business card
The award-winning Union Café is a perfect place to meet with friends as you enjoy a refreshing drink during the day. Decorated in a contemporary style with a touch of local culture, you can relax with our complimentary newspapers or use the free wireless Internet.

Our coffee has been certified organic by Natrade since 2004. This guarantees our customers that all our coffee is produced without the use of agricultural chemicals.

The café serves a la carte menus with a blend of continental cuisine. Sit out on the sidewalk and enjoy the all-day menu. Union Café is open from 6:30AM to 10:00PM every day.

OUR SERVICES
- The Café offers an array of on-site conveniences that include:
  - A place where you can always buy union coffee brand
  - Secure parking
  - Stand up generator
  - Hi-View Internet connection

CONTACT
+255 715 500 164
+255 764 200 742
+255 719 700 271

AWARDS
Tanzania Export Awards
Tanzania Industrial Festival organizes a Fair trade competition through which they to help for all Tanzanian products.

Our coffee shop Union Café secured First and Second Place in that competition.

New trifold brochure

No brochure
The award-winning Union Café is a perfect place to meet with friends or just to enjoy a refreshing drink during the day. Decorated in a contemporary style with a touch of local culture, you can relax with our complimentary newspapers or use the free wireless Internet. Our coffee has been certified organic by Naturland since 2004. This guarantees our customers that all our coffee is produced without the use of agricultural chemicals. The café serves an à la carte menu with a blend of continental cuisine. Sit out on the verandah and enjoy the all-day menu. Union Café is open from 08.00AM to 10.00PM every day.

OUR SERVICES
The Café offers an array of on-site conveniences that include:

• A Stand where you can always buy union coffee brand
• Secure parking
• Stand-by generator
• Wireless internet connection

CONTACT
+255 715 590 184
+255 764 206 742
+255 719 793 271

AWARDS
TANZANIA BARISTA AWARDS
Tanzania Kishawa Festival organizes a Barista competition, through which they call for all Tanzanian and E Africa baristas to compete. Our coffee shop Union Café scored first and Second Place in that competition.
1898 Our coffee was first planted in Kilena by Catholic missionaries in 1898, and later by German settlers. At that time Kilimanjaro natives were not allowed to plant coffee; instead they worked at settlers' plantations. It wasn't until the end of the First World War in 1918 that Germany lost her colonies including Tanganyika (later Tanzania).

1920s The first British District Commissioner of Moshi, Sir Charles Cecil Farquharson Dundas allowed natives to grow coffee as cash crops. He popularized the area's coffee production and founded the The Founder of Kilimanjaro Native Associations. He was given the title Wasaoye-o-Wachagga (Elder of the Chagga).

Most of these associations were formed within established chiefdoms. And some of them were provided with land by the "Mangi" (Traditional Leader). In time, the crop spread across the area and these societies served most of the villages on the slopes of Mount Kilimanjaro. Coffee became a traditional crop to the Chagga people.

1930s The Kilimanjaro Native Co-operative Union (KNCU) Ltd was the first union to be registered on the 26th December 1933. This was under the Co-operatives Societies Ordinance of 1932, together with 11 other societies: Kibongoro, Uru Mawela, Kilena Kiloboko Central, Machame Centre, Maramu, Maimoera, Mengwe, Mikou Rombo, Kani, and Useni.

A L. B. (Bien) Bennett was the first General Manager and later adviser to the KNCU. Both Dundas and Bennett commanded devotion and gratitude from the local people. They bestowed unique Chagga titles; Dundas was Wasaoye-o-Wachagga (Elder of the Chagga) and Bennett Mbuyo-o-Wachagga (Friend of the Chagga).

1976 The government disbanded cooperatives on 14th May 1976 on political grounds. The assets of the union were transferred to a newly established Kilimanjaro Union Corporation Ltd as caretaker

1982 In 1982, the government re-introduced a new Co-operative Act. On 9th March 1984 KNCU was registered as Kilimanjaro Native Cooperative Union (1984) Ltd with 90 affiliate societies and members totalling over 60,000. After the registration there was a reform on economy and politics, which brought trade liberalization and farmers were allowed to trade. Currently KNCU (1984) Ltd has 61,400 active members.

1990s

HISTORY

1898
1918
1920s
1930s
1976
1982

OUR COFFEE

OUR COFFEE

The Kilimanjaro Native Cooperative Union farmers produce Kilimanjaro Coffee, a distinctive washed Arabica. It is finely balanced and prized for its body, acidity and flavour, due in part to the mountain's rich volcanic soils. Kilimanjaro has a reputation throughout the world as one of Africa's finest coffees.

KILIMANJARO ARABICA COFFEE

Our Arabica coffee grows on the slopes on Mt Kilimanjaro, 1,000- 2,000m above sea level. The year round cool climate, humidity and regular rainfall all contribute to our superb quality coffee.

COFFEE COLLECTION

After harvest, farmers take their beans to a nearby primary cooperative to sell their parchment coffee. KNCU collects the parchment and transports it to the Tanganyika Coffee Curing Company for curing and grading. Samples are taken to the Tanzania Coffee Board (TCB) for cupping. TCB provides certification for premium quality. Our organic coffee qualifies for direct export; the rest are bought at TCB's coffee auction and then exported.

QUALITIES OF OUR PARCHMENT

- AA, A, B, C are high density, premium beans graded according to size, AA being the largest (see below).
- PB Pea Berry grade has a worldwide reputation for its rich, aromatic and full bodied flavours that is produced from the male bean.

All our coffees are wet processed and sun-dried.

TESTIMONIALS

UNION COFFEE you have good packets, this makes your stock move faster than others.

Didas Mushi
Kilimanjaro Supermarket
Moshi, Tanzania

UNION COFFEE I like your roasting profile signature which develops a long-lasting espresso crema.

Glady
KAFFE KOFFEE
Dar es Salaam, Tanzania

I like the PB premium grade next trip to Kilimanjaro. I will order more.

Duncan
Coffee Shop
California, USA

Didas Mushi
Kilimanjaro Supermarket
Moshi, Tanzania
Branding guidelines

No branding guidelines

Before

After
The KNCU website was old-fashioned, needed a real improvement

The KNCU website was designed in WordPress
Rafiki

No website
The company did not want to change the logo. It was not responsive.
The company was not responsive but they accepted this design.

No business card

Before

After
The company was not responsive (proposals)
Relationship Coffee

Rafiki Coffee Ltd is a private milling company serving all coffee producers both small and large in northern Tanzania.

We focus on providing prompt and quality services to our farmers by engaging with them directly and supporting them financially. We invest in our members through capacity building on producing coffee of export quality.

Rafiki is well known for its commitment, respect and excellent customer service. Our clients’ loyalty motivates us to keep doing better.

Mission
To be the partner of choice for coffee farmers, providing the best service and changing their quality of life for the better.

Vision
To become the leading miller in the country through quality services to a large portfolio of coffee farmers, while maintaining operational effectiveness and efficiency.

10 years ago, we left KNCU and joined Rafiki. It was a very tough decision. Joining Rafiki awakened our coffee business minds and now we are among the giant Amcas [Agricultural Marketing Cooperative Societies] in the country.

Marry
Mamsona Amcas
Kilimanjaro, Tanzania

We are organic coffee producers. Rafiki showed us how to do coffee business in an efficient and effective way. At that time, we had a loan from the bank and the interest rates were extremely high.

Rafiki taught us the importance of marketing and sales, making us more profitable. They also provided us with financial assistance.

Allex Mengo
Usambura
Tanga, Tanzania

I remember Rafiki when I was serving as a secretary at the Songambele Specialty Coffee Group under KILCAFE. We were milling with Rafiki. Rafiki provided us with money for coffee collection and even bought our pulping machine. After Songambele group closed, I was idle until 3 years ago when my village decided to open our own Amcas. We went back to Rafiki for support and were welcomed with open arms.

Jacob Malic
Usambura
Shilshany Amcas
Arusha, Tanzania
Branding guidelines

No branding guidelines
The company did not want to change the logo. It was not responsive.
Business card

Proposals (the company was not responsive)

No business card

Before

After
No brochure

Proposals (the company was not responsive)
TANZANIA COFFEE BOARD
Railway Street, P.O Box 732,
Moshi, Kilimanjaro
Tel. +255683705910
+255 27 275 2324
Fax. +255 27 275 2026
E-mail: info@coffeeboard.or.tz;
tancafe@coffeeboard.or.tz
Web: www.coffeeboard.or.tz

Fine
Tanzanian
Coffee
**About Us**

Tanzania Coffee Board is the country’s coffee regulatory board. The parastatal/public institution regulates all coffee grown, processed and sold domestically and for export. The Board also produces its own coffee for the local market and export.

**Our Coffee**

TANCAFE is fully bodied, smooth and rich in acidity and well-balanced flavours from the volcanic soils of Mt Kilimanjaro. Not only is Kilimanjaro the highest mountain in Africa at 5,895m above sea level with a magnificent snowcap but it is in our beautiful country and we can witness coffee grown on its slopes.

**Mission**

To be the coffee of choice, and to offer the best quality coffee in Tanzania, the East African region and the whole of Africa.

**Vision**

To be the leading coffee roaster in Africa.

---

**TANCAFE is our flagship brand.**

TANCAFE is 100% premium Arabica chosen from the best coffee grown on the high-altitude soils in Tanzania.

We buy our coffee through auction and local sales from northern Tanzania and Kilimanjaro. We ensure consistency in our roasting levels and use high quality packaging for maximum freshness.

Our coffee cups at 82+ with a wine flavour and fruity aftertaste.

---

**Testimonials**

*Best coffee quality I have ever come across.*

**Evaline**  
New Safari Hotel  
Arusha City, Tanzania

*The coffee is good and the distribution is always on time.*

**Michael**  
Safari Bistro  
Arusha City, Tanzania

*Coffee is very good.*

**Asia Kimaryo**  
Aroma Coffee  
Moshi, Tanzania
Branding guidelines

No branding guidelines

Proposals (the company was not responsive)
Logo

Buhanga coffee wanted modern and clean logo that looks similar to their original logo

We cleaned a bit, kept the illustration style and choose an earthy colour palette

Before

After
Business card

We designed business cards for Eric and his team.

Before

No business card

After

- **NZINDUKIYIMANA JOSEPH**
  - President of cooperative administrative committee
  - Tel: 250783594309
  - buhanga.c@yahoo.com
  - Coffee Washing Station (CWS)
  - Location: Gisagara-Musha-Rurama

- **HABIMANA FRANÇOIS**
  - Chef de qualité
  - Tel: 250783728099
  - buhanga.c@yahoo.com
  - Coffee Washing Station (CWS)
  - Location: Gisagara-Musha-Rurama

- **ERIC NSANZINSHUTI**
  - Buhanga Coffee
  - Tel: 250784023686
  - buhanga.c@yahoo.com

- **NYIRAMUNOZA MARIE CLAIRE**
  - Accountant
  - Tel: 25078545600
  - buhanga.c@yahoo.com
  - Coffee Washing Station (CWS)
  - Location: Gisagara-Musha-Rurama
Buhanga didn’t have any marketing materials before the programme (just this sign on their farm… )
CONTACT US FOR RICH RWANDAN COFFEE THAT CARES

SOUTHERN PROVINCE, GISAGARA DISTRICT, MUSHA SECTOR
(+250) 784023086
buhanga.c@yahoo.com

AT BUHANGA, WE WORK TO:
- Improve the livelihoods of our farmers and their families
- Practice environmental and sustainable agriculture
- Support healthy soils for consistent, high grade coffee
- Obtain Fairtrade certification

BUHANGA COFFEE

good farmer relationships make good coffee
COFFEE THAT GIVES BACK TO THE COMMUNITY

Buhanga coffee grows in the highland of Gitarama District, in southern Rwanda. There, at an altitude of 1800-2000m, our coffee trees capture minerals from the highlands rich sandy soil, giving our beans high density and a rich flavor. We consistently receive excellent cupping scores of 85+.

We take our name from the hill that hosts our coffee plantation – Buhanga Hill – just one of the hills within Rwanda, the land of a thousand hills.

Our mission at Buhanga is to produce high quality coffee that gives back to society and supports our community.

FROM LITTLE THINGS BIG THINGS GROW

Buhanga Coffee Cooperative started in 2009 with only 8 farmer members (7 men and 1 woman), who decided to establish their own mill with the support of outside investors. Today we have 375 members (294 men and 81 women) and each member looks after around 100 trees.

We work closely with the youth in our community, re-introducing them to the coffee tradition. Many help their families at all stages of coffee growing, with some even planting their own trees after being inspired by the revenue their elders enjoy.

Buhanga Cooperative generates income that helps our members improve their livelihoods and pay for school fees and health insurance. We believe in sharing every bit of profit earned. This commitment is returned to us with highly motivated members.

