



PRESS RELEASE – MARCH 2011

Eastern African Fine Coffees Association (EAFCA) Secretariat – Kampala, Uganda

“The World Cups the Best Fine African Coffees in Arusha, Tanzania”

The Eastern African Fine Coffees Association (EAFCA) in partnership with the Coffee Quality Institute (CQI) announces the completion of the 2011 Africa Taste of Harvest competitions that took place in Arusha, Tanzania from 17th – 19th February 2011.

The world renowned competition identified coffees that scored highest in overall quality based on intrinsic quality characteristics like aroma, acidity, clean cup composition, uniformity of cup and aftertaste from EAFCA’s member countries. The 2011 winner is Technoserve from the Machira North Kabiriuni area with competition score of 89.63.

Over 24 coffees were selected and entered into the competition from EAFCA’s member countries following the competition of the Regional National Taste of Harvest Competitions.



All coffees receiving scores of 80+ were evaluated for Q lot certification and those that satisfied cup, green grading and roasted coffee criteria were issued Q Certificates at the EAFCA conference during the Fine Coffees Conference in Arusha. The Q Certificate is a cup profiling tool that provides feedback to farmers as well as serves buyers in the Q community seeking Q lots. For more information about the Q system please visit www.coffeeinstitute.org.

The competition judges included:

- Head Judge: Mane Alves, Coffee Lab International
- Judge 1 Lindsey Bolger, Green Mountain Coffee Roasters
- Judge 2 Menno Sims, Trabocca
- Judge 3 Wendy DeJong, Tony's coffee and Tea
- Judge 4 Shirin Moyaad, Peet's Coffee and Tea
- Judge 5 Elliot Bentzen, Schluter
- Judge 6 Suzuki Taroh, Saza Coffee

Key benefits to the coffee producers and exporters that scored well in the competition include potential higher premiums from coffee buyers and the opportunity to explore and consolidate new marketing channels, including the still nascent domestic coffee market that has the prospect of expanding to unprecedented heights. Coffee buyers benefit by gaining access to producers of high quality, specialty coffees and establishing business relationships that would require extensive resources to create otherwise.

Over the last 8 years, EAFCA has worked closely with the national Uganda coffee industry members and the Coffee Quality Institute CQI to organize several trainings to address the knowledge gap in the coffee value chain right from planting to harvest and processing. Today, Uganda can call upon a human resource pool of over 100 skilled coffee cuppers, Q-graders and millers to sow the seeds of knowledge received from these trainings in the country's coffee industry.

About EAFCA:

The Eastern African Fine Coffees Association (EAFCA) is a regional non-profit, non-political, member-driven association representing the coffee sector in eleven member countries of Burundi, Ethiopia, Kenya, Malawi, Rwanda, South Africa, Tanzania, Uganda, DRC, Zambia and Zimbabwe.

Established in 2000 and with its Secretariat in Kampala, Uganda, EAFCA members include both private and public sector coffee stakeholders including producers, exporters, international importers, roasters, policy makers, transporters and trade representatives.

EAFCA collaborates with a host of development partners like USAID, CFC, European Union (EU), ICO and others to increase the trade in fine and specialty coffees in the region, improve quality and boost domestic consumption.

Our vision: To Be the World's Leading Origin of Fine Coffees

Our mission: To provide our membership highly valued services and build the linkages that drives the growth of Eastern African fine coffee.

See you at the next African Taste of Harvest Competition during the 9th Africa Fine Coffees Conference & Exhibition, 16th – 18th February 2012, Addis Ababa, Ethiopia!