

## 10 Good Reasons to Join EAFCA

- 1. Market Linkages:** EAFCA promotes activities that connect the coffee buyers and producers to interact, develop business relationships and share knowledge on market requirements. EAFCA facilitates member attendance at premier international specialty coffee events held worldwide, as well as organizing Trade missions for its members to selected target markets to enhance market linkages and business relationships.
- 2. Networking Opportunities:** both regionally and internationally. EAFCA hosts and organizes the “*Meet the Coffee Buyer*” cocktail events in coffee consuming countries in conjunction with international coffee events around the world providing an opportunity for market linkages; it also organizes networking “*Coffee Club*”, cocktail events in EAFCA member countries in which coffee stakeholders meet and network. “Coffee Safaris” are also organized for coffee buyers to visit local coffee producers in Africa.
- 3. Discounts:** EAFCA members receive substantial discounts on registration fees of the African Fine Coffee Conference & Exhibition, Specialty Coffee Association of America (SCAA) and Europe (SCAE), EAFCA workshops, as well as when advertising on the EAFCA website and in EAFCA publications.
- 4. Business Relationships:** Through networking in the forums mentioned above, EAFCA members are able to make the right business contacts and build relationships.
- 5. Personal Growth & Development:** EAFCA organizes workshops in marketing, quality enhancement, cupping and grading. EAFCA also sponsors the organization of Barista championships in its member countries to promote quality coffee brewing and fine coffee appreciation.
- 6. Training Programs:** EAFCA coordinates and facilitates training for its members in the core areas of marketing and product enhancement.
- 7. Information Dissemination:** EAFCA works with members in information generation and dissemination on current baseline data on coffee production, prices, consumption trends, certification programs and much more.
- 8. EAFCA Publications:** members receive, free-of-charge, informative EAFCA publications containing the latest news and developments in the coffee world, as well as updates on EAFCA activities: biweekly *Bwana Kahawa Buzz* magazine, a quarterly *Fine Coffees Bulletin* newsletter and an annual *Africa Fine Coffees Review* magazine which profiles EAFCA members and features the latest developments in Africa’s coffee industry.
- 9. Access to Information:** EAFCA members have exclusive “*Members Only*” access to reference material, research studies, market information, conference presentations and other useful material available on the EAFCA website.
- 10. Membership Kit:** on joining EAFCA, all new members are presented with a kit containing an EAFCA membership personalized certificate, database access and the current EAFCA publications.

### MEMBERSHIP FEES:

- ANNUAL Membership: **US\$ 300**
- TERM Membership: **US\$ 750**

***Become a member NOW!***

*Improving the Quality of Life Through the Quality of Coffee*