SUSTAINABLE ENVIRONMENTAL PRACTICES & HEALTHY SOILS

From its very beginnings, Buhanga Cooperative has been committed to environmental practices. We provide ample training to our farmers on soil preparation, sowing and use of organic fertilizers to ensure our coffee thrives from nursery to harvest. We also work with agronomists to plant other trees and prevent soil erosion.

Our coffee farmers keep bees to encourage pollination on their coffee, and they grow a variety of crops for healthy soils to increase mineral content and support strong, flourishing coffee trees.
Branding guidelines

No branding guidelines

Before

After
Social Media Posts

Their Instagram and Facebook pages needed design improvements.
Social Media Branding

Social media account with the new branding
Website

Proposal (to validate and transfer to their hosting platform)

No website

Before

After
San Coffee
They wanted to create a new brand targeting women

This logo was inspired by the Rwanda female hero, Ndabaga.
Business card

Before

No business card

After
Branding guidelines

Before

After

No branding guidelines
Before

After
SUPPORTING AND EMPOWERING WOMEN FARMERS THROUGH SPECIALTY COFFEE

Our focus on supporting women in our farming communities is a good strategy – but why?

In most of our farming communities, it is the women who are working hard to produce specialty coffee. But they are not the ones getting well paid!

All the activities of our women farmers are done to perfection because they want to improve the lives of their families and children. So it makes complete sense that our company steps up to give them better rewards since they are the ones driving the coffee economy!

Our women’s coffee is selected and treated separately, to be sold as a specialty women-produced coffee. We want to preserve their special brand and recognise their hard work. It also gives us the opportunity to work directly with our women farmers for continual quality improvement.

Cupping at 87, this is exquisite coffee, produced exclusively by women farmers from Mwezi, Nyamasheke in the Western Province of Rwanda – a beautiful land of mountains and rolling hills. Empowering and rewarding women farmers, builds families and communities and contributes directly to brighter futures for all Rwandans.
BUILDING OUR BRAND
FROM THE VOICES
OF OUR WOMEN FARMERS

Making this move to produce a Womens coffee was inspired by a trip to western Rwanda. In a casual conversation with a women farmer there, I joked with her that she is a very important person in the world since she has the biggest impact in the second most important industry in the world (after the oil and petroleum industry). She quietly responded: “Who even notices that the backbone of this industry are WOMEN farmers?” This made me reflect on how little acknowledgment they are indeed given, and I so want to showcase the people behind coffee and share their stories. And make sure that they are fairly rewarded for their dedication and hard work.

NDABAGA COFFEE IS
TRUE IMPACT COFFEE.

Our women-produced coffee brand name comes from the Rwandan hero “Ndabaga”. We take inspiration from her bravery in defying traditional gender roles. Ndabaga triumphed when she took it upon herself to excel in the world of men, and we honor her legacy by elevating our sisters who follow in her footsteps.

The story of Ndabaga is a keystone of Rwandan folklore.

Ndabaga was born in the shadow of war. Before she was old enough to remember him, her father went off to serve in the King’s army. According to law, healthy men must serve the kingdom into old age, only earning a peaceful retirement upon being replaced in the army by their son.
Social media banners
Website

Website validated (to transfer to their hosting platform)

Before

After

No website
Social Media Branding

Social media account with the new branding
Trapro Coffee
Business card

No business card

Before

After
No brochure
Trapro Coffee is located high in the mountains of southern Rwanda near the Nyungwe National Park, one of the oldest rainforests in Africa. At altitudes of 1,700-1,900m, the soils are sandy and volcanic and the climate cool and humid.

It is a perfect environment for our washed, natural and experimental Red Arabica Bourbon coffees in RAB C5, Jackson, Mbirizi and BM39 varieties. Our flavor profile is fruity with chocolate and lemon notes.

Our mission at Trapro Coffee is to uplift the lives of our 5,000 coffee farmers by promoting good agricultural practices (GAP) at the farm level and processing high-quality coffee for fair and sustainable trade.

We have received multiple awards for our coffee and our washing stations:
- Coffee Station of the Year (Rwanda Trading Centre, 2017)
- Quality Award (RTC, 2018)
- 23rd Winner Cup of Excellence 2018 (Ibis Mountain coffee)
- 24th Winner Cup of Excellence 2018 (Githega Hills coffee)

**Award-winning, fully washed specialty coffee**

Trapro was started in 2015, 12 years after the tragical genocide against the Tutsi. Our founder is entrepreneur Bernard Uwitije, who grew up on a coffee farm in Maraba in southern Rwanda.

Bernard grew up with passion for coffee and a dream to improve the lives of his village coffee farmers. He started Trapro at the age of 25.

**We bake 3 coffee washing stations:**
- Nyamagabe district – Githega Hills coffee, washed Red Bourbon, 87 cupping score with apricot, floral, honey flavors
- Nyamagabe district – Bwindi Mountain coffee, washed Red Bourbon, 89 cupping score with orange, cranberry, rhubarb and lemon flavors
- Huye district – Ibis Mountain coffee, washed Red Bourbon with apricot, honeysuckle, juicy flavors

All our CWS are close to each other and near our farming communities. This helps us to work hand in hand with over 5,000 coffee farmers, buying their cherries and processing them as soon as possible.

**Quality washing stations for better coffee**

One of our CWS was CAFE certified in 2017 with a score of 8a for 4 consecutive years. We plan to certify all 3 CWS by 2021.

The quality of the cherries and infrastructure and the comfort of our workers is our top priority. Our CWS are modern and very clean with ecological-friendly pulpers and tiled fermentations tanks. We also provide accommodation for key staff.

**Profits invested back into the farms**

10% of Trapro’s gross profits each year goes back to our farmers through projects such as health insurance schemes, training and materials for GAP and Farmer Field Schools (FFS), small loans, school fees and support to local schools.

We work with committed farms and buyer to ensure the quality of our coffee. Farmers are grouped with 50-60 neighbour farmers and trained by an agronomist in GAP and financial literacy.

We provide coffee seedlings to our farmers so they can extend and rejuvenate their farms. Each group is trained twice a month on each coffee farm activity.

**Supporting disadvantaged groups and livelihoods**

We work primarily with vulnerable groups, including poor families, single women and genocide survivors. 40% of our farmers are women and 25% are youth who were not able to continue higher education.

Coffee is usually the only cash crop for our farmers though they also grow subsistence crops such as green beans, bananas, sweet potatoes and maize.

After harvest, farmers sell their coffee beans. Most use their payments to build, repair or upgrade their homes, pay their health insurance and school fees, buy a cow or expand their land by buying a new plot of land.

**“Perched quietly in Rwanda’s southern hills you will find RTC’s 2017 Supplier of the Year Award Winner, Ibis Mountain Coffee. The owner, Bernard Uwitije, is obsessed with high quality coffee and sound business principles.”**

Clay Parker, Managing Director, Rwanda Trading Company Ltd (RTC), Kigali, Rwanda
Branding guidelines

No branding guidelines

Before

After
Social Media Posts

At @TrappCoffee our mission is to uplift the lives of our 5,000 coffee farmers by promoting good agriculture practices (GAP) at the farm level and processing high-quality coffee at a fair price, while following our guiding values and increasing farmers' income.

At @TrappCoffee we love coffee and love what we do. We are enthusiastic about our products, our partners and our customers. We want to be known for Quality, Culture, Fairness, Sustainability.

The @TrappCoffee NATURALS COFFEE from the mountains of southern Rwanda is passed the cherries through a hopper, in spring water. They are then immediately placed on the shade tables for 10 hours. Natural coffee is processed from mid-May to July when the rainy season is over.

At @TrappCoffee the pulped beans are placed in two fermentation tanks for 12-41 hours for dry fermentation (without water). After fermentation is complete the mucilage can be easily removed by hand and safely the pulped coffee beans are washed and graded into A, B and C grades by density using flotation water. They are then placed into spring water for 8-12 hours before soaking.
Social Media Branding

Social media account with the new branding

Trapro Coffee Washing Stations
Award-winning fully washed specialty coffee from Southern Rwandan mountains improves lives & farms.

Do you know Trapro?
To see what he shares with friends, send him a friend request.

Intro
Lives in Nyamagabe, Gikongoro, Rwanda

Photos
See All Photos

Posts
Trapro Coffee Washing Stations updated his cover photo.
August 6 at 2:56 AM
Website

Proposal (to validate and transfer to their hosting platform)

Before

No website

After
Muhondo Coffee
Business card

No business card

Before

After
No brochure
CONTACT US FOR RICH RWANDAN COFFEE THAT CARES

Muhondo Coffee Company Ltd, Northern Province, Gakenke District, Rwanda
(250) 788550204/788657756
muhondocoffeecompany@yahoo.fr
muhondocoffee.com

AT MUHONDO, WE WORK TO:
- improve the incomes and livelihoods of our 3,000 farmers
- distribute 120,000 coffee seedlings to our farmers
- distribute cows and pigs so farmers can get organic manure for their coffee trees
- obtain organic and Fairtrade accreditations to increase the value of our farmers’ coffee
- maintain our award-winning quality standards.
AWARD WINNING COFFEE FROM THE NORTHERN HILLS

Muhondo’s fields of red Arabica Bourbon and Johnson coffee spill over 10 hectares at high altitude 1,850-2,200m in the northern hills of Rwanda.

Here, abundant rainfall and fertile, volcanic soil is the perfect incubator for the rich flavours of Muhondo’s specialty coffee. You’ll detect sweet, citrus, caramel flavours in our exquisite brew.

Our vision is to become role models in the coffee farming business through best practice farming, while protecting the economic and social interests of our coffee farmers.

Through Muhondo’s work, we create job opportunities in our region, build income for our farmers and provide valuable training in agricultural practices.

We see a growing number of local farmers choosing to grow coffee. Their income supports their children’s education, health insurance, building materials for their homes and a brighter future for their families.

FROM A SMALL FAMILY FARM TO GLOBAL RECOGNITION

Five years later, Muhondo Coffee Company Ltd was born. The company bought a CWS in Muhondo in the Gakenke district and processed our first coffee in 2013, using beans from our own farms, the local cooperative and other farmers. We now operate in 3 CWS and work with 3,000 farmers.

Initially we sold our beans to the local market and other coffee companies. Now we export Muhondo Coffee all over the world.

In 2014, Muhondo won the Presidential Award in the International Cup of Excellence. In 2015, we placed third in the Cup of Excellence awards for impacting the local community through women and youth employment.

We are proud to be among Rwanda’s best coffee companies, for our coffee and our social contribution.

GROWING A UNIQUE COFFEE

In the hills of Gakenke and Huro, where our coffee grows, locals used to predict weather by burying a pot the ground on top of the highland. The hilltop was preserved and is now a tourist site.

The climate and soil conditions here are ideal for coffee cultivation. The coffee trees enjoy abundant rain from the months of October to May, which means the coffee grows slowly and unfolds into a very special flavour profile and body. Our coffees are sweet and caramel with a slight acidity.

Quality control is very important to us. All of our coffee is hand-picked and sorted. It is carefully handled throughout the harvest, processing and packaging stages.

HOW WE SUPPORT OUR LOCAL COFFEE GROWERS

- Logistics – buy and transport cherries
- Farming – distribute 120,000 coffee seedlings to our farmers each year, as well as cows and pigs for organic manure
- Finance – provide second payment bonuses and loan opportunities
- Training – teach agricultural best practices including organic farming and quality control during processing
- Accreditation – gain organic and C.A.F.E. certifications to increase the value of farmers’ coffee cherries

When you drink Muhondo coffee, you taste some of Rwanda’s best coffees, and directly support Rwandan coffee farmers.
Branding guidelines

Before

No branding guidelines

After

Logo

Colour

Font

Typographic:

ABCDEF-GHIJKLMNOPQRSTUVWXYZ.
Website

They didn’t have the login details for their website

New website design to transfer to their hosting planform
Nova Coffee
Business card

Before

No business card

After

Nova Coffee LTD

Jean Marie Vianney

Vianneyuzzo@gmail.com
+250 788770471
No brochure
Contact Nova for delicious, ethical Rwandan coffee

At Nova, we strive to:
- become organic and Rainforest Alliance certified
- increase our production from 8 to 12 containers of coffee a year by the end of 2024
- distribute up to 200,000 coffees trees plus shade and tropical fruit trees in all coffee farming communities every year through our NOVA SAWA project
- expand our organic farming approaches
- continue to support women and youth working in the coffee industry

+250 788457824
info@novacoffeewanda.com
www.novacoffeewanda.com
An ethos of social responsibility

Nova Coffee started as a family business in 2015. Our owner, Agnes Mukamushinja and her husband, Managing Director, Felix Hitayezu, have worked in the coffee sector for more than 25 years. They have founded a coffee enterprise that leads the way in socially responsible practices.

Since 2015, we’ve engaged over 2,800 local farmers and implemented ethically and socially responsible practices across our organisation. We are committed to gender equality, education and health for our community.

