





THE BIRTHPLACE OF ROBUSTA COFFEE WITH A MAGNITUDE OF CHOICES

was described by

Sir Winston Churchill

"For magnificence, for variety, of form and color, for profusion of brilliant life – plant, bird, insect, reptile beast – for vast scale....

Uganda is truly the Pearl of Africa."

UGANDA IS AN UNDERVALUED ORIGIN

IN SPITE OF BEING THE

- BIRTH PLACE OF ROBUSTA COFFEE
- 9TH LARGEST WORLD PRODUCER OF BOTH ARABICA AND ROBUSTA (210,000 metric tones)
- 4TH LARGEST WORLD PRODUCER OF ROBUSTA
- 2ND AFRICAN PRODUCER OF ARABICA AND ROBUSTA (Ethiopia)
- BIGGEST FOREX EARNER and SUPPORTING OVER
 1MILLION HOUSEHOLDS (6million people)
- HAS A VERY OLD CULTURE OF UTILISATION: CHEWING, BLOOD RELATIONSHIP, CEREMONIAL

ALL TYPES

- Washed Arabica
- Natural Arabica
- Washed Robusta
- Natural Robusta
- Certified: Organic, Utz, 4C, Fair-Trade and in process for Rain Forest Alliance and Carbon Credits

Ecological factors

Altitude

- Arabica 4,500 ft. to 7,500 ft (1,400 -2,300 m)
- Robusta 3,500 ft. to 5,000 ft (1,100-1,500 m)
- Uganda coffee is produced at a relatively higher altitude: probably the highest for Robusta in the world

Rainfall

 Even distribution of rainfall (900 – 2,500 mm) per year

Farming systems

- Intercropped with banana & shade trees
- Good soils & biodiversity

THE NATIONAL COFFEE STRATEGY: "MOVING DOWN THE VALUE CHAIN"

- Move from raw bulk beans to differentiated and branded products because it's where value is.
- Link farmers to consumers: "Farm 2 Cup Concept" with a social story.
- Focus: USA and China

NORTH AMERICAN MARKET

- USA AND CANADA responsible for ¼ of the global market, significant, strategic, vibrant and profitable.
- Leading and fastest growth in the specialty market.
- Used to be big user of Uganda's but saw dramatic decline since '90's







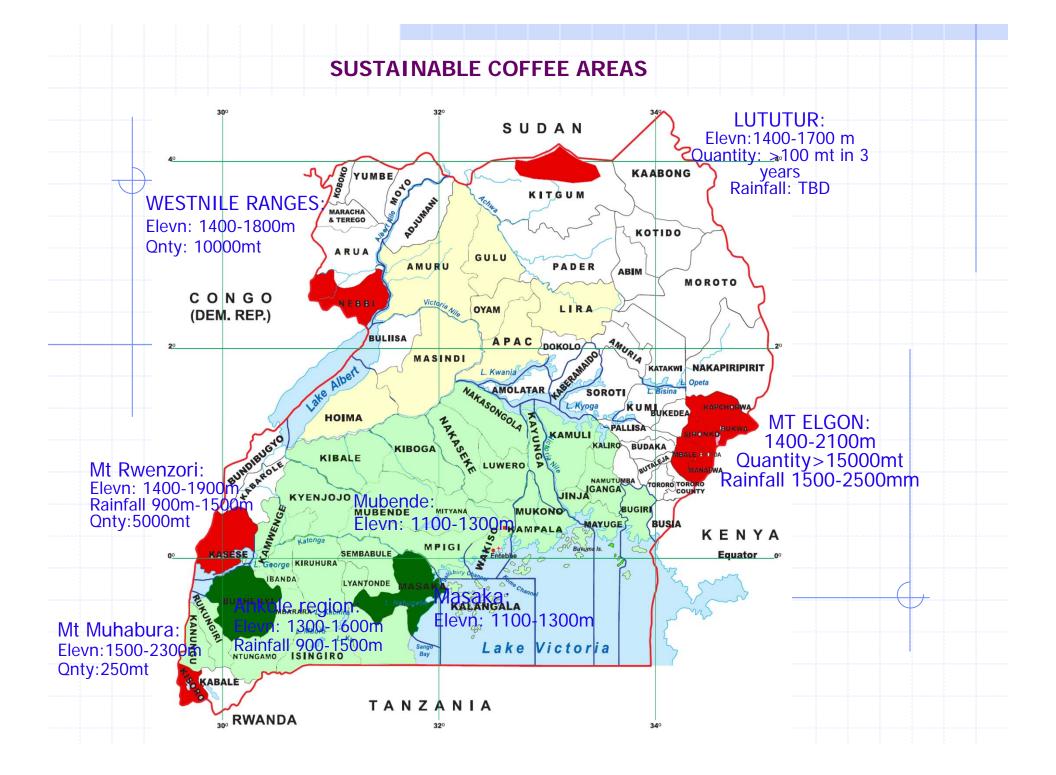
Napoleon's Prediction

"China is a sleeping giant .. And when she awakes, she shall astonish the world"









COLLABORATION ARRENGEMNEBTS UNDER WAY

- Specialty coffee grading Coffee Quality Institute Long Beach California
- Development of sustainable production (organic, soil management, rain forest alliance)-University of Florida.
- Quality, Innovation, Brand Development and Governance - George Washington University.
- Brand equity development between Urth Caffe Corporation (Los Angeles) and Kisoro farmers.
- Co-branding with Heifer International in Little Rock (develop private label).
- Development of Fine Robusta potential CFC/ICO and Agricultural Institute Italian Min of Foreign Affairs

CQI Cooperation

- Q grading: held two trainings and 25 Q graders certified for arabica;
- Q graded coffee on market now with very premium for farmers
- Held 3 workshops on development of Robusta protocols and standards
- Create a critical mass of experts and harmonise the terminogies
- Develop certification programmes for fine robusta and profile the arabica

Next steps

- Concretize the past effort
- Identify those areas which provide potential for delightful coffees
 - Variety, soils, altitude, rainfall, temperature and sunshine
 - Develop suitable processing conditions for Robusta: what's good 4 the goose is good 4 the gender???????
 - Carry out those activities that will help us understand the robusta unique characteristics

CITRUS FRUIT

- Oranges are sweet and very popular but the bitter <u>lemon</u> has a niche usage (at least as a salad dressing)
- Yes we can do the same for Robusta
- Lets roll up our sleeves and do a lemon dressing for robusta

THANK YOU

www.ugandacoffee.org