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**SUMMARY OF VISIT: SPECIALTY
COFFEE ASSOCIATION OF EUROPE
RIMINI/ITALY CONFERENCE &
EXHIBITION
JANUARY 31 – FEBRUARY 3, 2004**

ADAR RWANDA AGRIBUSINESS DEVELOPMENT ASSISTANCE

February 2004

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Introduction

The purpose of this assignment was to attend the Specialty Coffee Association of Europe (SCAE), at Rimini Italy, January 31 to February 3 to promote, represent and introduce ADAR and its coffees to the European community. More specifically, the goal was to establish and reconnect with importers, roasters, and trade members of the gourmet European coffee community and then utilize these contacts for future sales of Rwanda coffee.

Activities at the conference

There were specific activities realized at the conference, the most important was meeting with importers and roasters to inform them of Rwanda fully washed coffee. The show had a small exhibit area where out of the total 20 exhibitors only 5 were roasters/importers. The remaining were media booths or producing countries (Costa Rica, El Salvador, Guatemala). Despite the small exhibit area there were many participants that are key industry members in the trade. We spoke with quite a few. Including those prearranged meetings we were able to meet with about 20 different roasting, importing, or retailing companies in the European and Japanese coffee industry. Key companies that attended were Solberg & Hansen (Norway), Lofbergs Lila (Sweden), Sandalj (Italy), Sherwood & Co. (England), Mercanta (England), Bewley's (Ireland), Palombini (Italy), Café Europa (Denmark). Smith's Coffee Co. (England), IllyCafe (Italy), Demus (Italy), Coffee Heaven (Poland), Toa Coffee (Japan), Maruyama (Japan), Caravan (Japan), Zoka Coffee Roaster (USA), Terroir-George Howell (USA). We had personal contact and a meeting with each of the above listed companies. As such, they each expressed interest in learning more about the new fully washed Rwanda coffees and many requested samples when they would be available.

Out of the above listed roasters and importers there a few that are anticipating samples: Sandalj, Solberg&Hansen, Sherwood & Co., Bewley's, and Terroir. Solberg&Hansen expressed an interest in receiving samples for evaluation as a new and different potential coffee to add to their portfolio.

- Sandalj used to buy semi-washed coffees from Rwanda and was interested in seeing the new fully washed coffees.
- Sherwood & Co., representing the British market mentioned he would be very interested in seeing these new coffees to sell for the brewed coffee market.
- Bewley's is a large roaster in Ireland that used to buy Rwanda semi-washed and is anxious to see the fully washed coffees to compare.
- Terroir, an exquisite coffee roaster in the US, is very curious to discover a new African coffee to add to his portfolio than the traditional Kenyan or Tanzanian.

With each of these companies and during our visit we were able to go into great detail and description of the coffees. A follow up note should be sent to all, but more specifically these companies.

It seems they will respond quicker than the others, Please see attachment (excel spreadsheet) for detailed names, addresses and notes along with other contacts that are potential buyers but at a smaller level.

Among these importers and roasters we distributed Rwanda coffee promotional material, brochures and business cards. We also mentioned and handed out the brochure promoting the EAFCA conference to encourage participation of that conference later this month.

In addition to meeting with importers and roasters we researched and met with key marketing entities that would help promote Rwanda coffee.

In the media realm we met with the following:

- Coffee and Cocoa Intl. – investigated advertising prices. They are very expensive, however mentioned they might be interested in doing an editorial on Rwanda coffee.
- Tea & Coffee Trade Journal – investigated advertising prices. They have specials for those countries in development and are willing to work with us on price. They have already done an editorial on Rwanda coffee.

We met with SCAI (Specialty Coffee Association of Italy) to investigate prices to become members. She is going to email membership rates. A good result out of this meeting was the administrator mentioned if we send an article about Rwanda coffee she would publish it in the SCAI newsmagazine that comes out every month to their members as well as in the Eurocoffee trade journal that goes out monthly to members and other trade members.

I introduced Mr. Wiener to the SCAE and SCAJ presidents. Both expressed an interest in learning more about Rwanda coffee. Mr. Alf Kramer expressed an idea of perhaps making Rwanda the destination for the SCAE annual coffee origin tour in 2005.

I had the opportunity to meet with the Fair-Trade Labeling Organization (FLO) Coffee product manager, Simen Sandberg, based in Germany. We discussed the current Rwanda coffees fair trade certified and possibility of those in the future. We had a lengthy conversation and he mentioned if he could assist in expediting the process quicker he would do what he could. This is a very good contact should we find in the future there is a bottleneck in the certification process for any Rwanda coffees.