Organic, UTZ, C.A.F.E. and Rainforest accredited coffee

Nova Coffee has been UTZ certified since September 2020 and we are in the process of gaining our organic, Fair Trade and Rainforest Alliance accreditations.

These will give our customers greater confidence in our processes and consistent high quality.

Delicious specialty Arabica from the northern Hills of Rwanda

Nova grows specialty Arabica Bourbon in the warm tropical sunlight and rich volcanic soils of northern Rwanda. Surrounded by native tropical rainforest, our 155-hectare coffee plantation is 1800-2000m high, spread out on the edge of a mountain and near the beautiful Muhazi Lake.

It is the perfect idyllic environment to grow a truly unique coffee.

We produce fully washed 100% red Bourbon with a complex flavor profile characterized by fruit, dark chocolate and fruit acidity.

Nova Coffee is respected for its great taste and consistent high-quality with cupping scores of 86-89. Our coffee comes in 3 grades, which means our customers can choose the price points and quality they need.

Our vision is to foster a prosperous local coffee community and connect with coffee lovers across cultures. We think coffee can play an important role in bringing abundance and wellbeing to our community and to Rwanda.

Sustainable coffee farming initiatives

Coffee directly affects the lives of over 2,800 farming families in our community. That’s why we’ve initiated the Nova SAWA (Sustainable Arabica and Women in Agriculture) project which aims to promote sustainable farming initiatives that respect the environment and help grow farmers’ income.

We distributed 30,000-50,000 young coffee trees in 2020; we want to triple the figure. We plan to give 100,000 to 200,000 coffee trees, along with shade and tropical fruit trees, to every local coffee farming community each year. This encourages and supports farmers who want to join the coffee sector while being environmentally sound.

We support beekeeping initiatives through the project. This helps our farmers access honey, an important diet staple, increase their incomes through sales, and maintain biodiversity in the farms. Our farmers also grow beans, maize and potatoes for crop diversity and to eat and sell.
Extra brochure

16 Page booklet that can be used on social media as individual posts too

Nova Coffee started as a family business in 2015. Our owner, Agnes Mukamushinja and her husband, Managing Director, Felix Hiyawu, have worked in the coffee sector for more than 25 years. They have founded a coffee enterprise that leads the way in socially responsible practices.

Since 2015, we have engaged over 2,800 local small-holder farmers among them 382 are women and we pride ourselves in implementing ethically and socially responsible practices across our organisation. We have a strong commitment to gender equality, education and health for our community.

The company builds houses for the poorer families in our society, constructs roads and wells, and provides micro-credit facilities to our farmers.
Branding guidelines

No branding guidelines

Before

After
Dear Habib,

Café de Maman ethical and traceable coffee from the hands of Rwandan women to pilot cutting edge technology for better lives.

We are pleased to provide you with a 360-gram single origin, 100% Red Bourbon fully washed specialty coffee sample from Nova Coffee, Café de Maman, Rwanda from the heart of Africa. Our coffee is blended for the right acidity and balanced sweetness of 1800-1850mA or in the perfect heat close to the base of Mount Lubega grown by women small holder farmers.

We are a women led and owned company. We pride ourselves in implementing ethically and socially responsible practices across our organisation. We have a strong commitment to gender equality education and health for our community.

Nova coffee recognises that to ensure traceability, equity, sustainability and better lives for all, blockchains could be one of the many solutions. We are honoured to work with Bistabrics PPAAMBITIO and partners with FARMER CONNECT to test the blockchain to support better methodologies.

Our coffee season this year, quality has been good but overall the volume of coffee is less. However, for the purpose to test the blockchain we have committed to put aside a full container of our coffee.

We would be honoured to work with CNA coffee to pilot the blockchain technology to help women entrepreneurs exploit better market opportunities. We pride ourselves with many years’ experience exporting coffee to customers located across the world. We are customer focused, organised and transparent. Therefore, able and willing to share information and learnings to test the blockchain pilot.

We understand you need to find a cup of coffee, to ensure it meets your quality control processes. Afterwards we would be open arranging a zoom meeting with Farmer Connect and the TRADEX (FTC) to discuss the blockchain pilot.

Yours Truly,

Agnes Mukamashina
Owner and Managing Director of Nova Coffee

265
Misozi exports green coffee, so we focused on a light green palette.

Before

After
Business card

Before

No business card

After
Before

After

Contact Misozi for Rwanda's best range of organic, Fairtrade coffees

At Misozi, we work to:
- Be transparent about our sustainability
- Implement good agricultural practices
- Improve the lives of our farmers
- Support our member cooperatives through capacity building and access to markets
- Protect quality, service, and value to satisfy the needs of our customers, employees and stakeholders
Contact Misozi for Rwanda’s best range of organic, Fairtrade coffees

KK 530 St, Kigali
+250788730309
Misozicoffee20@gmail.com

At Misozi, we work to:
- be transparent about our sustainability
- implement good agricultural practices
- improve the lives of our farmers
- support our member cooperatives through capacity building and access to markets
- prioritise quality, service, and value to satisfy the needs of our customers, employees and stakeholders
The best of Rwandan Fairtrade coffee

The Misozi cooperatives are spread across the lush mountains of Rwanda, from the volcanoes of the north to the natural forests of the south. Each place and people has their own character and beauty and from each cooperative comes a distinctive coffee of the highest quality.

Our coffees owe much of their incredible flavours to the optimal natural conditions: high altitudes, abundant rainfall, mountain spring water and cool temperatures.

Misozi produces the best of Rwandan specialty coffee with tasting profiles reminiscent of chocolate, lemon and orange with a complex, fruity, long finish.

We grow and trade coffee following sustainability principles that not only improve the lives of our farmers but deliver exceptional quality to our customers.

Our accreditations in organic, Fairtrade, Rainforest Alliance and Coffee and Farmer Equity (C.A.F.E.) attest our commitment to quality and high standards of production.

Coffee farming that respects the land

Rwandan soil is naturally fragile and prone to degradation. That’s why we go the extra mile to employ practices that protect and help regenerate our land.

Our agricultural practices:
- replace seedlings that have not grown
- keep the soil covered, remove weeds and mulch
- prune the coffee trees correctly
- plant a variety of crops to boost biodiversity including banana, maize, pineapples and avocados
- protect the coffee trees from insects and diseases

Another member is Bakundakawa Rushashi, the first cooperative to promote women in Rwanda’s value chain through the Hinga Kawa Women’s Association. Its coffee washing station was also the first in Rwanda to apply for organic certification.

At Misozi, we support our coffee producers through capacity building, coffee processing and access to markets.
Branding guidelines

No branding guidelines

Before

After
Website

New website design to transfer to their hosting platform.
Business card

Before

EMANUEL MANIRAHUHA
CWS MANAGER
+250 7845 4099
TUKCOOPERATIVE@GMAIL.COM

No business card

After

AGNES NYINAWUMUNTU
COOP PRESIDENT
+250 78237 3912
TUKCOOPERATIVE@GMAIL.COM
At TUK Coffee, we strive to:
- Empower female coffee growers to grow high-quality specialty coffee
- Promote gender equality and social change in Rwanda
- Provide health insurance coverage for every member
- Distribute 100% of our specialty coffee sales among our members
- Continuously improve our coffee through our washing station and cupping lab

Hanganji village, Rwamagana cell, Rukari, Kisoro, Eastern province, Rwanda
rajonn@gmail.com
TUKcooperative@gmail.com
www.sustainablegrowersrwanda.org

No brochure
WITH EVERY CUP OF TUK COFFEE, YOU SUPPORT WOMEN COFFEE GROWERS, GENDER EQUALITY AND SOCIAL CHANGE IN RWANDA.

At TUK Coffee, we strive to:

- Empower female coffee growers to grow high quality specialty coffee
- Promote gender equality and social change in Rwanda
- Provide health insurance coverage for every member
- Distribute 100% of our specialty coffee sales among our members
- Continually improve our coffee through our washing station and cupping lab

Karagani village, Rwimirishima cell, Rukara, Kayanza, Eastern province, Rwanda.
+250787450099
tukcooperative@gmail.com
www.sustainablegrowersrwanda.org
COFFEE THAT GIVES BACK TO THE COMMUNITY

The Twongere Umuserwa wa Kawa (TUK) Cooperative is located in Kayanza district in Eastern Rwanda. We are owned and operated almost exclusively by women.

Close by is the Akagera National Park with black, fertile soils perfect for growing coffee. We are high up in the mountains, 1,650m above sea level on the border with Tanzania. There is a rich biodiversity and abundance of native wildlife including lions, leopards, zebras, elephants and many types of birds including the rare shoebill stork.

TUK is a cooperative of 157 women and 3 men, and most are 25-45 years old. We produce Arabica Bourbon specialty coffee, fully washed and honey processed, cupping at 87 points. Our wonderful coffee is characterized by sweet flavours of honey, citrus and chocolate.

We roast coffee the traditional way and enjoy it with visitors from all over the world who come to learn and share our coffee processes from seed to cup.

We have our own coffee washing station and a cupping lab to ensure quality in every single lot. Our members carefully hand-sort the coffee each step of the way.

In 2017, we were proud to rank 30th best coffee in the world by Coffee Review, the world's leading coffee guide.

A WOMAN IS ABLE AND SHE IS POWERFUL

Women are very results-driven and passionate people in Rwandan society. When they come together, you can always expect great things. Our coffee is consistently strong and delicious because it comes from the hands of women.

Championing women and their potential as coffee farmers is at the core of everything we do. We want to raise women up, teach them to stand confidently and take ownership of their coffee businesses.

Traditionally, the coffee industry in Rwanda was only for men. But through TUK cooperative, we empower women, promote gender equality and make our own money to improve our families’ standards of living.

We believe in supporting our members every step of the way, starting with strong bodies and minds. TUK provides health insurance for every member.

By growing specialty coffee, our members earn premium prices for their coffee. We believe in sharing profits 100%.

WE NURTURE OUR COFFEE TREES AND OUR ENVIRONMENT

Our cooperative has 5,000 coffee trees planted on 10ha. 2ha of that land is inter-cropped with bananas, maize, beans and potatoes for shade, food and extra income in the off season.

As producers, we practice good agricultural practices including using grasses for mulch and mixing organic fertilizers with inorganic. We prune to make sure the coffee trees get enough sun for photosynthesis and to prevent pests.

We are in the process of moving to organic farming and getting accreditation.

IT’S A BRIGHT FUTURE FOR TUK

We have so many plans to develop and expand our business. We want to construct a road from the farms to our CWS to ensure we deliver our beans on time. We plan to build a security fence around the CWS and buy our own truck for transport.

We also will continue to protect our environment, and work with schools to educate young women about coffee production.

As well, we would like to pay our farmers online and introduce e-commerce into our business.

HAND-PICKED AND PROCESSED FOR QUALITY CONTROL

We gained our own coffee washing station (CWS) in 2015 which has allowed our cooperative far greater control and ownership over the processing and quality of our coffee.

Our cupping lab also allows us to grade our own coffee and continually improve and refine our products.

We process our fully washed beans no later than 8 hours after harvesting. All of our coffee is sorted, graded and sorted again by hand to ensure quality control. We then dry and monitor the moisture content regularly before storing the beans in optimal conditions.

“TWONGERE IS A YOUNG COOPERATIVE FULL OF HOPE AND HIGH-QUALITY RED BOURBON COFFEE.”
SUSTAINABLE HARVEST INC, PORTLAND, USA
Branding guidelines

No branding guidelines

Before

After
Website

New website (to transfer to their hosting platform)

No website

Before

After
Roots Coffee

[Image of Roots Coffee logo]

[Image of Rwanda flag]
Business card

No business card

Before

After
At Roots Origin, we strive to:

- consistently produce a diverse range of outstanding, specialty Faroese coffee
- train our farmers to grow the best quality coffee possible
- support women growers and women in leadership positions
- establish training and testing stations on a plantation level
- buy and roast coffee
- set up a professional cupping laboratory and invest in a dry mill

Contact Roots Origin for exceptional coffee that transforms lives

10 E Avenue, MAM Plaza, 1st Floor, Kigali, Rwanda
+250788800193
info@rootsofonti.com
www.rootsonti.com

Before

No brochure

After

Trade Impact for Good
At Roots Origin, we strive to:

- consistently produce a diverse range of outstanding, specialty Rwandan coffees
- train our farmers to grow the best quality coffee possible
- support women growers and women in leadership positions
- establish Intango washing station as a place to change lives through coffee
- set up a professional cupping laboratory and invest in a dry mill.

Contact Roots Origin for exceptional coffee that transforms lives

KG 8 Avenue, M&M Plaza, 5th Floor, Kigali, Rwanda
+250788301122
info@Rootsorigin.com
www.Rootsorigin.com
Passionate about coffee and our farmers

At Roots Origin, we are passionate about Rwandan coffee and the farmers who grow it. We are a social enterprise with quality, transparency and social impact at the core of who we are. That’s why we’re committed to producing and selling coffee through ethical supply chains.

