

Presenters

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Contents

- Project Basic Information
- Rwandan Coffee and Japan
- Pillars of the Project





National Agricultural Export
Development Board



Project for Strengthening and Promoting Coffee Value Chain in Rwanda

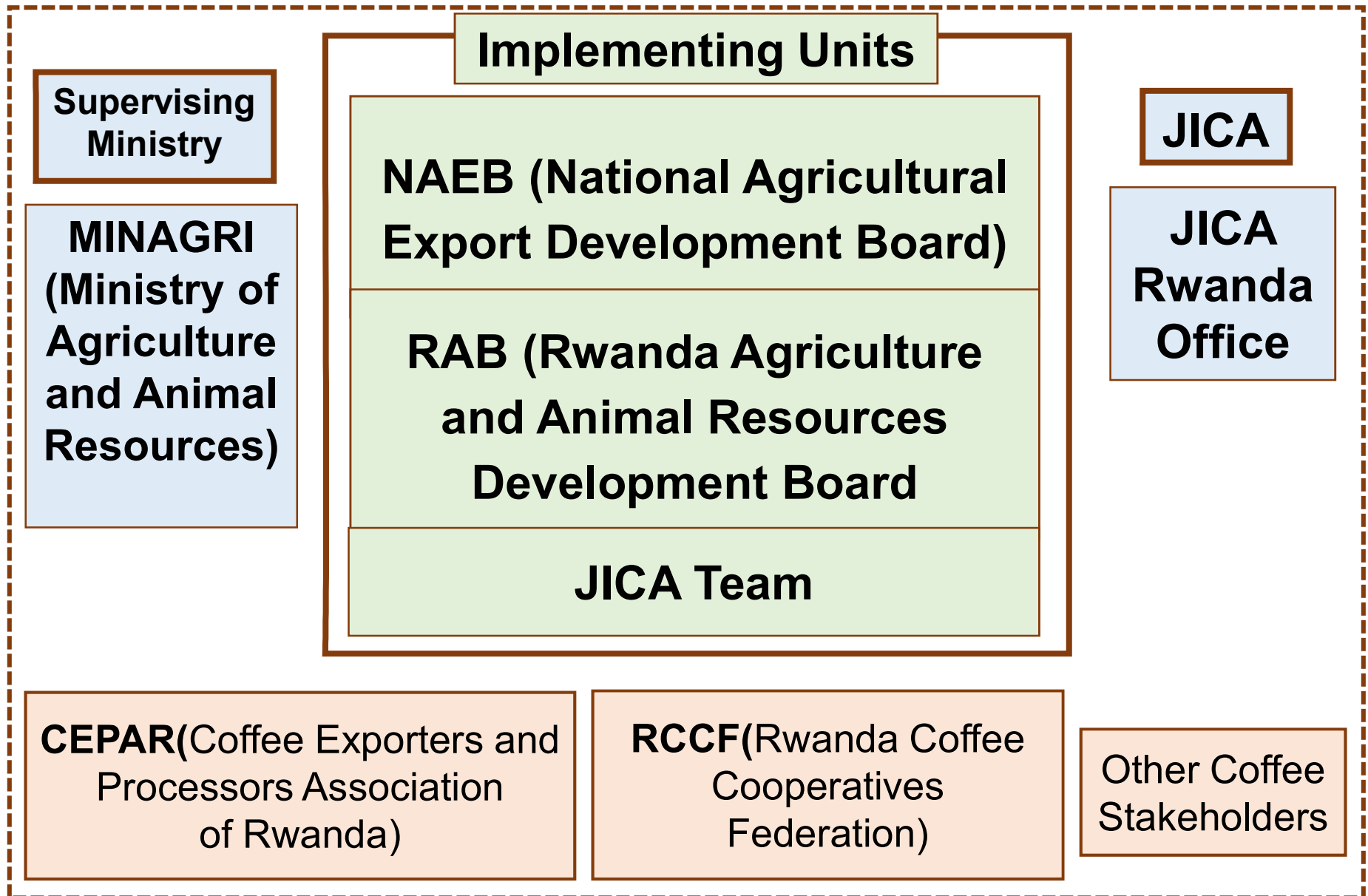
**ICO Webinar
June 5, 2023**

Contents

- Project Basic Information
- Rwandan Coffee and the Japanese coffee market
- Pillars of the Project

Project Basic Information

Project Implementation Structure



JICA in coffee value chain in Rwanda

- **2012-13: Survey on Coffee Growing and Marketing**
- **2013-15: Training in Japan for Strengthening Competitiveness of Coffee Producers**
- **Implementation of the project**
 - ✓ **Phase 1: May 2017 – May 2020**
 - ✓ **Phase 2: Oct 2021 – Oct 2026**

Phase 1 (2017 – 2020)

- **Technical transfer of farming skills to a PILOT Cooperative, KOPAKAKI**

1. Sand seed bed, 2. raising seedlings, 3. planting, 4. floating system of coffee cherries, 5. pruning, 6. cut back, 7. improvement of African bed, and 8. compost production

KOPAKAKI became a model of improve farming and processing skills.

