

Training Specialist Report

as part of the

Coffee Quality Education Program

for

**The Program of Reform in the
Agricultural Marketing Sector - Phase I
(PRAMS I)**

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by

Mr Anthony Marsh, Coffee Processing Training Specialist.

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I. EXECUTIVE SUMMARY

The "Coffee Quality Education Program" appears to have been very successful in conveying information to NWCA farmers on correct on-farm processing and understanding coffee quality, judging from the comments from farmers throughout all the Unions of NWCA. Two sets of 11 Union meetings were held. Over 700 Delegates, Society managers and Society weighing delegates attended the first set of 11 meetings. Over 2 200 farmer representatives and NWCA employees attended the second set of meetings.

Over 230 follow up Section and Society meetings were held after each of the two Union meetings. Figures from the first set of Section meetings confirm that over 16 000 farmers attended these meetings.

Three sets of education notes were printed with 10 500 copies of each production being produced and distributed to farmers.

II. INTRODUCTION AND BACKGROUND

The aim of this program has been to educate farmers and employees at all levels of NWCA on the correct way to:

- (1) process coffee at farm level,
- (2) maintain and operate coffee pulpers,
- (3) sensitize farmers to the quality factors that determine good and bad tastes in coffee.

It is intended that this education program should assist in the long term improvement of the quality of coffee being offered for sale by NWCA.

The aim was not just to provide a "one-off" set of education lectures, but to provide all levels of NWCA with the skills and tools required for further education in the future, by follow up and refresher programs.

A major focus of the program was to reach the grass roots level of NWCA, to ensure that the 40 000 farmers who are the primary determiners of coffee quality, understand the factors which they control in their on-farm processing.

The approach taken in the education program was that Union Delegates, Society Managers, Weighing Delegates are trained as teachers. They then in-turn educate their own farmers in their own villages and Sections.

III. ROLE AND APPROACH OF TRAINING SPECIALIST

The role taken by the Coffee Processing Training Specialist, (CPTS) was one of a facilitator, allowing and encouraging maximum participation and involvement by NWCA staff members in the training program.

The key elements of the CPTS's activities during the training program has been:

- A. To plan and schedule the education meetings.
- B. To discuss with all levels of NWCA the topics to be presented.
- C. To develop the training notes and arrange their production.
- D. To plan the agenda and presentations for each meeting.
- E. To critique the presenters of each meeting.
- F. To collect and assess feedback from the meetings.

Most of the actual presentations were performed by NWCA staff. In the case of the 22 Union education meetings, the presentations were largely performed by staff from the Engineering and Marketing departments. In the case of the 230 Society / Section meetings, the presentations were carried out by the delegates and managers from each Society.

IV. APPROACH OF TRAINING PROGRAM

The main difficulty for an education program such as this, is the short time in which to reach a large percentage of the 40 000 or so farmers who produce coffee in the North West Province. The approach taken was that large numbers of teachers should be trained at each Union to carry the information to their own villages and Sections. They then would hold meetings at their sections in the weeks following each Union meeting.

Delegates to the Union, Society managers, Society weighing delegates and Pulp recipients were chosen as the group most suited to become teachers for this education program.

This large group of representatives from each Union were given two loosely structured education meetings at their Unions, spaced about a month apart. They were presented with information which they should convey to their farmers.

The two meeting groups, held at each Union, were presented with practical examples with which they could convey the concepts of coffee processing and coffee quality to their farmers. All meetings were conducted in pidgin. Throughout the meetings, coffee production was likened to the production, quality control, and marketing problems faced by farmers with their own local produce of palm wine, ground nuts and corn beer. This imagery allowed delegates to use practical examples to demonstrate to their farmers the quality problems related to coffee. Coffee quality is an abstract concept to the mostly non-coffee drinking farmers of NWCA.

The teachers were further assisted in their task by the production of three sets of 10 500 education notes with illustrations. These illustrations with associated text helped teachers to convey the information to the farmers.

As part of the budget for the education program, each Section was provided with 5 000 FCFA per Section meeting for refreshments.

The large majority of farmers are not used to structured meetings. It is reported that most sections meetings were informal gatherings of farmers. In most cases the meetings were conducted in both local language and pidgin. The Section meeting which the CPTS attended as an observer was effectively run by the delegates and manager of the Society.

V. CONTENT OF UNION MEETINGS.

Meeting 1. - Presented at 11 Unions to over 700 farmer representatives from 11th April to 25th April, 1994.

This set of meetings consisted primarily of a presentation focusing on the Coffee Quality Education Notes 1 - "Introduction to Farm Coffee Processing". The first meetings also provided an introduction to the speakers and a background on the "Coffee Quality Improvement Program", emphasizing how the pulpers, tarpaulins and education programs were linked. Mr Christopher Mbah also presented information gathered on his recent 7 week marketing training in Europe. He focussed on comments and requirements of buyers of NWCA coffee.

Meeting 2. - Presented at 11 Unions to 2 200 farmer representatives from 3rd May to 18th May 1994.

This set of meetings focused on the presentation of the Coffee Quality Education Notes 2 and 3 - "Assembly, Adjustment, Operation, Maintenance and Spare Parts of Coffee Pulpers" and "Understanding Coffee Quality". Both these presentations included practical demonstrations. The first demonstration used the six demonstration pulpers. All aspects of assembly, adjustments, operation, maintenance and spare parts were covered. Farmers were chosen at each meeting to assemble and demonstrate the pulpers to the rest of the assembly. The second demonstration related to cup tasting of coffee. Farmers were shown two samples of parchment, one well processed, the other poorly processed. Farmers noted that the green bean resulting from these two parchments were quite similar in appearance. Quantities of these samples had been roasted and ground prior to the demonstration. A number of selected farmers were asked to come forward to make their observations and taste the two coffees. The aim was to show farmers that the visual and olfactory properties of parchment were good indicators of the final cup taste. To unskilled eyes, green bean is not a good indicator of coffee quality. At each meeting a few farmers were asked to perform a blind cup taste of the two coffees to determine if they could distinguish which was good, and which had foul tastes. All farmers were given the chance to taste the two cups after the meeting.

VI. PARTICIPATION OF NWCA STAFF AND FARMER REPRESENTATIVES.

NWCA staff at all levels played a prominent role in making a successful education program. For farmers of NWCA to absorb information, the credibility of who is presenting the information is of equal importance as to what is said. The education program was successful due to the full cooperation and assistance of NWCA staff, especially, two key staff from the NWCA Apex who gave great credence to the program.

Mr Christopher Mbah, Head of Marketing NWCA. Mr Mbah provided a large contribution to the education program. He was very committed to the idea of farmer education prior to embarking on his 7 week marketing training in Europe. On his return from Europe, fresh with knowledge and comments from buyers and brokers, Mr Mbah played a very enthusiastic role in the program. Mr Mbah provided every assistance he could to the smooth running of the program. He assisted in the logistics of organizing the program, critiqued on the content of the education notes and was the key speaker on the topics of "On Farm processing", in meeting 1 and "Understanding Coffee Quality" in meeting 2. His 8 years as a primary school teacher prior to his career with NWCA was well demonstrated in the way he kept the audiences' attention with amusing anecdotes and effective examples and imagery.

