

*Coffee Quality
Institute*



Coffee Corps™ Volunteer Program

**Year 3 Implementation Report
October 1, 2004 – September 30, 2005**

**Submitted to:
USAID/GDA
CA A-00-02-00020-00**

**Submitted by:
The Coffee Quality Institute
Margaret Swallow, Executive Director
David M. Roche, Chief Technical Director**

November 7, 2005



Coffee Quality
Institute

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To: Mr. Chris Kosnik

Subject: **CA A-00-02-00020-00 Year 3 Implementation Report**

Attached please find the Year 3 implementation report for the Coffee Quality Institute’s Coffee Corps volunteer program. This report covers the 12 month period from October 1, 2004 through September 30, 2005 of the program and, as such, is inclusive of previous reports.

The Coffee Corps is one component of the broad USAID Coffee Global Development Alliance (GDA). It is a worldwide effort to promote business-to-business provision of technical assistance to small-to-medium coffee enterprises and farmers affected by the coffee crisis. The program has matured considerably in the last year and has had an even greater impact than before. There was a total of nearly 1800 people directly trained including about 450 women. The positive “ripple effect” of this assistance on the families and their communities is in the hundreds of thousands.

Overall, the program has exceeded its Year 3 objectives. A total of 15 assignments were planned for Year 3 and 18 have been completed, utilizing 27 volunteers. We have seen a steady increase in the number of requests compared to previous years, but the most significant change has been in the quality of the requests. The details of the CADR program, while included in the tables, are not discussed in the body of this report, but can be provided upon request. Attached please find the key program indicators and key activities for GDA in Year 3 of the Coffee Quality Institute’s Coffee Corps volunteer program.

Coffee Corps Request for Assistance Trends

	Requests Submitted	Requests Approved	Completed Assignments*	# of Volunteers Providing Technical Assistance
GDA				
Year 1	15	9	1	5
Year 2	26	14	15	24
Year 3	31	21	18	27
CADR Countries				
Year 1	33	18	4	4
Year 2	26	17	23	27
Year 3	31	26	24	29
Total	162	105	85	116

* Completed assignments in Year 3 include carry over requests from Year 2.
There are 15 assignments (total) approved in Year 3 that will be completed in Year 4.

There are several attachments that summarize the key activities for Year 3. I have also included brief abstracts from the GDA assignments (some are combined assignments) that were completed during the third year. Copies of the Scopes of Work and volunteer reports are available upon request. There are several large documents that support the work done on a larger scale, such as our activities in

Madagascar, Rwanda, Ethiopia, Mexico and East Africa (in conjunction with the Eastern Africa Fine Coffees Association [EAFCA]). These will be sent separately to demonstrate the magnitude of affect in these regions. There was significant assistance for East Africa, but there were also assignments in Madagascar, Mexico, Cameroon and of course, Central America. Details of Central America assignments for Year 3 will be summarized separately in the CADR-G/CAP annual report due January 2006.

Completing the total of 18 assignments with 27 volunteers in Year 3 demonstrates the new trend toward either expanding or combining of assignments for maximum effectiveness. It is important to note that several requests required multiple volunteers, i.e., EAFCA, PEARL. Another significant improvement in the Year 3 Coffee Corps program is the creation of a feedback loop and formal follow up. Many assignments have led to long-term strategic decisions in specific countries. The Coffee Corps program has matured into a very effective and powerful educational tool for the coffee industry at origin.

Coffee Corps Financial Status Summary of Alliance Matching Year 3

As of October 1, 2005, the remaining GDA Coffee Corps funding is \$53,000 with an additional \$70,000 available from the 2004 CQI luncheon at SCAA Atlanta. Approximately \$40,000 is still owed to ACIDI/VOCA for their previous management of the volunteer logistics, so the remaining actual budget is approximately \$113,000. This is expected to fund the GDA Coffee Corps program through April 2006. CQI is seeking additional funding options for the Coffee Corps program to provide long-term support. We have increased our efforts to increase awareness and support of this program both from within the coffee industry and the broader philanthropic market, but progress has been slow. Some additional funds are still being pursued from regional and/or bi-lateral Missions, such as Mexico, Zambia and Ethiopia.

While the bulk of the funding to date has been via USAID, significant costs have been absorbed by the requesting groups. In addition, throughout the first two years and continuing though Year 3, there have been significant contributions from the coffee industry, including the substantial value of the actual volunteers' time and expertise. Year 3 has shown a substantial increase in the host match, such as a 50/50 costs sharing with EAFCA and the use of expert personnel and facilities at origin. In addition, the coffee industry itself has begun paying expenses for some of the Coffee Corps assignments, as in the case of several volunteers that went to Rwanda in Year 3. In all of the assignments, although not quantifiable in every case, tangible results were achieved, such as increased coffee sales and international recognition. This summary represents alliance matches specific to the Year 3 GDA cooperative agreement, although similar numbers exist for the CADR agreement.

Summary of In-Kind Contributions

GDA Only	Value
Volunteer Time	\$296,000
Advisory Committee Time	\$26,000
Host Country Costs	\$230,500
CQI Luncheon	N/A
Other (Industry)	\$5000
TOTAL	\$557,500

Costs vs. Alliance Match

The overall Year 3 expenses were slightly over the budget estimates. This is mainly due to the significant delays in charges from ACIDI/VOCA for services when they were managing the volunteer logistics. Total direct costs were \$260,038 in Year 2, but were \$340,000 in Year 3. As indicated in the table, for Year 3 the total value of the alliance match was \$557,500. This is the second year in a row where the alliance match has far exceeded the direct costs.

Tangible Results:

As mentioned, in some cases, the results were measurable and in other cases, the results are not directly quantifiable. Aside from coffee sales, there are many other ways to measure success, such as the formation of new programs and contribution to biodiversity conservation and sound resource management. There are many similar examples available from assignments completed for the CADR agreement. A few examples of both qualitative and quantitative results from GDA include:

1. There has been significant follow up and improved coffee sales from first and second year Coffee Corps assignments. In Mexico, Tepic Cafes Sostenibles in Tepic has sold several containers of coffee and have received awards for their training programs. Tanzania continued to increase sales of specialty coffee due to the 2003 committee visit. There are many more examples of this.
2. Ethiopia received additional volunteer support that led to a successful national competition and specialty coffee auction. Over 20 lots of coffee were sold at an average price per pound of \$3.22 for a total of \$187,809.82. In addition, technical training for proper processing has enabled several cooperatives to improve practices and to sell container loads of specialty coffee. As a result of the Coffee Corps interventions in Ethiopia, CQI is being approached by other NGO's, including the Dutch group EVD, to increase the number of trainings. The mentality of the Coffee Board of Ethiopia has completely changed in regards to specialty coffee exportations.
3. The Rwanda PEARL program has exported numerous containers of coffee, in part due to the intense training that took place by Coffee Corps volunteers. In 2005, the private sector has become involved and has sent its own volunteers to complement the Coffee Corps trainers. The revenue to the PEARL cooperatives has increased from \$250,000 in 2004 to over \$1.5 million in 2005. A training manual has been developed in both English and the local language.
4. One training in particular is a great example of the power of education to make changes. Kenya received specific training for cupping, which took place at the Coffee Research Foundation (CRF). This training, which followed the SCAA protocols, had a huge effect on the coffee industry of Kenya through awareness building, essentially allowing the Coffee Board to advocate the necessary changes in Kenya export regulations to allow for traceability.
5. Madagascar received continued Coffee Corps support as part of a larger program (details will be sent separately). This previously unknown origin now has supplied coffee samples for the EAFCA regional Taste of Harvest.
6. Biodiversity continues to be addressed in Ethiopia, Madagascar, Cameroon and Mexico through various programs working in specific areas. The biodiversity elements are summarized in the various attachments, but total over 30% of the assignments in Year 3. Biodiversity has become a larger component of the program and many examples of this can be found in the individual assignment summaries.

Please let me know if you have any questions concerning the Coffee Corps program. I will be sending the Year 4 work plan under separate cover.