- **Multi Stakeholder Capacity Building**

- Implementing a series of multi stakeholders meetings
- Hosting Barista Championship Competition
- Hosting Agrishow to promote pilot cooperative's coffee
- Implementing Study tour to Hawaii (3 persons) and Columbia (10 persons)

Goal of the Phase 2

**Promoting the coffee
value chain in Rwanda**

**Improvement of quality
and profitability of
Rwandan Coffee**

Rwandan Coffee and
the Japanese coffee market

INFO ABOUT COFFEE IN RWANDA

- 400,000 small holder farm families cultivate coffee
- The total area in coffee is currently 39,844 hectares
- Coffee is grown in all provinces in the country at an altitude less than 1900 m
- Coffee is among top export commodity to generate revenues to the country.
- Rwanda is focusing on high quality coffee export, especially full washed coffee therefore, constructed sufficient Coffee Washing Stations from 2 coffee washing stations in 2002 and currently 313 coffee washing stations in 2022

Rwanda's Coffee Policy Direction

High Quality Coffee to fetch premium prices

Japan is one of good importing countries of high quality coffee with high prices.

 **Suitable for Rwanda's coffee direction**

Green Coffee exports by country in 2020 (World Bank: World Integrated Trade Solution)

	Country	USD	Amount (KG)	USD/Kg
	World	67,903,360	19,866,200	3.42
1	United States	16,443,490	3,899,320	4.22
2	Switzerland	15,369,260	5,150,190	2.98
3	United Kingdom	8,630,010	2,172,530	3.97
4	Belgium	5,421,810	1,894,140	2.86
5	Singapore	4,316,840	1,308,240	3.30
6	Kenya	3,483,600	1,001,170	3.48
7	Netherlands	1,846,040	668,802	2.76
8	Japan	1,495,410	235,435	6.35
9	New Zealand	1,411,520	384,778	3.67
10	South Sudan	1,396,600	834,268	1.67

Green Coffee exports by country in 2021 (World Bank: World Integrated Trade Solution)

	Country	USD	Amount (KG)	USD/Kg
	World	80,616,210	18,040,400	4.47
1	Switzerland	25,696,560	5,836,380	4.40
2	United Kingdom	22,319,740	4,984,310	4.48
3	Kenya	9,252,870	1,960,410	4.72
4	United States	7,868,060	1,467,810	5.36
5	Belgium	1,989,460	445,723	4.46
6	Germany	1,730,070	360,251	4.80
7	Netherlands	1,575,150	392,475	4.01
8	Japan	1,417,260	207,731	<u>6.82</u>
9	Singapore	1,055,670	334,623	3.15
10	France	899,650	207,340	4.34

Pillars of the Project

- Branding of Single Variety Coffee
- Promoting Marketing
- Pilot Cooperatives
- Coffee Platforms