I met with SCAA president, David Griswold, to introduce myself and Rwanda coffees. He had heard of the Rwanda coffee project through Anne Ottoway, PEARL, and mentioned he was interested in learning more.

As representative of the SCAA he encouraged Rwanda to submit information to the SCAA Conference Daily Newspaper to get more exposure and visitors to our booth during the SCAA conference. I have the information for that. He also said he would mention to the next president considering Rwanda as coffee origin tour in the future. As a representative of Sustainable Harvest, an importing company, he said he would be interested in visiting in the spring. Anne Ottoway is coordinating this invite.

We observed different booth design for future conferences and marketing activities. Of the producing countries that we saw, El Salvador had the best booth with a pop-up 10'X10' stand with graphics and photos of coffee fading into each other. Mr. Wiener got a picture is a reference.

We attended a few seminars that were helpful in developing a strategy and how to market better Rwanda coffee. Those seminars attended were:

- How to better market green coffee to the roasting and importing world in Italy, Vicente Sandali of Sandali Trading, Italy. This seminar focused mainly on the espresso market which is vital to the European coffee community. He described the espresso make up as being 40% brazil, 35% robusta, and 25% other. He also mentioned those coffees that have a winery taste (traditionally African coffees), in an espresso the taste almost becomes vinegary. Therefore, I suggest we approach the European market for brewed coffee blends, not espresso.
- Cupping Quality, George Howell, USA. This seminar emphasized how to purchase quality coffee using the cupping mechanism to identify and distinguish a quality coffee. In this seminar he explained the importance of cupping, how to evaluate the cup, counting defects and demanding a representative sample from the exporter and roaster. This seminar reiterated the importance of coffee in the cup and having a representative sample.

As part of the duties for this assignment I met with Mr. Wiener from ADAR to discuss and create a **detailed proposed coffee marketing program for Rwanda Coffee 2004**. We discussed the importance of attending certain conferences to make initial contacts, advertisement and press conferences, coffee tours, exhibiting at the SCAA, and follow up of the importers and roasters met at these events. Through these activities importers and roasters will be poised and ready to receive samples and the evaluation and purchasing process, thus becomes much quicker. Those contacts made on this trip will be waiting for samples in May from this year's harvest.

The results of this dialogue are in the Marketing Activity Proposal 2004 attached in this report.

Conclusion and recommendations

A simple note or letter to the contacts made would be a good form of follow up and then to continue dialogue via email until samples are ready to be sent. In this way they are reminded of Rwanda coffee and are poised and ready to evaluate is once they come. Of course, natural dialogue between importer and exporter would be the best way to proceed, once they have received the samples.

Overall attending the SCAE was successful in the types of people we met, as most were the key members of the European community, and the people attended were the CEO's, coffee buyers and decision makers of the companies represented.

I will be following up with these individuals to continue the dialogue and promotion of Rwanda coffee.

Marketing Ideas and Activities Proposal for Rwanda Coffee 2004

Rwanda Fully Washed Coffees received much attention in 2003. A successful introduction to these coffees has begun and it is important that Rwanda coffee continue this exposure in 2004. Amongst the positive reviews received about Rwanda coffee, many importers and roasters that evaluated the coffees in 2003 mentioned they would be very interested in these coffees in the 2004 harvest season. Thus, it is important that Rwanda continues this momentum and proves to these interested parties that Rwanda is just as strong this year and continues to improve its quantities and qualities. Therefore, a strong and consistent marketing strategy and plan for 2004 is suggested to extend and strengthen this new presence in the specialty coffee market.

Approximately 1200 tons of fully washed coffee is expected in 2004. With such a large amount it is important that Rwanda obtains as much exposure to the international quality coffee community as often as possible. In accordance with OCIR's request for proposals for a Specialty Coffee Marketing Specialist and Marketing Ideas and Activities for 2004 please accept this proposal for your review. Suggested within this proposal are many opportunities to accomplish more exposure through specific marketing activities. More specifically, the ideas consist of the following: attending and participating in trade shows, conducting press conferences and presentations, advertising, creating promotional materials, enrolling in trade associations as members, publications/media exposure, coffee tours, build alliances and receiving technical assistance from coffee institutions, and strengthen internal coffee activities in Rwanda.