Sincerely,

David M. Roche
Chief Technical Director
Coffee Quality Institute

Attachment 1

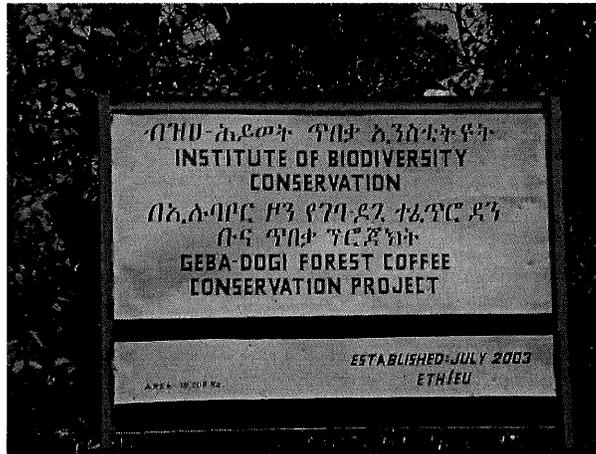
Accomplishments during Year 3 of the Coffee Corps program

Year 3 experienced an increase in assignments and quality of assignments from more producing countries, primarily in Africa. The infrastructure and mechanics of the program are in place, but Coffee Corps continues to change and improve in a number of areas:

1. CQI believes strongly in building institutional capacity at origin and continues to utilize more international experts and volunteers from within the same region. For example, Daniel Mulu from Ethiopia went on assignment to Madagascar and Filtone Sandone from Zambia went to Cameroon. Public/Private relationships and institutional capacity continue to be developed with companies like Starbucks and Green Mountain Coffee Roasters.
2. Tangible Results and Commercial Linkages are being emphasized and this has been a key component to the success of the program in Year 3. In many cases, the follow up reaches the level of commercialization or at least international recognition. In the case of GDA, there are many examples of tangible results and these are explained in detail in the one page summaries attached.
3. Coffee Corps is evaluating requests with more emphasis on activities that improve coffee quality while simultaneously promoting biodiversity conservation. Because of the increased emphasis on biodiversity, Coffee Corps has approved more assignments with focus in this area such as those in Madagascar, Mexico and Tanzania, as well as the continued work with shade trees in Zambia. Coffee Corps can have a positive impact on conservation efforts by increasing farmer profit while promoting sustainable agricultural systems. Shade coffee can be a competitive alternative to annual cropping in upland regions that increases wildlife habitat on farms and reduces deforestation. At least 30% of all GDA Coffee Corps assignments in Year 3 had an impact on biodiversity.
4. CQI has successfully transitioned management of the Coffee Corps program away from ACDI/VOCA. This has significantly lowered costs while increasing efficiency. As part of transition CQI has improved many details of the system, including the tracking of Tangible Results and Commercial Linkages. The program has also been revised to include a "feedback loop" approximately six months after each assignment is completed.
5. CQI is taking a "bigger picture" approach, partially by increasing "consolidated" requests, thus creating efficiencies and effects at the national level. CQI is focusing on combining multi-party or multi-donor approaches for the long term, especially in countries like Kenya and Ethiopia where large scale changes are beginning. The relationship with EAFCA has been key to this in East Africa.
6. CQI continues to collaborate with other NGO's working with coffee, such as the sub-grants with DAI in Zambia, PEARL in Rwanda and ACDI/VOCA in Colombia. CQI and EAFCA have instituted a process of shared costs for volunteers in that region, and have collaborated on a two year calendar of training events. EAFCA has agreed to share 50% of all Coffee Corps costs for the region.
7. The direct effect is the number of individuals actually participating in and benefiting from the volunteer's activities. The indirect effect is the number of producers that benefit from the increased organizational capacity of the local institution (i.e., a cooperative, local coffee board or other group). Over 1800 people at origin were directly affected during Year 3 of the program. This translates into tens of thousands due to "ripple effects" across the local industry.

8. Local Market development has been receiving more attention, which is important in developing a “coffee culture” and in promoting local coffees through tourism. One of the highlights of this was the seminar for three countries on coffee brewing techniques. This was done in collaboration with EAFCA in Uganda, Kenya and Tanzania.
9. The role of the Advisory Committee continues to be critical to the success of the program. The committee is a well balanced group of individuals that provides an unbiased view of each assignment before they are approved. This is a very effective way to increase direct contact between the producers and the specialty coffee industry.
10. Research is beginning to get more attention as it applies to quality. This was especially increased due to the Coffee Corps training at the CRF in Kenya.

BIODIVERSITY PHOTOS



Ethiopia Biodiversity Center associated with Assignment 107



Dr. Osgood and shade trees in Madagascar

Year 3 Coffee Corps Requests for Assistance

<u>Region/Country</u>	<u>Requests Submitted</u>	<u>Requests Approved</u>	<u>Completed Assignments*</u>	<u>No. of Volunteers</u>	<u>Assignments in Process</u>	<u>No. of Volunteers</u>
GDA						
<u>Africa</u>						
Regional	7	6	4	9	2	2
Cameroon	0	0	1	1	0	0
Ethiopia	4	3	3	3	0	0
Kenya	2	1	1	2	0	0
Madagascar	3	3	2	2	1	1
Rwanda	2	2	2	5	0	0
Tanzania	0	0	1	1	0	0
Uganda	1	0	0	0	0	0
Sub- total	19	15	14	27	3	3
<u>South America</u>						
Peru	1	1	0	0	1	1
<u>Caribbean</u>						
Dominica	1	0	0	0	0	0
<u>North America</u>						
Mexico	3	3	4	4	0	0
<u>Asia</u>						
India	1	0	0	0	0	0
Papua New Guinea	2	1	0	0	1	1
Philippines	1	0	0	0	0	0
Taiwan	1	0	0	0	0	0
Thailand	1	1	0	0	1	1
Sub-Total	6	2	0	0	2	2
<u>Middle East</u>						
Yemen	1	0	0	0	0	0
<u>CADR</u>						
Regional	5	5	5	5	0	0
Costa Rica	1	1	2	3	0	0
DR	0	0	1	1	0	0
El Salvador	4	3	2	2	2	2
Guatemala	5	4	3	6	1	1
Honduras	8	6	3	4	3	4
Nicaragua	5	4	5	5	1	1
Panama	3	3	3	3	3	4
Sub-total	31	26	24	29	10	12
TOTAL	62	47	42	56	16	18

* Completed assignments include carry-over assignments from Years 1 & 2.

Detail on number of producers receiving Coffee Corps assistance in Year 3

<u>Region/Country</u>	<u>CC No.</u>	
Africa Regional (EAFCA)	108	Cupping Training Seminar & Competition. The EAFCA conference attendance was over 400. Hands-on training for approximately 50 cuppers during and following the conference. There were about 100 women at the conference and 10 women cuppers
	109	Coffee Processing. Over 400 people attended the WWC conference. Processing seminar attended by 23.
	143	"Coffee Brewing for Excellence" Training in three countries. There were 80 people directly trained, including 30 women.
	148	Cupping Training and Competitions. A total of 67 cuppers were trained in three countries. This total includes 9 women trained.
Cameroon	82	Quality and Production Assistance. There are a total of 30,000 farmer members in 172 cooperatives who will benefit from this assistance. About 25% of them are women, including board members.
Ethiopia	106	Washed Coffee Quality Improvement. Met with representatives of the five unions that represent 175,000 farmers in 151 cooperatives.
	107	Unwashed Coffee Quality Improvement. 175,000 farmers in 151 cooperatives represented by members from each of five unions. There were 40 women trained directly.
	110	Cupping Training and Competition Preparation. Intensive training of 4 cuppers. Also visited several cooperatives of the 151 total in the association. They represent 175,000 farmers.
Kenya	133	Cupping Training. A total of 92 people participated in three seminars. Technical staff training for 32, seminars for farmers/growers had 29 participants and 31 cuppers trained.
Madagascar	116	Quality Improvement and Cupping Training. 151 farms represented. 60 farmers selected for training that will then pass on training to others. There were 28 women directly trained.
	154	Cupping Lab Development and Cupping Training. 179 farms represented. Cupping training for 25 members. There were 8 women trained.
Rwanda	115	Quality Improvement and processing evaluation follow up. The group trained has 12 members, 4 of which are women.
	141	Cupping Training. Trained representatives from 12 cooperatives with a membership of 15,000 farm families.

8

30
25
~~48~~
320

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1

78 23

Tanzania	97	Coffee Processing and Production Assessment. There were 15 extensionists directly trained with 3 women participating. The group represents 15,000 members and their families.
North America		
Mexico	100	Roasting & Packaging Practices. Met with 5 key members representing a total of 3,500 farms in 61 communities. No women were trained.
	104	Cupping Training. Trained 20 key cooperative managers and visited four cooperatives. Also trained 7 Compras personnel. Total of 7,800 farm members represented. There were several women included.
	112	Quality Improvement. Total of 250 farm member families will benefit. Women were in attendance at approximately 10%.
	113	Quality & Marketing Improvement. Worked with 12 representatives of the 280 total farmer members. Women were in attendance at about 20%.

Estimate of producers receiving Assistance from Coffee Corps in Year 3:

There were a total of approximately 1800 people receiving direct training.

There were about 450 women directly trained.

The “ripple effect” on the communities and families is hundreds of thousands.