Mr Elias Sikod, Engineer NWCA. Mr Sikod participated in all meetings. His major role was the presenter of the pulper education component in the 2nd set of meetings. He critiqued the content of the education notes as they were being produced and assisted wherever possible to make the program a success. Mr Sikod is very well known and respected throughout NWCA. His presentation and demonstration on pulpers was well received by all participants especially with his examples and illustrations derived from his vast experience.

Union Mangers. They were very helpful in the arrangements that they made at each Union. Participants generally arrived on time, which was very refreshing in Cameroon where "Cameroon time" for meetings generally means a one or two hour delay while participants arrive. This promptness showed enthusiasm on the part of Unions.

Delegates and Farmers. A component of each second Union meeting was to hear first hand about the Section meetings that had been held after the first Union meeting. Representatives gave very positive feedback from their own Section meetings. At most meetings we were forced to limit the number of people who wanted to make comment as the response was overwhelming. The main comment was that this type of education should continue after the end of the PRAMS 1 program.

High Ranking Officials. The impact of the education tour, particularly the practical demonstrations, was reinforced by the participation of some high ranking officials from the Unions and even traditional rulers. In some cases the Union president participated in the cup tasting and coffee smelling demonstrations and pulper assembly. In one meeting the "Fon", (the traditional ruler of the area) came forward to view and smell coffee samples in front of the audience.

VII. OTHER ACTIVITIES DURING THE EDUCATION PROGRAM.

Visit by Mr Mark Temple. Mr Temple the representative from Bentall Simplex, the company supplying the 2000 pulpers to NWCA, made a visit to Cameroon specifically to support the delivery of the pulpers and to assist in the education program. He assisted Mr Mbah in the recovery of the six air freighted pulpers from the port in Douala on Thursday 28th April and then travelled with Mr Mbah to Bamenda. Mr Temple left Bamenda on Wednesday 3rd May, after attending the Union meeting at Bali. Mr Temple discussed all the salient features of the pulpers with Mr Sikod. This covered the history and development of the pulper, important aspects of the pulper and matters relating to maintenance, operation and spare-parts. Together they assembled one pulper to ensure all details were covered. Mr Temple also discussed the order for spare parts to be made from the monies received by NWCA from the sale of pulpers. Mr Temple also met with Mr Anguh, the Cameroonian producer of pulpers based in Bamenda. Mr Anguh was shown the Bentall pulper and commented that it was excellent.

VIII. CONCLUSIONS AND RECOMMENDATIONS

A. The training approach taken seems to have reached to the farmer levels of NWCA with over 2 200 NWCA representatives receiving training at the Union level and more than 16 000 farmers receiving the education at Section level.

B. Three sets of Education notes were printed with 10 500 copies of each being produced. The response by farmers to the notes has been very great. Short education notes with simple text and numerous illustrations appears to be a very effective and cost effective way to convey information to large numbers of "grass roots" farmers.

C. The cup tasting demonstration, reinforced by Education Notes N° 3, allowed many farmers to understand how coffee quality is measured by consumers.

D. Comments from farmers at the second set of Union meetings revealed that farmers had absorbed and understood the key elements of on-farm coffee processing from their respective Section meetings.

E. A common request at all meetings was that NWCA should try and continue this type of education program even after the USAID program had finished. This request was made by all levels from Union officials through to farmers.

F. NWCA staff are now well equipped to carry out further coffee quality education programs and refresher programs in the future.

G. NWCA should try to arrange a follow up / refresher education program just prior to the next harvest season.

H. Final success of the education program can only be judged by coffee quality improvement in the coming seasons. Overall impressions from farmers at all meetings indicated that there should be marked improvement in coffee quality in the future.

APPENDIX I

COFFEE QUALITY EDUCATION NOTES.

10 500 copies of each were produced and distributed to farmers at Section meetings.

N°1 - Introduction to Farm Coffee Processing.

N°2 - Pulper Assembly, Adjustments, Maintenance, Operation and Spare parts.

N°3 - Understanding Coffee Quality.

NORTH WEST COOPERATIVE ASSOCIATION

Coffee Quality Education Notes.

No 1 - Introduction to Farm Coffee Processing



ON-FARM COFFEE PROCESSING

COFFEE PRICE:

MOST FACTORS ARE OUTSIDE FARMERS CONTROL:

There are many things that affect the price that NWCA farmers receive for their coffee. Most of the factors that cause prices to change are out of the control of NWCA farmers. These are:

- Changing coffee production in other countries.
- Changes in consumption and demand of coffee.
- Political and Economic problems in other countries.
- World price controlling schemes.
- The world reputation of Cameroon coffee.

WHAT CAN FARMERS CONTROL? - COFFEE QUALITY:

There is something that farmers can do to increase the coffee price they receive. They can improve their coffee quality.

COFFEE QUALITY:

OVER TIME, BETTER QUALITY BRINGS BETTER PRICES:

On average, better quality coffee receives a better price on the world market.

- Sadly, sometimes we produce better quality coffee and the price still goes down because of some other things outside our control. This is just bad luck!
- Luckily, sometimes quality can be very poor and the price goes up because of factors outside our control. This is just good luck!
- Overtime, if farmers want to get better prices for their coffee then they must produce better quality coffee.

WHAT IS BETTER QUALITY COFFEE?

Better quality coffee is coffee that is desirable to our buyers. Good quality coffee comes from parchment that is clean, white with no black beans, no cut beans and no cherry. The explanation on the following pages shows how to produce good quality parchment.

WHAT QUALITY PROBLEMS TO APPROACH:

There has been a lot of talk that there are so many problems with NWCA coffee. Some people think that all must be solved before NWCA can have good quality coffee. To be the best quality, perhaps all these must be improved.

- add more fertilizer,
- prune better,
- use chemicals to control pests and disease,
- remove old coffee and plant young coffee,
- plant better varieties of coffee.

BUT.....

COFFEE PROCESSING IS THE MOST IMPORTANT:

The easiest, cheapest and most important thing that farmers can do to immediately improve their coffee quality is better farm processing.

COMMON MISUNDERSTANDINGS BY FARMERS:

Union coffee processing machines and hand picking can not take out all the badly processed coffee. Some bad beans can only be detected when the coffee is tasted.

A little bit of badly processed coffee can make a lot of well processed coffee bad. For instance 1 bag of badly processed coffee mixed with 99 bags of good coffee will condemn all that 100 bags.

ON-FARM PROCESSING.