We produce superb micro lots of fully washed and natural coffees. At our Intango washing station, 800 smallholder farming partners grow and nurture Mibirizi and Jackson varieties of Bourbon Arabica.

Our coffee grows at 1,560-1,900m high in rich volcanic soils in the Karongi district in western Rwanda.

Cupping scores are consistently high, between 85-87. Our 2020 harvest has a fruit-driven flavour profile of cherries, bananas and almonds.

Intango – a new kind of coffee washing station

Intango (pronounced “Intango”) is a small coffee washing station (CWS) on the edge of Lake Kivu. Once part of a cooperative that won the 2014 Rwanda Cup of Excellence, it became rundown when the cooperative dissolved. That’s when Gilbert Gatali took over.

A Rwandan who grew up in Canada, Gilbert returned to his homeland as a coffee importer. Gilbert is a pioneer of specialty coffee in Rwanda. As the manager of Rwanda’s first farmer-owned specialty coffee export company, he helped hundreds of farmers improve the quality of their coffee. Then he bought Intango CWS.

‘Intango’ is Kinyarwanda for ‘beginning’. Gilbert wanted to create a communal place for farmers and the community to come together and change their lives through coffee farming. Intango works with only 400 farmers but Gilbert works to supports each one.

Ethical coffee putting farmers first

Roots Origin works with a total of 835 farmers: 257 women and 578 men. Our farmers have been producing coffees for decades with farms passed down from one generation to the other.

Beyond our quest for exceptional quality, we focus on social impact programs for smallholder farmers. We’ve started working with a small group of women farmers and in the 2020 season, will produce an exclusive women’s coffee.

We believe in transparency and ownership for our coffee farmers. Roots Origin has paved the way for specialty customers to access a range of superb Rwandan coffees. Our services are fully transparent between the producers and the buyers allowing value to permeate all through the supply chain.

We also invest in both quality and environmental sustainability, such as organic farming and shade trees, and are committed to supporting women in company managerial positions.
Kivubelt Coffee
Business card

Before

After

ITC

TRADE IMPACT FOR GOOD
Brochure

Half fold Brochure

No brochure

Before

After

ITC

TRADE IMPACT FOR GOOD
Contact us for award-winning Rwandan coffee

Address: KK 530St, NAEB Compound, Gikondo 6842 Kigali- Rwanda
Phone number: +250 783 014 580 +250 788 307 117
Email: axel.ngarambe@kivubeltcoffee.com;
claudine.kantengwa@kivubeltcoffee.com
Website: www.kivubeltcoffee.com
Award-winning coffee from Lake Kivu

At Kivubelt, we grow coffee at an altitude of 1550 to 1800 metres on the shores of the stunning Lake Kivu, in Nyamasheke, western Rwanda. A humid, equatorial mist rises from the lake and hovers across the rich soils of the Virunga volcanoes. This creates an ideal climate and terrain for our exceptional coffee beans.

Our award-winning Bourbon coffee has a distinct aroma of blackcurrant, apricots, blackberries, mangoes and almonds. Cupping scores are consistently between 83-89.

In 2018, we received the prestigious Cup of Excellence Presidential Award with a cupping score of 90.03.

Investing in the community

Kivubelt Coffee was founded in 2011 by Teuscher Invest Ltd, a Swiss and Rwandan owned company, with over 200 acres of land in Gihombo, Nyamasheke.

Our founder is a Rwandan woman, Furaha Umwizeye Teuscher, who finished her Masters of Economics in Switzerland and wanted to return to and make a difference in her home country. She started a coffee plantation in Gihombo.

Today Kivubelt has more than 90,000 coffee trees across three estates.

Sustainably grown coffee

Our vision is to create a model coffee plantation using the best sustainable agricultural practices, and to provide local work opportunities. We grow coffee in a region with excellent soil quality and thriving coffee plants.

Kivubelt is known for sustainability, traceability and transparency, as well as high-quality coffee, and we are proud to work to uphold those standards.

Unique, traceable aromas

Our coffee can be traced back to its individual farm, and each coffee has a different aroma:

- **Murundo and Cylia** – floral, orange, peach and strawberry aromas, with intense rose notes and a juicy, sweet, lingering finish
- **Jarama** – mango, jackfruit, honey, almond and dark chocolate
- **Nyaruzina and Kamajumba** – red berry, apricots, cacao, toast and vanilla, with a nutty, cocoa butter flavor and medium body

At Kivubelt, we work to:

- continue our award-winning quality and consistency
- use sustainable farming techniques and practices
- produce high quality coffee that is fully traceable to the farm it was grown on
- increase the opportunities and welfare of our local farming community
- uphold our standards of sustainability, traceability and transparency
Before

No branding guidelines

After
Hillock Coffee
Business card

Before

No business card

After

Isaac Nsanzamahoro
Hillock Coffee
+25078863042
hillockcoffee@gmail.com
hillockcoffee.com

Clarisse Musabyemariya
Hillock Coffee
+25078863042
clarissehillockcoffee@gmail.com
hillockcoffee.com
Contact Hillock for the next generation of Rwandan coffee

At Hillock Coffee, we work to:
- Support and encourage young Rwandan coffee farmers
- Bring back Rwanda's coffee traditions
- Employ local workers, especially women and youth
- Train farmers in innovative farming techniques
- Establish the fine art of to find in shade-dried specialty coffee

Phone number:
+250788643042
Email:
hillockcoffee@gmail.com
Website:
www.hillockcoffee.com
Contact Hillock for the next generation of Rwandan coffee

At Hillock Coffee, we work to:

- Support and encourage young Rwandan coffee farmers
- Bring back Rwanda's coffee traditions
- Employ local workers, especially women and youth
- Train farmers in innovative farming techniques
- Establish the first of its kind in shade dried speciality coffee

Phone number: +250788663042
Email: hillockcoffee@gmail.com
Website: www.hillockcoffee.com
Re-engaging Rwandan youth in coffee

At Hillock, we grow Bourbon across 153 hectares in the southern mountains of Rwanda and in the west near Lake Kivu. Our coffee is under the tender care of our hard-working, dedicated farmers, more and more of them local youth.

Our mission is to bring back the coffee tradition to the youth of Rwanda. We train them on modern coffee farming practices, assist them in creating other income generating activities, and nurture their interest and pride in the coffee business.

Local workers, sustainability and outstanding quality

Our founder, Isaac Nsanzamahoro, is a local coffee farmer himself. He worked at a coffee washing station for eight years before starting Hillock Coffee and employing workers of local coffee farming families.

As a company, we have a clear vision of our role in our community: we are committed to doing good by our farmers, and are particularly committed to nurturing a new generation of coffee farmers.

Sustainability is core to our operations – both with our workers and our environment. We employ environmental practices to look after our land and resources, so they stay strong for future generations of coffee farmers.

Outstanding quality and transparency of origin are also at the heart of our company.

Innovative farming and specialty coffee

We regularly train our existing and new farmers on better farming techniques so they can increase their yield per coffee tree. We aim for farmers to reap at least 5kg from each coffee tree. We also give coffee saplings to our farmers to increase their plantations.

Hillock Coffee intends to establish the processing of an industry-first, shade dried speciality coffee. Depending on the growth of the shade dried market, we will replicate our concept in other regions of Rwanda.

A focus on youth and women farmers

Two thirds of the workers in our management and processing activities are women. We plan to expand our network of farmers with an emphasis on women and youth.

We train them on modern coffee farming practices, assist them in other income-generating activities and engage them in the coffee business.

Harvest time is from April to August when university students are home on holidays. This is a great opportunity to help their parents and learn more about coffee growing traditions and practices.
Bond Coffee
Business card

No business card

Before

After
Mont Elgon

https://mountelgoncoffeehoneycoop.webnode.com/
Hard to read
Unclear graphics
Business card

No business card

Before

After

Mount Elgon Coffee & Honey Cooperative Ltd
+256 782 574 213
mountelgoncoop.com
Additional designs

Label

Mug

Apron
CONTACT MOUNT ELGON for SUPERB COFFEE and HONEY

MOUNT ELGON'S EXCEPTIONAL COFFEE BEANS ARE GROWN IN THE STUNNING REGION OF MOUNT ELGON, 1,900 - 2,300 METRES ABOVE SEA LEVEL. THERE, THE WELL-DRAINED, VOLCANIC RED SOIL IS THE PERFECT FERTILE GROUND TO PRODUCE SUPERIOR QUALITY ARABICA COFFEE.

THE COOL TEMPERATURES OF 15 - 24°C, HUMIDITY AND RAINFALL OF 1,200 - 1,900MM PER ANNUM RESULT IN HONEY, TROPICAL AND FLORAL FLAVOURS WITH SUPERIOR TEXTURE AND CUPPING SCORES OF 84+

OUR FULLY WASHED ARABICA COFFEE AND HONEY ARE PRODUCED WITH ORGANIC AND COOPERATIVE PRINCIPLES, LAND RESTORATION, CLIMATE CHANGE INTERVENTIONS AND SOCIAL JUSTICE AT OUR CORE.

WE WORK WITH 700 SMALLHOLDER MEMBERS AND HELP THEM INTEGRATE BEESKEEPING WITH ARABICA COFFEE FARMING. WE EMPOWER THEM WITH THE SKILLS AND KNOWLEDGE TO IMPROVE THEIR FARMING TECHNIQUES AND THE QUALITY OF THEIR COFFEE AND HONEY.

- At Mount Elgon Coffee and Honey Cooperative, we work to:
  - Support the local community to better face the effects of climate change
  - Promote agroforestry in coffee farming for food security, climate adaptation and increased household incomes
  - Produce fully washed Arabica coffee and organic honey
  - Employ organic and cooperative principles for land restoration and sustainable farming
  - Roast coffee beans direct from the origin as an additional source of income

High Quality COFFEE and HONEY EMPOWERS LOCAL FARMERS

Mount ELGON COFFEE & HONEY

Bugema Centre, Mbale-Tororo Road
P.O. Box 158, Mbale, Uganda

+256 782 574 213 / wasibirgers@yahoo.co.uk
Mount Elgon Coffee and Honey Cooperative came to life through the Beekeeping Coffee Integration project (BCI), which was funded by Bees for Development under the Mbale Coalition Against Poverty. The project supports coffee farming families experiencing climate change effects in the area. BCI promoted beekeeping as income diversification for smallholder coffee farmers. It shared skills and knowledge to farmers who then passed them onto their communities.

80% of our proceeds are invested back into our farmers through training in the best agronomic practices and post-harvest handling. We hold meetings, seminars and field demonstrations in villages and at the cooperative level.

We train farmer groups in small saving and lending culture, and provide our farmers with access to affordable tools and equipment to increase productivity. We also plan to increase income sources for our farmers by adding roasted coffee to our honey and green bean outputs.

After successfully integrating beekeeping with coffee production, the farmers decided to form Mount Elgon Coffee and Honey Cooperative in 2016.
Branding guidelines

Before

After
New design to transfer to their existing website
KimCo

https://kimcocoфее.webnode.com
Interesting icon but mixed with photographs and accessorional shapes
Business card

Before

No business card

After
Additional designs

Label

Bag

Apron
We produce high quality coffee beans grown on our family farms in the Lake Victoria basin. We also partner with smallholder farmers in the district of Lwengo.

Lwengo is renowned for its unique flavoured Arabica, grown at high altitude in warm and humid temperatures. This yields its characteristic complex flavor that consistently scores over 60’s on the cupping scale (1 to 100). You can expect a spicy, fruity and nutty flavor, medium to well balanced body and clean, sweet profile with chocolate notes.

At Kimco, our focus is on promoting women’s equal participation in the coffee value chain. 14% of our profits support the prevention of child exploitation in the coffee-growing communities of Lwengo district.

We want to produce the highest quality coffee we can, while improving the socioeconomic conditions of smallholder women coffee farmers and their families in our district.

Before

No brochure

After
We produce high quality coffee from beans grown on our family farm in the Lake Victoria basin. We also partner with smallholder local farmers in the district of Lwengo.

Lwengo is renowned for its unique flavoured Robusta, grown at high altitude in warm and humid temperatures. This lends it its characteristic complex flavour that consistently scores an 80+ cupping score (81.3 in 2020). You can expect a spicy, fruity and buttery flavour, medium to well-balanced body and clean, sweet profile with chocolate notes.

At Kimco, our focus is on promoting women’s gainful participation in the coffee value chain. 15% of our profits support the prevention of child exploitation in the coffee-growing communities of Lwengo district.

We want to produce the highest quality coffee we can, while improving the socio-economic conditions of smallholder women coffee farmers and children in our district.
FINE COFFEE
EMPOWERING
A NEW
GENERATION
OF FEMALE
FARMERS

Founded in 2017, Kimco’s driving mission is to support our local community of female farmers. We want to put more money in women’s pockets so they can effectively support their families.