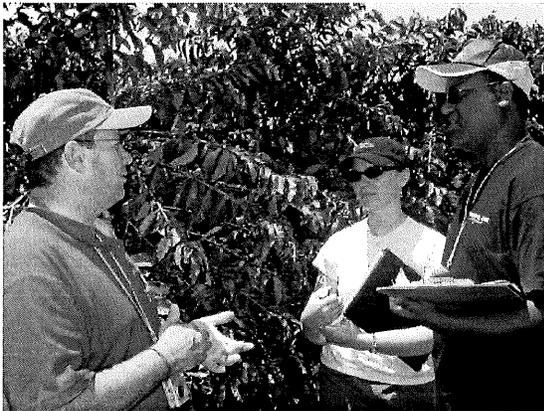


Summary of CQI and Coffee Corps Activities with EAFCA for Year 3

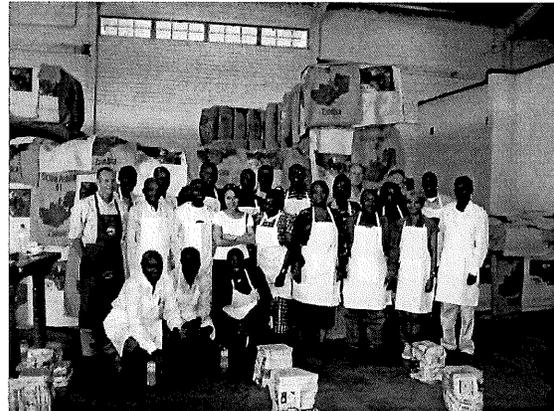
The Eastern Africa Fine Coffees Association (EAFCA) and CQI have developed a very strong and productive relationship which affects thousands of coffee industry members throughout East Africa. EAFCA has a schedule of events that is planned for the next 18 months. A committee has been formed to review requests according to the schedule. The schedule is listed on the EAFCA website <http://www.eafca.org>, and will be modified throughout the next year. The schedule of events focuses on many aspects of increasing quality and awareness of African coffees and range from field and processing through proper coffee preparation.

One of the most important and effective areas of collaboration took place at the annual EAFCA event. The 2nd Annual African Fine Coffee Conference and Exhibition was held at Victoria Falls in Livingstone, Zambia on March 3, 4 & 5, 2005. The conference itself was a tremendous success with Coffee Corps sending six volunteers, with David Roche and Ted Lingle participating in the event as well. During the conference, CQI and EAFCA publicly signed the Memorandum of Understanding that led to the 50/50 cost sharing agreement.

Specific examples of EAFCA training programs through CQI are listed in the attachments and following pages, but this relationship is truly one of the real success stories of the Coffee Corps program. It has led to international recognition and potential for funding through the EU, ICO and the regional Africa missions.



Field Training at EAFCA, Zambia



EAFCA Cupping Training Zambia

**Summary of CQI and Coffee Corps Activities at
EAFCA World's Wildest Coffee Annual Conference, March 2005**

Executive Summary

The 2nd Annual African Fine Coffee Conference and Exhibition was held at Victoria Falls in Livingstone, Zambia on March 3, 4 & 5, 2005. The Eastern African Fine Coffees Association (EAFCA) organizers and CQI had been coordinating planning efforts since October, 2004 as a result of last year's successful collaboration. Coffee Corps sent a total of six volunteers to participate in the conference and to provide training sessions before and after the event. The balance that resulted from this group of experts participating was truly remarkable. Mane Alves' expertise as head judge during the Taste of Harvest and Paul Songer's precise knowledge of coffee were complimented by Craig Holt's direct approach. Daniel Mulu provided a perspective from Ethiopia and from the private sector. Sunalini Menon was simply outstanding in all respects. It was a true blessing to EAFCA organizers to have these individuals contribute and they provided a quality perception of CQI and the Coffee Corps program. During the conference, CQI and EAFCA publicly signed a Memorandum of Understanding.

Taste of Harvest: Feb. 28

The Taste of Harvest competition was held as a means to compare coffees from the EAFCA member countries. Months of planning by the EAFCA staff and their in-country partners was rewarded with a stellar event. Cupping and judging over the two days prior to the conference was done solely by five Coffee Corps volunteers. Mane Alves was the head judge and was assisted by an impressive group consisting of Paul Songer, Sunalini Menon, Craig Holt and Daniel Mulu. All of the volunteers were honored at the opening dinner of the conference and Mane presented certificates to the winners from each country.

WWC Conference Seminars: March 2-5th

CQI was very active during the seminar and gave the following presentations:

- **Ted Lingle (CQI trustee):** The Competition Auction Process: Opening "A Second Window for Exports of High Quality Coffee from East Africa".
- **David Roche (CQI Chief Technical Director):** Success of the Q Auction in Central America
- **Mane Alves:** Understanding Specialty Coffees.
- **Sunalini Menon:** "The Indian Perspective", a truly tremendous presentation.
- **Paul Songer** gave two presentations: The American Perspective and Descriptive Cupping.
- **Craig Holt** gave two presentations: The Link Between Trade Credit and Risk in Coffee and as a panel member on Sustainability and Certification.

Quality Post Harvest Production and Milling Training Workshop: March 7-8 Masabuka

Trainers: Daniel Mulu and Dr. Bob Osgood

Daniel and Dr. Osgood were instructors in a workshop at Munali Farms. In addition to these volunteers, members of the Chemonics sustainability team assisted in organizing the two day workshops. Members from eight producing countries participated, with a total of 30 attendees. They covered all aspects of processing and quality control and compared various methods used around the world.

Coffee Roasting and Cupping Training Workshop: March 7-9 Lusaka

Trainers: Paul Songer, Sunalini Menon and Craig Holt

The volunteers gave a workshop on various advanced technical aspects of roasting and cupping to over 20 participants from nine countries. The workshop focused on commercial applications and market demands. Each volunteer added a unique perspective to this event with great success.

March, 2005, WWC, Zambia (EAFCA) – CC Request No. 108
Volunteers: Sunalini Menon, Paul Songer, Mane Alves and Craig Holt

Volunteers: Sunalini Menon is a native of India. Her 30 years of coffee industry experience include 20 years as Director of Quality Control and Quality Assurance at Coffee Board of India, and currently as Chief Executive of the Coffee Laboratory in Bangalore, India. Paul Songer is an active member of SCAA and has spent 18 years in the specialty coffee industry. His primary area of expertise is sensory analysis, with extensive experience in all facets of cupping. He lives in Burlington, VT. Mane Alves, also from Vermont, has been a coffee lab director for 14 years and is an expert cupper and roaster. Craig Holt is president and co-owner of Atlas Coffee in Seattle, WA, importers of quality green coffees.

Host: EAFCA currently represents 83 members in ten countries of eastern Africa, affecting hundreds of thousands of people. They have a comprehensive program aimed at improving the knowledge base for their members. There is a lack of sufficient and effective trade and market linkages for members, traders and producers as well as poor product handling due to limited skills and knowledge capacity. Most cuppers/liquors in the member firms know only their own coffee and their knowledge is limited to the basics (mainly defects) without skills to appreciate the requirements of the specialty coffee world.

Number of producers assisted: Over 50 participants received hands-on training during cuppings and the workshops. Attendance at the WWC conference was over 400 people.

Assignment objectives:

1. Orientation & training for top cuppers from each of the EAFCA chapter countries to gain appreciation for the requirements of the specialty coffee importers and the intricacies of cupping at cupping competitions.
2. To create awareness among coffee industry executives, millers, quality controllers and cuppers of the demands and requirements of the global specialty coffee industry and the steps that need to be followed at the origin/producer level.

Key volunteer contributions: (complete details are in the volunteer report)

1. Performed as judges at the regional Taste of Harvest Selection Event held on March 1st, 2005. This involved selecting the top two coffees from each of ten member countries.
2. Attended the “meet the farmer coffee safari” and assisted the producers and traders from origin on market linkages, business relationships and product handling.
3. Gave presentations at EAFCA’s World’s Wildest Coffee annual conference.
4. Developed a syllabus and conducted a two-day Coffee Roasters and Cuppers workshop for quality controllers, roasters and purchasers on 8th and 9th March, 2005.

Overall assessment:

The contributions of the volunteers was considered exemplary by the conference organizers and, in fact, deemed essential by EAFCA for their continued growth and impact in the region.

Tangible Results:

Many of the coffees that were presented at the Taste of Harvest were recognized for their quality and commercial linkages were established. Testimonials from Zambia, Tanzania, Rwanda and Malawi producers attest they have sold several containers of specialty coffee as a result of this training and subsequent interaction with the industry. Even more critical, they are now able to understand their own coffees and to differentiate qualities for specific markets.

March, 2005, WWC, Zambia (EAFCA) – CC Request No. 109
Volunteer: Daniel Mulu and Dr. Bob Osgood

Volunteer: Daniel Mulu lives in Addis Ababa, Ethiopia and has worked in the coffee industry for almost 15 years. He is currently the green coffee expert for the Ethiopian office of Kraft Foods Europe. His experience includes agronomics, processing, quality inspection and cupping. He has been active as a volunteer for various projects to benefit the lives of Africans. Dr. Osgood is a respected veteran in the coffee industry. He is the retired Director of Hawaii Agricultural Research Corp., and remains active as an agriculture and research consultant.

Host: EAFCA currently represents 83 members in ten countries of eastern Africa, affecting hundreds of thousands of people. They have a comprehensive program aimed at improving the knowledge base for their members. Many EAFCA members still need training in proper processing practices in order to create consistent quality and create market linkages.

Number of producers assisted: There were over 400 attendees at the WWC conference. Two-day training after the conference had 23 participants.

Assignment objectives:

1. Deliver skills and knowledge to members and their staff in coffee quality processing/milling.
2. Create awareness among coffee industry executives, millers, quality controllers and cuppers of the demands and requirements of the global specialty coffee industry and the steps that need to be followed at the origin/producer level.

