

WOMEN IN COFFEE NEWS

A quarterly newsletter of the International Women’s Coffee Alliance (IWCA)—UGANDA CHAPTER



Engaging in Coffee Trade: Best Practices and Take-aways from the MARKUP Training



Martha Wandera is the Founder and Proprietor of KIMCO Processors. She participated in the Coffee Trading and Risk Management for Small and Medium Enterprises training organized by the EAC/ITC MARKUP Program. The training took place in Kampala, September 2019.

“You can’t manage what you can’t measure” was an important piece of message that came ringing in my mind after a two-weeks training on Coffee Trading and Risk Management conducted by the African Coffee Academy in Kampala. The training that was sponsored by the International Trade Centre and the East African Community under the Market Access Upgrade or the MARKUP program, funded

Women Promoting Domestic Coffee Consumption in Uganda.

Meet Rose Kato, the legendary woman at the forefront of driving domestic coffee consumption in Uganda. Rose is the proprietor of the Zicofe Coffee brand, established in Uganda in 1984. Rose maintained Zicofe Café in Japan for more than five years, before she opened it up in Uganda.

Zigoti Coffee is a favorite roasted and ground coffee blend on shelves in many shops and supermarkets in Uganda, introduced to the Uganda coffee drinkers over five years ago. This product is the story of Ugandan coffee right from farm to cup. The rich aroma of the single origin Robusta grown in relatively low-lying areas of Central Uganda and the Arabica sourced directly from farmers in higher-altitude coffee growing regions of Uganda welcomes you to newly opened Zicofe Café in Ntinda at the outskirts of Kampala City, opened in July 2019.

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by the European Union. The training targeted small and medium enterprise (SME) coffee exporters and those that intend to engage in the coffee trade.

The six-day training, split into blocks over two weeks was such an eye opener for me as a team leader for a young social enterprise. My long-time work experience with an international organization accorded me the opportunity to work closely with rural women in Uganda and Rwanda where I witnessed, firsthand women’s determination and resilience to support their families through engaging in coffee agribusiness. I had immense admiration for this activity and decided that one day after retirement, I would love to join those women on their journey to economic empowerment in any way that makes sense to them.

In 2017, I founded KIMCO Processors (<https://kimcoprocessors.org/>), a social enterprise that promotes women and youth participation in coffee production at the different levels of the value chain. Our main aim is to ensure that women, just like men, equally benefit from the lucrative coffee business to improve their livelihoods. One thing that I noted in my first year of our work was how fascinating and extremely dynamic the coffee sector was. I realized the need to open up my mind to learn as much as possible about the sector. Since then, I have

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made it a point to seize every learning opportunity about the sector whether from the farmers themselves, through joining coffee associations, through reading coffee-related articles, visiting established coffee organizations like UCDA, participating in related debates like the 2018 Coffee Bill, and talking to coffee traders and friends. Through the search for more knowledge, I came across a post from IWCA about a call for applications for the Coffee Trading and Risk Management Training

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Women promoting domestic coffee consumption in Uganda.

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“Trends have evolved from consuming coffee as a beverage to appreciating it in totality. Coffee appreciation involves consciously embracing the aromas and coffee flavors to just enjoying a great cup of coffee to start off the day.

Teopista Nakkungu from the IWCA Uganda Chapter had the opportunity to engage in conversation with Rose Kato. Rose shared her coffee agribusiness story—a journey of thirty-three years that started in 1986. Rose started as a coffee farmer and coffee processor. This is a business she jointly pursued with her late husband. Through the years, Zigoti Coffee evolved into a coffee export company. In 1996, the husband exited the family business and entrusted it to Rose who has expanded the export business to now include a roastery and the coffee shop, Zicofe Café.

Rose’s story demonstrates a living example that women’s economic empowerment is possible. She provides a living testimony of a woman actively participating in all phases of the coffee value chain—from farm to cup. Asked what her message was to women out there, Rose says, “I would like to encourage women to be proactive, transparent and believe in themselves while embracing family businesses for prosperity of the home”. Rose’s approach to the promotion of domestic coffee consumption is built on passion and years of experience and observation of the broad changes



ROSE KATO

A living example of a woman gainfully engaged in all coffee value chains in Uganda.