Our vision is to further support the female-owned coffee smallholders in the area. Over the next five years, we plan to train 1,200 women coffee farmers in quality coffee production, including improved coffee farming practices, harvesting, postharvest handling and marketing. We will also raise awareness around child labour and support 500 children at risk to continue their education with supplies and uniforms.

In 2020, our founder, Martha Wandera, was awarded the Uganda Women Entrepreneurs Advancement Award (UWEAL). This highlights the value and importance of our mission.

STOPPING
CHILD LABOUR
& EXPLOITATION
IN COFFEE
FARMING

15% of our profits go directly to a project that prevents child exploitation in coffee-growing communities in Luweero.

We work with 104 farmers across the district. Of these, 60 smallholder farmers produce about 40,000 tonnes of coffee a year.

We strive to source from farmers who do not use child labour on their farms.

We also raise awareness around child labour in the coffee industry. And we support 500 at-risk children to continue their education with supplies and uniforms.
Branding guidelines

Before

No branding guidelines

After
After

Before

They decided to create a new website (old website will be closed)
Salama

https://salamacoffee.webnode.com
Too heavy round Icon and not aligned with coffee industry

Before

After
Business card

No business card
Additional designs

Label

Cup

T-Shirt
No brochure
Salama’s high-quality coffee grows on the peaceful and tranquil shores of Lake Victoria in Uganda, the largest freshwater lake in Africa. Here, at 1,200 - 1,500 metres above sea level, we grow Robusta on our 386-hectare plantations in Mukono and Busiika districts. The undulating hills with remarkable soil and atmospheric conditions lend our coffee its characteristic sweet aromas.

The natural tropical climate helps us produce a sweet and aromatic coffee that encompasses the unique qualities of Uganda. Our farmyard has long been home to the rich, legendary Ugandan coffee taste, a flowery, mellow and delicate taste that we are bringing back to life.

We’re involved throughout the whole process from bean to bag. We rely on modern technology, sound environmental practices, ethical trading and our motivated workforce to produce washed or natural Robusta through to specialty level.

We grow Elite Robusta, a variety recently developed by the Uganda Coffee Development Authority, which produces quality beans very suited to our growing conditions and environment.

PARTNER WITH US TO EXPERIENCE THE TRUE MEANING OF SALAMA

At Salama, we work to:
- Improve the livelihoods of our local communities
- Offer employment opportunities along the supply chain
- Obtain traceable, ethical and environmentally friendly certifications
- Contribute to the revival of coffee growing in Uganda
- Produce high-quality natural Robusta through to specialty level, with Arabica varieties soon to be added.

SINGLE ORIGIN COFFEE
with THE REAL TASTE OF UGANDA

Rogers.sima@salamacoffee.com  www.salamacoffee.com
+256 758 163 817
Coffee is an important part of Ugandan culture and history. It's still widely used in African traditional ceremonies in Buganda and Toro areas, and is offered in sign of welcome when an important guest enters a Ugandan house.

Most of our coffee is grown on Salama Estate, the same farmlands where the first commercially established coffee farms earned Uganda its prized position on the global coffee scene. Those farms are Luwala near Jinja, and Kijjondo and Salama in the Mukono district.

As a subsidiary of Uganda Tea Corporation, we draw our culture from our name, which means peace, tranquillity and integrity. Our coffee invites people to enjoy moments of peace and calm. Our aim is to bring security and peace to our community of local workers and to the tradition of coffee growing in Uganda.

The first Salama coffee was replanted on our historic coffee lands in March 2015, and we’ve since expanded to 386 hectares, with plans to further expand in 2021.

Our community is involved at every step of the process, from land preparation to harvesting. As we grow, we will employ even more of the local people.

We work with 1,030 farmers in Buikwe district who supply coffee grown on their own land. We buy at fair prices and help farmers improve their practices and develop their knowledge. We plan to increase to 3,500 coffee farmers in Buikwe, Mukono and Kayunga districts.
Branding guidelines

No branding guidelines

Before

After
Website

We updated the old website

We created a new design (to transfer to the old website if they want)
Fine and Speciality

https://fineandspeciality.webnode.com/
Business card

Before

After

No business card

Angella Mary Nansamba
amnansamba@fineandspeciality.com

Fine & Speciality
We don’t work to bill but to Build

Address 1234, Region, Uganda
+256 772 568 286 / 0702
Brochure

Before

No brochure

After

Get in touch for Uganda’s Fine & Specialty coffees

At Fine & Specialty, we work to:

- Bring Uganda’s finest and specialty coffees to the world
- Empower women coffee producers
- Stop child labour in Ugandan coffee farms
- Ensure the integrity of our fine and specialty coffee throughout the processing stage
- Gain 4C, Rainforest Alliance, Forest Grown, Bee Friendly Farming, and Bird Friendly certifications

Fine & Speciality
WE DON’T WORK TO BILL BUT TO BUILD

+256 708 564 191
+256 703 296 429 | +256 782 209 564
amuramadu@finespecialty.com
www.finespecialty.com

TRADE IMPACT FOR GOOD
Get in touch for Uganda’s Fine & Specialty coffees

At Fine & Specialty, we work to:

- Bring Uganda’s finest and specialty coffees to the world
- Empower women coffee producers
- Stop child labour in Ugandan coffee farms
- Ensure the integrity of our fine and specialty coffee throughout the processing stage
- Gain 4C, Rainforest Alliance, Forest Grown, Bee Friendly Farming, and Bird Friendly certifications

At Fine and Specialty, we produce and sell Uganda’s best Robusta and Arabica coffees, all cupping at 80+

In our Robusta, you’ll enjoy chocolate and nutty notes with a spicy lemon finish.

Our Arabica displays berries and red plum, dark chocolate, citrus and spice.

We sell natural, honey processed (semi-washed), washed and specialty coffee.

Plot 43A2 Katumba Zone – Kyanja, Nakawa Division
+256 708 564 191
+256 703 298 429 | +256 782 309 066
amnansambe@finedsspeciality.com
www.finedsspeciality.com

The pearls of Africa - Fine & specialty coffees
Bringing Uganda's fine & specialty coffee to the world

Our coffee story started in 1998, when our director, Angella Mary Nansamba, visited her uncle in south eastern Uganda (Lwengo district) and found him clearing his land for coffee. Together they visited a coffee grower and learned about wet coffee processing, its clean taste and acidity, and higher price point.

Angella’s uncle then tested the Bugisu coffee growers’ Nyanzide variety on his farm. Angella saw his farm grow from a mere one acre to over 300 acres of coffee trees.

She then enrolled as a quality controller trainee at the Uganda Coffee Development Authority.

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Building a fairer coffee community

Fine and Specialty is a social enterprise that supports coffee producers who want the world to know about their fine and specialty coffees.

We are strongly against all forms of child labour in farming. Instead, we empower women coffee producers and involve them in all coffee production and sales decisions.

We reinvest part of our profits in social development projects to help our community thrive, and seek out partners to support us.

Small & special coffees

All of our coffees are unique and sold in micro-lots, from as little as 10 bags tp 1 box (320 bags) per year.

We sell Robusta varieties Nganda, Erecta and Riberica, and Arabica SL14, 28 and 34.

Our Robusta grows at some of the world’s highest Robusta farms 1,000 - 1,400m ASL. Our Arabica is grown even higher at 1,800 - 2,400m ASL.

We are working to get 4C, Rainforest Alliance, Forest Grown, Bee Friendly Farming, and Bird Friendly certifications.

---

“Fine and Speciality challenged my direction and perspective. With their support and guidance, my coffee brand is among the top trendy coffee products of youth and women in Uganda.”

Marble Ndagire, Executive Director, The Gold Pearl Coffee, Kampala, Uganda
Branding guidelines

No branding guidelines

Before

After
Additional designs

Label

Apron
Website

No website

Before

After
Rwenzori

https://baristahouse.webnode.com/
Logo

Before

Generic Font
Weak identity

After

Rwenzori Gold

Love at first sip

Rwenzori Gold COFFEE
Business card

No business card
Additional designs

Label

Apron

Cup
Barista House Limited is a family business located at Oshino Shopping Mall, Kafumberekuka Road in Kitengi, Kampala (U). We produce high-quality coffee grown and carefully processed by women in coffee on the slopes of Mt. Rwenzori at an altitude of 2000m above sea level in Kibeho region, Kasese District, bordering with Democratic Republic of Congo.

This coffee is a blend of washed Arabica and natural Arabica, roasted, ground, and packed under our label.

Rwenzori Gold. Our coffee cups at 82 and has a round smooth body with a sweet fruity background. Our flavor profile has notes of caramel, chocolate, mocha, licorice, spices, and citrus.

We began in 2018 as a barista training school. Now we also sell coffee and products such as coffee hand sanitizer, coffee hair oil, coffee soaps, and coffee bean milling equipment.
Barista House Limited is a family business located at Ovino Shopping Mall, Katumbe Mukasa Road in Kisenyi, Kampala (U). We produce high quality coffee grown and carefully processed by women in coffee on the slopes of Mt. Rwenzori at an altitude of 2000m above sea level in Kilembe region, Kasese District bordering with Democratic Republic of Congo.

This coffee is blend of washed Arabica and natural Arabica, roasted, ground and packed under our label.

Rwenzori Gold: Our coffee cups at 82 and has a round smooth body with a sweet fruity background. Our flavour profile has notes of caramel, chocolate, molasses, Jasmine, Spicynotes and citrus.

We began in 2018 as a barista training school. Now we also sell coffee and products such as coffee hand sanitizer, coffee hair oil, coffee soap, and coffee brewing equipment.
TRAINING YOUNG PEOPLE IN BARISTA SKILLS

At Barista House, we train young women and men in specialty coffee brewing and barista skills.
This includes learning to make cafe latte, cappuccino, mocca, V60, chemex, siphon, aero press and French press,
as well as mocktails, juices, smoothies and milkshakes.
We provide valuable skills to young people that help them to find employment in Ugandan cafes and restaurants.

WORKING WITH OUR LOCAL COMMUNITY

Barista House works hand in hand with the local community. We buy coffee from local growers, provide training, and help widen their market base by connecting them to other certified coffee buyers.
Our farm training includes coffee nursery operation, garden establishment, coffee agronomy (planting, training/bending, de-suckering, pruning, thinning, stamping, and pest and disease management), harvesting, and drying and wet processing.
Our aim is to invest in a commercial roaster to expand our roasting capabilities and increase capacity in our barista training school.
We want to expand our company across the whole of East and Central Africa. Then we would be able to provide jobs to millions of unemployed people.

RECYCLING, UPCYCLING AND SUSTAINABILITY

On our farm, we invest the time, energy and resources in protecting our natural biodiversity through sustainable management. We use organic fertilizers locally produced at our farm from plant materials like leaves and green grass, rather than inorganic fertilizer. This ensures a minimal use of pesticides and synthetic fertilizers.
By using coffee husks for fuel and mulching, we carry out nutrient recycling.
We also manufacture coffee skin products such as coffee oil from spent coffee grounds. These recycled, natural products are then sold in our shop.
We also conserve water through soil water management practices like mulching, drainage channels and rainwater harvesting.

HIGH QUALITY COFFEE FROM WOMEN FARMERS

Barista House has both men and women coffee farmers 50-50. Rwenzori Gold Coffee is a product of coffee grown by women in the Namuhuga Joint Women Coffee Farmers' Association on Mt Rwenzori.
Branding guidelines

Before

No branding guidelines

After
Website

They were unable to access their existing website

We developed a new website for the company
Masha

https://mashacoffee.com/
Before

After
Business card

No business card

Before

After
Masha Coffee is a family-owned and women-led Arabica coffee company that began in 2016. We produce grade A and SCA.

Our coffee is from the eastern Uganda on the slopes of the beautiful Mt Elgon in Kapeso, Kumi and Bungoma districts. High on the mountain at 1,800 - 2,400m above sea level, the air is cool and humid and the soils rich and volcanic.

It is a perfect coffee-growing environment.

We produce specialty, washed, naturally processed coffee. Our flavor profile is dark chocolate, caramel, fruity, milky and honey.

Our cupping scores are 85 for both the naturals and honey processed coffee.

The aim of Masha is to achieve financial liberation for women and youth through coffee farming.

We recently submitted our coffee samples to the Best of the Pearl Arabica coffee competition, an annual event by the Uganda Coffee Federation and Uganda Coffee Development Association. We performed so well, we are motivated to do more!

- a women-run business raising up women
- dedicated to employing, supporting and training women coffee producers
- holistic farming business building a stronger generation of coffee growers
- focused on sustainable, organic farming and biodiversity
- proud to produce delicious specialty Ugandan coffee cupping at 85+.