Key volunteer contributions: (complete details are in the volunteer report)

1. Gave a seminar at the annual EAFCA conference describing processing methods with an emphasis on quality and new innovations.
2. Participated in cupping competitions at the conference.
3. Joined a panel of experts on quality production issues at the conference.
4. Conducted a three-day seminar on coffee processing for producers from several East Africa coffee producing countries in locations throughout Zambia

Overall assessment:

The processing training was geared toward showing various methods and options for quality control. However, it was important that the member countries understand that a certain uniformity of standards be used for the specialty coffee industry. Trainees were taught to train members on these standards in their own countries. While coffee sales and other tangible results are difficult to measure, the knowledge gained during the conference and the technical expertise gained will give the producers a certain control over their own destiny as they focus on improving quality.

June, 2005 Uganda, Kenya & Tanzania (EAFCA) – CC Request No. 143

Volunteer: Ric Rhinehart

Volunteer: Ric Rhinehart of Groundwork Coffee Co. in Los Angeles, CA. Ric is an ideal volunteer because of his strong training skills, brewing and cupping expertise. Following this assignment he continued on to Rwanda to participate in cupping training for Coffee Corps Request No.141.

Host: EAFCA currently represents 83 members in ten countries of eastern Africa, affecting hundreds of thousands of people. Training programs have been started, however the number of people receiving training to date is still very small compared to the need. Training will continue to be an on-going priority in the region until a critical mass is trained to have the appropriate impact. This assignment included travel to three countries to provide “Coffee Brewing for Excellence” training.

Number of people assisted:

Each country had between 20-30 trainees, so the number of actual direct trained was about 80. However, these trainees will in turn train at least 5 more for a total of 400 people. One observation is that these seminars included all segments of the industry in each country.

Assignment objectives:

The training seminar “Coffee Brewing for Excellence” was held for two days each in Uganda, Kenya and Tanzania. Trainees included Hoteliers, Food & Beverage Managers, Café & Restaurant Owners, equipment manufacturers and distributor representatives. Following each training seminar, a presentation was given to participants and other interested parties at a “Coffee Club” wrap up for over 100 people.

Key volunteer contributions: (complete details are in the volunteer report)

In each of the three countries, intense courses were undertaken to demonstrate not only the importance of proper coffee brewing, but very technical methods for making good brewed coffee.

Overall Assessment and Tangible Results:

Industry members were treated to knowledge previously not available to them by one of the world’s experts. The turnout was “full house” in all countries and competitors from various businesses worked together to learn this important aspect of coffee quality at the wholesale and retail level. The tangible result from this will be increased consumption of quality coffee at origin, which includes tourism. With the exception of Ethiopia, Africa does not have much of a “coffee culture”, being a tea consuming region, but this knowledge is necessary to compete in the specialty coffee market. This has already been demonstrated in successful coffee houses like Java House and Dorman’s, but there is room for improvement and the Kenya coffee industry is eager to learn.



June, 2005 Burundi, Rwanda & Malawi (EAFCA) – CC Request No. 148

Volunteers: Miguel Angel Turcios and Keita Matsumoto

Volunteers: Miguel Angel is from Guatemala City. He works as a cupper for FEDECOCAGUA and has participated and led many cupping trainings. Keita is a coffee buyer for Wataru Limited of Japan, based in Guatemala where his company imports the bulk of their coffee. Both trainers have gone through the STAR Cupper program and are licensed Q graders.

Host: EAFCA currently represents 83 members in ten countries of eastern Africa, affecting hundreds of thousands of people. They have a comprehensive program aimed at improving the knowledge base for their members. EAFCA has already provided trainings, in particular processing and cupping training. As they have gained considerable momentum and recognition in East Africa, this is the opportune time to continue the education programs. This particular assignment consisted of educating producers and involved agencies on the reasons for going the “extra length” to improve quality and the tradeoffs associated with doing so. It also provided training necessary for each country to participate in the annual “Taste of Harvest” event at the annual conference which awards high quality coffees.

Number of producers assisted: Total of 67 cuppers trained. Cuppers trained in each country as follows: Burundi: 22 men and 4 women, Rwanda: 12 men and 4 women, Malawi: 24 men and 1 woman

Assignment objectives:

1. Increase the knowledge within the industry of the importance of quality.
2. Increase the number of certified cuppers throughout the region.
3. Identify, via the national competitions, the best of the domestic coffees from the 2005 season that can then be submitted to international tastings and cuppings.
4. Lay the foundations for future domestic and national competitions by training cuppers on SCAA competition protocols.

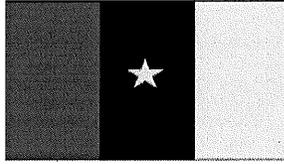
Key volunteer contributions: (complete details are in the volunteer report)

The trainers met with coffee sector members in each country and provided the following:

1. Training in sorting and grading of green beans.
2. Introduction to the mechanics and procedures for proper cupping techniques.
3. Documenting the cupping experience using SCAA cupping forms.
4. Led the annual competition and acted as lead external evaluators.
5. Used the annual competition as an opportunity to test trainee knowledge.

Overall Assessment and Tangible Results:

With the exception of Rwanda, which has benefited from the PEARL project, these countries had not received any formal cupping training. This gave each of them an opportunity to learn proper SCAA cupping protocols and to know their own coffees. In addition to the training, which will be passed on to others by the students and industry members, the countries will be able to enter the Taste of Harvest event at the next EAFCA conference. This is part of an ongoing effort by CQI and EAFCA to promote differentiated coffees from each country. The Taste of Harvest event is a culmination of the education program and the selection by national judges of the best coffees from each country. This serves as a very effective promotional method and eventual increased sales to the specialty coffee industry.



January 2005, NWCA, Cameroon – CC Request No. 82
Volunteer: Filtone Sandando

Volunteer: Filtone lives in Kabwe, Zambia. For the last five years he has been Senior Technical Advisor working with growers from both small and large farms. His expertise is technical assistance in all aspects of coffee production and processing.

Host: The North West Cooperative Association (NWCA) is a group consisting of 16 secondary cooperative unions and 172 primary cooperatives of about 30,000 small holder coffee farmers. They are involved in the processing and marketing of member's produce and diversification into other activities beneficial to members. They provide audit services, engineering, transport services to members and a farm input support service.

Number of producers assisted:

The trainings were held for a core group of approximately 40 cooperative members and extensionists which indirectly affect thousands of producers.

Assignment objectives:

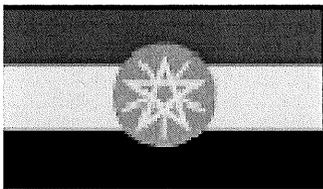
The main objective of this assignment was to assist the cooperative in learning more about how to integrate coffee into their diverse agricultural systems and unique biodiversity. This is done by the establishment of benchmarks for quality assurance and increased quality image of NWCA Ltd. coffee. In addition, the assignment called for the improvement of coffee cultivation techniques, post harvest handling techniques and processing methods. Another objective was to improve marketing and distribution processes, including diversification efforts as they relate to coffee production. All of this is meant to increase specialty coffee market sales and finally to review the coffee acceptance procedures and provide for incentives to farmers with high qualities.

Key volunteer contributions: (complete details are in the volunteer report)

The Volunteer reviewed and assessed the existing coffee cultivation and processing systems in place.

1. Field visits to farms and processing centers.
2. Evaluated progress of NWCA/ICP/GTZ Capacity Building Project, reviewing management practices, financial controls and marketing strategies.
3. Development of new strategies based on relevant national agriculture policies.





Summary of Year Three Activities in Ethiopia

CQI and Coffee Corps were very active in Ethiopia during Year 3 of the GDA grant, primarily in cooperation with ACDI/VOCA. In January 2004, two volunteers, Willem Boot and Jim Cleaves traveled as volunteers to work with the Ethiopian coffee industry on quality improvement, mainly for cooperatives already working with ACDI/VOCA. Since that time, Willem Boot has assembled an organization called eCafe, which eventually trained national cuppers and involved international judges in discovering outstanding coffees at the cooperatives. This eventually led to a successful national competition and specialty coffee auction. Over 20 lots of coffee were sold at an average price per pound of \$3.22 for a total of \$187,809.82.

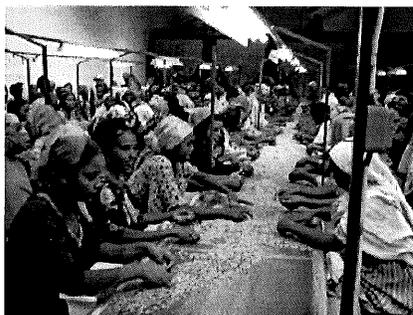
In the process of reaching this important milestone, three Coffee Corps assignments took place and they will be explained in detail in the following section. Volunteer Ken Palmer traveled twice to Ethiopia for processing improvement. The first assignment focused on wet processing and the second one on natural dry processing. Dry processing is done by up to 80% of the coffee producers, but the quality control is very poor. There is great interest from the industry in improving these processing methods. For example, Starbucks is teaching several coops to dry process using only mature cherries and this has resulted in award winning coffees sold in their stores.

In addition to the processing assignment, volunteer Chris Hallien worked for several weeks training local cuppers and screening the initial coffees for the auction. This was key to the success of the eCafe auction. Interest in continued cupping training is strong and the mentality of the once closed-minded Coffee Board in continued education is very strong. The exporters union is keen to get involved and another eCafe auction is scheduled for February 2006.