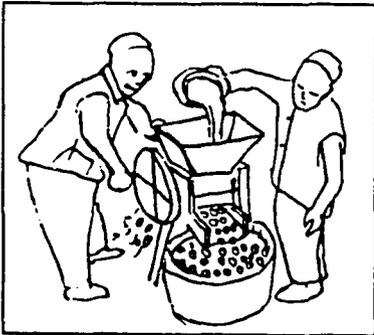
Ripe cherry ✓ Green cherry ✗ Overripe cherry ✗

PICK ONLY RIPE CHERRY

- Green cherry gives "grassy" taste to the coffee.
- Over-ripe cherry gives coffee a "fermented" taste.
- **(Solution)** - Pick regularly during the season.



Pulp the day you pick ✓ Do not let cherry sleep ✓



PULP COFFEE ON THE DAY YOU PICK IT.

- Do not let cherry sit for more than 8 hours after picking.
- Cherry that "sleeps", turns black and begins to rot. This gives coffee a very bad taste.
- **(Solution)** - Plan your harvesting so that a pulper is available on the day you harvest.

remove Unpulp coffee ✓ remove skin ✓ Ferment only clean parchment ✓

REMOVE ANY UNPULPED COFFEE IMMEDIATELY.

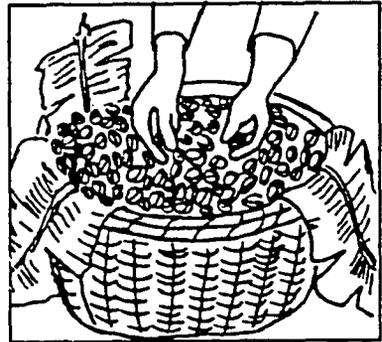
- Unpulp coffee mixed with well pulped coffee gives a bad taste to all the coffee.
- Skin mixed with the fermenting parchment gives a bad colour and flavour to the coffee
- **(Solution)** - Sort the coffee straight after you pulp. Pulp any unpulped cherry with your fingers. Remove skin from parchment ready for fermenting.



DO NOT OVER FERMENT COFFEE.

- Overfermenting means that the parchment is sitting in its own roting juice. This will give the coffee a bad taste.
- Ferment parchment in baskets. Never ferment in metal containers as parchment will pick up a smell from the rusty iron.
- **(Solution)** - Check the parchment regularly. As soon as it is ready, wash the parchment very well.

Feel with your hands ✓ wash quickly ✓ Over Fermenting ✗



Wash in clean water ✓ Dirty water ✗ Drying without washing ✗



WASH IN CLEAN WATER.

- Wash the well fermented parchment in clean water.
- Wash thoroughly to remove all the rotting juice.
- Do not wash in dirty water - this can give the coffee a bad taste from the dirty water.
- **(Solution)** - Plan where you will wash your parchment. Arrange people to help you.

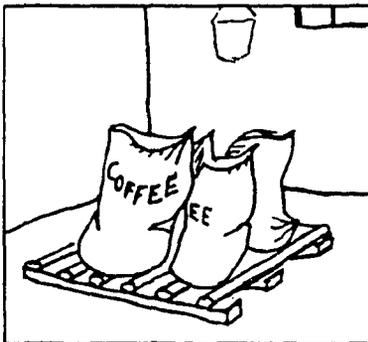
DRY COFFEE ON A CLEAN PLACE.

- It is best to dry parchment on a bamboo bed above the ground.
- Drying on a clean new tarpaulin is acceptable if the parchment is turned well.
- **Never** dry parchment directly on the ground - it takes the smell from the ground.
- **(Solution)** - Plan where you will dry your parchment. Arrange a tarpaulin or build a drying table or slab.

Dry on ground ✗ Drying table ✓ New Tarpaulin or slab ✓



store with chemical ✗ store in a clean dry place ✓ store near fire ✗



STORE COFFEE IN A COOL DRY CLEAN PLACE.

- Dry coffee can absorb moisture and smells very easily.
- Store bags of parchment on a platform above the floor.
- Never store it in the same room as a cooking fire, chemical or fertilizer.
- **(Solution)** - Send your well dried parchment to the Section or Society as soon as possible where it will be stored well.

**NORTH WEST
COOPERATIVE ASSOCIATION**

Coffee Quality Education Notes.

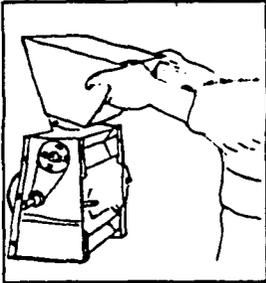
No 2 - Pulper Assembly, Adjustments, Maintenance, Operation and Spare parts.



ASSEMBLY OF PULPER

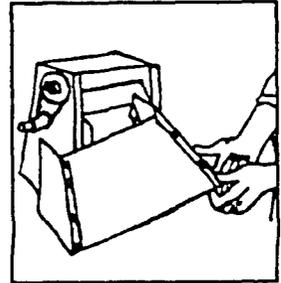
BOLT TOGETHER HOPPER SECTIONS

- Put nuts to the outside of the hopper.
- Fit all nuts loosely first before tightening.



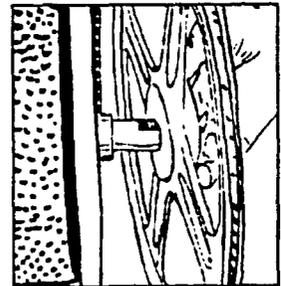
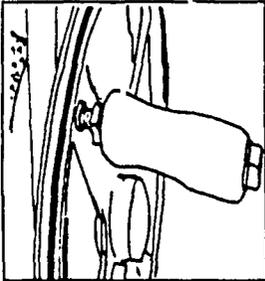
PLACE HOPPER ON TOP OF PULPER

- Fit hopper on top of pulper.
- Fit bolts from inside hopper.
- Place washer and nut on the outside.



FIT THE PULLEY

- Place pulley on the Shaft.
- Align flat place on shaft with screw on pulley.
- Tighten screw.



SCREW HANDLE INTO PULLEY

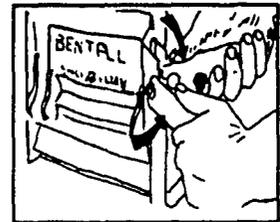
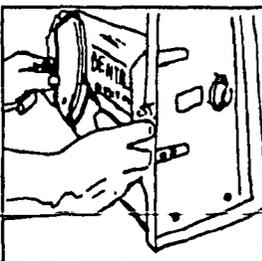
- Screw handle into pulley.
- Tighten lock-nut against pulley, leaving handle free to rotate.

ADJUSTMENTS BEFORE USE

ADJUSTING THE BREAST

It is necessary to adjust the pulper for the type and size of cherry being pulped.

- To start - the gap between drum and breast should be large.
- Adjust in stages so that the best results are achieved.
- Un-tighten breast lock nuts - Move breast slightly.
- Re-tighten breast lock nuts.



