



Fine Coffees *Bulletin*

"Improving the Quality of Life through the Quality of Coffee"

"WORD FROM THE EXECUTIVE DIRECTOR"

This has been a very interesting time at the EAFCA Secretariat as we wind up the 2004/05 coffee year and embark on a new challenge in the 2005/06 year.

2004/05 leaves us with a lot of great memories like the 2nd African Fine Coffee Conference & Exhibition, 17th SCAA event in Seattle, USA, the Tea & Coffee World Cup in Hamburg, Germany to mention but a few.

The Secretariat has also undergone a few structural changes with changes in staff and an increased number of member service-oriented activities focused at achieving our project goals and milestones.

2005/06 likewise promises to be another busy year at the Secretariat as we strive to achieve sustainability while at the same time provide the highest level of service to our membership.

The 3rd African Fine Coffee Conference & Exhibition scheduled for February 2006 is just around the corner and we hope to see so many of you at this glorious African coffee event. In addition, please acquaint yourself with our 2005/06 Calendar of Activities on page 4.

WWC 3 OFFICIALLY LAUNCHED

The launch of the 3rd African Fine Coffee Conference & Exhibition was held in Tanzania at a coffee breakfast in Dar-es-Salaam on 20th September 2005 at the Movenpick Hotel and in Moshi on 22nd September 2005 at the Uhuru hostel.

The objective of the launch was to officially announce the 3rd African Fine Coffees Conference & Exhibition that will be held in Kilimanjaro, Arusha, Tanzania on 16th – 18th February 2006.

In Dar-es-Salaam, the launch was held at the Movenpick Hotel where Hon. Wilfred Nyachia, Permanent Secretary, Ministry of Trade and Commerce, Tanzania was the guest of honour.

The function began with the arrival of guests, after which Robert Waggwa Nsibirwa, the EAFCA Executive Director officially welcomed the guest of honour and distinguished guests.

This was followed by a presentation made by the EAFCA Chairman and Chairman of EAFCA Tanzania Chapter, Leslie Omari, entitled "EAFCA's Benefits to

the Region". Robert Waggwa Nsibirwa also made a presentation titled, "Why the 3rd African Fine Coffees Conference & Exhibition".

After the presentations, Leslie Omari invited the guest of honour, Mr. Nyachia to give a speech, and officially launch the 2006 3rd African Fine Coffees Conference & Exhibition.

A total of 55 guests attended the launch in Dar-es-Salaam, representing 5 public and 10 private sector organisations and 13 different media houses.

Uhuru Hostel was the venue for the WWC 3 launch in Moshi. The Regional Commissioner for Kilimanjaro, Hon. Hilda Ngoye presided at the function. Before she addressed the guests, Leslie Omari and Robert Nsibirwa made presentations about EAFCA and the WWC 3 conference respectively.

82 guests in total attended the launch from 36 private and 15 public sector organisations and 6 different media houses.



EAFCO Chairman and Director General of Tanzania Coffee Board (TCB), Leslie D. Omari (left) makes a presentation at the WWC 3 launch in Moshi, Tanzania as EAFCO Executive Director, Robert W. Nsibirwa (right) looks on

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COFFEE CUPPING TRAINING AND NATIONAL CUPPING COMPETITION HELD IN MALAWI

Malawi Tea Association in Lilongwe played host to a 2 day EAFCA Cupping Training and National Cupping Competition held on 6th – 7th September 2005.



Judges discuss national coffee cupping competition results

The objective of this training was to increase the knowledge of the importance of quality in the Malawi Coffee Industry, to increase domestic awareness and pride in the Malawi coffees and to increase the number of certified cuppers throughout the region.



A coffee cupping trainee gets a blast of the fresh coffee aroma

Keita Matsumoto and Miguel Angel Turcois, both from Guatemala and volunteers of the Coffee Quality Institute, USA, conducted the training. Both Keita and Miguel are recognized international coffee cuppers with a "Q" grade certification.

The participants, totalling 30 in number, were enthusiastic and excited about the training which included lectures and practical illustrations. The participants were mainly made up of cuppers, liquorers, roasters and co-operative members all of whom participated actively throughout the training.

Laurence Lawrence, the General Manager of Makandi Tea & Coffee Estates and Chairman of the Coffee Association of Malawi (CAMAL) presented the much deserved EAFCA certificates of completion to each of the participants at the end of the 2 day training. The now trained cuppers were encouraged to share the skills newly learnt with others in their communities thus aiding in achieving the objective of increasing the number of certified cuppers in the region.