It is also important to note that Ethiopia has many programs aimed at biodiversity and many of these are working with the coffee industry to preserve the age old growing methods.



Ken Palmer with Sidamo Producers



Sorting dry processed coffee in Harar

November, 2004 Sidamo and Yirgacheffe Regions, Ethiopia – CC Request No. 106

Volunteer: Ken Palmer

Volunteer: Ken Palmer runs a coffee business in Forest Grove, Oregon, but has since moved part-time to Ethiopia. His experience in the coffee industry spans 22 years as a roaster. His career has also included many years experience in wet and dry mill processing, retail and wholesale marketing, as well as consulting abroad in Mexico and Costa Rica.

Host: The four Coffee Unions of Ethiopia: Sidamo, Yirgacheffe, Oromia and the newest union established in March 2004, Kafe Forest Coffee Union, represent 175,000 small scale producers from 151 cooperatives.

Number of producers assisted: Met with managers of unions representing five regions. There were 175,000 farmers in 151 cooperatives represented by members from each of five unions. There were 40 women included in the training.

Assignment objectives:

1. Provide expertise on wet processing for quality coffee.
2. Provide expertise on general infrastructure and logistics for coffee harvesting and processing.
3. Review washing station operations and present findings on washing station efficiency and output.
4. Provide cupping expertise.
5. Provide coffee production expertise.
6. Review financing requirements and availability with selected cooperatives and the Sidamo and Yirgacheffe Unions.

Key volunteer contributions: (complete details are in the volunteer report)

1. Recommended repairs and cost-effectiveness of replacing outdated equipment.
2. Worked with unions to determine costs of improving processing efficiencies.
3. Arranged for videos and information to be sent outlining equipment options.
4. Evaluated and made recommendations for improving waste water systems.

Overall Assessment: This was a very successful assignment. Before departure, new equipment was already on order for limited locations with more improvements to be implemented in the coming year. Prior to the volunteer visit, it was estimated that 30% of the coffee was being lost in the wet milling process. Adjustments were made to the existing machinery and the management methods that have greatly reduced these losses while improving quality. One of the key topics covered was waste water management. The volunteer has since brought in alternative pulping machines that use virtually no water. These machines are being used worldwide for similar reasons, but there is still some debate regarding the quality of the coffee produced. A series of experiments have been set up to test this quality.

Tangible Results:

Several of cooperatives receiving volunteer assistance were able to enter the eCafe auction and to sell coffee at significantly higher prices. In addition, yields are much higher because of the adjustments made on the wet milling machinery. These cooperatives have made the necessary changes to produce coffee for the specialty industry consistently and have made direct contact with buyers. The volunteer has since moved part-time to Ethiopia to assist these producers.

February, 2005, Ethiopia – CC Request No. 107

Volunteer: Ken Palmer

Volunteer: Ken Palmer's experience in the coffee industry spans 22 years as a roaster. His career has also included many years experience in wet and dry mill processing, retail and wholesale marketing, and consulting abroad in Mexico and Costa Rica. He is an enthusiastic supporter of Coffee Corps, volunteering for assignments in Central America and Africa.

Host: The Agricultural Cooperatives in Ethiopia (ACE) program began in late 1999 to increase farmer incomes and strengthen small farmer organizations in Ethiopia by restructuring over 450 primary cooperatives, representing more than 550,000 members. Of the total membership, over 175,000 are small scale coffee producers who have come together in 151 cooperatives federated into the four Coffee Unions of Ethiopia: Sidamo, Yirgacheffe, Oromia and the newest union established in March 2004, Kafe Forest Coffee Union. The coffee unions invited Coffee Corps to assist with evaluating and improving dry processing procedures.

Number of producers assisted: 151 cooperatives represent 175,000 smallhold farmers. The number of managers and producers actually trained directly was approximately 400.

Assignment objectives:

1. Identify major constraints and problems in unwashed sun dried coffee in Ethiopian coffee regions represented by the cooperatives.
2. Recommend process changes and cooperative support to improve sun drying.
3. Assess government recommended hand washing and unwashed process, and potential impact on coffee quality.
4. Present a plan for the farmers and cooperatives to implement the changes and improvements.
5. Seek ways to rapidly spread the changes to reach more smallholder coffee producers.

Key volunteer contributions: (complete details are in the volunteer report)

1. Described optimal dry processing procedures, including quality improvement.
2. Evaluated ways to improve the post harvest handling of coffee cherry that is unwashed and sun dried. Picking the cherry at the right time, drying on screens off the ground and good cleaning are some basics that are not consistently being done by many small holder farmers.
3. Hulling and sorting procedures evaluated and machinery tested.
4. Recommendations for improvement of storage and warehousing.
5. Taint and fault identification as it relates to processing methodology.

Overall Assessment and Tangible Results:

Unwashed coffee produced using the dry processing methods is not always considered to be of the highest quality due to unsanitary conditions and a mixture of various maturities within the harvested coffee cherries. However, Ethiopia produces about 80% of its coffee using this crude method and some of the taste profiles, without the taints and faults, are widely recognized as exotic by coffee buyers. The volunteer worked with the cooperatives on basic changes such as quality separation, sanitation and moisture control to provide a consistent quality unwashed coffee. The results from this assignment are huge. Buyers are showing greater interest in these coffees for their unique exotic taste profiles. Much of this interest is due to the work done by the Coffee Corps volunteer.

January-February, 2005, Ethiopia – CC Request No. 110

Volunteer: Chris Hallien

Volunteer: Chris Hallien works for Coffee Enterprises in Burlington, VT. He has several years experience in quality control/quality assessment and does independent testing for all sectors of the industry. In addition to completing several SCAA trainings, he has taken multiple visits to origin through his company, has been a volunteer Cup of Excellence samples judge and done archeological field work. He is a licensed NY “C” grader and is in the process of obtaining “Q” certification.

Host: ACDI/VOCA, Agricultural Cooperatives in Ethiopia (ACE), a group of private coffee operators and a new NGO called eCafe conducted an Ethiopian Cooperative Coffee Competition and an international internet auction of top quality Ethiopian coffees in early 2005. The Coffee Corps volunteer was requested to train local cuppers and to select quality coffees as a pre-screening for the international auction which took place in June 2005.

Number of producers assisted: Worked directly with staff of Coffee & Tea Authority and met with representatives of the four coffee union cooperatives. There were intensive cuppings with four union cuppers and several days training in the field while visiting cooperatives.

Assignment objectives:

1. Provide SCAA procedures and cupping tasting standards for the local competition.
2. Provide review of coffees and make selections for the international competition.
3. Provide recommendation to improve international competition based on local experience.
4. Provide direction and recommendations for the international competition.

Key volunteer contributions: (complete details are in the volunteer report)

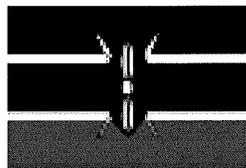
1. Consulted with Ethiopian cooperative coffee competition manager and staff at the Coffee Quality and Liquoring Center (CQLC).
2. Utilized SCAA procedures and cupping tasting standards for the local competition to ensure consistency with internationally judged competition.
3. Reviewed coffees and selections for the international competition.
4. Made recommendations to improve international competition based on local experience and steps to take in the next phase of the competition.

Overall assessment:

This was a critical phase in the process of preparing for the upcoming eCafe auctions and coffee selections. The Coffee Board of Ethiopia did not have any formal training in the SCAA protocols necessary to do an auction or even the proper selection techniques. The Coffee Board does have excellent cuppers, but not with these specific skills, so it was critical that they learn to “speak the same language” as the rest of the specialty coffee industry. The volunteer really had two main functions, both of which were done successfully. First, the protocols and standards were taught to the cuppers. Second, preliminary selections were made for the international auction.

Tangible Results:

First, and possibly most importantly, the national Ethiopia cuppers have learned to use the SCAA protocols and standards which will be useful for the long-term success of Ethiopia specialty coffee sales. Second, a successful auction did take place and this assignment was critical to its success.



June, 2005 Coffee Research Foundation, Kenya – CC Request No. 133
Volunteers: Peter Giuliano and Duane Sorenson

Volunteers: Duane Sorenson of Stumptown Coffee Roasters in Portland, OR and Peter Giuliano of Counter Culture Coffee in Durham, NC. Duane and Peter were selected as volunteers for this assignment due to their expert cupping skills. Their assignment focused on 'training the trainers'. At the end of this assignment they traveled to Rwanda for Coffee Corps Request No. 141.

Host: The Coffee Research Foundation (CRF) aim is to promote research into and investigate all problems relating to coffee and such other crops and systems of husbandry as are associated with coffee throughout Kenya, including productivity, quality, value adding and suitability of land in relation to coffee planting; and on matters ancillary thereto. CRF has revamped their mission to ensure that the breeding, production and processing extension services are responsive to market needs. In this respect, CRF will host a specialty coffee business centre that will provide a platform to integrate market information into extension service relevant to the farms/origins' conditions. They have identified the need to develop capacity to train cuppers at CRF using harmonized quality assessment techniques that are in line with those that conform to specialty market standards. In order to do this there is need to train professional cuppers and encourage setting up of a central cupping unit at CRF and eventually others in the major coffee growing provinces.