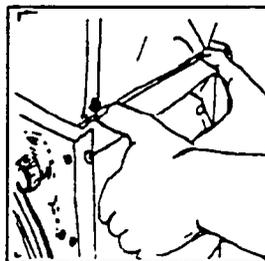
- Test with a small amount of cherry - Check results.
Is there skins in the parchment at the front?
Is there parchment in the skin under the machine?
Are any beans chipped or broken?
- Ideal result-
Only skin is discharged under the machine.
Only parchment is discharged from the front.
No chipped or damaged beans.
- This adjustment is necessary at (1) the start of the season and (2) at any time the ideal results are not being achieved.

12

ADJUSTING THE FEED RATE

If too little or too much cherry is being pulped.

- Un-tighten the cross member tightening nuts.
- Adjust the cross member to the correct position.
- Re-tighten the nuts.
- Test to see if feed rate is correct
-if not adjust again.



MAINTENANCE

AT THE START OF EACH DAY'S PULPING

- Check the machine.
- Check that the machine is pulping properly with a small quantity of cherry.



AFTER EACH DAY OF PULPING.

- Wash the machine with clean water.
- Remove all skins from the drum and breast.

AT THE START OF THE SEASON

- Wash the machine and wipe off the coating of oil from storage.
- Check that the drum, bearings chain and sprocket are all running well.
- Check the adjustment for the breast and the feed. Adjust if necessary.



AT THE END OF THE SEASON

- Wash the machine very well.
- Use a brush or cloth to remove all coffee waste.
- Oil the chain and sprocket with a thick coat of grease.
- Wipe the whole machine over with an oily cloth to give it a thin coat of oil.
- Store machine in a safe dry place

BREAK DOWNS

If the machine should have any break-down that requires skilled maintenance the farmer should take the pulper to his Union.

- Spare parts can be ordered through the Union.

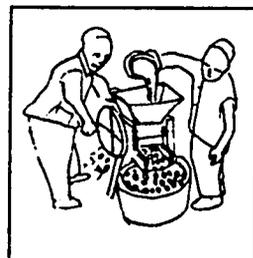
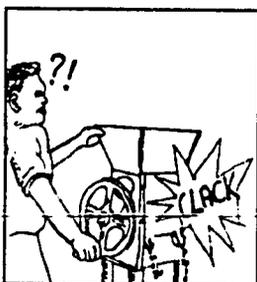
OPERATION

WATER

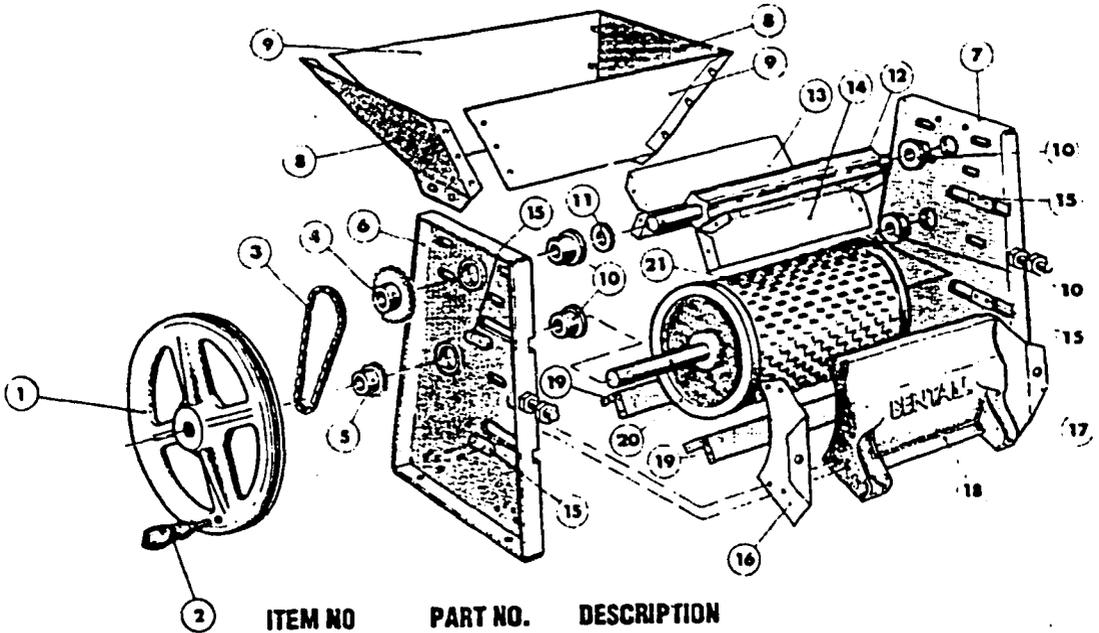
- Always pulp coffee with plenty of water.
- Never pulp without water.

STONES

- Stones and foreign objects in coffee can damage the pulper.
- If you suspect there are stones in the coffee, re-sort it.
- If you hear any noise from your pulper, stop immediately and clear the machine.



SPARE PARTS LIST FOR 'SUPER NOVA' PULPER.

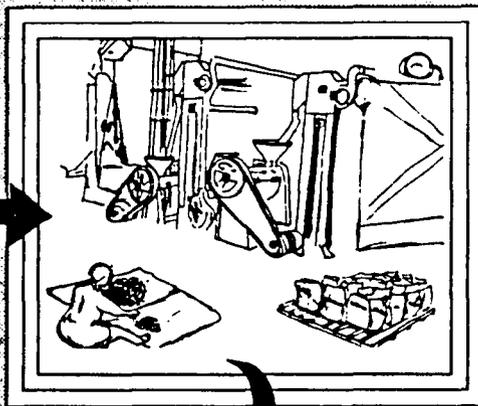
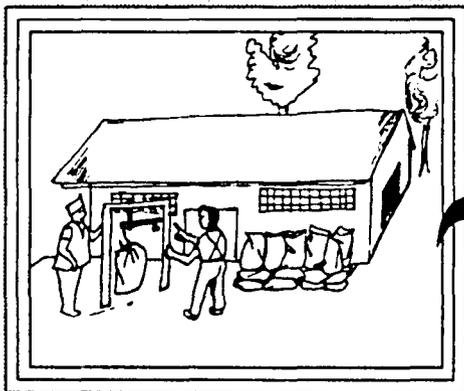


ITEM NO	PART NO.	DESCRIPTION
1	5602.H.091	Handwheel/pulley
2	5602.E.020	Handle Bolt Assembly
3	5602.E.025	Chain Assembly
4	5602.E.026	36 Tooth Drive Sprocket
5	5602.E.027	15 Tooth Drive Sprocket
6	5602-086	Side Member L.H.
7	5602-085	Side Member R.H.
8	5602.H.057	Hopper End Sheet
9	5602.Q.058	Hopper Side Sheet
10	5602.E.059	Bearing
11	2080-201	Washer 20mm I/Diam.
12	5602.Q.024	Feed Roll Assembly
13	5602.H.055	Rear Cross Member
14	5602.H.054	Front Cross Member
15	5602.E.063	Key
16	5602.H.052	Adjustment Bracket L.H.
17	5602.H.053	Adjustment Bracket R.H.
18	5602.L.051	Breast Casting
19	5602.Q.056	Lower Cross Member
20	5602.H.004	Roll Assembly, Hand Powered
	5602.H.005	Roll Assembly, Power Driven
21	5602.H.068	Outer Sleeve (Patt 583A Hand Driven)
	5602.H.073	Outer Sleeve (Patt 372 Power Driven)

NORTH WEST COOPERATIVE ASSOCIATION

Coffee Quality Education Notes.

