



Grant Completion Report

Program Name: **ENHANCING THE COMPETITIVENESS
OF INE AFRICAN COFFEES – ECOFAC**

Program Number: **EAF-STA-009-003**

Program Dates: 1st July 2009 – 31st March 2010

Date Grant Completed: 31st March 2010

Beneficiary's Name: Eastern African Fine Coffees Association
(EAFCA)

Program Amount: USD. 291,315

Person Reporting: Philip A. Gitao, Executive Director

Date of Report: 25th March 2010

1.0 Preamble

The Eastern African Fine Coffees Association (EAFCA) is a regional non profit, non political association representing coffee sectors in 10 member countries namely Burundi, Ethiopia, Kenya, Malawi, Rwanda, Tanzania, Uganda, Zambia, South Africa and Zimbabwe. The Association has its Secretariat in Kampala, Uganda, where all the operations and co-ordination of project activities is co-coordinated. Presently, the association is working with various strategic partners to implement coffee development programs in the region.

The Vision of EAFCA is to have Africa as a leading origin of fine coffees in the world. The Mission of EAFCA is to promote the production and trade of African fine coffees in the world. The Goal of EAFCA is to expand the market share of African fine coffees in the world.

EAFCA was the first coffee organization in the region that combined the efforts of the private and public sector and took steps to develop capacity to provide regional co-ordination and support to the fine coffee industry. For the past eight years, it has worked with the USAID-funded COMPETE Program and other strategic partners to implement programs and activities that enhance the volume and value of coffee traded out of the region.

2.0 Goal, objectives and activities

2.0.1 The **goal** of the support is to promote the co-ordination and implementation of activities aimed at product enhancement and market expansion of the coffee industry.

2.0.2 The **specific objectives** of the support are:

- **Objective 1:** Quality and Product Enhancement with a main goal to increase competitiveness of African coffees thus increased volume of traded coffees and improvement of welfare;
- **Objective 2:** Trade and Market Expansion with the goal of increasing the market share of African coffees within the global market and thus increasing value and volume of trade.
- **Objective 3:** Market Linkages and Business Relationships with a main goal is linking coffee stakeholders from Africa and the rest of the world to forge business partnerships through an in-depth awareness of the unique African fine coffees as well as creating better access for potential buyers;
- **Objective 4:** Domestic Coffee Consumption whose main goal is increasing domestic trade through enhanced coffee quality and publicity.
- **Objective 5:** Institutional Strengthening with the main goal as building the capacity of EAFCA Secretariat, local chapters (both men and women) and BOARD. This is vital in establishing EAFCA as a fortified regional development and implementation body for coffee initiatives in the region

3.0 Benchmarks, Assessments and levels of achievement

OBJECTIVE	ACTIVITY	RESULTS	TARGETS	% LEVEL OF ACHIEVEMENT
1. Quality & Product Enhancement	i) Implementation of Taste of Harvest trainings and competition events	Held in Rwanda, Burundi, Zambia, Tanzania, Malawi, Uganda, Kenya and Ethiopia	Hold at least 8 trainings in member countries by January 2010	100
	ii) Africa Coffee Quality Institute (ACQI)	<ul style="list-style-type: none"> ▪ Certification and accreditation of institute on-going ▪ 1 course designed and developed ▪ Institute set up and 2 courses rolled out – Price Risk Mgt training and KYC training 	<ul style="list-style-type: none"> ▪ Certification and accreditation of institute by December 2009 ▪ Consultations, course design and development of 2 courses by January 2010 ▪ Institute set up and roll out of 2 existing courses by January 2010 	50 50 100
2. Market linkages and business relationships	i) Promotion and marketing of the 7 th African Fine Coffee Conference & Exhibition (7 th AFCC & E)	<ul style="list-style-type: none"> ▪ Regional media organization was recruited and promoted the 7th AFCC & E 	<ul style="list-style-type: none"> ▪ Appoint a regional media organization and negotiate tasks to be implemented by January 31st 2010 	100
		<ul style="list-style-type: none"> ▪ 2 adverts published in regional newspapers ▪ EAFCA conference website re-designed and updated attractively ▪ 2,000 AFCC & E 7 flyers and 2 banners were developed, printed & distributed regionally and internationally 	<ul style="list-style-type: none"> ▪ Promote the 7th AFCC & E in at least 2 international magazines 	100
3. Trade and market expansion	i) Attend and exhibit at international coffee symposiums, exhibitions and forums	<ul style="list-style-type: none"> ▪ “African Mega Booth” at 2010 SCAA is paid for and arrangements being finalized ▪ Attended and showcased at 2009 SCAJ event in Tokyo, Japan 	<ul style="list-style-type: none"> ▪ Have an “African Mega Booth” at the 2010 SCAA event in Anaheim, California, USA and pay the deposit by June 2009 and the balance by January 2010 	100
4. Domestic consumption	i) Hold National Barista trainings and championships	<ul style="list-style-type: none"> ▪ Registration of TNBC with WBC completed 	<ul style="list-style-type: none"> ▪ Register with WBC for sanctioning of TNBC by October 2009 	100