Number of producers assisted: A total of 92 people participated in three seminars. Technical staff training for 32, seminars for farmers/growers had 29 participants and 31 cuppers trained.

Assignment objectives:

1. Cupper training capacity (training of trainers) based on SCAA protocols and standards.
2. A resource base of specialty coffee cuppers who can enable farmers differentiate their lots to target both specialty and non-specialty buyers
3. Role models (factories) that can be used as learning /demonstration points by farmers
4. Initial cupping data-base
5. Education of SCAA protocols for all sectors of the Kenya Coffee industry.

Key volunteer contributions: (complete details are in the volunteer report)

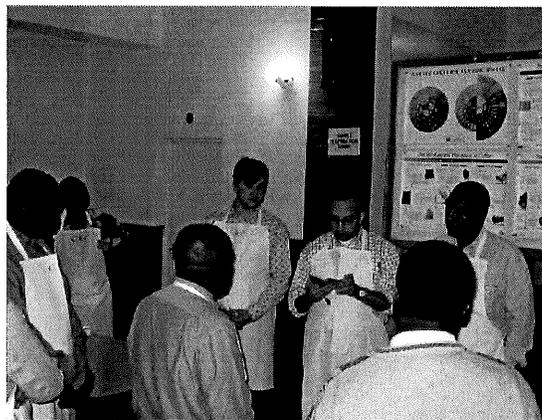
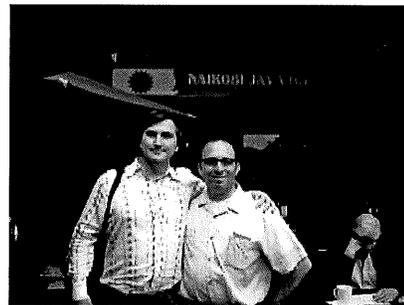
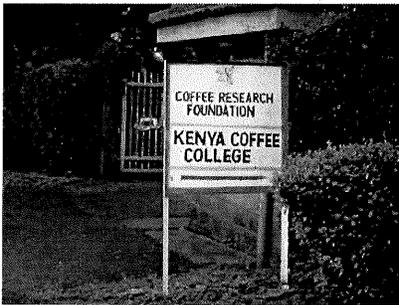
1. The first order of business was a seminar that taught the basics of the current trends of what the specialty coffee needs and how it differs from the Kenya methods. This included training farmers/cooperative management committees and technical staff on quality management for specialty markets and customer (farmer, buyer) service skills
2. Training 20 cuppers selected from farmer organizations, trade, millers, marketing agents and independent consultants for several days based on SCAA protocols. Cupping of selected coffees and producing score cards. An additional training for 40-50 cuppers from smaller coffee businesses took place the following week.
3. As part of a larger industry audience, taught specialty marketing skills and effective coffee institutions (factories) management to comply with transparency chain standards.

Overall assessment:

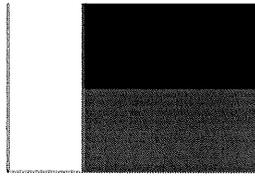
When this request first came to the attention of CQI, it was to take place at the Coffee Board offices and was not initially approved due to the political climate related to the coffee industry of Kenya. After a visit by the CQI Technical Director, it was decided to hold the seminars at the CRF because it is a neutral research institution and they had just recently started a coffee training center. Another condition of approval was that all sectors of the Kenya Coffee Industry be invited to prevent any controversy and to have a greater impact through education. The enthusiasm for this training was unparalleled and unexpected. The lead copper for the Kenya Coffee Board actually drove the volunteers to the training center daily and all segments of the industry were represented. A group of politicians, bankers, dealers and Coffee Board members visited the seminar one day and eventually actually took part in the training and became very interested in the process.

Tangible Results:

This training is a great example of the power of education to make changes. Since the training, CQI has had considerable contact with the once close-minded Coffee Board. In fact, key Coffee Board members have visited SCAA headquarters and have heavily influenced the changes that are about to take place in the coffee sector of Kenya. Subsequent to that, the Coffee Board and CRF have had very productive meetings with the CQI Technical Director in Nairobi so that they will be ready to make the necessary changes at the appropriate time.



Peter and Duane training at CRF



Summary of Year Three Activities in Madagascar

CQI and Coffee Corps were very active in Madagascar in Year 3 , working in collaboration with Corridor Coffee and Spices, S.A.R.L. (“CCS”), a Madagascar-registered company specializing in the production and marketing of sustainable coffee. The producer organizations of the Koloharena Coffee Growers Associations are made up of groups of small coffee farmers within two formal regional agricultural cooperatives. The collaboration between the Koloharena Coffee Growers Associations and CCS enables small coffee farmers in environmentally-sensitive areas of Madagascar to access international specialty markets through the production of sustainable agricultural commodities, especially coffee, and promote the interests of the Associations in commercial dealings with third parties. The managers of Corridor have submitted separate reports on the long-term plans which will be submitted separately.

One of the motivations for continued support of this project is the fact that the group is working with biodiversity and environmental protection. Coffee Corps sent volunteer Daniel Mulu to the sites previously in Year 2 to begin the screening process for quality. In Year 3, Dr. Bob Osgood did an assignment with a focus on agronomics and quality and Daniel returned to take the quality evaluation to the next level. Because the organizers have a well thought out plan and good organizational skills, this previously unknown coffee origin now has a chance to enter the specialty coffee market, in spite of mainly poor quality robusta production.

The result of this project to date is the selection of several arabica coffees for the upcoming Taste of Harvest event at the EAFCA conference in February 2006. Dr. Osgood returned in October 2005 to establish research centers in each of the two key locations.



Daniel Mulu Training Cuppers



Lemur on Coffee Farm

February, 2005, Madagascar – CC Request No. 116

Volunteer: Dr. Bob Osgood

Volunteer: Dr. Bob Osgood, retired Director of the Hawaii Agricultural Research Corp. is a highly respected veteran in the coffee industry.

Host: The Cooperative Koloharena Verobe is a consortium of cooperatives with 139 farmer members, and the Cooperative Fitam has a dozen members, all from small farms. Their mission is to promote the profitable marketing of agricultural commodities produced by the constituent Koloharena members and protect their interests in commercial dealings with third parties. Principal activities include coordinating technical assistance programs aimed at improving growers' cultivation and processing practices, as well as discouraging slash and burn agriculture in areas bordering nearby protected areas

Number of producers assisted:

The cooperative represents 50 small coffee producers. There were three additional cooperatives visited, which represent 139 small hold farmers and hundreds more dependent families.

Assignment objectives:

1. Continue to evaluate and improve coffee cultural practices for quality and further define the various coffees from the producers.
2. Improve post-harvest handling and processing techniques with the purpose of participating in the specialty coffee market and subsequently improve the farmers' revenues.
3. Evaluation of the shade canopy and the biodiversity aspects of production.
4. Continue to develop proper cupping techniques and evaluate coffees from the region to determine the correct market for the various coffees.

Key volunteer contributions: (complete details are in the volunteer report)

1. Developed a training module for helping farmers to inventory their crops and evaluate their productivity and improve quality.
2. Implementing the module to train participating farmers in the field.
3. Developed proper post-harvest cultivation and planting techniques.
4. Crop assessment exercises at individual farms followed by module training for farmers.
5. Developed a plan for shade management and biodiversity aspects.
6. Started plans for establishing research plots to continue learning specific production techniques, variety selection and general coffee husbandry.

Overall assessment:

This project is starting at such a basic level, that any agronomic input will be beneficial. One of the unique qualities of this and other Madagascar Coffee Corps assignments is that there is a chance to combine the industry skills of Daniel Mulu and the production/research skills of Dr. Osgood. The biodiversity and environmental aspects of this project are not in doubt, but the viability of the coffee, both robusta and arabica is still in question.

Tangible Results:

The project has taken shape and sites have been identified for the research centers. Producers are implementing the suggested changes and beginning to understand proper coffee production practices.

September, 2005 Madagascar – CC Request No. 154

Volunteer: Daniel Mulu

Volunteer: Daniel Mulu lives in Addis Ababa, Ethiopia and has worked in the coffee industry for almost 15 years. He is currently the green coffee expert for the Ethiopian office of Kraft Foods Europe. His experience includes agronomics, processing, quality inspection and cupping. He has been active as a volunteer for various projects to benefit the live of Africans.

Host: The host organization is Corridor Coffee and Spices, S.A.R.L. (“CCS”), a Madagascar-registered company specializing in the production and marketing of sustainable coffee. The producer organizations of the Koloharena Coffee Growers Associations are made up of groups of small coffee farmers within two formal regional agricultural Cooperatives. The collaboration between the Koloharena Coffee Growers Associations and CCS enables small coffee farmers in environmentally-sensitive areas of Madagascar to access international specialty markets through the production of sustainable agricultural commodities, especially coffee, and promote the interests of the Associations in commercial dealings with third parties.