The Malawi National Cupping Competition was held on 8th September at the venue of the training, where coffees from the 2005 season from different regions of Malawi. After a whole day of grading and cupping by qualified judges, of the different coffee samples entered into the competition, the top 5 winning coffees were selected. These were:

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|--|--------------|
| 1. Mzuzu/Smallholder Farmers Trust "AB 4": | 84.69 points |
| 2. Press Agriculture "AA": | 84.69 points |
| 3. Mzuzu/Smallholder Farmers Trust "AA 3": | 84.09 points |
| 4. R. W. J. Wallace "AA": | 84.09 points |
| 5. Mzuzu/Smallholder Farmers Trust "AB 4": | 83.72 points |

There was excitement as the winning coffees were announced by RATES/EAFCA's Chris von Zastrow. Congratulations to these winning coffees which qualify to take part in the Grand African Taste of Harvest Competition to be held on 15th – 16th February 2006, at the 3rd African Fine Coffee Conference & Exhibition, in Kilimanjaro, Arusha, Tanzania. A panel of international judges will then select the best of African coffees submitted from each of the EAFCA member countries.

WWC 3 UPDATE: 'EARLY BIRD' REGISTRATION NOW CLOSED, COFFEE SAFARI REGISTRATION SOARS!

In the recent couple of months, the Secretariat has received a huge number of conference and exhibitor registrations for the 3rd African Fine Coffee Conference and Exhibition as delegates have been trying to beat the deadline for 'early bird' registration.

Unfortunately, 'early bird' registration ended on 20th October 2005 and now only late registration is possible. We still encourage you to **REGISTER NOW** before the deadline of **10th January 2006!**

In addition, we are also fast running out of exhibition booths. Already more than 90% of available booth space has been purchased and demand is still growing. Do not miss this great opportunity to showcase your merchandise to the entire coffee world and stand to gain big from this exposure!

Also hot on the agenda of the conference and exhibition event is the exciting **Coffee Safari**. Get to meet the African coffee growers in their farm settings as they grow coffee and interact with the wild African nature. Below is a summary of the activities in the **Coffee Safari**:

Day 1:

- Arrival at the Jomo Kenyatta International Airport in Nairobi, Kenya

- Receipt and transfer to the Norfolk Hotel located in Nairobi city centre
- Dinner at own arrangements.
- Overnight at the Norfolk Hotel – BB (Private)

Day 2:

- Departure from Nairobi, heading south across the beautiful and seemingly never ending Athi river plains and arrival at the colourful border town of Namanga, where you may find a good bargain on unique Maasai beadwork
- En route, a visit to a coffee farm
- Turn east to Amboseli National Park at the foot of the majestic Mount Kilimanjaro, home to a wealth of wildlife but particularly known for its elephants. Destination is Amboseli Serena Lodge in the heart of the park and featuring unique architecture reminiscent of a Maasai village
- Lunch at Amboseli Serena Lodge
- Departure on a game drive through Amboseli National Park. This park forms the perfect auditorium for scenic views of Africa's highest mountain. Nothing prepares you for the breathtaking vision of this magic monolith, which is covered by one fifth of all the ice in Africa. A large area of the park is the alluvial dried-up bed of the seasonal soda Lake Amboseli
- Dinner at Amboseli Serena Lodge
- Overnight at the Amboseli Serena Lodge – BLD

Day 3:

- Early morning game drive
- Breakfast at the Amboseli Serena Lodge
- Lunch at the Burka Coffee Estates Limited
- Dinner at the hotel
- Overnight at the Arusha Hotel - HB

Day 4:

- After breakfast, departure from Arusha with picnic lunches towards Karatu and on to Blackburn Estates Farm for a visit to the coffee farm and lunch
- Continue thereafter to the Tarangire National Park. Tarangire National Park covers an area of 2600 square km. The park possesses, the highest concentration of wildlife during the dry season, second only to the Serengeti/Ngorongoro ecosystem.
- A short afternoon game drive
- Dinner at Tarangire Sopa Lodge
- Overnight at Tarangire Sopa Lodge – BLD

Day 5:

- Early morning game drive in Tarangire National Park
- Breakfast and drive back to Arusha arriving at the hotel at lunch time

Day 6 – 9:

Conference & Exhibition (WWC 3) gets underway – REGISTRATION REQUIRED!

Day 10:

Departure from Arusha to Nairobi on the shuttle

NET QUOTATION & NON COMMISSIONABLE IN UNITED STATES DOLLARS:

- Per person sharing a double room – USD. 950.00
- Single room supplement – USD. 260.00

COST INCLUSION:

- Airport transfer in Nairobi, Kenya
- Meet and greet services in both Kenya and Tanzania
- Accommodation in Nairobi on bed & breakfast terms
- Half board accommodation in Arusha
- Full board accommodation on coffee safari as per itinerary
- Park entry fees
- Game drives as indicated on the itinerary
- Exclusive use of a 7 seater van with an English speaking driver

NOT INCLUDED:

- Personal expenses such as tips, laundry, drinks etc.
- Visa fees and international departure taxes
- International flight tickets
- Telephone calls
- Optional excursions and deviation from the itinerary

OUR NEW MEMBERS

We gladly welcome the following 4 companies/organisations who joined EAFCA in September and October 2005:

1. Terranova Farms Limited (Zambia)
2. Coffee Research Foundation (Kenya)
3. Kilimanjaro Plantation Limited (Tanzania)
4. Fresh Harvest Products Inc. (USA)

The next issue of the “Fine Coffees Bulletin” will be out in early January 2006. If you think someone might enjoy receiving this, please forward their contact address to secretariat@eafca.org

COMING IN THE 14TH ISSUE:

- ☞ Update on WWC 3
- ☞ Highlights of activities in the months of November and December 2005
- ☞ And much more ...