No3 - Understanding Coffee Quality.



COFFEE QUALITY MEANS COFFEE TASTE

COFFEE IS A DRINK

TAKE CARE WITH COFFEE LIKE YOUR OWN TRADITIONAL DRINK!!

- If you process coffee poorly this will cause bad tastes in the coffee drink.
- Follow the farm processing procedures well to ensure that no bad tastes occur in NWCA coffee.

African traditional drink



European traditional drink



- Coffee is just like corn beer or palm wine. If you do not follow the correct processing procedures the drink will taste bad.
- The future of NWCA coffee depends on producing coffee with a good taste.

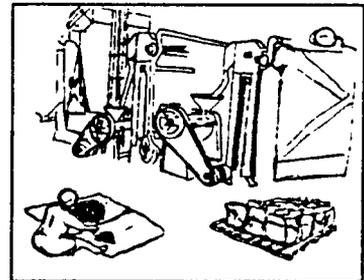
REMOVING BAD TASTES IS NOT ALWAYS POSSIBLE

ONCE A BAD TASTE IS INCLUDED IN GREEN BEAN COFFEE IT IS IMPOSSIBLE TO REMOVE.

- True - Machines and hand pickers can remove defective beans which can be seen by the eye.
- These defectives are mainly black beans, fermented beans, unwashed beans, insect damaged beans, chipped beans, cork.

BUT.....

Machines and hand pickers can remove SOME defectives NOT ALL



SOME GREEN BEAN WHICH LOOKS GOOD TO THE FARMER'S EYE HAS A BAD TASTE.

THE COFFEE TASTE TEST - CUP TASTING

- The only way to check this taste is to "cup taste" it.
- Coffee drinkers can taste if coffee has been processed poorly, for example:

if it has been picked green or over-ripe,
if it has been allowed to stand for a long time before pulping,
if it has been over-fermented,
if it has not been washed thoroughly,
if it has been dried on the ground
and if it has been stored near smoke, or chemicals.

- When you look at the green beans, the coffee may look fine, but a cup taste will show if the coffee is inferior or has any of these bad tastes.

Coffee drinkers can taste bad coffee.



CUP TASTING

CUP TASTING MEANS THAT THE COFFEE MUST BE:

- first roasted,
- then ground very well,
- then very hot water is added to the ground, roast coffee.
- The coffee is ready to be cup tasted.

CUP TASTING IS A VERY SPECIAL SKILL WHICH TAKES A LONG TIME TO LEARN.

- It also takes a long time to prepare each cup of coffee for cup tasting, so it is not possible to check each bag of coffee from each farmer before it is accepted.
- There is no machine that can taste coffee, this has to be done by specially trained people.
- Coffee can only be checked after it has been put in export bags and samples are taken.



NWCA COFFEE QUALITY CONTROL

- NWCA can only use cup tasting to identify good and bad coffee once it is ready for export.
- NWCA now has its own cup tasting laboratory at Mile 3 Nkwen. However, it can not stop good parchment being mixed with bad parchment at the society level.
- It is better to identify good and bad coffee before it is mixed at the processing mill.



HOW CAN FARMERS KNOW IF THEIR COFFEE IS GOOD OR BAD IF THEY CAN NOT CUP TASTE IT?

IDENTIFYING BAD COFFEE IS EASY

THE BEST WAY THAT FARMERS CAN IDENTIFY BADLY PROCESSED COFFEE IS BY:

Smell



- the look of the parchment, and
- the smell of the parchment.

Experienced farmers can tell by the look of parchment whether the coffee has been processed well or not.

The appearance of the parchment gives a very good clue to what the taste of the final coffee will be.

Look



It is more difficult to tell how the coffee was processed by looking at the green bean.

- There is a very good chance that clean, white parchment will give very good tasting coffee.
- There is a very good chance that dirty, brown, smelly, poorly processed parchment, will give bad tasting coffee.

HOW DO BUYERS CHECK OUR COFFEE

WHEN BUYERS OF NWCA COFFEE RECEIVE OUR COFFEE, THEY TAKE SMALL SAMPLES OF OUR COFFEE FOR TESTING.

- They roast a little bit of coffee.
- They grind it.
- Then they prepare a cup of coffee from this.



THEY THEN TAKE OUR COFFEE AND TEST IT AGAINST MANY OTHER COFFEES FROM AROUND THE WORLD.

- If our coffee always tastes good or better than other coffees we will always have a place to sell our coffee at a good price.
- If our coffee always tastes bad or worse than other coffees then we will always have problems selling it.



HOW CAN FARMERS IMPROVE NWCA COFFEE QUALITY ?

- Follow correct processing procedures.
- Ensure your fellow farmers follow the correct processing procedures.
- Make it your business to ensure that the acceptance procedures for all coffee is followed strictly.

APPENDIX 2

SCHEDULE & AGENDAS FOR MEETINGS 1 & 2.

To : The Manager Union.
From : Anthony Marsh,
Coffee Processing Training Specialist.
Date : 5th April, 1994.
Subject : Meetings at all Unions for Coffee Quality Education.

Dear Sir,

As was discussed at the monthly coordination meeting at NWCA on the 31st March, the Coffee Processing Training Specialist, the Engineer NWCA and NWCA Marketing Department will be conducting 2 days of education meetings at each Union during the months of April and May.

The following is a proposed schedule for the meetings. If the programmed dates conflict with prior arrangements, please notify me immediately so that we may reschedule the meeting.

I. TOPICS:

A. Meeting 1

1. Education in better on-farm processing techniques.
2. Buyers comments on NWCA coffee.

B. Meeting 2

1. Understanding about coffee quality.
2. Identifying good and bad quality coffee.
3. Maintenance and operation of coffee pulpers

II. EDUCATIONAL MATERIALS:

- A.** Handouts will be provided at each meeting. These handouts will be used by all delegates to conduct their own education programs in each section.

III. ATTENDANCE:

A. Meeting 1:

1. Attendance will be for the Delegates of each Union, Society Managers and Society Weighing delegates. The Union Manager, Store keeper, Mill operator and any other senior Union staff should attend.

B. Meeting 2:

1. Attendance will be for Delegates of each Union, Society Managers and Society Weighing delegates of each Union, plus pulper recipients from that Union. Unions have been requested to have organized their pulper recipients prior to this 2nd meeting. The Union Manager, Store keeper, Mill operator and any other senior Union staff should attend.

- C.** Any other interested farmers or persons such as Village Extension Workers can attend the meeting. Note - There is no budget for travel for these people.