Zicofe Café is a one-stop coffee shop that processes and serves coffee mainly grown by women in Uganda. Everyone is invited to visit Zicofe Café in Ntinda to enjoy a great cup of coffee and the true Ugandan ambience.

By taking Zicofe Coffee, you make an invaluable contribution in supporting a small-holder woman somewhere in rural Uganda—a woman who is working tirelessly every single day to produce quality coffee to support her family.

that have shaped the coffee industry world over. Rose says that the trends evolved from consuming coffee as a beverage to appreciating it in totality. To Rose, coffee appreciation ranges from consciously embracing the aromas and coffee flavors to just enjoying a great cup of coffee to start off the day.

“The great cup of coffee just doesn’t happen”, she says. Rose treats the Robusta coffee from her 70-acre farm at Zigoti, along Mityana Road and carefully selects outstanding Arabica coffee from Mountain Elgon Multi-Purpose Cooperative Society to get the raw materials for her famous blend. She specifically prioritizes coffee from women although she will buy from all cooperative members.

Given the presence of a handful of coffee roasters in Uganda, Rose invested in a 50kg-per-batch and a 25kg-per-batch roastery that roasts the Zicofe blend medium roast. This facility is one of the few that offer toll

roasting services in Uganda. Coffee farmers, coffee dealers and coffee enthusiasts who need to join the coffee business are invited to visit Zicofe Roastery located on 5th Street, Bugolobi Industrial Area in Kampala. At the roastery, Rose’s team is always glad to speak to you, provide you with guidance on coffee roasting and will walk you through the facility and answer questions related to coffee roasting.

Like with most agribusiness enterprises, Rose highlights several challenges associated with coffee consumption, and consequently coffee business. Despite Uganda being known as the birthplace of Robusta Coffee, and being the second largest coffee producer in Africa, many Ugandans are predominantly tea drinkers. Getting Ugandans to embrace coffee consumption will require a massive campaign to promote local coffee consumption. It is an expensive venture. Rose’s dream is to see more Ugandans drinking and enjoying the coffee that they grow.

TAKE-AWAYS FOR SUCCESSFUL COFFEE AGRIBUSINESS/COFFEE TRADE

FROM PAGE 1

for SMEs in Uganda. The application was a fairly easy process. I was selected as the representative from KIMCO Processors to attend the two-week training that drew a diverse group of SME leaders from all over Uganda to learn about Coffee trading.

Among others, the topics covered included Understanding Coffee Trade and its Dynamics; International Coffee Price Discovery; Coffee Pricing and Trading; and Price Risk Management. Every day was a wonderful learning experience for me. It was a lot of new and useful information shared with us - most of which I continue to process to date. I will share with you a few take-aways for us at KIMCO as we consider registering for Coffee Trading soon:



UNDERSTAND THE PRODUCT. Understand what variety it is, where is it grown, its cupping taste, aroma, soil type where it's grown, attitude, and much more. The importance of educating oneself about the crop and sector is critical. This can be attained through various ways that include attending trainings like the one we just attended. The UCDA website provides a wealth of information on the sector. Apart from posting daily coffee prices, one can learn so much about coffee from that website.



COFFEE IS ABOUT RELATIONSHIPS. You have no business if you are dishonest in the coffee business. No one will want to do business with you if you are a dishonest person. Take off time to pay a visit to your buyers whenever possible, that is building trust. It is through networking that you may make a good deal. It's important to invest in networking events where you are most likely to connect with people of like minds.



GOOD RECORD KEEPING PRACTICE IS KEY. The importance of keeping good and simple records was emphasized to ensure sustainable enterprises. We will never know if our enterprises are making money or losses unless we have proper books of records. Many SMEs are in the habit of spending at source, this was discouraged. Each SME was urged to have basic accounting systems to foster transparency.

Training is one of the rare means through which more women can learn about the coffee sector, the available opportunities, networks and eventually improve their enterprises.