Kapchorwa, Tskin Rd. Kwee
Karamoja, Vg. Church Rd.
+256 772 568 286
hello@mashacoffee.com
mashacoffee.com

Before

No brochure

Contact Masha!
for specialty women-led
Ugandan coffee

Women-led
Specialty Arabica Coffee
MT ELGON, UGANDA

After

TRADE IMPACT FOR GOOD
Masha Coffee is a family-founded and women-led Arabica coffee company that began in 2016. We produce Arabica SL14 and SL28.

Our coffee is from far eastern Uganda on the slopes of the beautiful Mt Elgon in Kapchorwa, Kween and Bukwo districts. High on the mountain at 1,800 - 2,400m above sea level, the air is cool and humid and the soils rich and volcanic.

It is a perfect coffee-growing environment.

We produce specialty Arabica washed, natural and honey processed coffee. Our flavour profile is dark chocolate, caramel, fruity, milky and honey.

Our cupping scores are 85 for both the naturals and honey processed coffee.

The aim of Masha is to achieve financial liberation for women and youth through coffee farming.

We recently submitted our coffee samples to the Best of the Pearl Arabica coffee competition, an annual event by the Uganda Coffee Federation and Uganda Coffee Development Association. We performed so well, we are motivated to do more!

Contact Masha for specialty women-led Ugandan coffee

Kapchorwa, Toskin Rd. Kween
Kamowo Vge. Church Rd.
+256 772 568 286
hello@mashacoffee.com
mashacoffee.com

a women-run business raising up women

dedicated to employing, supporting and training women coffee producers

holistic farming business building a stronger generation of coffee growers

focused on sustainable, organic farming and biodiversity

proud to produce delicious specialty Ugandan coffee cupping at 85+
Masha Coffee benefits the whole community

When you buy Masha Coffee, you directly support the women and youth in the Sebei region who grow your coffee. Our coffee creates employment and other opportunities all along the production chain. From the farmers and pickers to the washing stations where the coffee cherries are weighed, processed and graded, and the packers and exporters. Every cup of Masha Coffee helps our community.

We want to improve the household income and quality of life for our women farmers. And we want to change community perceptions about growing specialty coffee.

A women-run business raising up women

We are proud to be a female-led company. Our Executive Director is a woman, as is our lead agronomist, and most of our staff and producers are women too.

Our workers are from the local villages where the coffee gardens are. We speak Kupsabiny and are Sabiny by tribe. We are originally part of the Kalengis that migrated from Ethiopia, passed Kenya and settled on the slopes of Mt Elgon.

We are proud to go beyond farming and take a holistic approach to our business. We train our women workers in financial literacy and give them more confidence in general. Our growers use the income they receive from specialty coffee for school fees, health emergencies or to expand their small businesses. Others buy land or improve their housing, for example, to upgrade from a grass thatched house to one with a corrugated iron roof.

Organic farming and hand-picked coffee

Our farming groups of 5 - 15 members each reserve a portion of their own land to grow Masha coffee. The coffee is intercropped with bananas, beans, potatoes, maize, trees and other crops to provide food, shade and cross-pollination. The volcanic soils have rich mineral content ideally suited for Arabica coffee, while few pests survive the cool, misty climate. This means our coffee is grown in organic, natural conditions.

From nursery bed to farm harvesting, Masha coffee producers use traditional hand tools for planting, weeding and harvesting. The beans are sorted by hand as well, then taken through the different processes for natural, honey or washed.

Biodiversity and sustainable farming

Mt Elgon is rich in biodiversity with many indigenous trees, bees and birds, as well as animals. Farmers typically keep goats and hens for milk, eggs and manure; and most importantly, donkeys which are often used to transport the coffee beans down the steep slopes.

At the farm level, we dig trenches to prevent soil erosion, plant trees for shade and biodiversity, and mulch to keep the soils and plants strong.

In the rainy season, we collect rainwater in big tanks to use when processing our coffee. We are also doing more honey processed and natural coffees that require less water.

We built a pulping machine with two separate channels for pulp and waste water. The pulped coffee returns to the gardens as compost, as does weeding and green leafage around the farm.

Mt Elgon niche specialty coffee

Masha Coffee producers have been growing coffee for about 15 years however, we all grew up farming coffee on small family plots. Coffee is in our blood but we can also see a brighter future in specialty coffee.

Specialty coffee fetches better premiums which in turn benefits our community. Yet many growers do not know how to produce it. We would like to be different and tap into this niche, especially from Mt Elgon and eastern Uganda.
Branding guidelines

No branding guidelines

Before

After
Additional designs

Label

T-shirt

Cup
Pull up banner
Blog

We are ambitious to grow FABULOUS COFFEE and to grow our business!
18/07/2021
At Masha Coffee, we are building on our strengths.

Mt Elgon niche specialty coffee
17/07/2021
Whatever your coffee preferences, we have beautiful Ugandan Arabica to satisfy you!

Masha Coffee benefits the whole community
17/07/2021
Specialty Arabica can grow strong communities.
Mbale/ToA

https://mbalearabicacoffee.webnode.com/
No business card
Before

At Micle Coffee Roasters, we source organic Bugisu coffee, roast it to perfection using sustainable methods, and earn premium prices for our farmers.

Our superior washed Bugisu Arabica AA grows at over 2,000m AGL on the peaks of Mt. Elgon, the highest volcanic mountain in the world. Its exquisite aroma, developed by careful growing in rich black and red volcanic soils and swept by Lake Victoria winds, scores above 85 at cupping tests.

Washed Bugisu Arabica is a world-renowned, exquisite coffee. You say Bugisu, you say Uganda quality Arabica. At Micle Coffee Roasters, we produce single origin Bugisu with a sweet, floral and fruity flavour that also blends well with other coffees.

Our coffee is sustainably sourced and ethically produced by certified coffee farms, and each of our Bugisu beans can be traced back to its farm of origin.

After

The taste of Africa is pure Bugisu AA coffee.

At Micle Coffee Roasters, we work to:
- Ensure consistency in our production to satisfy consumer requirements
- Develop a traceability and coffee certification plan
- Ensure that our renowned Bugisu AA is not blended with coffee from other parts of the world
- Purchase a modern coffee roaster with an after-burner for environmental sustainability
At Mbale Coffee Roasters, we source organic Arabica coffee, roast it to perfection using sustainable methods, and earn premium prices for our farmers.

Our superb washed Bugisu Arabica AA grows at over 2,000m ASL on the peaks of Mt Elgon, the highest volcanic mountain in the world. Its exquisite aroma, developed by careful growing in rich black and red volcanic soils and swept by Lake Victoria winds, scores above 85 at cupping tests.

Washed Bugisu Arabica is a world-renowned, exquisite coffee. You say Bugisu, you say Uganda quality Arabica. At Mbale Coffee Roasters, we produce single origin Bugisu with a sweet, floral and fruity flavour that also blends well with other coffees.

Our coffee is sustainably sourced and ethically produced by certified coffee farms, and each of our Bugisu beans can be traced back to its farm of origin.

Contact Mbale Coffee Roasters for superb washed Bugisu AA coffee.

The taste of Africa is pure Bugisu AA coffee.

TASTE OF AFRICA

P.O. Box 211, Mbale, Uganda
+256 782 199 899
info@mbalearabicacoffeeroasters.com
mbalearabicacoffeeroasters.com

At Mbale Coffee Roasters, we work to:
- Develop a traceability and coffee certification plan
- Ensure that our renowned Bugisu AA is not blended with coffee from other parts of the world
- Purchase a modern coffee roaster with an after-burner for environmental sustainability
Uganda’s leading coffee exporters

Mbale Arabica Coffee Roasters was founded in 2018 by sons of Bugisu and Arinka coffee farming families in south western Uganda.

They grew up seeing their families sell coffee parchment to the local cooperatives for modest prices. Their vision was to add value to the crop, to increase both revenue and customer satisfaction.

Today, Mbale’s objective is to buy, process, roast, package, market and sell pure Arabica coffee in national, regional and international markets.

We aim to become a lead exporter in Africa.

We have signed an agreement with NULCAFE in Uganda to process its coffee and also with MAURIT to roast and pack their coffee.

We also have our own specialty coffee brand, Taste of Africa.

Good agricultural practices and community focus

Most of our Bugisu Arabica coffee is grown organically, under tree shades and intercropped with bananas, which provide additional natural shade. Good agricultural practices are employed all the way from nursery to harvesting of the ripe red cherries.

All my customers like Mbale because of its high-quality washed Bugisu AA coffee. It is always roasted to perfection.

Samuel Masaba, Akaduka Supermarket, Kampala, Uganda

We’re proud that our coffee farmers have significantly enhanced livelihoods. The local community has been able plant trees, pay school fees and medical expenses and build quality homes.
Branding guidelines

No branding guidelines

Before

After
Additional designs

Label

T-shirt

Cup
Website

No website

Before

After
Africa Coffee Academy
Nice logo but they wanted to reflect innovation and integration of different steps of the chain.

The second option was requested for a youth division.
Business card

Before

No business card

After
Branding guidelines

No branding guidelines

Before

After
Additional designs

T-shirt
Kibinge

https://kibingecoffee.com/
Other 5 options were offered. However, they wanted to keep a polished version of the same logo since too many elements already done
Brochure

Before

After

IT ALL STARTED WITH FOUR COFFEE FARMERS IN KIBINGE, CENTRAL UGANDA. KIBINGE IS A REGION LONG FAMOUS FOR EXCELLENT ARABICA COFFEE. THE SOILS ARE WELL DRAINED, FERTILE AND LOAMY AND THE AIR COOL AND HUMID.

In 1995, in a time of economic pressures and political unrest, the quality and volume of Ugandan coffee had plummeted. That is when our four founding coffee farmers decided to bring the tradition of high-quality Robusta coffee back to the hills of Mbarara. They formed a farmers' association that would become Kibinge Coffee Farmers' Cooperative Society (KCCFS).

We became Fairtrade certified in 2011 and a registered Ugandan coffee exporter in 2012. In 2013, KCCFS established a savings and credit unit together with a farm supply shop to serve its members good quality farm inputs.

Kibinge Coffee Farmers' Cooperative

- Award-winning, Fairtrade natural Robusta
- A caring coffee cooperative
- Excellent agricultural practices
- Proactive community investment

+256-752-837-382
kibingecoffee@gmail.com
kibinge@kibinge.com
Plot 82, Mbarara Trading Centre, Kibinge sub-county, Bukomansimbi, Uganda
Current website was partially updated (ongoing implementation of changes)
LATEST POSTS

A caring, proactive cooperative restoring habitat in central Uganda

30/07/2021
Low readability

Before

After
Business card

Before

After

No business card
Brochure

The Buganda Cultural and Development Foundation (BUCADEF) aims to promote and foster the culture, social and economic advancement of all people of Buganda. We do so by developing and implementing innovative and sustainable projects in health, education, culture, environment and other sectors.

BUCADEF works in central Uganda, in the Bantu kingdom of Buganda. It is the largest of all traditional kingdoms of the present East African region.

BUCADEF is a registered non-government organization (NGO) and non-profit and non-sectarian. It was established by the Kingdom of Buganda in 1954. Buganda is endowed with many unexplored resources which support sustainable development opportunities for the betterment of its communities.

Our primary beneficiaries are rural and urban poor communities, women, youth and disadvantaged peoples.

Contact BUCADEF to Support Real Community Change in Buganda

PO Box 3462 Kampala, Uganda
+256 (0)414 271 870
info@bucadeff.org
bucadeff.org.ug

At BUCADEF, we aim to drive community development and increased living standards for rural communities and the urban poor in Buganda.

Before

After

TRADE IMPACT FOR GOOD
BUCADEF’s Partners

BUCADEF is proud to work alongside many Ugandan and international partners to deliver a range of projects to support the people of Buganda.

Our funding sources include the Buganda Kingdom, Central Government, local authorities, international agencies, local communities, well-wishers, and friends.

The Buganda Cultural and Development Foundation (BUCADEF) aims to promote and foster the culture, social and economic advancement of all people of Buganda. We do so by developing and implementing innovative and sustainable projects in health, education, culture, environment and other sectors.

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Contact BUCADEF to support real community change in Buganda

PO Box 7451, Mengo Bulange, Kabaka Annyagala Road
+256 (0)414 271 870
info@bucadef.org.ug
bucadef.org.ug

At BUCADEF, we aim to drive community development and increase living standards for rural communities and the urban poor in Buganda.
WHAT BUCADF DOES

TRADITIONAL KNOWLEDGE
We run ongoing training programs on issues including income generation and food security.

FOOD SECURITY
We work with growers to improve farming practices and increase the yield of their crops, thereby reducing food insecurity. The ultimate goal is to ensure availability of food.

We provide farmers with high-yielding maize, beans, groundnuts seeds, mosaic disease-resistant cassava, and environmentally friendly fertilizers (UREA & DAP). Extension support is also available on a regular basis.