IV. SECTION MEETINGS:

- A. After the Union meeting, the Union manager and delegates should arrange to hold section meetings to carry the information down to farmers. The delegates from each Union will be provided with handouts to use as educational materials for their farmers.

V. BUDGET:

- A. Meeting 1: A provision has been made for each Delegate, Society Manager, Society Weighing Delegate attending the meeting to receive 1000 FCFA for travel expenses and 1000 FCFA for food. There is no budget for travel for Union Employees attending meetings.
- B. Meeting 2: A provision has been made for each Delegate, Society Manager, Society Weighing Delegate and each pulper recipient attending the meeting to receive 1000 FCFA for travel expenses and 1000 FCFA for food. There is no budget for travel for Union Employees attending meetings.
- C. Society meetings: 190 Society meetings have been budgeted at 5000 FCFA for refreshments at each meeting.
- D. Each Union should make arrangements with the Finance Department NWCA to be reimbursed for the above costs.

VI. TOUR SCHEDULE:

- A. The education team plan to be at each Union by 10.00 am on each day.

EDUCATION MEETING 1

UNION	DATE	UNION	DATE
Mbengwi	April 11	Ndop	April 19
Bali	April 12	Nso	April 20
Moghamo	April 13	Nkambe	April 21
Pinyin	April 14	Oku-Noni	April 22
Santa	April 15	Kom	April 25
Central	April 18		

EDUCATION MEETING 2

UNION	DATE	UNION	DATE
		Nkambe	May 10
Bali	May 3	Oku-Noni	May 11
Moghamo	May 4	Central	May 13
Pinyin	May 5	Kom	May 16
Santa	May 6	Ndop	May 17
Nso	May 9	Mbengwi	May 18

MEETING 1: AGENDA
ON-FARM COFFEE PROCESSING.

1. Opening by President of Union.
2. Introduction of Speakers.
3. Discussion on progress of Coffee Quality Improvement Program.
 - i. Pulpers
 - ii. Tarpaulins
 - iii. Education.
4. Other efforts made by USAID & NWCA to improve coffee quality.
 - i. Marketing Training in Europe.
 - ii. Improvements in mills.
5. The role of Delegates. -> To become educators in their own Section and Society.
6. Handouts. -> How to use the handouts.
7. Main topic -> Introduction to Farm Coffee Processing.
8. Questions.
9. Scheduling Section meetings - before next meeting.
 - i. Number of Sections.
 - ii. Timing of meetings.
 - iii. How meetings will be conducted.
10. Meeting No 2.
 - i. Topic.
 - ii. Date.
 - iii. Invitees.
 - iv. Selection of pulper recipients.

MEETING 2: AGENDA
PULPER USE AND MAINTENANCE
&
UNDERSTANDING COFFEE QUALITY.

1. Opening by President of Union.
2. Comments on follow-up Section/Society meetings.
 - i. Impressions from farmers.
 - ii. How could they be improved?
3. Pulper Education - Use and maintenance
4. Quality Education - Understanding Coffee Quality.
5. Coffee tasting Demonstration.
6. Scheduling Section meetings.
7. Close.

APPENDIX 3

MEETING ATTENDANCES.

MEETING ATTENDANCES

Union	Union Meeting N° 1 Attendance	Section Meetings N°1 Number of Meetings held	Section Meetings N° 1 Attendance	Union Meeting N° 2 Attendance
Bali	33	16	749	52
Moghamo	57	8	698	69
Finyir	41	16	437	103
Santa	90	10	1 024	324
Nso	150	49	2 201	325
Nkambe	85	12	1 355	315
Oku-Noni	78	14	1 576	277
Central	46	28	1 711	116
Kom	92	51	3 073	533
Ndcp	41	16	1 868	93
Mbengwi	32	15	1 314	64
TOTAL	745	235	16 006	2 271

Notes:

1. The number of Section meetings - N° 2 and the attendance figures were not available as these Section meetings are continuing past the date of the CPTS consultancy. This information could be gathered from NWCA at a later date if required.
2. Attendance figures for the two Union meetings were gathered and verified by the CPTS. The figures for the number of Section meetings and Section meeting attendance figures were gathered from Society managers at each Union meeting.

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APPENDIX 4

**ACTIVITY CHRONOLOGY FOR
COFFEE PROCESSING TRAINING SPECIALIST.**

**ACTIVITY CHRONOLOGY FOR
COFFEE PROCESSING TRAINING SPECIALIST**

8 week consultancy.

March 30th to May 24th 1994.

Dates	Activities	Days
30th March to 8th April	Discussions with NWCA staff and Union managers to determine training schedule and content. Development of training literature to be used on tour.	8
11th April to 25th April	First set of 11 education workshops at 11 Unions. See attached memo for actual dates of each Union meeting.	11
26th April to 2nd May	Preparation of education materials and literature for 2nd set of education workshops, plus report writing. Attended Mendankwe Section meeting on 29th April.	5
3rd May to 11th May	Second set of education workshops at 7 Unions. See attached memo for actual dates.	7
12th May	Report writing	1
13th May to 18th May	Second set of education workshops at 4 Unions. See attached memo for actual dates.	4
19th May to 20th May	Report writing and administration.	2
23th May	Travel to Yaounde	1
24th May	Debriefing and finalizing report at USAID	1
	TOTAL DAYS	40
24th May evening	Leave Cameroon on night flight from Yaounde	

APPENDIX 5

PHOTOGRAPHS OF THE EDUCATION PROGRAM.



Mr Elias Sikod making a presentation to Farmers on Coffee Pulper operation and maintenance.



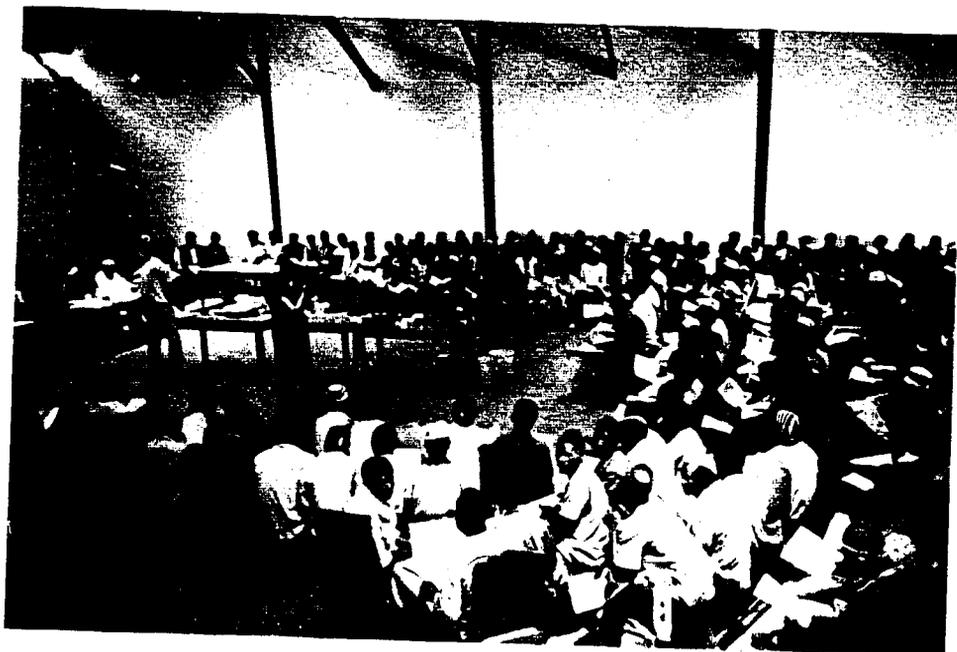
Mr Christopher Mbah presenting "Understanding Coffee Quality" to Farmers at Nkambe Union.