ACTIVE IN COFFEE AGRIBUSINESS: Martha takes off some time to tend to her young, flowering coffee garden.

BELOW: Martha inspecting and sorting coffee beans.



YOU CAN'T MANAGE WHAT YOU CAN'T MEASURE. This goes hand in hand with good record keeping. You can never effectively manage your enterprise unless you have and maintain proper records and books of accounts from which you can evaluate your performance on a regular basis. This is a requirements for all enterprises.



HAVE A BUSINESS STRATEGY IN PLACE. You must have your facts right. Know where the enterprise is right now and where you would like it to head to. Develop a vision, a mission, put in place strategic objectives, make an action plan and eventually monitor performance. All these should be done in a simple way and clearly communicated to your staff. It's important to be known for something. Any enterprise must be able to clearly define its purpose and the product it trades in.



FINANCING SMALL AND MEDIUM ENTERPRISES: Most of us spend a lot of time looking for opportunities to finance our enterprises. The interesting question raised at the training was as follows: How prepared are you to use these finances? With financial systems in place, it should be possible to record income and expenditure and to monitor performance over time. Proper financial systems will help you to know what is working and what is not working. With that in place, an SME can then solicit for financial support from the different available options.

It was a great opportunity to be trained by experts in the coffee business in Uganda. I can't stop to admire their wealth of knowledge and skills about coffee and the ability to pass it on the trainees. I also want to take the opportunity to appreciate the IWCA Uganda Chapter for pointing us to this opportunity and for encouraging fellow members to take up such training opportunities. It's one of the rare means through which we can learn about the coffee sector, the available opportunities, networks and eventually improve our enterprises. As for KIMCO, we continue to look out for more learning opportunities.

Coffee Farmer Groups benefit from IWCA Advocacy Training in Mityana.



On 13 September 2019, the IWCA Uganda Chapter held an advocacy training, engaging Duty Bearers and enabling them to directly interface with the leadership of different farmer groups. Duty Bearers include district leadership and the UCDA. The training was attended by over 40 participants representing different farmer groups. Among these was Mityana Women and Youth Coffee Association, a vibrant farmer group in Mityana District, Central Uganda.

The training prioritized the issues in those communities that affect the women most, hindering their effective and gainful participation in the different phases of the coffee value chain. Mityana Women and Youth Coffee Association prioritized two issues, including limited access to reliable markets and extensive drought.

The key outcome of the training was the registered commitment from the Duty Bearers to further engage with the farmers to address the impediments as highlighted by the farmers. The Duty Bearers will meet once every quarter while the Farmer Groups will meet at least once every month. The training was also an opportunity to discuss and agree on an action plan which commits Duty Bearers to ensure that they address the

A section of some of the members of the participating farmer groups during the IWCA Uganda Chapter Lobby and Advocacy training in Mityana.

challenges. Additionally, there will be a planned follow-on meeting between officials at the district level, UCDA and the National Agricultural Advisory Services (NAADS) in the last Wednesday of November 2019, a date to be confirmed.

As part of its lobby and advocacy activities, the IWCA Uganda Chapter has been building the capacity of small-holder coffee farmers in five selected coffee-growing districts of Mityana, Luwero, Sironko and Ibanda. These were particularly selected because of the types of coffee grown there. Sironko and Kapchorwa grow Arabica coffee, Luwero and Mityana grow Robusta, while Ibanda grows both Arabica and Robusta coffee varieties. The focus on lobby and advocacy on issues that affect gainful involvement in different phases of the coffee value chains.

These trained farmers are affiliate members of the IWCA Uganda Chapter, through the corporate membership of Zigoti Coffee Works. The district group name is Mityana women and Youth Coffee Association. A planned follow-on training will be open to all coffee farmers and will be opportunity to address broader issues, including genuine inputs agricultural inputs, post-harvest handling and coffee storage best practices.

As part of the next steps, the IWCA Uganda Chapter will ensure regular follow up and continued mentorship to the women farmers to strengthen their capacity for self-advocacy on inclusive and gainful involvement in the coffee value chains.