		<ul style="list-style-type: none"> ▪ Over 80 baristas trained in Rwanda, Tanzania, Uganda and Zambia ▪ 4 National Barista Championships held in Rwanda, Tanzania, Uganda and Zambia 	<ul style="list-style-type: none"> ▪ Train at least 40 baristas by February 2010 ▪ Hold at least 2 National Barista Championships by February 2010 	200 200			
5. Institutional strengthening	(i) EAFCA staff capacity & team building program	Team building held in Mombasa, Kenya in September 2009	<ul style="list-style-type: none"> ▪ Carry out a 2 day team building exercise with EAFCA Board Directors and staff by February 2010 	100			
	ii) Women in coffee capacity building programs	<ul style="list-style-type: none"> ▪ 4 countries were selected for the documentary by Aug.09 ▪ Filming of documentary completed in 4 countries in February 2010 ▪ Round table meeting convened in November 2009 with participation from across the region 	<ul style="list-style-type: none"> ▪ Start preparatory process in 4 identified pilot countries by August 2009 ▪ Filming and production of documentary by January 2010 ▪ Convene a round table meeting with EAFCA representatives and International Women In Coffee representative by November 2009 	100 100 100			
				iii) EAFCA Internal Human Resource Development	<ul style="list-style-type: none"> • Recruitment of Finance Manager is being finalized. 	<ul style="list-style-type: none"> ▪ Strengthen Finance and Operations Departments by July 2009 through human resource mobilization and training. 	50
				iv) Audited accounts and financial reporting to management and partners	Audited was finalized in January 2010 and audited accounts were presented to the Board in February 2010	<ul style="list-style-type: none"> ▪ Carry out an audit by November 2009 and have audited accounts by February 2010 	100

4.0 Impact of contribution of the grant to meeting EAFCA and COMPETE objectives

Coffee is one of the COMPETE target commodities and COMPETE has worked with EAFCA to develop and implement strategies that promote expansion of trade in African fine coffees regionally and internationally. The activities that were implemented from the grant support contributed to EAFCA's goal to expand the market share of African fine coffees in the world:

- Skills and knowledge in cupping trainings and post harvest coffee quality handling were imparted to over 2,000 coffee stakeholders (including EAFCA members) in the several training workshops. The enhanced skills and knowledge will finally translate into higher coffee quality standards giving African coffees a competitive edge in the global market.
- Over 700 delegates converged in Mombasa, Kenya for the 7th annual African Fine Coffees Association to build and strengthen new and existing business partnerships. The steady rise in number of delegates indicates the significant role played and value of the EAFCA conference to stakeholders both in Africa and the rest of the world. Thus making it the premium event in raising the awareness of the uniqueness of African fine coffees.
- With the re-branding of the SCAA EAFCA exhibition booth into the African Mega booth has led to a positive response with most member countries signing up for participation. The expectation is a bigger platform to forge and establish business partnerships for the membership.
- The National barista championships are a tool in creating appreciation for African coffees as a beverage contributing to overall efforts in enhancing local consumption. This is characterized by the desire for all our member countries to host national championships and as well as the increased number of participants and COMPETE has gone a long way in realizing this.
- COMPETE funding has initiated EAFCA's contribution to stream line gender concerns in the coffee sector in Africa though the development of a communication tool –the women in coffee documentary which highlights the important role of women's involvement in the coffee value chain. Recognizing and empowering women who are primarily the back bone in coffee production will impact on the coffee quality and quantities.

It is imperative to recognize that the COMPETE grant has supported EAFCA to achieve its major goal to expand the market share of African fine coffees in the world. This partnership has further elevated the African fine coffee industry linking it to new markets and reinforcing existing business relationships.

Lessons learned

- As a leading regional business support organization in the coffee sector, it is crucial to survey and understand the needs of the EAFCA membership therefore designing and repackaging the services to suit their needs. This should be a priority in ensuring membership contentment and therefore increase EAFCA's relevance to the African coffee sector.
- In order to collaborate with the new strategic development partners effectively there is a need for project projection over the long term thus clearly outlining the priorities areas and therefore aligning within the specified recommended services.
- Strengthening of EAFCA country chapters to ensure active participation and support to the programs under implementation expanding the scope of overall impact of the EAFCA –COMPETE partnership.
- The EAFCA-COMPETE partnership should be fuelled to continue because it creates and increases interest in EAFCA's activities in both public and private sector. Development partners like EAC, COMESA, EU-CFC and World Bank have noted the collaboration and come on board as well.
- The EAFCA membership has continually participated in the activities under implementation clearly indicating the relevance and value of the same.

Recommendations

- There is need to increase sustainability by use of the pooled human resource that has been growing from the various EAFCA trainings to ensure sustainability and reduce reliance and high costs incurred by external/international trainers.
- EAFCA needs to partner with new development and strategic partners especially as it consolidates its strategic plan 2010-2014 and moves to provide unique high valued membership services.
- To ensure the overall competitiveness of the regions' coffees, updated, accurate and timely market information is a pre requisite. Therefore technical expertise transferred to the secretariat and new IT software is required to capture and disseminate the relevant information to the virtual members within the 11 member countries.
- With changing dynamics in overall management systems ,a growing coffee industry and IT environment , there is a glaring need to have all line managers within the secretariat upgrade their skills to measure up to the expectations of the membership thus the necessitate educational and skills building plans for the team.

Conclusion.

COMPETE funding is pivotal in ensuring EAFCA achieves its overall mandate in to promote the production, quality, consumption and trade of African fine coffees.