A Section meeting, with delegates presenting "Introduction to Farm Coffee Processing" to members, Mendankwe Society.



Mr M/ah and Mr Marsh helping farmers examine coffee in front of the audience, Nso Union.



Mr Mbah presenting "Understanding Coffee Quality", Oku-Noni Union.



Farmers examining, smelling and tasting coffee directly after the meeting closed, Nso Union.

APPENDIX 6

SCOPE OF WORK.

SECTION 1. BACKGROUND

USAID is assisting NWCA to improve the quality of coffee produced and marketed by NWCA, and thus increase farmer/member income. A study prepared jointly by NWCA and the USAID-funded technical assistance team concludes that washing stations are not the appropriate solution for improving the quality of coffee processed at the farm level in this province. Rather, the study recommends that quality pulpers and appropriate drying surfaces be supplied to NWCA farmers, combined with an intensive education campaign designed for the farm level. Education should focus on techniques to improve coffee processing by producers themselves. A Program of Quality Improvement has since been elaborated in detail and submitted by NWCA to USAID and the GRC for funding through an Activity Programming Document. It suggests that the following elements be implemented simultaneously for maximum results:

- A. Assistance with the acquisition of "primary processing equipment" (pulpers and tarpaulins) to be used at the farmer level.
- B. Implementation of a detailed education program in the production of quality coffee.
- C. Continued Improvement of coffee marketing skills at NWCA.

SECTION 2. OBJECTIVE:

The objective of the training assignment is to provide instruction to NWCA staff, namely the engineer, marketing department employees, union and society managers, society weighing delegates as well as NWCA farmer/members in improved techniques in arabica coffee processing at the farm level. In turn, these individuals will be expected to train other farmers in the future in the use of quality pulpers and in improved processing techniques.

This training will allow the NWCA cooperative structure members to follow the correct manner to process coffee at the farm level, thereby increasing the value of their product, and as a result increasing their the income as well.

SECTION 3. STATEMENT OF WORK:

The Coffee Processing Training Specialist shall develop and implement an education program that focuses on improving the quality of coffee produced by NWCA at the primary production level. The specialist's task shall include but not be limited to the following general categories:

1. Provide a series of education workshops in the proper production of quality coffee by the farmers of the North West, through practical demonstration workshops held at each Union. This would cover all aspects of farm level coffee processing, from picking and selecting ripe cherry, timely and correct pulping along with proper fermenting, washing, drying and storage of parchment. This would help farmers to understand the way that different processing techniques produce parchment with different visual/olfactory characteristics.

2. Sensitize farmers of the North West to coffee quality and the needs of consumers of NWCA through a series of education workshops held at the Union level. These workshops would allow farmers to "cup taste" both well and poorly processed coffee. The workshops would then help farmers relate different primary processing techniques to the various good and bad characteristics of roasted coffee. Farmers will learn what coffee characteristics the buyers of their coffee desire, how these "cup" characteristics can be identified in parchment coffee, and how this desired coffee quality can be produced.
3. Provide training in the use, maintenance and repair of coffee pulpers. Training would include practical demonstrations where farmers would be given first hand experience with pulpers.
4. Train service technicians at each Union to be able to help farmers maintain and operate their pulpers and order necessary spare parts before the season.

The Coffee Processing Training Specialist will be assisted by the NWCA engineer and NWCA Marketing Department in carrying out the quality improvement program. Union and society managers and storekeepers as well as weighing delegates will be trained as trainers to assure the sustainability of the program.

SECTION 4. REPORTS:

The Coffee Processing Training Specialist will submit to USAID a detailed Training Program within one week after commencing the assignment.

The Coffee Processing Training Specialist will submit a final report describing all the activities undertaken in the course of the training program, including the level of participation and effort of the NWCA trainees. The draft report is to be submitted to USAID prior no later than one week prior to the end of the assignment. After review by USAID, a final report shall be submitted in ten copies prior to the end of the assignment.

SECTION 5. RELATIONSHIPS AND RESPONSIBILITIES:

The Contractor will work under the technical direction of Dr. Kifle Negash, Chief of the EAPRI at USAID/Cameroon or his designate.

APPENDIX 7

**A CROSS-SECTION OF THE COMMENTS RECEIVED ON THE
COFFEE QUALITY EDUCATION PROGRAM.**

An Address Presented By The Vice Chairman of Kom Area Cooperative Union Limited Mr Diangha Emmanuel to USAID Officials On The Occasion Of The Last Seminar.

Mr Anthony March and USAID team Lecturers,

Hon. Farmers

Dear Gentlemen,

On behalf of the chairman and Board of Directors of Kom Area Cooperative Union, the entire farmer population and my personal self, I am profoundly happy to salute you and your team of lecturers. It is true that the Cooperatives many years past suffered under the load of control by Government. Now through your solid advice to Government and seminars with the farmers the cooperatives are set free. This is visible in the sense that for the first time North West farmers know the price per kilogram of coffee in New York, the FOB price and for the first time prices are fixed even at Society level. The business has now begun to be understood to be ours.

Sirs, we farmers have heard that your work in Cameroon is coming to end in June this year. We want to say you have not wasted your time and money. Well done.

Sirs, we have received lectures on how to operate on the pulpers and Tarpaulines USAID has provide for the farmers of the North West and Kom area cooperative in particular. This programme is intended to improve the quality of our produce. Please accept thanks from the bottom of our hearts and extend same to the USAID Director in Yaounde and take this message of thanks and good wishes home to the body that sent you on mission to Cameroon. Many thanks go to USAID for the huge sums of money which she provided for the payment of arrears of 1989 produce without which many farmers would have hated the cooperatives for all of their lives. We are still anxiously waiting for the payment of bonuses which were said to have been withheld by Government some three years ago.

May God Bless you.

Long Live Kom Area Cooperative Union Limited

Long Live the North West Cooperative association Limited

Long Live the Republic of Cameroon.

NSO AREA COOPERATIVE UNION LTD

BOX 2, KIMBO BUI - NORTH WEST PROVINCE - CAMEROON

The Processing Training Specialist,
N.W.C.A. Ltd.,
Bamenda.