Districts: Mukono, Mukono, Mubende, Mubende, Kiboga, Lwengo, Kiboga, and Wakiso.

WATER AND SANITATION
This project increases people’s access to clean and safe water and improves general sanitation and hygiene in Buganda.

We work with the local communities to construct about wells and taps, and drying racks for clothes, latrines, protect natural water springs, and maintain a hygienically clean home environment.

Districts: Mityana, Mubende, Kasese, and Kiboga.

NUTRITION AND EARLY CHILDHOOD
We work with communities to improve the growth and development of children under 6 years of age in nutrition and health, psychosocial and cognitive aspects.

BUCADF implements nutrition-related activities in selected areas on behalf of the Government of Uganda.

WOWHERE BUCADF WORKS

There are 18 counties in Buganda: Bududa, Buikwe, Bulumuli, Bunyoro, Busoga, Bujumbura, Bujumbura, Bugenge, Bwegera, Kasese, Kakonko, Kayunga, Mawanda, Mityana, Mubende, Mubende, and Sembabule.

We currently work across 8 of them:

- **Bujora**: the sub-counties of Muko, Gayaza, Wamala, Bulumbi, Nsambya, and Kiboga
- **Lugogo**: the sub-counties of Bumunamule, Kiboga, Zirobi, Katagiri, Butumuka, and Nsambya
- **Masaka**: the sub-counties of Kyamulutsa, Kyawama, and Kasese
- **Mubende**: the sub-counties of Muungo, Kasambya, Buiyiga, Buwaya, and Kiboga
- **Mubende**: the sub-counties of Mubende, Kasambya, Buiyiga, Buwaya, and Kiboga
- **Mukono**: the sub-counties of Njeru, Bulemezi, and Njombe
- **Wakiso**: the sub-counties of Bubula, Nasu, Salama, Entebbe B, and Kassenge.
Before

After

Welcome to Buganda Cultural and Development Foundation (BUCADEF)

The Buganda kingdom established BUCADEF in 1994 as a Non-Governmental Organisation (No. 53/94/1-4/94), non-political legitimate body corporate particularly charged with spearheading and directing social economic development in communities.
Mt Kenya

https://mountelgoncoffeeandhoneycoop.com/
Business card

No business card

Before

After
No brochure
Mount Kenya
Sustainability & Coffee Co.

stands at 1,870m high, east of the Aberdare range and west of the slopes of Mount Kenya. Here, blessed with constant rainfall and mild temperatures of 18-20°C, our coffee bush thrive and produce our delicious specialty coffee.

Our farm is also home to wild rabbits, antelope, porcupines, and many varieties of birds. We also rear dairy cows, sheep, and goats mostly on zero grazing.

Our coffee has an intense fragrance and aroma of fruits, dark chocolate, roasted nuts, citrus and black current, sweet wine and cream aftertaste, and an overall clean and balanced taste. Our cupping scores speak for themselves at 88-90.

Our coffee farm is a small-medium estate licensed to grow, wet process and deliver beans to commercial roasters for dry milling and grading. As a single licensed coffee farm in Muranga County, we have 1,200 coffee trees in the highlands surrounding Aberdare ranges and Tana river tributaries.

We also work with over 700 cooperatives and 3,000 individual coffee farmers across Mount Kenya, Mount Elgon and Rift Valley.

20 years’ experience in Kenyan coffee cooperatives

Our co-founder Simon K. Gakinya, was an agricultural engineer, working in specialized wet processing, dry milling, grading, warehousing, logistics, and shipping for the coffee industry. A licensed coffee taster and 92 grades, he has over 20 years’ experience with coffee cooperatives.

Simon worked with farmers struggling to achieve yield efficiency, and the high quality and unique attributes necessary for specialty coffee. He wanted to help farmers direct their efforts to more efficient, quality-focused and sustainable farming methods.

As a company, Mount Kenya’s vision is to sustainably produce coffee beans that offer farms to consume or tradeability. And we’re excited to see growers engage in coffee farming as a business, to create jobs for youth and women, and to ensure sustainable coffee consumption and production.
Branding guidelines

Before

No branding guidelines

After
Additional designs

Label

T-shirt

Cup
Website

Before

After
E-commerce website

Categories
- All products
- Bee Products
- Coffee
- Honey
- Other

SHOP

Coffee 1000g
32,000 UGX

PURE HONEY 1 L
25,000 UGX

BEES WAX 1 Kg
30,000 UGX
Chepsangor

https://chepsangorcoffee.com/
Business card

No business card

Before

After
Brochure

Our 100% Arabica coffee comes straight from the lush, green rolling Nandi Hills in the Great Rift Valley, where it grows in a cool climate at 1,700–2,000m altitude.

In this beautiful region of rivers, waterfalls and abundant rain, water table rises across the valley from Lake Victoria.

The climate enables a balanced ripening of the coffee berry, giving it its unique taste.

The rich volcanic soils contribute to the flavor notes of rich chocolate, caramel, maple syrup and nuts, and a high cupping score of 88.

Our mission is to give our customers a holistic connection with good quality coffee that does good. We work closely with local communities, especially women and young farmers, to achieve social, environmental and economic empowerment.

Be part of the coffee revolution in Nandi Hills
At Chepsango Hills we work to

- produce excellent Kenyan Arabica coffee
- revitalize the traditional coffee-growing land
- empower women coffee farmers who support their households
- use best agricultural practices in every part of our process
- create sustainable livelihoods for our local Kenyan communities

Unforgettable Kenyan Arabica coffee

+254 728 960 868
chepsango@coffeekeny.com
www.chepsango.com

Kenyan coffee

Before

No brochure

After
Our 100% Arabica coffee comes straight from the lush, green rolling Nandi Hills in the Great Rift Valley, where it grows in a cool climate at 1,700-2,000m altitude.

In this beautiful region of rivers, waterfalls and abundant rain, warm winds sweep across the valley from Lake Victoria.

The climate enables a balanced ripening of the coffee cherry, giving it its unique taste. The rich volcanic soils contribute to the flavour notes of dark chocolate, caramel, maple, citrus and nuts, and a high cupping score of 86+

Our mission is to give our customers a holistic connection with good quality coffee that does good. We work closely with local communities, especially women and young farmers, to achieve social, environmental and economic empowerment.

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Be part of the coffee revolution in Nandi Hills

At Chepsangor Hills we work to:

- produce excellent Kenyan Arabica coffee
- revitalise the traditional coffee growing land
- empower women coffee farmers who support their households
- use best agricultural practices in every part of our process
- create sustainable livelihoods for our local Kenyan communities

---

Chepsangor Hills
COFFEE

+254 728 960 868
chepsangorcoffee@gmail.com
www.chepsangorcoffee.com
Good quality coffee is good business

Chepsangoer Hills Coffee is a family-owned coffee farm and factory. Our founder, Dr Rosabella Langat, and her husband bought land in a relatively underdeveloped part of Nakuru county. They were then visited by the children of the former owners, who told them that the land had been once a coffee plantation with a pulping station and turbines that generated power from the river. All that remained today was one coffee tree on the side of the road and a piece of concrete from the pulping station by the river.

The Langat family already supported the community with school and medical fees. But they wanted to help in a sustainable way, to empower locals to make a good living on their own.

Coffee farming was the answer. They did a soil analysis and consulted the Coffee Research Institute. Then they planted coffee trees and set up an innovative eco-pulper to process the coffee.

Today Chepsangoer Hills Coffee farms, processes and markets our brand, Tulon Coffee.

We train our farmers in good agricultural practices to increase yield and sustainability. We provide agronomy and market information, including customer requirements and how to connect to buyers.

Empowering women empowers everyone

The women of Chepsangoer are very passionate about coffee because they know it is key to economic empowerment. Traditionally in Kenya, only men can own land. However, through a number of community meetings, they have been persuaded to allow women to plant their own coffee using their own resources.

80 women in our community now have 60 trees each.

Most of our Chepsangoer Hills factory staff are 25-30-year-old women and men, who receive regular training, including on green coffee grading.

At our farm, women carefully select the red-ripe cherries during harvesting and sort the parchment to perfection while drying under the sun. The youth in our community also receive coffee training when they come home for study breaks.

Quality coffee that doesn’t cost the earth

We’re passionate about sustainable production of our high-quality coffee. We use quality certified seeds from the Coffee Research Foundation for our shaded nursery. We avoid soil erosion by using a zero-till method when planting seedlings. We also reach, terrace and use mulch to protect the soil, which we test annually to ensure its health.

Coffee trees grow under canopies of indigenous trees which provide shade and organic leaf matter for soil health. We protect the perennial river that flows through our farm by maintaining a 10-metre border of natural vegetation. We also installed beehives to support better pollination during coffee flowering.

Our 1.7 tonne per hour eco-pulper machine gives us the flexibility for different processing methods, including honey (semi-washed), washed (fermented/co-pulped) and natural coffee.

#empowering #quality #environment #sustainable #exquisite #women #kenyan #arabica #biodiversity
Branding guidelines

No branding guidelines

Before

After
Additional designs

Label

Apron

Cup
We updated the existing website
Sakami

http://sakamicoffee.com
Business card

No business card

Before

After
No brochure
Unique Kenyan Arabica from Mt Elgon

Mt. Elgon, which peaks at 4,200 meters above sea level, is a unique micro-climate for growing coffee. Here, at 1,900m in Sakami Coffee, growing coffee across 80 hectares of farmland and wetlands.

The wetlands draw groundwater from the surrounding hills and provides us with year-round water sources for our farm. In turn, we protect it and the multitude of birds, frogs and other wildlife that inhabit it.

Our Arabica trees are nourished by Mt. Elgon’s rich volcanic soils, cool, humid climate and generous rainfall matched by sunny periods.

Our coffee profile is floral, fruity, caramel and nutty with a long after taste and a well-balanced, tea- like acidity. Our last harvest cupped at 83-84.

Quality Kenyan Coffee with a difference

Gloria Summers, the founder of Sakami Coffee, grew up at Tree Rises Coffee Farm and decided to venture back into coffee growing.

Gloria wanted to distinguish Sakami from well-recognized Mt Kenya coffee by concentrating on quality. She also ventured into non-traditional Kenyan processing like honey and natural, and different combinations of fermentations and coffee varieties.

Sakami now offers SL 28, Ruiru, Batian and K7 varieties with processing (served) to the clients need. This is a unique proposition for coffee specialty coffee makers.

Sakami is located in Baringo, the former home to Mt. Elgon and home to wild elephants and buffalo. Today, the elephants and buffalo have retreated to Mt. Elgon National Park, best known for its caves, where they enjoy digging minerals from the walls and ceilings.

Sakami is located in a remote location, unconnected to the power grid. As such, we needed to generate our own power. Naturally, we chose a green energy option, using solar to power our irrigation and lighting needs. We were the first farm in Kenya to use solar irrigation for over ten years.

We draw our irrigation water from the wetlands within the farm, whose water source is groundwater seeping from the springs. The wetlands were previously used for farming but we want to protect them.

We planted different indigenous trees around the wetlands to help restore wildlife habitats. And the wildlife returned in abundance: small gazelles, mandrils, monkeys, wild baboons, frug and dozens of bird species, including nesting crested cranes.

We have spread our bee hives to enhance pollination of coffee and macadamia, providing better yield and a higher quality of beans.

We support biodiversity by growing our coffee under macadamia trees and 50 hectares of avocado trees, using eco-friendlyicide to prevent pests and other insects. We plan to increase macadamia production and process dried and past macadamia nuts, as well as start avocado harvesting and exports.

We also have a winemaking facility which provides robust single varietals from coffee pulp. All pruning waste is left under the coffee trees to decay and feed the bees and microorganisms.
Branding guidelines

No branding guidelines

Before

After
Additional designs

Label

T-shirt

Cup
Website

We updated the existing website
Safari Lounge
Safari Lounge, the unique purveyor of high premium tea, coffee and honey, was founded in 2007 in Kenya.

Safari Lounge is an award-winning company producing and selling Kenya’s finest tea, coffee and honey. Our customers are Kenyan hotels, restaurants, cafes and international suppliers.

We celebrate superior quality, rich tradition and the Kenyan spirit. We work alongside local farmers, nurturing relationships and the community.

Safari Lounge is founded on the principle of ethically sourced, exceptional specialty and commercial coffee. We put our heart and soul into roasting and blending our coffee while ensuring benefits for everyone along the supply chain.

Our team of highly trained individuals are passionate about tea and coffee. We roast our single origin or estate coffees in small, micro-fail batches. Our coffee is always roasted to order, so it’s as fresh as possible.