A withering coffee plant. Extensive droughts cause water shortages that result in withering of coffee plants where irrigation is not affordable. This constitutes major losses and frustrates coffee farmers.

Drought was singled out as one of the challenges affecting coffee productivity, affecting profitability, interest and consequently morale.

Quick Facts

Drought and unfavorable temperatures are the major climatic limitations for coffee production. These limitations are expected to become increasingly important in several coffee growing regions due to the recognized changes in global climate, and also because coffee cultivation has spread towards marginal lands, where water shortage and unfavorable temperatures constitute major constraints to coffee yield.

Fabio M. DaMatta & Jose C. Ramalho (2006). Impact of drought and temperature stress on coffee physiology and production: A review; Brazilian Journal of Plant Physiology. 18(1):55-81, March 2006. See Also: <https://bit.ly/2m3JEEq>



Coffee farming and beekeeping: diversifying to save a natural partnership



Photo Credits: Nile Post (<https://bit.ly/2mxG01r>)

Diversification in specialty coffee farming means introducing new products to the farm so that coffee isn't the farmer's sole source of income. Intercropping of coffee with other viable crops, alongside the embracing of beekeeping has been described as a natural partnership that doesn't just bring in extra, much-needed income for farmers – it's also a helpful way of protecting crops from natural diseases.

According to M. Fury in the article "Diversification in Specialty Coffee Farming: The Agricultural & Economic Case" (<https://bit.ly/2m7JtyW>), over 125 million people around the world are involved in the coffee farming industry. Yet coffee is susceptible to high degrees of fluctuation in its prices, leaving a tremendous number of those people vulnerable. Part of the solution to this may be diversification. Diversification can give farmers a steadier income, as well as helping to make the coffee industry more stable.

By carefully managing the ways multiple crops are planted together (intercropping), physical barriers can be created to stop the spread of disease. This also promotes biodiversity, as certain other crops release by-products complementary to the growth of other crops.

IWCA Uganda Chapter President, Hon. Victoria Sekitoleko is a strong advocate for the integration of beekeeping in coffee farming. In an age where the continued use of sprayed chemicals in weed and pest control has dramatically reduced bee populations that ever before, the introduction of beekeeping along coffee agribusiness is timely.



Bees are living wonders. They have been around for over 100 million years and are of crucial help in the coffee world too. They are nature's primary pollinator and perfectly adapted to the conditions found on coffee plantations..." —L. Pimentel.

Besides from the economic benefits of beekeeping as a complimentary source of income—through the sale of the much-needed honey, propolis and other bee products, bees play an essential role in the process of pollination, which translates into better yields for coffee farmers. All of this leads to a healthier overall ecosystem, meaning that diversification isn't just a backup for coffee. It also helps the coffee industry to thrive.

L. Pimentel, in an article "Coffee Farming & Beekeeping: Solution to Endemic Pest Species & Genetic Diversity?" (<https://bit.ly/2kGllO4>), talks about bees as living wonders, having been around over 100 million years ago, emphasizing their crucially potential help in the coffee world. "Bees are nature's primary pollinator and are perfectly adapted to the conditions found on coffee plantations, states Pimentel.

The experiences provide a wakeup call to coffee farmers to keep it natural and keep it simple. Diversification through beekeeping is good for the coffee, good for the planet, and good for the consumer.

Uganda Hosts, Signs Agreement with China's Yunnan International Coffee Exchange



The delegation held meetings with UCDA Management, the Ministry of Agriculture, Animal Industry and Fisheries, and was led in visits to coffee sector actors in the different coffee value chains.

The visit culminated in the signing of an agreement between the Government of Uganda through UCDA and YCE. Signed by the Quality and Regulatory Director, Edmund Kananura Kyerere on behalf of the Uganda Coffee Development Authority and the General Manager YCE, Yang Shu, the agreement will enhance the exportation of Uganda's coffee to China.

