

# ITC-Alliances for Action at AFRICA FINE COFFEES CONFERENCE & EXHIBITION 2023



International  
Trade  
Centre

ALLIANCES  
FOR ACTION

Booth 20 & 21



Funded by the  
European Union



Organisation of African,  
Caribbean, and Pacific States



Ministry of Foreign Affairs of the  
Netherlands

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations. ITC is the only development agency that is fully dedicated to supporting the internationalization of micro, small and medium-sized enterprises (MSMEs).

**At AFCA, we represent selected ITC programmes and their partners.**

## **Alliances for Action:**

ITC's Alliances for Action programme initiative leverages partnerships for sustainable food systems. It does this through partnerships that cultivate ethical, climate-smart, sustainable agricultural value chains.

We aim at achieving resilience and growth for farmers and MSMEs through more mindful and responsible trade, production and consumption systems and improved opportunities to compete on a global market.

**Meet coffee producers and roasters from Ethiopia under this programme at Booth 20 & 21.**

## **Netherlands Trust Fund - Phase V (NTFV): Alliances for Agribusiness and Digital Technology**

ITC's NTFV programme is designed to contribute to decent jobs and improved livelihoods in the

agribusiness, agritech and digital technology sectors. Our programme includes both sectors in Ethiopia, Ghana, Senegal, and the digital technologies sector in a multi-country project in Benin, Cote d'Ivoire, Mali and Uganda. In Ethiopia, Ghana and Senegal, ITC's Alliances for Action Agribusiness is working with smallholder farmers and MSMEs focused on coffee, cocoa, cashew and associated crops.

## **ACP Business-Friendly Programme:**

This programme jointly funded by the European Union and the Organization of African, Caribbean and Pacific States (OACPS) supports cocoa, coconut, coffee, cotton and kava value chains through inclusive policies, investment promotion and alliances.

It seeks to improve the ability of agribusiness firms in ACP countries to compete, grow and prosper in domestic, regional and international markets, ultimately generating inclusive, sustainable jobs and economic growth.

# ITC'S FLAGSHIP PUBLICATION: The Coffee Guide, 4th Edition



The International Trade Centre (ITC), through its Alliances for Action initiative, has published the fourth edition of the world's most comprehensive, practical source for the international coffee trade, the Coffee Guide.

It covers trade issues relevant to coffee growers, traders, exporters, transportation companies, certifiers, associations and authorities, and other relevant actors.

This fourth edition is directly informed by the coffee industry. It builds on collaboration with more than 70 coffee industry actors from across the globe and value chain. It explores issues the sector faces and charts a path towards a more sustainable future for the industry through targeted solutions.

Download the  
Guide here:



# ITC'S PUBLICATION AND TOOL FOR A SUSTAINABLE FUTURE:

Making mandatory human rights and environmental due diligence work for all

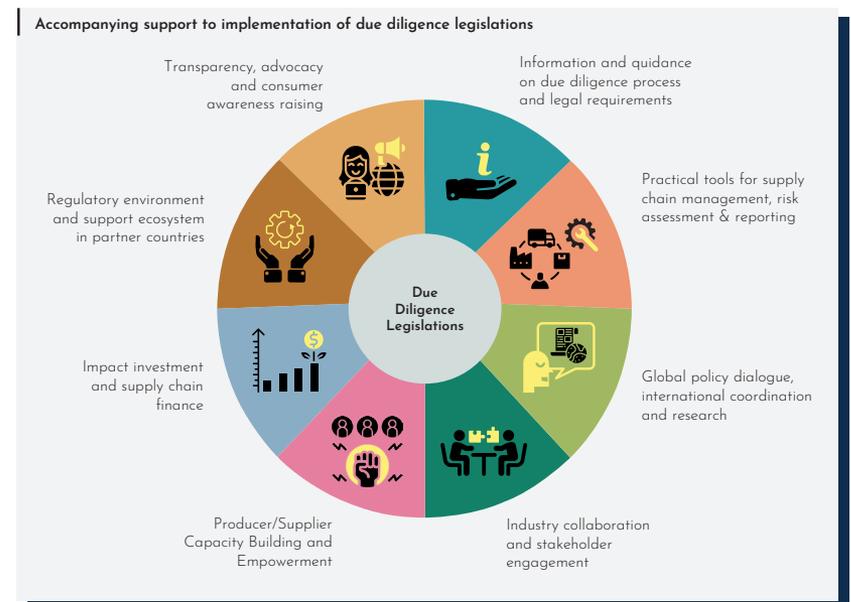
Highlights on effective and inclusive accompanying support to due diligence legislation