At Safari Lounge, we work to:

- Provide a range of award-winning specialty coffees tailored to our customers’ needs
- Help protect African endangered wildlife through our Conservation Coffees
- Supply freshly roasted specialty coffee from our micro-roastery
- Benchmark innovative solutions such as biodegradable milk and compostable Nespresso compatible coffee capsules

CONTACT SAFARI LOUNGE FOR AWARD-WINNING, SPECIALTY KENYAN COFFEE

+254 772 244 202
sales@safarilounge.co.uk

PASSIONATELY CRAFTED SPECIALTY KENYAN COFFEE
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 CONTACT SAFARI LOUNGE FOR AWARD-WINNING, SPECIALTY KENYAN COFFEE
+254 772 244 202
sales@safarilounge.co.uk

PASSIONATELY CRAFTED SPECIALTY KENYAN COFFEE
SPECIALTY BEANS ROASTED to PERFECTION

Safari Lounge offers a premium selection of locally grown, roasted and blended coffees. They boast the rich flavours and aromas specific to the healthy soil and culture of Kenya's farming cooperatives.

We also source the best sustainable and ethical high-grade Arabica and Robusta coffee from farms across the East African region. By purchasing coffee beans directly from coffee cooperatives, locally as well as regionally, smallholder farmers receive the best prices.

Just as important, Safari Lounge ensures the ecological integrity of the production model by investing in the green mindset skills of its cooperatives.

CONSERVATION COFFEE

We have introduced a new range of Conservation Coffees. Our first is Gorilla Conservation Coffee. This delicious blend from Uganda is named Kanyonyi after the former lead silverback of the Mubare gorilla family who live in Bwindi Impenetrable National Park.

Gorilla Conservation Coffee is an award-winning social enterprise of Conservation Through Public Health which works with Ugandan Wildlife Authority and local communities. It aims to improve education, healthcare and livelihoods so that humans and mountain gorillas can coexist.

We are also working on our Northern White Rhino Conservation Coffee, sourced from the foothills of Mount Kenya. The northern white rhino is the rarest rhino in the world with the remaining two living in Ol Pejeta Conservancy in central Kenya.

PREMIUM COMPOSTABLE COFFEE CAPSULES

We care about the environment. We first came up with the idea of compostable capsules in 2017 when Kenya banned single use plastic.

We won the GIOD Award for our compostable Nespresso compatible capsules at the Africa Food Industry Excellence Awards in 2019.

Compostable Nespresso Compatible Capsules – ‘Cups that doesn’t cost the earth’.

Our revolutionary capsules will disintegrate in 90 days into natural elements within a compost environment and convert into non-toxic humus in the soil.

Our capsules are made from bio-sourced bagasse material and produced mainly from vegetable fibres and starch.

They are compliant with the stringent EN 13432 standard for chemical composition, biodegradation, disintegration and quality of final compost and eco-toxicity. The packaging cartons are FSC (Forest Stewardship Council) accredited which means they are made out of wood from responsible sources.

INTRODUCING BARISTA MILK

90% of coffee sold is milk-based espresso. Two thirds of our cappuccino and latte is milk... and great coffee needs great milk!

Safari Lounge recently formulated and launched a Barista Milk with our partners Bio Food Products.

Milk and coffee – a match made in heaven

Our Barista Milk won the Dairy Product of the Year in 2018 at the Africa Food Industry Excellence Awards.

Our B2C CONCEPT

We deliver our freshly roasted, single origin coffee beans to your doorstep every month – nice and easy. You can pause or cancel your subscription at any time.

Price for 2 bags / 20kg starts at 1,600 KES.

We offer:

- Quality – single origin coffee, freshly roasted & seasonal
- Zero waste – delivered in reusable & seasonal
- Control – anytime you want, you can pause, stop or adjust
- Tailored – roast profile and grind size to suit your taste and method of brewing
- Shipping – all costs included, worldwide shipping with tracking
- Savings – cheaper than single orders

SUBSCRIPTIONS

Loyalty rewards and further discounts on longer subscriptions:

12 MONTHS
Save > 15%

6 MONTHS
Save > 10%

3 MONTHS
Save > 5%
Utake

https://utake.coffee/
Logo

Before

After
Brochure

Utake Coffee

Utake’s certified specialty coffee grows in the beautiful landscape of Kenyan coffee growing highlands.

We produce a cup with medium acidity, rich aroma, and a smooth, balanced body that scores 86 points and above (lower specialty rating). Flavor notes include toffee, nuts, and some fruity notes.

We expertly hand roast beans in small batches according to our client’s specifications and required profile. We cup and then package in resellable, environmentally friendly bags that preserve the freshness of each batch. Our packaging comes with our unique notes on different coffee grounds and brewing methods. We want to make an excellent cup of coffee accessible to every coffee lover.

But we’re not just specialty coffee growers and roasters, we are transforming the education.

We aim for nothing less than to transform the lives of our community of growers, producers and consumers by establishing a learning environment supported by our experience, networks and partnerships.

We set up the first SCA and Foodservice Training Camps in Kenya to assess samples for export, and train and certify coffee professionals.

Contact Utake for superb coffee that exceeds every expectation.

At Utake we aim to IMPROVE.

TRANSFORMATIVE COFFEE TRADERS, ROASTERS, AND EDUCATORS

Visit our website for an updated schedule of coffee courses and certification.

Brutnich Gardens, Ningi Rd.
Nairobi, Kenya

+254 20 440 8897
www.utakecoffee.co.ke

ITC
TRADE IMPACT FOR GOOD
Utake's certified specialty coffee grows in the beautiful landscape of Kenyan coffee growing highlands.

Contact Utake for superb coffee that exceeds every expectation.

We produce a cup with medium, lively acidity and a smooth, balanced body that scores 86 points and above (super specialty category). Flavour notes include blackcurrant, berry, chocolate, honey, tart, cane sugar sweetness.

We expertly hand-roast beans in small batches according to our client's specifications and required profile. We cup and then package in resealable, environmentally friendly bags that preserve the freshness of each batch. Our packaging comes with our careful notes on different coffee grinds and brewing methods. We want to make an excellent cup of coffee accessible to every coffee lover.

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We set up the first SCA certified Premier Training Campus in Kenya to assess samples for export, and train and certify coffee professionals.

Bluebells Gardens, Shop 5, Beijing Rd,
Mavoko Subcounty, Nairobi Area
(Mavoko Subcounty), Kenya
+254 20 440 8897
info@utakecoffee.com
www.utakecoffee.com

Visit our website for an updated schedule of coffee courses and certifications!
Training a new generation of African coffee specialists

We take our name, Utakie, from a Swahili word that means ‘crave’ or ‘desire’, which we align with the craving for a good cup of coffee. Utakie is an innovative company that specializes in quality training, marketing, research consultancy, development management, roasting and trading.

At our campus, certified by the Specialty Coffee Association (SCA), we conduct coffee trainings and quality analyses for our customers. We are the first in the region to have a lead consultant working as an in-house Q instructor, barista trainer-judge and Authorized SCA Trainer. She is a specialist for Quality (Q) in both Arabica and Robusta coffee varieties and the first-ever certified Q-Instructor in Africa with the Coffee Quality Institute.

We offer high quality and cost-effective services that support African coffee businesses to exceed their customer’s expectations through sustainable high-quality coffee production and social responsibility. We have extensive work experience in the East Africa producing countries for the last 14 years.

We provide opportunities for other talented and skilled African and international coffee professionals to attain and maintain these qualifications. We also collaborate with governments, organizations and institutions around the world in related areas. These include Coffee Quality Institute; International Women Coffee Alliance; International Trade Centre, African Fine Coffee Association, and national institutions in coffee producing countries.

Empowering coffee farmers with knowledge

Utakie Coffee has developed training to empower the most important segment of the coffee value chain: the coffee farmer. We share all our knowledge on how to improve coffee quality with local farmers.

We’ve done through our training partners as well as Fekto Coffee Cameroon, Fairtrade Africa and the leaders of 5 main coffee cooperatives in Ethiopia.

Supporting youths in the coffee industry

Every year we select one young woman or man from each of Kenya’s five coffee producing counties to attend the coveted annual coffee qualification, the Q Grader Course at our internationally certified lab.

This is our way to give back, engage youth and share knowledge in the coffee-growing regions.
Branding guidelines

No branding guidelines

Before

After
Additional designs

Label

Apron

Cup
We updated the existing website
They wanted to keep his existing logo and develop an aligned sub-logo for a new instant coffee product.
Jowam

https://jowamcoffee.co.ke/
Jowam Coffee is known for superb Arabica varieties, farmed in the volcanic soils of Kenya’s central highlands.

Coffee plants in our region have just the right amount of sunlight and rainfall, which brings out the rich flavours of dark chocolate, hazelnut and mocha.

Our coffee is mostly washed and consistently cupped at Bop. We roast coffee from each region separately to retain its distinct flavour characteristics.

Nyeri, Marsi, Kimyahga, Kiol, Bungoma and Machakos are our regional blends.

Nyeri coffee is known as the heart of Black Gold Coffee because of the intense flavour inside its slow developing, dense beans. Grown in the highlands between the eastern base of the Aberdare Range and the western slopes of Mt Kenya, Nyeri beans develop classic Kenyan taste profile: fresh fruitiness, crisp citrus, and bright and balanced acidity.

CONTACT JOWAM COFFEE FOR SUPERB KENyan SPECIALTY COFFEE

AT JOWAM COFFEE, WE WORK TO:

- Export Kenyan and regional green coffee beans to match the specifications of each customer
- Promote small-scale farmers by marketing their coffee and accessing a steady source of income
- Introduce customers to Kenyan specialty coffee farms by creating one big coffee community
- Use the latest technology to make our operations more effective and transparent

RICH KENyan SPECIALITY COFFEE FROM SMALL-SCALE FARMS

NAIROBI KENYA

coffee@jowamcoffee.com
+254 0724 637 787
www.jowamcoffee.co.ke
Jowam Coffee is known for superb Arabica varieties, farmed in the volcanic soils of Kenya’s central highlands.

Coffee plants in our region have just the right amount of sunlight and rainfall, which brings out the rich flavours of dark chocolate, hazelnut and molasses.

Our coffee is mostly washed and consistently cups at 85+. We roast coffee from each region separately to retain its distinct flavour characteristics. Nyeri, Meru, Kirinyaga, Kisi, Bungoma and Machakos are our regional blends.

Nyeri coffee is known as ‘the heart of Black Gold Coffee’ because of the intense flavour inside its slow developing, dense beans. Grown in the highlands between the eastern base of the Aberdare Range and the western slopes of Mt. Kenya, Nyeri beans develop a classic Kenyan taste profile: fresh fruitiness, crisp citrus, and bright and balanced acidity.

Contact Jowam Coffee for superb Kenyan specialty coffee

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- Export Kenyan and regional green coffee beans to match the specifications of each customer.
- Promote small-scale farmers by marketing their coffee and accessing a steady source of income.
- Introduce customers to Kenyan specialty coffee farms by creating one big coffee community.
- Use the latest technology to make our operations more effective and transparent.

Rich Kenyan speciality coffee from small-scale farms

Nairobi Kenya

coffeeforum@gmail.com
+254 0724 637 787
www.jowamcoffee.co.ke
CONSISTENCY AND SUSTAINABILITY

Jowam Coffee was founded in June 2016 by a coffee dealer determined to create impact in the coffee industry. Since then, Jowam has become a trusted dealer and exporter of Kenyan green Arabica, globally recognised for quality assurance, consistency and efficiency.

We work directly with small scale coffee producers, which allows us to maintain a sustainable approach. Most of our farmers have 4,000 – 7,000 trees. We support them with training and access to advanced farming technologies.

EXPERTS IN GREEN COFFEE EXPORTS

Jowam Trading Coffee exports approximately 6,000 bags of green coffee from Kenya annually. We operate from our head office in Nairobi where all the coffee auctions take place.

Each week, our team roasts and cups 500 samples of coffee to assess their quality. We then take the individual auction lots and carefully blend them to the requirements of each customer. We monitor the quality and security of our coffee right up to export.

TECHNOLOGY-POWERED EFFICIENCY

At Jowam Coffee, we aim to use the latest cutting-edge technology in the warehouse and in the trade and daily operations. This helps to maintain our ethos of efficiency.

Our drivers and sales representatives will soon be equipped with handheld PCs.

We use operational software like Thinque MSP, reducing time-consuming paperwork, field expenses and outstanding sales, and increasing efficiency and transparency.

“Absolutely love it. The coffee is great and consistent in quality. My customers really appreciate Jowam Coffee, making my coffee shop stand out in serving quality coffees.”

Monica, Hoodexpressoh, Nairobi, Kenya

“Since we switched to Jowam Coffee here at Swahili Beach, we’ve experienced an increase in coffee lovers. Our staff have become more knowledgeable and skilled through training from the Jowam team. Overall, Jowam Coffee is a great experience.”

Joseph, Swahili Beach Resort, Diani, Kenya
THANK YOU FOR YOUR ATTENTION

For more information about the Marketing Support Programme, please send an email to: Boulelouah@intracen.org