Yunnan International Coffee Exchange is a state-owned company, and the epicenter of Yunnan Coffee. It was established in 2014 to, inter alia enhance and lead innovations in the value and sustainability of the Chinese coffee sector and supply chain and become the direct link between the Yunnan coffee community and the global coffee industry. The cooperation between YCE and UCDA helps to promote the visibility of Uganda as a leading coffee producer and exporter. It also helps to create awareness about Uganda's coffee in China and, ultimately increase Uganda's coffee exports to China.

To better appreciate the processes in Uganda's coffee export promotion, the YCE Delegation prioritized visits to the UCDA laboratory in Lugogo where coffee is analyzed before export. The Delegation also visited selected Coffee Cooperatives and Export Processing Units in Eastern and Western Uganda. It also had the opportunity to network with leading coffee exporters.

Photo Credits: Nile Post (<https://bit.ly/2mxG01r>)

UCDA Managing Director, Dr. Emmanuel Iyamulemye (Extreme Right) with some of the members of China's YCE delegation in Kampala, September 2019. L-R: Mr. Rongyen Cao, the Managing Director; Mr. Yang Shy, the General Manager; and Mr. Dan Zoe, the Chief Operations Officer

Uganda Coffee Development Authority (UCDA) in collaboration with the Embassy of the Republic of Uganda in Beijing, China hosted officials from Yunnan International Coffee Exchange (YCE) in Kampala, Uganda, from 15 to 21 September 2019.

ABOUT THE IWCA UGANDA CHAPTER

The International Women's Coffee Alliance (IWCA) Uganda Chapter is part of a global network of self-organized, self-governing women in coffee lobby and advocacy organizations.

Our vision, mission and core values are in alignment with those of the IWCA at the global level. We envision a society where women are empowered to equitably get involved in decision-making at all levels within the coffee value chain in Uganda.

Our mission is to empower women in the coffee community to achieve meaningful and sustainable lives; and to encourage and recognize the participation of women in all aspects of the coffee industry in Uganda.

Learn more at <https://www.iwcauganda.org/who-we-are/>

BECOME A MEMBER

Become a member of the IWCA Uganda Chapter by paying a membership fee of UGX 50,000. Please contact the Secretariat for details. Becoming part of the Uganda women in coffee community brings added benefits, such as access to our newsletters, attendance of coffee and other membership events at free or concessional rates as well as local events and activities organized and supported by our partners.

Learn more at <https://www.iwcauganda.org/benefits/>

CONTACT US

IWCA Uganda Chapter Secretariat
Second Floor, Suite 2.8, Coffee House
Plot 35 Jinja Road - Kampala, Uganda
Email info@iwcauganda.org or iwcawomen@gmail.com
Visit us: <https://www.iwcauganda.org>

—COFFEE EVENTS, 2019—

01 October—International Coffee Day, celebrated worldwide. See: <https://www.internationalcoffeeday.org/>. In Uganda, International Coffee Day will be hosted by Ankole Coffee Processors and celebrated in Kabwohe, Mitooma District.

30-31 October—The First African Fine Coffees Association (AFCA) Specialty Coffee Expo, 2019, Sea Cliff Resort & Spa, Zanzibar, Tanzania. See: <https://10times.com/african-fine-coffee>.

18-22 November—SheTrades Global & World Export Development Forum, 2019, Addis Ababa, Ethiopia. [Trade and Invest in One Africa]. See: <http://www.intracen.org/shetradesglobal/>

20-22 November—International Coffee Week, Belo Horizonte, capital of the largest coffee growing state in Brazil. https://semanainternacionaldocafe.com.br/en/?page_id=1880

21-23 November—The 7th World Tea and Coffee Expo, Bombay Exhibition Center. Theme: Redefining Innovation in Tea, Coffee and Allied Sectors. See: <https://www.worldteacoffeeexpo.com/>

25-29 November—IACO 2019 Annual General Meetings: 13th ACRN Annual General meeting; 7th African Coffee Symposium; 59th IACO Annual General Assembly, Safari Park Hôtel, Nairobi, Kenya. Learn more: <http://www.iaco-oiac.org/en>