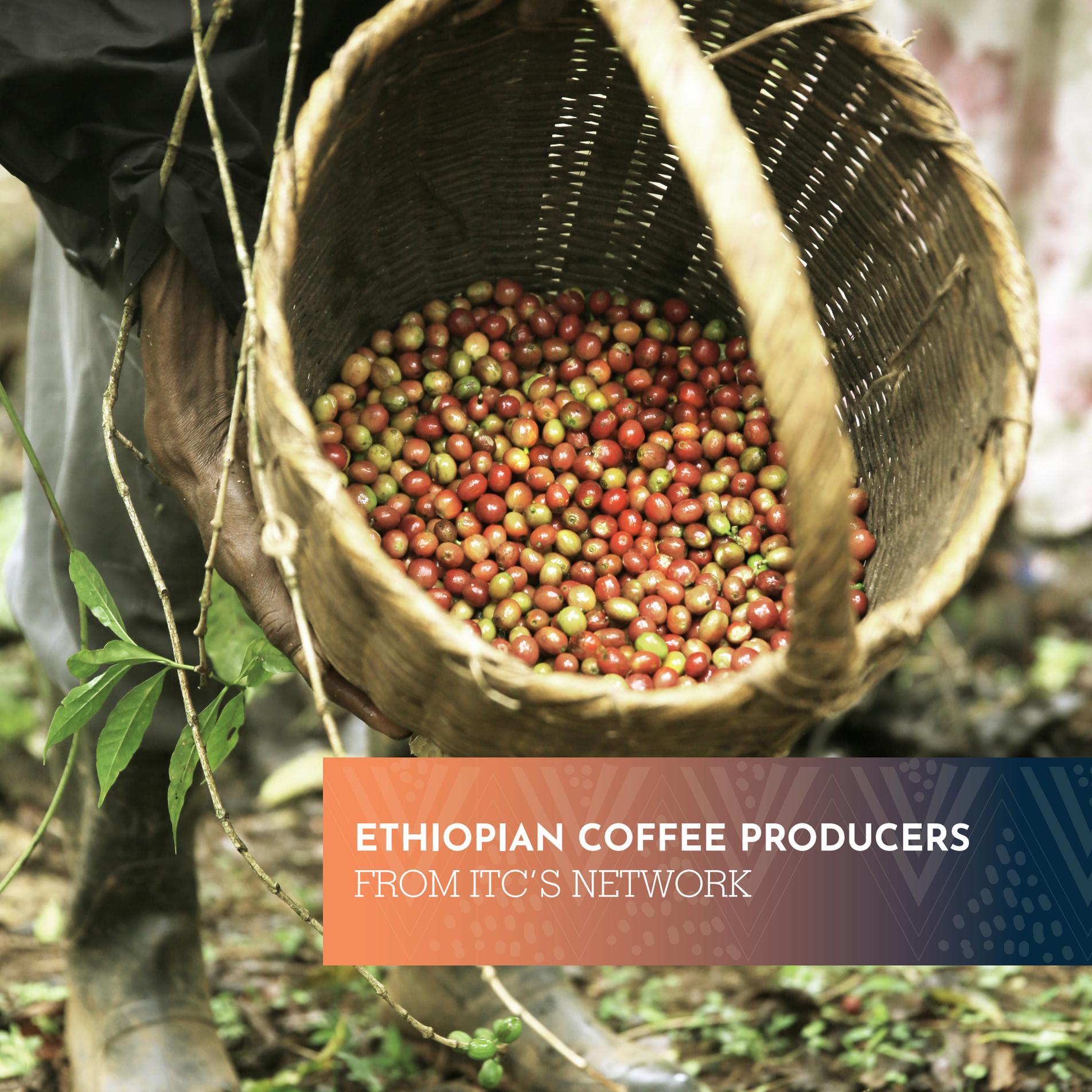
This publication was recently co-created and published by ITC and EU DG-INTPA. It brought together the combined experience of a panel of international organizations (EU, OECD, ILO, FAO, UNECE) while integrating the perspectives of consumer-facing companies in Europe and those of MSMEs, farmer cooperatives and business organizations from developing countries. The final objective is to propose accompanying measures that can enable sharing of mandatory human rights and environmental due diligence ("mHREDD") responsibilities across value chain actors and avoid potential negative consequences for producing countries and MSMEs.

