



Organización Internacional del Café
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Organisation Internationale du Café

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Executive Board/
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**Increase in added value by developing
the potential of Gourmet Robusta coffee
(Côte d’Ivoire, Gabon and Guinea)**

Background

The attached document contains a summary of the project proposal “Increase in added value by developing the potential of Gourmet Robusta coffee (Côte d’Ivoire, Gabon and Guinea)”.

Action

The Board is requested to consider and, if appropriate, to recommend approval of this proposal by the Council in May 2005.

I. Project summary

The International Coffee Organization (ICO) is submitting the project proposal set out below with a recommendation that it be considered for financing from the Second Account of the Common Fund for Commodities. The project proposal will be submitted for approval by the Executive Board of the International Coffee Organization at its meeting from 17 to 19 May 2005.

- 1. Project title:** Increase in added value by developing the potential of Gourmet Robusta coffee
- 2. Duration:** 2 years
- 3. Location:** Côte d'Ivoire, Gabon and Guinea
- 4. Nature of project:** Enhancing the value of Robusta coffee in terms of selection and marketing in a niche market
- 5. Brief description:** The main aim of the project is to enable participating Robusta producing countries to implement solid strategies for increasing the value and improving the marketing of Gourmet coffee in order to benefit from much higher prices. It will enhance the value of Robusta coffee in a selected niche market with a view to improving the income of small farmers. For this purpose, the project will provide a method for selecting suitable land and monitoring production, as well as promotion schemes. Activities centred on niche markets will encourage growing consumer interest in quality and thus have a favourable effect on overall demand for coffee. In order to meet these objectives project activities will be organized around the following components:
 - i) Development of selection criteria for Gourmet Robusta coffee;
 - ii) Identification of suitable areas with a potential for producing Gourmet Robusta coffee;
 - iii) Development of a methodology for the production and processing of Gourmet Robusta coffee;
 - iv) Identification of potential markets for Gourmet Robustas;
 - v) Development of marketing strategies for Gourmet Robusta coffee;

- vi) Training of farmers in the use of good cultivation and processing practices for Gourmet Robustas;
- vii) Implementation, coordination, management and monitoring of project.

6. **Estimated cost:** US\$905,000
7. **Financing from the Fund:** US\$765,000
8. **Type of financing:** Donation
9. **Co-financing:**
10. **Counterpart contributions:** Côte d'Ivoire: US\$85,500
Gabon: US\$32,000
Guinea: US\$22,500
11. **Project Executing Agency (PEA):** Bourse du Café et du Cacao (BCC)
12. **Supervisory body:** International Coffee Organization (ICO)
13. **Participating bodies:** – *Centre national de Recherche agronomique (Côte d'Ivoire)*
– Ministry of Private Sector Promotion, Industry and Trade (Guinea)
– *Caisses de Stabilisation et de Péréquation (Gabon)*
14. **Estimated starting date:** April 2006

II. **Project objectives and justification:**

The project will enable participating countries to apply sustainable strategies to enhance the potential for production of Gourmet Robusta coffee. In 1996 the International Coffee Organization initiated and sponsored a project for the development of Gourmet coffee in five exporting countries, namely Brazil, Burundi, Ethiopia, Papua New Guinea and Uganda. The results have shown that it is possible to obtain relatively high prices in niche markets for Gourmet coffee. The project made it possible to identify target markets, more specifically the so-called specialty coffee market. This project will be based on the results obtained in order to develop the methodology used in Robusta producing countries with a

potential that needs to be explored. The project comprises a component relating to the quality of Robusta coffee and a component relating to marketing and the development of reliable outlets. The project will demonstrate the profitability of potential investment in the Gourmet Robusta coffee sector. It will provide Robusta producing countries with guidance on appropriate practices for the production and marketing of Gourmet Robusta coffee. The main elements of the project are as follows:

- (a) Development of selection criteria for Gourmet Robusta coffee;
- (b) Identification of suitable areas with a potential for producing Gourmet Robusta coffee;
- (c) Development of a methodology for production and processing of Gourmet Robusta coffee;
- (d) Identification of potential markets for Gourmet Robustas;
- (e) Development of marketing strategies for Gourmet Robusta coffee;
- (f) Training of farmers in the use of appropriate cultivation and processing practices for Gourmet Robustas;
- (g) Implementation, coordination, management and monitoring of project.

III. Logical framework

Project title: Increase in added value by developing the potential Gourmet Robusta coffee (Côte d'Ivoire, Gabon and Guinea)

Estimated starting date: January 2006

End of project date: December 2008

Narrative summary	Verifiable indicators	Means of verification	Assumptions
<p>Broad goal Improvement in farmers' income through the development of a methodology for enhancing the value of Robusta</p>	<p>a) Premium obtained on unit value of coffee sold by farmers (farm-gate price) b) Increase in per capita income in coffee producing areas</p>	<p>a) Statistics on prices paid to producers b) National statistics, statistics of international financial development agencies (IMF, World Bank, etc)</p>	<p>a) Existence of an effective transfer of market prices in favour of farmers b) Maintenance of government policy on rural development c) Stable macroeconomic environment</p>
<p>Specific objectives a) Definition of criteria for Gourmet Robusta coffee b) Identification of production areas c) Development of a methodology for production and processing of Gourmet Robusta coffee d) Identification of potential markets for Gourmet Robustas e) Development of marketing strategies f) Training of farmers in appropriate cultivation and processing practices for Gourmet Robustas g) Dissemination of methods and strategies to other Robusta producing countries</p>	<p>a) Known criteria for Gourmet coffee b) Production areas identified in each participant country c) Complete information on the Gourmet Robusta coffee production chain, including production methods and post-harvesting processing d) Niche markets known and identified e) Marketing methods and plans made available f) Number of training programmes carried out g) Number of publications, workshops and regional seminars</p>	<p>a) Report b) Data bank on selected production areas c) Project implementation report d) List of niche markets for Gourmet Robustas e) Publication of marketing strategies f) Number of coffee farmers trained. g) Report on activities</p>	<p>a) Maintenance of premium obtained in marketing Gourmet coffees b) Consumers sensitive to quality</p>
<p>Outputs a) Publication of criteria. b) Sound knowledge of Gourmet Robusta production areas in each participant country c) Training in production methods and post-harvesting processing for Gourmet Robusta coffee d) Selection of niche markets in importing countries e) Control of marketing chains and increase in demand for Gourmet Robusta coffee f) Transfer of cultivation techniques and processing methods for Gourmet Robusta coffee at farmer level</p>	<p>a) Publication of reports on criteria b) Production areas identified c) Improvement of cultivation techniques and post-harvesting processing d) Availability of information on niche markets and their characteristics e) Increase in coffee consumption f) Increase in project participants</p>	<p>a) Reports b) Report of Project Executing Agency c) Farmers audit d) Data base on market niches e) ICO statistics f) National statistics</p>	<p>Political and social conditions permit development of project activities</p>