Mibirizi, Branding Single Variety Coffee



**Mibirizi
church,
Rusizi**



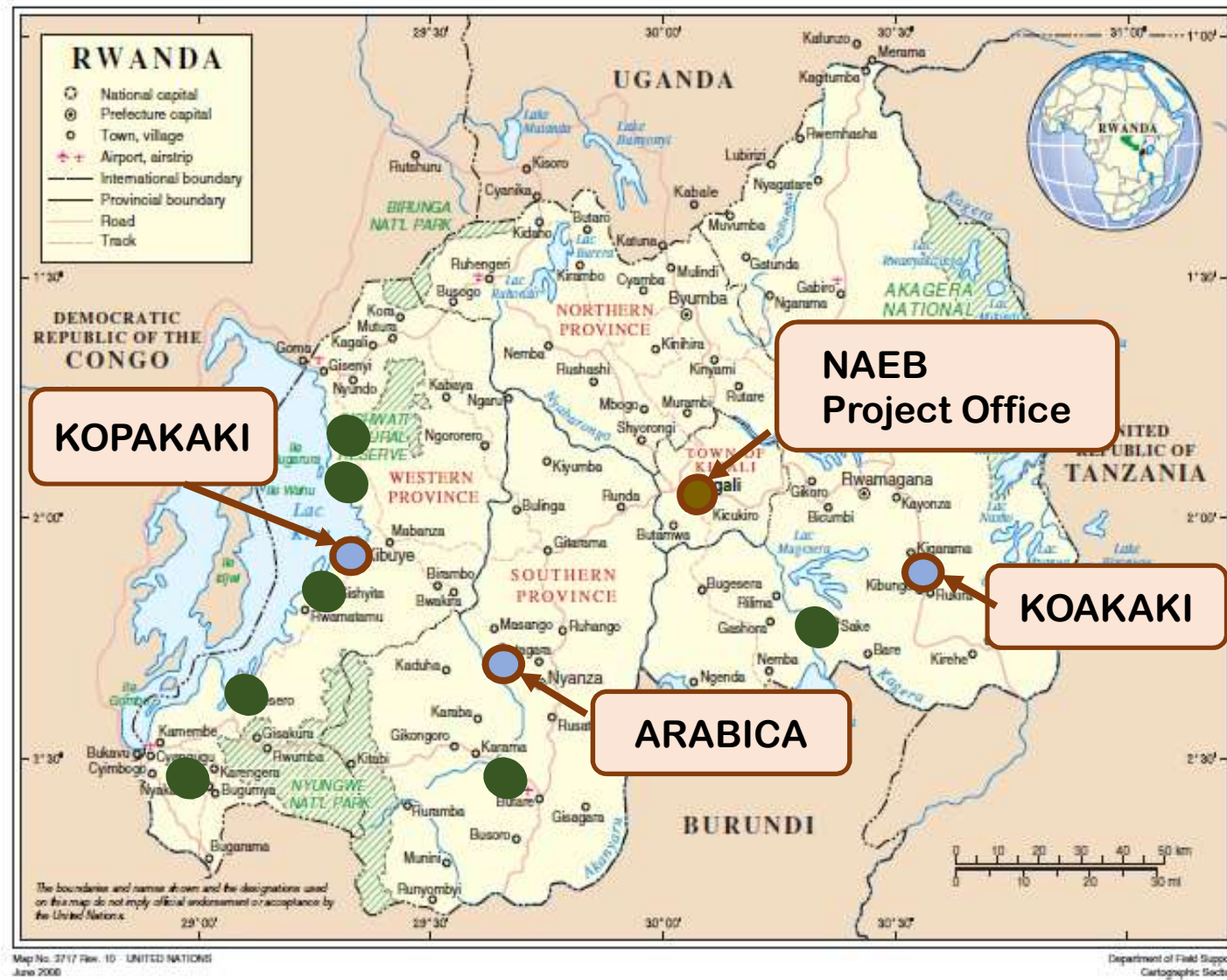
The project is implementing trial cultivation of Mibirizi variety coffee for development of a special brand that is unique to Rwanda as a national flag product.

In 2021, transplanting genuine Mibirizi at the project experimental farms.

In 2025, final evaluation of coffee from experimental farms will be conducted for recommendation to commercial cultivation.

Project sites

●: Experimental farms



PILOT COOPERATIVES

Output 2: Higher quality and more profitable coffee production model is developed (Cooperative Strengthening)

KOPAKAKI is a pilot cooperative since Phase 1. It made good progresses on Farming and Processing as shown in the pictures.



Sand Seeds Bed



Steel Drying Bed



Earth warm Compost



Narrowed Grading canal



Press Tour by inviting domestic medias

Further intervention at KOPAKAKI



**Quality Control
Training**



**Ripe cherry harvesting
with cherry paddle**

**The project also conducted training on
processing of Natural and Honey**

NEW PILOT COOPERATIVES

KOAKAKI and ARABICA: selected after baseline survey of 32 cooperatives: The first intervention was a study tour at KOPAKAKI



SEED Bed before and after (using sand)

Demonstration of usage of bigger plastic pots and mixture of soil, sand and organic manure.



KOAKAKI and ARABICA



KOAKAKI

Earthworm composting house



The project will continue demonstration of improved farming techniques using the seedlings and earthworm compost at demo plots within each Pilot Cooperative.

PLATFORMS

- Platforms with coffee related organizations, **CEPAR**(Coffee Exporters and Processors Association of Rwanda), **RCCF**(Rwanda Coffee Cooperatives Federation), Rwanda Barista Association and other coffee related organizations,
- To strengthen linkage among these organizations to create venues to discuss common issues and share good practices/lessons.



- Workshops to bring them together.

Thank you very much