More info here:



This shift towards mandatory human rights and environmental due diligence raises the bar for responsible and sustainable business practice. Companies must identify the risks in their business footprint and be prepared to demonstrate that they took the appropriate steps to prevent, mitigate or resolve them - the so-called "know and show" requirement.





**ETHIOPIAN COFFEE PRODUCERS**  
FROM ITC'S NETWORK



## Kafa Forest Coffee Farmers' Cooperative Union

**Country/ region:** Kaffa Zone, Southwest Ethiopia.

Kafa Forest Coffee Farmers' Cooperative Union stands out with its naturally organic coffee, selection of wild-grown coffee from a multi layered upland rain forest, high product traceability and payment of dividends to its farmers from the net profits. It exports both natural (grade 1-5) and washed (grade 1 & 2) coffees to Germany, France, USA, Japan, Australia and Canada.

**Story:** Kafa Forest Coffee Farmers' Cooperative Union is located in Kaffa zone, in the southwestern part of Ethiopia. It was established in 2004 by 17 primary cooperatives with 4,267 member farmers and a capital of 200 thousand ETB. Currently, the number of member cooperative societies has reached 57 with more than 17 thousand smallholder members (20% female) and its net capital has reached to over 20.7 million ETB. The main objective of its establishment is processing and marketing of coffee delivered by its member primary cooperative societies directly in the international coffee market so that farmers get a better price for their crops and improve their living standards. The union is playing its part in achieving a self-sufficient and market-oriented agricultural community with strong bargaining power and sustainable and competent marketing services targeting the international coffee market.

### COFFEE SPECS:

**Species:** Coffee arabica

**Process:** Natural & Washed

**Soil:** Volcanic

**Altitude:** 1600-2200 masl.

**Screen size:** 14

**Volume:** Natural 520 tons Washed 364 tons (2022/23 crop season plan)

**Grades:** Washed: 1&2 | Natural: 1, 2, 3, 4, 5

**Certifications:** Fairtrade: 21 cooperatives | Organic/Wild (EU & NOP): 20 cooperatives

**Representative:** Getahun Frehiwet

**Contact:** kafaforestcoffee@gmail.com | Tel. +251 (0)11 4703396 | Mobile +251 (0)91 148 0794



**ETHIOPIAN COFFEE PRODUCERS AND  
ROASTERS FROM ITC'S NETWORK**



## Diamond Enterprise PLC

**Country/ region:** Ethiopia Kaffa zone, Gimbo woreda, and Tulla kebele.

We are Dahab, a Specialty Farm made with the sole intent of seeing the spirit of exceptionalism spring up & radiate through our community. As farmers we recognize the fruit we receive from the land & the seed we steward is founded on how much we are willing to give. This is why we have made our primary mission and commitment to continually give our best to our farm, the individual lives that work it and the lives we get to touch through our products. Our products are the expression of our love for humanity and an embodiment of what we desire to see in your life.

**Country/ region:** Ethiopia Oromia Jimma Limmu Kosa 02 kebele.

**Story:** Diamond Enterprise P.L.C., formal owner of Dahab Specialty Farm, was established in 1999 and is currently involved in coffee plantation development in SNNP regional state, Kaffa zone, Gimbo woreda, and Tulla kebele. After securing about 330 ha of land in 2000, the company kicked off its activities in 2001 with coffee nursery establishment. The company began producing sun-dried green coffee beans in the 2006 harvest year and to supply to the Ethiopian Commodity Exchange (ECX). Since January 2013, the company exports its products directly to the global specialty coffee market. We have exported to the USA, Denmark Germany, UK, Netherlands & UAE in the last eight years. We produce, process & export our own products.