For comments and suggestions, please contact the Secretariat on the address below:

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Eastern African Fine Coffees Association



Africa: The Future of Specialty Coffee

Events Calendar '05/'06

October '05

- Coffee Cupping Training - Za: 18th - 20th, Tz: 25th - 26th
- EAFCA Coffee Clubs - Zambia, Tanzania
- National 'Taste of Harvest' Coffee Cupping Competition - Zambia: 20th • Tanzania: 27th

November '05

- Specialty Coffee Association of Japan (SCAJ) Conference & Exhibition - Tokyo, Japan: 8th-9th
- 4th African Fine Coffees Conference & Exhibition Mission - Ethiopia: 30th
- External Audit of Association Books of Accounts 2004/05 Ug
- Sintercafe - Sao Jose, Costa Rica: 12th-16th

December '05

- 6th Executive Committee Meeting - Kampala, Uganda: 16th
- USAID Partner Institution Viability Assessment (PIVA) review exercise - Kampala, Uganda: 8th-9th

January '06

- Coffee Cupping Training - Ug: 12th-13th, Eth: 18th-19th, Ken: 25th-26th
- EAFCA Coffee Clubs - Uganda: 14th • Ethiopia: 20th • Kenya: 27th
- National 'Taste of Harvest' Coffee Competition - Ug: 14th, Eth: 20th, Ken: 27th
- ICO Executive Board & PSCB - London, UK: 25th-26th

February '06

- EAFCA Coffee & Wildlife Safari - Kenya • Tanzania: 11th-15th
- TMEP Launch for South African Market - Arusha, Tanzania
- Grand Africa Taste of Harvest Selection - Arusha, Tanzania: 15th-16th
- 1st African Coffee Science and Technology Conference (ACOSTE) - Arusha, Tanzania: 15th
- 12th EAFCA Board Meeting - Arusha, Tanzania: 15th
- 3rd African Fine Coffees Conference & Exhibition (WWC3) - Arusha, Tanzania: 16th-18th
- Meet the Coffee Farmers - Arusha, Tanzania: 16th
- 5th EAFCA AGM - Arusha, Tanzania: 16th
- Coffee Roasting & Blending Workshop - Arusha, Tanzania: 20th-22nd
- 'Best Field Practises' Training - Arusha, Tanzania

March '06

- SCAA and SCAE Conference & Exhibition preparation - Kampala, Uganda
- 7th Executive Committee Meeting - Kampala, Uganda

April '06

- 18th Annual Specialty Coffee Conference of America's - Charlotte, USA: 7-10th
- Meet the Coffee Buyer Event
- Taste of Harvest Pavilion - Charlotte, USA
- Barista Training - Nairobi, Kenya
- Barista Competition - Nairobi, Kenya
- Coffee Club Kenya

May '06

- 5th Specialty Coffee Association of Europe Conference & Exhibition - Berne, Switzerland: 19th-21st
- Meet the Coffee Buyer Event - Berne, Switzerland: 20th
- Taste of Harvest Pavilion - Berne, Switzerland
- ICO and PSCB Meetings - United Kingdom: 22nd-23rd

June '06

- Increasing Profitability through Differential Trading - Ethiopia • Malawi • Zambia • Zimbabwe
- Coffee Club - Ethiopia • Zimbabwe
- EAFCA Board Strategic planning retreat - Kenya

July '06

- Trade Mission/Meet the coffee buyer event - Durban, Capetown, Johannesburg, SA: 9th-22nd
- Speciality Coffee Association of SA workshops - Durban, Capetown, Johannesburg, SA

August '06

- National 'Taste of Harvest' Coffee Cupping Competition - Burundi • Rwanda
- Coffee Club - Burundi • Rwanda
- Coffee Safaris - Burundi • Rwanda

September '06

- National 'Taste of Harvest' Coffee Cupping Competition - Malawi • Zimbabwe
- Coffee Club - Malawi • Zimbabwe
- Coffee Safaris - Malawi • Zimbabwe
- EAFCA Board Meeting - Kampala, Ug
- Launch of WWC4 Activities - Addis Ababa, Ethiopia
- ICO and PSCB - UK: 25th-26th