Listed below are individual activities that have been suggested for your review and a budget to accompany in another document. The activities in this proposal would be carried out over a 10 month period March to December 2004 after approval and would be in collaboration with OCIR and other NGO's involved in the coffee sector. These activities and ideas can be modified depending on the needs and resources of the project.

Expected output of the specialist at the end of the 10 month period would be delivered to OCIR for their evaluation:

- The sale of Rwanda coffee at the international specialty coffee market. Initiating contact with importers and roasters, sample sending, visits, follow-up, negotiations and final sale would be part of the sale process.
- Implementation and follow up of the agreed upon marketing strategy, plan and budget that would establish Rwanda's presence in the specialty coffee market.

After the 10 month period I hope to have assisted in the sale of Rwanda coffee at above average prices, implemented the marketing plan and established Rwanda Coffee into the specialty coffee market, one that places an emphasis on sustainability and directly benefiting Rwanda coffee producers and their communities.

Trade Shows/Conferences

Of all the activities listed, attending these shows are extremely important. This is where the solid contacts are made and then followed up. There are many trade shows in the coffee industry. It is helpful to make an appearance by some Rwanda representative at each of these. The following trade shows and conferences are considered to be the most important to participate and my services to coordinate exhibiting and attendance of the conferences is included as part of the marketing activity:

- EAFCFA: Nairobi, Kenya, Feb. 19-22. This is the first coffee conference held in East Africa and as such Rwanda should have a strong presence. During the conference I will meet and greet visitors and tell them about the new Rwanda coffee, log visitor's addresses, present samples, inquire how they use African coffee and how Rwanda coffee could benefit, etc. At the end of the conference I would provide a summary that would include names, addresses and phone numbers established during the event. As part of my duties I would follow-up with those contacts made at the conference.
- CoffeeFest: Washington DC, USA, March 19-21. CoffeeFest provides an opportunity to meet and speak with many roasters all at one time and more importantly those on the East Coast. Last year we were not able to visit the East Coast to budget complications. This would be an opportunity to correct that. In addition, it is the CoffeeFest on the East coast attracting important importers and roasters to the conference and it is cheaper for them to exhibit at Coffeefest than at SCAA. Thus giving me an opportunity to approach them in their booth versus looking for them on the floor. I suggest being present at the show, walking the exhibition floor, leaving samples and meeting with roasters.

My duties would include: initiate contact and correspond with key importers and roasters, introduce them to Rwanda coffees, examine and identify within the exhibition hall key booths to visit, distribute Rwanda coffee promotional material to interested parties, collect importer and roaster contact information, attend all networking opportunities, social functions. Information: www.coffeefest.com

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- SCAA: Atlanta, Georgia, USA, April 23-26. Specialty Coffee Association of America. This is the most important gathering in the specialty coffee industry. It is crucial that Rwanda make a strong presence at this conference through the booth, pre-conference invitations/postcards, press conferences, presentations, and networking at the social functions. Those duties would include:
 - Send out invitations to conference committee members to visit booth along with key importers and roasters.
 - Create a great booth design and coffee background/display. We will need a TV/VCR to show tapes of the coffee process in Rwanda, souvenirs to hand to visitors at the booth, souvenirs for those important visitors, a crafty eye catching coffee display, table to serve and sample coffees from the different regions, table for brochures, pictures.
 - In addition I would act as booth coordinator and promoter and my duties would include: any preparations for the conference, such as sending out invitations to participants of the conference to visit the booth, ordering booth items. As well as assisting in preparation of booth design/background, display, samples, brochures, maps, TV for video coverage of Rwanda coffee. During the conference I will meet and greet visitors and tell them about the new Rwanda coffee, log visitor's addresses, present samples, inquire how they use African coffee and how Rwanda coffee could benefit, etc. At the end of the conference I would provide a summary that would document my meetings and include names, addresses and phone numbers established during the event. As part of my duties I would follow-up with those contacts made at the conference
 - Annually there is a Cupping Pavilion where the best coffees from the individual countries are present and roasters can go in cup and evaluate the coffees without pressure, but just for their purchasing knowledge. I have already been in contact with the person and she needs the representative samples by the beginning of Feb.
 - In the budget document there is a separate budget for the SCAA conference as it entails much more management and duties.

 - Coffee Tours in Rwanda, May – June. This is very important! Interested importers and roasters should visit Rwanda during these months to witness harvest season and the quality control measures in place to enhance fully washed Rwanda coffees.