Number of producers assisted: Daniel met with farmers at three different production areas. . In Tolongoina there are 139 farms that will potentially benefit from this intervention. In Isorana at least 40 farmers will benefit. His cupping training seminar was attended by a total of 25 growers and other industry leaders.

Assignment objectives:

1. Establish a functional, properly equipped/organized cupping lab in Tolongoina.
2. Provide familiarity with needs and requirements of different markets.
3. Train members of the association in understanding and use of proper procedures for quality control through all stages, and to be able to fully identify cup profiles.
4. Provide cupping training to participating farmers.

Key volunteer contributions: (complete details are in the volunteer report)

1. Observed and assisted with post-harvest wet processing operations, and met participating farmers.
2. Provided practical assistance in the start-up of a functional cupping lab at the coop level.
3. Meetings with key stakeholders and a workshop orienting participants to the steps needed to establish and operate a qualified national-level cupping panel.
4. Visits to key workshop participants/stakeholders to develop a descriptive analysis frame of reference and product specifications for use by the cupping panel in its evaluations.
5. Meetings with key sector actors to ensure common understanding of the measures and resources needed to ensure that the national-level cupping panel.
6. Worked with the national coppers to select coffees for the Taste of Harvest event at the upcoming EAFCA conference.

Overall Assessment and Tangible Results:

The assignment was very successful and the producers were highly motivated. The volunteer planned activities to correspond with a local fair. Producers from all over the region brought coffee cherries to a central location and a core group of trained people processed every lot separately into parchment. These lots were subsequently given numbers and entered into the national competition. Four lots were selected to send to EAFCA headquarters in Uganda for eventual entry into the Taste of Harvest event to take place in Tanzania in February 2006. The work done by this volunteer was extraordinary.



Summary of Year Three Activities in Rwanda

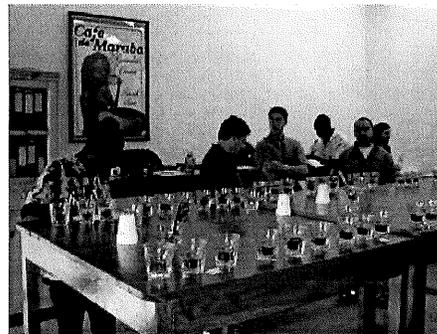
CQI and the Coffee Corps have been active in Rwanda since Year 1 of the program, working in collaboration with the PEARL project. In the first and second years the groundwork was set for formal cupping and taste calibration. A core group of cuppers were trained in all aspects of coffee quality control and education was shared on proper processing and production practices. This project has received international recognition for advancements in educating this once war-torn country.

Year 3 took this collaboration to the next level. Following the EAFCA conference in Zambia, two volunteers went to Rwanda as part of an older assignment where processing and drying techniques were tracked for quality control. After that, final calibrating of the cuppers tastes was done by another volunteer prior to the visit of six expert cuppers and buyers. A training manual has been developed in both English and the local language.

Finally, a group of six cuppers visited Rwanda, four of them being Coffee Corps volunteers. In this case, one of the volunteers paid her own way (Lindsay Bolger) and other costs were split with EAFCA. The additional cuppers were funded by Sustainable Harvest, who also purchased most of the coffees from the cooperatives. This group “calibrated” a taste to enable larger quantities of coffee to be sold. This was successful in that coffees sales increased from \$250,000 in 2004 to over \$1.5 million in 2005.



“Calibration” Team



Rwanda cupping lab with Trainers

CC #115 Protocols for Processing & Cupping Labs, Cupping Training, Roasting and Packaging Training, PEARL Project: March 2005

Location: Butare, Rwanda

Volunteers: Mane Alves, Coffee Lab Director, Vermont and Geoff Watts, Intelligentsia Coffee Roasters, Chicago. Mane has been a lab director for 14 years and is an expert cupper and roaster. Geoff’s area of expertise is roasting and as a buyer. They combined their skills to develop protocols for processing and cupping labs, conducted cupping training, as well as roasting and packaging training for internal consumption. This assignment was part of the ongoing PEARL project in Rwanda.

June, 2005 ASHCOPRO (PEARL), Rwanda – CC Request No. 141
Volunteers: Peter Giuliano, Ric Rhinehart, Duane Sorenson, Lindsay Bolger

Volunteers: Ric Rhinehart of Groundwork Coffee Co. in Los Angeles, CA, Duane Sorenson of Stumptown Coffee in Portland, OR and Peter Giuliano of Counter Culture Coffee in Durham, NC All three of the volunteers are expert cuppers and will be traveling to Rwanda from other assignments in Africa. The focus in Rwanda was training the trainers. Lindsay Bolger of Green Mountain Coffee also volunteered and paid for her own trip. She stayed an additional week to train cuppers from Burundi through the EAFCA training program.

Host: The Association of Small Holder Specialty Coffee Producers, ASHCOPRO is an organization of 12 cooperatives representing 15,000 farming families. It is of vital importance that both the quality and productivity of Rwanda's coffee be increased, so as to enable the small-holder farmers to maintain their production and income at viable levels. This increase in production capacity while maintaining and improving quality should elevate Rwandan Specialty Coffee from its "Boutique" status to the serious quality producers they believe they are.

Number of producers assisted: Coffee production is one of the primary economic activities in this region of Rwanda, affecting thousands of families and providing employment to a similar number of people. Direct beneficiaries of this project are the 12 small holder cooperatives and the 15,000 farm families they represent. The 12 key cuppers consisted of four women and eight men.

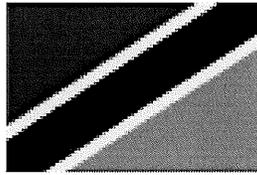
Assignment objectives: ASHCOPRO wishes to increase the number of cuppers being trained as the association grows. Training selected cuppers to carry on the training within the organization is a means of keeping up with growth and providing capacity in quality control. However, the main objective was to calibrate a flavor profile for commercialization

Key volunteer contributions: (complete details are in the volunteer report)

1. Assisted in development of a course outline
2. Selected candidates from previous trainings to participate
3. Workshop to 'train the trainers' in cupping
4. "Calibrate a flavor profile with six international cuppers.

Overall Assessment and Tangible Results:

They spent most of the time in Rwanda cupping coffee with the local cuppers. They cupped and scored over 100 day lots of coffee and discussed compared and contrasted their results with those of the Rwanda cuppers. They discovered that they were, in general, well calibrated with them, with the scores being generally slightly higher than theirs. They also spent a small amount of time meeting with the Karaba Cooperative managers and made a site visit to the Karaba washing station. They arrived in Rwanda just behind the departure of Geoff Watts, who spent some time training cuppers at the National Specialty Coffee Quality Lab and Training Center. Their work built on his training and gave some real life experience of buyers at work in quality evaluation to the locals. Lindsey Bolger stayed on to provide cupping training to a group of Burundians who arrived on the last day. Their ability to calibrate and score coffees on an even par with the group was well demonstrated. Most importantly, coffee sales increased from \$250,000 in 2004 to over \$1.5 million in 2005.



December, 2004 Tanzania – CC Request No. 97

Volunteer: Eduardo Sampaio

Volunteer: Eduardo Sampaio is a coffee grower from Brazil. Since 1987 he has held positions with Brazilian and international companies as an agronomy specialist and consultant for Utz Kapeh

Host: Kilimanjaro Native Cooperative Union Ltd. (KNCU) works with approximately 100,000 coffee farmers in Tanzania. It is the oldest cooperative in Africa, established in 1925, and is located in Moshi at the foot of Mount Kilimanjaro.

Number of producers assisted:

This Fair Trade cooperative has over 100 members, with 15 extensionists participating in the training.

Assignment objectives:

1. Provide expertise on wet processing for quality coffee and coffee production expertise.
2. Provide expertise on general infrastructure and logistics for coffee harvesting and processing.

Key volunteer contributions: (complete details are in the volunteer report)

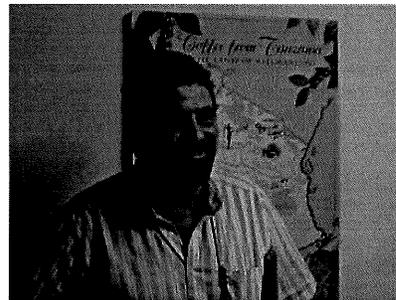
1. Described optimal wet processing procedures, cherry/immature/floater separation, fermentation tanks/demusilage machines/ecopulper machines and wastewater disposal.
2. Provided decision points for centralized vs. individual wet pulping stations, including drying technology and storage issues.
3. Taint and fault identification as it relates to processing methodology.

Overall Assessment and Tangible Results:

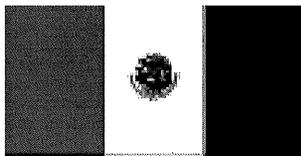
While the volunteer was there mainly to evaluate processing, he actually found many other important quality and economic issues. Biodiversity is one of the main benefits on these farms on the slopes of Mt. Kilimanjaro. He recommended more focused management on the high density banana plantations where the coffee is planted. In this case, there is simply too much cover and coffee alone is not economically viable in the current state. The coop has begun making the changes based on his recommendations.