BANKERS:
--SOCIETE CAMEROUNAISE DE BANQUE
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<i>Your Ref.</i>	<i>Your Letter</i>	<i>Our Ref.</i>	<i>Date</i>
		NCU. 231/S.1/Vol.vi/792:	10/05/194

Sir,

UNION EDUCATION MEETINGS - APPRAISAL

Effectivity: Generally speaking both meetings have been very effective if one could use the attendance and participation as parameters. The lessons were brief and to the point. Rather than feed the farmers all through, moments were allocated for questions. I think that for the benefit of the illiterate farmers, the message could go through had the drying tarpauline in education notes No. 1 front and back pages were designed raised from the ground.

Benefit there from: On the theoretical scale, the meetings are beneficial. Theoretical because farmers are yet to reap the benefits of quality coffee. Class I, II and III have the same price, therefore a major draw back. The pulpers education on assembly, adjustment, maintenance, Operation and spare parts was very O.K. but the operational aspect could be more realistic demonstrated with ripe cherry.

Sustainability of the Programs: The end of USAID's activities with N.W.C.A. Ltd does not mean the attainment of coffee quality objectives. N.W.C.A. Ltd should ensure its continuity both on these topics and others.

Improvement of Education Meetings: Finance plays an important role in education. The units be encouraged to budget for education so as to be independent.

Timing should be that which allows for hands on the job training.

Trainers should be trained to carry the education to the grass roots.

Let there be a price differential between the classes of coffee. Farmers will then realise the benefit of good quality coffee.

Accept our best wishes.

Yours faithfully,
For NSO AREA COOPERATIVE UNION LIMITED



KIRBA NICASIOUS BANLAN

Producers of : Arabica Coffee, Rice, Wheat, Beans, Various Food Stuffs

DEPOTS : Jakiri, Takija - Nkum
Telephones : 43 10 59, 43 11 59 Cameroonian NSO UNION

EACH FOR ALL AND ALL FOR EACH

MOGHAMO AREA COOPERATIVE UNION LTD.

(AFFILIATE OF NWCA. LTD.)

MOTTO: EACH FOR ALL AND ALL FOR EACH.

P. O. BOX 2, BATIBO

AFFILIATED SOCIETIES

Ashong CPMS Ltd.
Barachu CPMS Ltd.
Bessi CPMS Ltd.

Batibo / Nyanec CPMS Ltd.
Enyoh CPMS Ltd.
Guzang CPMS Ltd.

Upper Moghamo CPMS Ltd.
Widikum CPMS Ltd.

Our Ref.

Date 17th May, 1994.

Your Ref.

Subject: COMMENTS ON UNION EDUCATION MEETINGS:

MR. Anthony Marsh,
Coffee Processing Training Specialist,
NWCA /USAID.

Sir,

Before I proceed, I wish to appreciate your hard work and the entire Team for the education given to the farmers of Moghamo:

- a) - The meetings were very effective and beneficial to the farmers because farmers are interested in the Coffee Quality lesson and from previous attendance record shows that they are interested and need more of this education meetings in future;
- NWCA should make it possible to provide more refresher meetings in future;
- Education meetings can be improved by giving handcards to farmers and using apparatus.

b) SECTION AND SOCIETY MEETINGS:

THE DELEGATES WHO ATTENDED THE UNION MEETINGS WERE WELL EQUIPED USING RIPE AND UNRIPE COFFEE TO DEMONSTRATE. The farmers really enjoyed the teaching because practical materials were used by delegates and more essentially pigin English and village language both used.

Thanks indeed.

Yours faithfully,

For: MOGHAMO AREA COOPERATIVE UNION LIMITED,



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PINYIN AREA CO-OPERATIVE UNION LIMITED.

TELEGRAPHIC ADDRESS

PACU LTD.

MAIN OFFICE

TISAGLI PINYIN

Ref PACU/B₂/9/VOL.V/94

To _____

Coffee Processing Training

Subject ~~Specialist~~ N W C A LTD



P. A. Santa - Mezam Division
North West Province
Republic of Cameroon

Date 16 / 5 / 94

Subject: Information on Education Meetings.

Dear Sir,

We have the honour to forward to you the following information on Education meetings as per your letter of 28/4/94.

A) The meetings which took place on December 27th 1993 and April 14th 1994 were very effective. Farmers were happy to hear that the future of Coffee was ~~looking~~ ^{looking} bright. Most farms which were in bushes were kept clean and all beans harvested from the trees. Farmers ~~were~~ were happy to have been taught on how to set up Coffee prices by themselves.

~~were~~
The meetings ~~were~~ were beneficial to farmers because most of them after receiving the lectures they determined to produce high quality coffee which has yielded ~~them~~ ^{them} ~~much~~ money.

- There is great need for refresher meetings on the topics in the future.

- The meetings can be improved by having them arround early October and November.

B

B) From the lectures received from ~~the~~ the lecturers during the meetings, the delegates were well equiped to perform section meetings.

The section meetings were attended not only by delegates of the Section but by all farmers residing within the area. Delegates who attended Union meetings join the Society and Union managers to educate the farmers.

Farmers ~~and~~ were happy to receive the lectures and promised to improve and increase their Coffee farms.

Farmers' big problem is where to find coffee seedlings.

Yours faithfully,


MANAGER

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BALI AREA CO-OPERATIVE UNION LIMITED

EACH FOR ALL, ALL FOR EACH.
AFFILIATED SOCIETIES

Bali Central Co-operative Primary Marketing Society Ltd.
Nsamwock Co-operative Primary Marketing Society Ltd.

Our Ref. BACU B.I/vol.S.I/553

P. O. Box 11 Bali Sub - Division
North West Province
Republic of Cameroon

To The Marketing Department

N.W.C.A. LTD, P. O 41

Bamenda.

36411557 10th May, 1994.

RECEIVED ON 10-5-94
BY NAJELA

Sir, BY

Comment On Section Meetings:

After attending two section Marketing Education Meetings it was notified that these meetings were being held with full attendance. Farmers were asking too many questions, meaning that already they developed lots of interest in this programme and so far demanding for a continuous meetings, let say once after every two months. *Is this the same as this??*

Additional ideas were fitted in to the programme on how to improve quality coffee.

- Farmers preferred separating and fermenting healthy beans from bad beans.
- They prefer that only unripe beans should be dried and marketed as unwashed.
- Farmers prefer using a shifter for fermentation of coffee, in order to facilitate drainage of liquid Juice easily.
- They also advise that only ripe beans should be harvested instead of green Beans and fermentation must always be done before washing.

Farmers of Bali Union are too happy for their marketing education programme and appreciates the new system implemented for improved quality coffee.

This system especially with the use of handouts is the best and the easiest method to educate the masses, especially to those newly recruited managers in the field .

Generally, section marketing educational tour meetings became more successful in Bali Sub Division.

Yours Faithfully

For: Bali Area Cooperative Union LTD



M. NAJELA