 - Canadian Coffee and Tea Expo: Vancouver, Canada, June 11-12. This would be the equivalent to the SCAA. It would be important to attend this conference and consider having a booth.

The Canadian market is a primary target for Rwanda coffee due to the buying habits of the consumers. It is a very social and environmental conscious population, thus this would be a good coffee for those consumers that want to make a difference in rebuilding people's lives in Rwanda. Attending the conference and/or exhibiting. As the marketing specialist I would coordinate all necessary duties to be carried out for this conference. Should we just attend I would meet with importers and roasters and follow up. If we decide to exhibit we could use the same design for the SCAA just on a smaller scale and provide coffee samples. Information: www.coffee-expo.com

Advertising and Press Releases

Simple ads will always keep Rwanda coffee in front of potential buyers and consumers. Depending on budget, advertisements in the SCAA Conference Guide is the most critical followed by Fresh Cup, Tea & Coffee Trade Journal and Uker's International Directory. These are the most highly esteemed coffee trade magazines and the ones that are read and utilized in the coffee trade. Almost all importers and roasters flip through the magazine and directories; the ad catches their eye and triggers an introduction to a new origin.

Press releases are an inexpensive way to get in front of the media. The importance and purpose of these is to advise local media and international coffee trade industry about new products. The idea is to send out 1 each month highlighting a different topic such as: About fully washed Rwanda coffee, Diane Fossey collaboration of Rwanda coffee, coffee tour summaries, new roasters and importers that purchased Rwanda coffee, coffee farmer interview, etc. Often these press releases trigger an editorial or a feature in the magazine or news center that receives the release.

Promotional Activities and Materials to be Prepared:Activities:

- SCAA conference coordination and design. Considering this is the most important event of the year, my duties would be focused on all preparations for participation in this conference. They would include assistance for the following:
 - Booth preparation and design, ordering furniture, proper permits, confirming booth supplies, etc.
 - Sending out invitations to important conference committee members, and pre-conference promotion, website emails.
 - Booth coordinator and promoter, brewing coffee, setting up and location of display items.
- Initiate contact and promotion of Rwanda coffee with importers and roasters. Last year there was not enough time or dialogue between myself and the importers and roasters as it was late in the harvest season and there was a lot of traveling involved. This year I proposed more time for dialogue and less travel time to correct this. The proposed 480 hours will be spread out over the 10 month contract period but will be focused July through December when majority of the purchases and dialogue with importers and roasters will occur. The main bulk of this activity is to: send literature and samples, converse and follow up with any requests and/or additional samples if needed, provide or find out any information if needed, promote the coffee and how it could be used, negotiate prices and purchases, and assist in finalizing the sale.
- In order to become familiar with the different coffees for appropriate descriptions, quality, origin and grade I will cup the coffees to evaluate, taste, aroma, defects (if any) and suggestion as to how to use the coffee. This will assure proper description and quality information is going to the potential clients. I will provide feedback in a report form and any comments or suggestions.
- Summary and Report Writing 1 every 2 months during the 10 month period to update progress, addresses of potential clients and feedback.
- Sample preparation and shipment and correspondence will be common duties and expenses that will occur throughout the contract period along with Correspondence cost in order to carry out the importer roaster contact.

Promotional Materials:

- Prepare Flyers and/or brochures that describe the different coffee regions and the important and selling characteristics of the coffees will be created. Both a short version and then something more detailed.
- Send out promotional postcard to Importers and Roasters listing exporter names and addresses, photos and simple descriptions of coffees with pictures of Rwanda coffee process.
- Create a newsletter to be sent to importers and roasters introducing Rwanda coffees highlighting new farms, certain cup characteristics, interview with a farmer, etc.
- Posters with a map identifying the different regions and the story of Rwanda coffee.
- Cards or small flyers could be created to be included inside export sacks of Rwanda coffee and the role Rwanda Coffee Board took to assure the quality of that sack was checked by the coffee board.
- Coffee tour packets for the guests that will accompany the coffee tour and a souvenir. It will include a complete description of the coffee regions, pictures, a CD and history of Rwanda fully washed coffee along with a souvenir.
- Souvenirs :
 - OCIR should create souvenirs promoting them and the Rwanda coffee. Perhaps, bags, pens, aprons, caps, and key rings all items would have a logo and something identifying Rwanda to be given out to booth visitors and at any other promotional event.
- Video I
 - include this even though it was not included in the budget. I believe a video should be made. For this video these subjects could be considered: general information about Rwanda, interviews with farmers, a history of coffee in Rwanda, the Rwanda Quality Assurance system for export would be revealed, interviews with importers, a list of exporters and maybe a brief word from the President. ADAR is considering funding this area of the promotion.