Coffee with Dense Banana planting



Eduardo Sampaio



Summary of Year Three Activities in Mexico

Mexico received numerous assignments in Year 3 and they were very diverse. In addition, follow-up from year 1 and 2 assignments have shown considerable success, such as the 2004 training in Tepic. As a result of these successful Coffee Corps assignments, CQI is likely to receive a sub-grant to work on Mexico-specific projects over the next two years. Mexico does not have a centralized organization to provide assistance, so the request actually came from many sectors. Some examples of these will follow: The manager of the two field requests, Manuel Diaz and Tere Castillejos from Conservation International were able to take the SCAA training course in cupping in Long Beach, California this fall.

December, 2004 UCIRI, Mexico – CC Request No. 100

Volunteer: Paul Songer

Volunteer: Paul Songer, of Songer and Associates Inc. is an active member of SCAA and has spent 18 years in the specialty coffee industry. His primary area of expertise is sensory analysis, with extensive experience in all facets of cupping. He lives in Burlington, VT.

Host: Unión de Campesinos Indígenas de La Región del Istmo, UCIRI, is a large cooperative located in the isthmus region of Oaxaca, Mexico. There are 3,500 members from 61 coffee growing communities that represent five different indigenous groups. UCIRI has been successful selling packaged coffee in Mexico for many years. Training UCIRI personnel in the areas of roasting, grinding and packaging that meets US quality standards was requested so that they can expand their market to include Native American markets in the US.

Number of producers assisted: Worked directly with five key members of cooperative who will train an additional 30-40 members.

Assignment objectives:

1. Provide roasting and packaging expertise and provide guidance for the installation of new equipment if necessary.
2. Provide a systematic approach to monitoring quality in the process.
3. An auditing system (cupping) that will ensure potential buyers of consistency should continue to be improved.

Key volunteer contributions: (complete details are in the volunteer report)

1. Trained UCIRI on roasting, grinding and packaging operations that meets US quality standards.
2. Developed cupper perception that will improve the cupper's ability to describe coffees.
3. Market analysis that will inform members of new market realities.

Overall Assessment and Tangible Results:

This was a very successful assignment. There were many areas that required fine-tuning to prepare the cooperative to expand into the US market. As challenges were identified, creative solutions were implemented, many that did not have to cut into the limited financial reserves available for equipment. In addition to this ability to meet US quality standards, UCIRI should be able to expand to other markets in the future.

February, 2005, Chiapas, Mexico – CC Request No. 104

Volunteer: Lelly Espitia

Volunteer: Lelly Espitia is from Bogota, Colombia. She has been a cupper for 24 years and is also highly experienced in all aspects of coffee processing and marketing. Lelly has been working with farmers at origin for over 8 years as a consultant and volunteer.

Host: Compras Export Company is the export company for four large Fair Trade cooperatives in the Chiapas region of Mexico. Cooperatives have a total of 7,800 members. The four co-ops and Compras are planning to expand and renovate their existing lab facilities and equipment, as well as establishing two new labs. As part of this program, Coffee Corps was asked to conduct cupping workshops and provide training in best use of new equipment. The group has strong relations with Fair Trade and is in the region where Conservation International is focused on biodiversity.

Number of producers assisted: Worked directly with a total of 20 key cooperative representatives, visiting one cooperative each day. Total people affected were well over 400.

Assignment objectives:

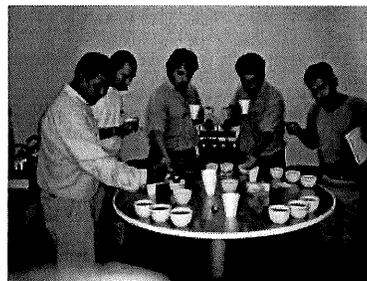
1. Visit labs of all member cooperatives to cup with head cuppers and evaluate their system of quality control.
2. Evaluate current practices to segregate quality via cupping practices.
3. Develop a cupping system that will ensure potential buyers of product consistency.
4. Teach basic cupping skills to members.
5. Hold cupping workshop at export company lab.

Key volunteer contributions: (complete details are in the volunteer report)

1. Spent one day per co-op to check out the labs, cup with the head cuppers, and evaluate the quality control system in place.
2. Extensive cupping workshop at the Compras lab in San Cristobal.
3. Evaluated existing labs and new equipment for functionality.
4. Assisted in developing tools to better evaluate members' products, assess their marketability, and improve the quality of the coffee produced and exported.
5. Assisted in evaluating the quality of the coffee produced in different regions, with the aim of achieving a more uniform high-quality product..

Overall Assessment and Tangible Results:

The group benefited greatly from the training and has subsequently finished building three cupping laboratories. In addition, they have exported numerous containers of Fair Trade Organic Coffees as a result of these this training. Below are photos Lelly Espitia training cuppers and the full group of cuppers in the lab.



February, 2005, RASA México – CC Request No. 112

Volunteer: Dan Kuhn

Volunteer: Dan Kuhn is a veteran coffee producer from Hawaii. He has consulted with farmers in all parts of the world, and has been active at all levels in the Hawaii Coffee Growers Association. His expertise includes all aspects of cultivation, processing, cupping, marketing and distribution. This is one of two assignments he is fulfilling in Mexico during February of 2005.

Host: RASA is a network of local organizations working on sustainable agriculture in the mountains of Atoyac, Guerrero Mexico. They have experimented with organic coffee production, but with mixed results. Their main activities are now linked to protecting natural resources given the rate of forest loss, soil erosion and Atoyac river contamination. They take part in an innovative program of environmental services on shade coffee plantations (carbon capture and selling), and have undertaken, along with citizens, river cleaning campaigns and are also interested in sustainable tourism. The number of farmers linked to RASA is around 250 in the municipality of Atoyac, Guerrero, Southern Mexico.

Number of producers assisted: RASA has 250 members who will all benefit from this assignment.

Assignment objectives:

1. Provide training on current coffee production and improvement methods.
2. Evaluate cultural practices to segregate quality areas from average coffee via cupping sessions and field visits.
3. Evaluate possible changes in either machinery or strategy to improve quality, especially during processing so that they can begin to direct market.
4. Marketing is another need, also direct contact with buyers and a systematic approach to monitoring quality is needed. An auditing system (and cupping) that will ensure potential buyers of consistency should be implemented as well.

Key volunteer contributions: (complete details are in the volunteer report)

1. Specialty coffee agronomics. Cultivation best practices and correlations with quality in the cup
2. Pulping, fermenting, washing, drying, grading.
3. Environmental issues. Integrated pest and disease management control under sustainable shade coffee cropping methods.
4. Post-harvesting, handling and packing standards for specialty markets.
5. Marketing strategies.

Overall Assessment and Tangible Results:

This group is starting from a very basic place and the technology and training provided had a large impact. They began experimentation with various processing methods and have sent samples to the specialty coffee industry. Below is a photo of Dan Kuhn roasting samples in Guerrero.



February, 2005, PROCAFE Mexico – CC Request No. 113

Volunteer: Dan Kuhn

Volunteer: Dan Kuhn is a veteran coffee producer from Hawaii. He has consulted with farmers in all parts of the world, and has been active at all levels in the Hawaii Coffee Growers Association. His expertise includes all aspects of cultivation, processing, cupping, marketing and distribution. This was one of two assignments he fulfilled in Mexico during February of 2005.

Host: Procafé was born three years ago as a new venture for high quality coffee production. They joined the Mexican State Government of Veracruz in launching the appellation d'origin "Cafe de Veracruz" and have produced the first volumes with this quality. They are committed to producing specialty grade coffee and have designed their own code of good agricultural and processing practices. It is a group of local producers' organizations, comprising around 280 members and 12 local groups.

Number of producers assisted: Dan worked directly with representatives of the 12 local groups who will share their knowledge with all 280 members.

Assignment objectives:

1. Provide training on current coffee production and improvement methods.
2. Evaluate cultural practices to segregate quality areas from average coffee via cupping sessions and field visits.
3. Evaluate possible changes in either machinery or strategy to improve quality, especially during processing so that they can begin to direct market.
4. Marketing is another need, also direct contact with buyers and a systematic approach to monitoring quality is needed. An auditing system (and cupping) that will ensure potential buyers of consistency should be implemented as well.

Key volunteer contributions: (complete details are in the volunteer report)

1. Training on Processing: Advised on best practices to plan, monitor and operate efficiently small scale wet processing facilities. Advised on how to develop indicators and monitoring instruments for processing good quality parchment.
2. Integrated pest and disease management control under sustainable shade coffee cropping methods.
3. Quality Management Training: Advised on quality system design and management in order to reach a sound balance between costs of production and quality.
4. Advised on grading, roasting and packing quality standards and management.
5. Marketing Strategy development.

Overall Assessment and Tangible Results:

This region is more advanced than the Guerrero region where the volunteer went first, so several members of the Guerrero region were in attendance. In addition, members from nearby quality control laboratories visited the training. This region is known for protecting the natural biodiversity and using shade management, but the infrastructure for marketing the coffee is not benefiting the producers. This training provided education so that the producer group could get more control of their own destiny. They have sent out numerous samples to the specialty coffee industry and also internally to exporters directly involved with selling to the specialty trade. There is continued dialogue between the volunteer, CQI and the manager of this project.