### COFFEE SPECS:

**Species:** Arabica

**Process:** Natural

**Altitude:** 1728-1877 masl.

**Screen size:** 14/64

**Volume:** 60 tons

**Representative:** Dehab Mesfin Bitewlign  
**Contact:** [dehabcf@gmail.com](mailto:dehabcf@gmail.com) | +251 930014502  
**Website:** [www.dahabcoffee.com](http://www.dahabcoffee.com)  
**Instagram:** @coffeedahab



**hadero** <sup>URTO</sup>

## Hadero Coffee Trade

**Country/ region:** Southern Ethiopia

Hadero is a premium Ethiopian coffee brand that was established to market coffee from Ethiopia, the origin of Arabica coffee, with accuracy and pride.

**Story:** Hadero is named after a small town in southern Ethiopia. The brand recognizes and pays homage to the craftsmanship of the remarkable smallholder coffee cultivators of the region.

As a pan-African, bean-to-cup, coffee solution company, Hadero aspires to become Africa's Global Coffee Brand and to forever change the role of Africa's value addition from its current marginal state to a more significant level.

At Hadero we have been crafting the finest Ethiopian Coffee since our inception in 2018. Raise your cup to a promising future!

### COFFEE SPECS:

**Species:** Arabica

**Process:** Sorting, Roasting, Grinding, Packaging

**Altitude:** between 1500-2120 masl.

**Screen size:** >=16

**Volume:** 240 tons.

**Certifications:** Certificate of Competence for Food Manufacturer | Certificate of competence for Roasted Coffee Exporter

**Representative:** Esayas Gidey  
**Contact:** gm@hadero.com | +251911895317  
**Website:** <https://www.hadero.com/>  
**Twitter and Facebook:** @haderocoffee  
**Instagram/ Facebook:** @haderocoffeecompany



## Typica Specialty Coffee Exporter

**Country/ region:** Ethiopia

Typica Specialty Coffee Exporter (Typica Coffee) is a private coffee roasting and green coffee exporting company in Ethiopia, founded in 2009. The operation is run by and staffed with qualified master roasters, Q-graders and experienced employees from the coffee industry. Its provision of both quality mainstream and specialty coffee at a highly competitive price, together with its ethical business conduct and strict commitment to delivery schedule have secured it a good market share in the global market, especially in the markets of Europe, Asia, USA, in the Middle East and Australia. Its well-equipped cup-testing laboratory and its team of professionals ensure the provision of excellent quality control and consistent product quality.

**Story:** Typica Coffee was established in 2009 with 4 women and one male worker with a capital of 300,000 ETB as a sister company of Minilik Engineering. The company's mission is vastly to introduce and promote different types of Ethiopia Arabica coffee to all corners of the world and thereby gain hard currency that contributes to the country's development. It has a mission of participating with agencies that put the best of their resources into the development of environmental and social factors that are instrumental for the healthy sustainability income for women and young people. The company's key values include: • Commitment to quality, excellence and professionalism • Trustworthiness, honesty and integrity with its customers. • Responsibility for environmental and social factors. • Sustainability in the coffee industry.

### COFFEE SPECS:

**Species:** Arabica

**Variety:** Typica

**Process:** unwashed, washed, honey processed and roasted

**Altitude:** from 1800-2200 masl.

**Screen size:** 14-16

**Volume:** Roasted Coffee 150 tons and green 936 tones.

**Representative:** Minilik Habtu Endale

**Contact:** [typicacoffeeet@gmail.com](mailto:typicacoffeeet@gmail.com) | +251 930905148 | +251 911615611 | +251 939363969 | +251 118121319

**Website:** [www.typicacoffeeet.com](http://www.typicacoffeeet.com)

**Instagram:** @TypicaCoffee\_Et | **Facebook:** Typica Coffee Ethiopia



# CONNECT WITH US

ITC is pleased to enable coffee producers and entrepreneurs to attend AFCA 2023 in Kigali, and to help pave the way for new sustainable partnerships in the coffee sector.

**If you wish to learn more about ITC's inclusive agribusiness projects and understand how to collaborate with us, please reach out to:**

## **ITC Coffee Guide and Network:**

Katherine Oglietti

**Email:** [koglietti@intracen.org](mailto:koglietti@intracen.org)

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**ITC programmes:** Alliances for Action | ACP Business-Friendly | Netherland Trust Fund V

Cristina Reni

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