Coffee Tours

This is very important! Interested importers and roasters should visit Rwanda during harvest months to witness harvest season and the quality control measures in place to enhance fully washed Rwanda coffees. Below is a list of those people that should be considered for invitation:

- Key Members of the Specialty Coffee Associations of USA, Europe, Canada, Japan; Green Coffee Association and ICO President and Members.
- Importers and Roasters that have a serious interest in purchasing Rwanda Coffee.

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- Any press/media members should come along and document the coffee tours.
 - Initiate contact with the Ambassadors in Rwanda (or neighboring countries) of purchasing countries (England, Germany, France, Spain, USA, Japan, etc.) and invite them for a dinner and visit to coffee farms and mills.
 - Each invited guest will plant a coffee tree on a farm. At the time of planting a sign will be posted next to the tree “This tree planted by _(guest name and title)___ on this day _____, year”. Also have each guest sign the guest book. Provide a souvenir (cupping spoon with their name engraved or perhaps “Rwanda Coffee” on the spoon’s stem, or a cupping Apron with OCIR logo).

Begin preparations to be a host country for an official Coffee Tour from one of the Specialty Coffee Associations of Europe, USA, Japan, or Canada in 2005. Each year a coffee origin trip is planned by these associations to show new members how coffee is produced.

Internal Activities in Rwanda

I include this section for you to consider given the time and resources within the OCIR office. These events will begin establishing the infrastructure for a future Rwanda “Cup of Excellence” and also as a future SCAA coffee origin host. While the focus of this strategy is international, domestically here are some suggestions as to how to strengthen the unification and improvement of Rwanda fully washed coffees.

- Create a national coffee campaign and internal competition amongst Rwandan coffee producers, and hold regional competitions. Select the best to send to the EAFCA auction.
- Establish “Rwanda Coffee Day”. One day of the year is in celebration of Rwanda coffee. Farmers are invited to a workshop or speaker.
- Initiate contact with the Ambassadors in Rwanda (or neighboring countries) of purchasing countries (England, Germany, France, Spain, USA, Japan, etc.) and invite them for a dinner and visit to coffee farms.
- Contact European Union, German Aid Organization, Belgium, French, any other Aid organizations that are in Rwanda to see what projects are scheduled and if they are agriculturally oriented.

Enroll/Membership of Trade Organizations

It is important that OCIR become a member of the international coffee associations. Membership includes access to importers and roasters through a directory, OCIR's name will also be listed as a contact for Rwanda coffee, discounts on conference entrance fees/seminars/resource materials. The following is a list of the organizations.

SCAA: Specialty Coffee Association of America, www.scaa.org

SCAE: Specialty Coffee Association of Europe, www.scae.com

CAC: Coffee Association of Canada, www.cac.com

SCAJ: Specialty Coffee Association of Japan.

Annual membership dues are listed in the budget document in Excel.

Build Alliances and Technical Assistance

Within Development Aid organizations and the coffee sector there are many avenues to build alliances and request technical assistance. OCIR should contact these agencies and begin building those relationships to receive benefits from these institutes. Later a press release or summary of the event, visit, and dinner along with photos should be sent to important publications.

Coffee Corps: I know OCIR has already begun this process. Pursue this institution to receive as much technical assistance as possible: cupping classes, plague and disease control, quality improvement, organic certification, fair trade certification, etc....

Coffee Quality Institute – begin preparations for an internal Rwanda auction. CQI also provides cup evaluations.

EAFCA – This association must be strengthened along with the auction. Identify opportunities where Rwanda can help promote this organization and participate more in their activities. When EAFCA has a special guest come offer to host them in Rwanda and take them on a tour.

Listed above are intense marketing opportunities and activities proposed for your review and to be implemented in 2004. It is important that OCIR plan participate and carry out as many of these activities as possible. A pro-active role from a producing country in the coffee industry always gets attention from the media, especially a new origin.

Carrying out these events will translate into the sale and receipt of high prices of Rwanda coffees and strengthen their position and recognition as a leading member of specialty African coffees. In addition this will increase their exposure and prepare them for new purchases in 2005 harvest and returning customers that purchased in 2004. Rwanda has the infrastructure to produce a fine African coffee. This coupled with an intense marketing plan I know Rwanda will be successful in the future sales of their fully washed coffees.