Presenters

• Mr. Alexis NKURUNZIZA, Division Manager of Traditional Commodities, National Agricultural Export Development Board (NAEB)
• Kosuke Nakajima, Chief Advisor of the project

Contents

• Project Basic Information
• Rwandan Coffee and Japan
• Pillars of the Project
Project for Strengthening and Promoting Coffee Value Chain in Rwanda

ICO Webinar
June 5, 2023
Contents

- Project Basic Information
- Rwandan Coffee and the Japanese coffee market
- Pillars of the Project

Project Basic Information
Project Implementation Structure

Implementing Units

NAEB (National Agricultural Export Development Board)

RAB (Rwanda Agriculture and Animal Resources Development Board)

JICA Team

Supervising Ministry

MINAGRI (Ministry of Agriculture and Animal Resources)

Other Coffee Stakeholders

CEPAR (Coffee Exporters and Processors Association of Rwanda)

RCCF (Rwanda Coffee Cooperatives Federation)

JICA

JICA Rwanda Office
JICA in coffee value chain in Rwanda

• 2012-13: Survey on Coffee Growing and Marketing
• 2013-15: Training in Japan for Strengthening Competitiveness of Coffee Producers
• Implementation of the project
  ✓ Phase 1: May 2017 – May 2020
  ✓ Phase 2: Oct 2021 – Oct 2026
Phase 1 (2017 – 2020)

• Technical transfer of farming skills to a PILOT Cooperative, KOPAKAKI

  1. Sand seed bed, 2. raising seedlings, 3. planting, 4. floating system of coffee cherries, 5. pruning, 6. cut back, 7. improvement of African bed, and 8. compost production

  **KOPAKAKI became a model of improve farming and processing skills.**

• Multi Stakeholder Capacity Building

  • Implementing a series of multi stakeholders meetings
  • Hosting Barista Championship Competition
  • Hosting Agrishow to promote pilot cooperative’s coffee
  • Implementing Study tour to Hawaii (3 persons) and Columbia (10 persons)
Goal of the Phase 2

Promoting the coffee value chain in Rwanda

Improvement of quality and profitability of Rwandan Coffee
Rwandan Coffee and the Japanese coffee market
INFO ABOUT COFFEE IN RWANDA

• 400,000 small holder farm families cultivate coffee
• The total area in coffee is currently 39,844 hectares
• Coffee is grown in all provinces in the country at an altitude less than 1900 m
• Coffee is among top export commodity to generate revenues to the country.
• Rwanda is focusing on high quality coffee export, especially full washed coffee therefore, constructed sufficient Coffee Washing Stations from 2 coffee washing stations in 2002 and currently 313 coffee washing stations in 2022
Rwanda’s Coffee Policy Direction

High Quality Coffee to fetch premium prices

Japan is one of good importing countries of high quality coffee with high prices.

Suitable for Rwanda’s coffee direction
Green Coffee exports by country in 2020 (World Bank: World Integrated Trade Solution)

<table>
<thead>
<tr>
<th>Country</th>
<th>USD</th>
<th>Amount (KG)</th>
<th>USD/Kg</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>67,903,360</td>
<td>19,866,200</td>
<td>3.42</td>
</tr>
<tr>
<td>United States</td>
<td>16,443,490</td>
<td>3,899,320</td>
<td>4.22</td>
</tr>
<tr>
<td>Switzerland</td>
<td>15,369,260</td>
<td>5,150,190</td>
<td>2.98</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>8,630,010</td>
<td>2,172,530</td>
<td>3.97</td>
</tr>
<tr>
<td>Belgium</td>
<td>5,421,810</td>
<td>1,894,140</td>
<td>2.86</td>
</tr>
<tr>
<td>Singapore</td>
<td>4,316,840</td>
<td>1,308,240</td>
<td>3.30</td>
</tr>
<tr>
<td>Kenya</td>
<td>3,483,600</td>
<td>1,001,170</td>
<td>3.48</td>
</tr>
<tr>
<td>Netherlands</td>
<td>1,846,040</td>
<td>668,802</td>
<td>2.76</td>
</tr>
<tr>
<td>Japan</td>
<td>1,495,410</td>
<td>235,435</td>
<td>6.35</td>
</tr>
<tr>
<td>New Zealand</td>
<td>1,411,520</td>
<td>384,778</td>
<td>3.67</td>
</tr>
<tr>
<td>South Sudan</td>
<td>1,396,600</td>
<td>834,268</td>
<td>1.67</td>
</tr>
</tbody>
</table>
# Green Coffee exports by country in 2021 (World Bank: World Integrated Trade Solution)

<table>
<thead>
<tr>
<th>Country</th>
<th>USD</th>
<th>Amount (KG)</th>
<th>USD/Kg</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>80,616,210</td>
<td>18,040,400</td>
<td>4.47</td>
</tr>
<tr>
<td>Switzerland</td>
<td>25,696,560</td>
<td>5,836,380</td>
<td>4.40</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>22,319,740</td>
<td>4,984,310</td>
<td>4.48</td>
</tr>
<tr>
<td>Kenya</td>
<td>9,252,870</td>
<td>1,960,410</td>
<td>4.72</td>
</tr>
<tr>
<td>United States</td>
<td>7,868,060</td>
<td>1,467,810</td>
<td>5.36</td>
</tr>
<tr>
<td>Belgium</td>
<td>1,989,460</td>
<td>445,723</td>
<td>4.46</td>
</tr>
<tr>
<td>Germany</td>
<td>1,730,070</td>
<td>360,251</td>
<td>4.80</td>
</tr>
<tr>
<td>Netherlands</td>
<td>1,575,150</td>
<td>392,475</td>
<td>4.01</td>
</tr>
<tr>
<td>Japan</td>
<td>1,417,260</td>
<td>207,731</td>
<td>6.82</td>
</tr>
<tr>
<td>Singapore</td>
<td>1,055,670</td>
<td>334,623</td>
<td>3.15</td>
</tr>
<tr>
<td>France</td>
<td>899,650</td>
<td>207,340</td>
<td>4.34</td>
</tr>
</tbody>
</table>
Pillars of the Project

- Branding of Single Variety Coffee
- Promoting Marketing
- Pilot Cooperatives
- Coffee Platforms
The project is implementing trial cultivation of Mibirizi variety coffee for development of a special brand that is unique to Rwanda as a national flag product.

In 2021, transplanting genuine Mibirizi at the project experimental farms.

In 2025, final evaluation of coffee from experimental farms will be conducted for recommendation to commercial cultivation.
Project sites

KOPAKAKI

NAEB Project Office

KOAKAKI

ARABICA

Experimental farms
# Phases for Mibirizi branding

<table>
<thead>
<tr>
<th>Phase</th>
<th>21</th>
<th>22</th>
<th>23</th>
<th>24</th>
<th>25</th>
<th>26</th>
<th>27</th>
<th>28</th>
<th>29</th>
<th>30</th>
<th>31</th>
<th>32</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trial Cultivation and Adaptability Assessment</td>
<td></td>
<td></td>
<td>G</td>
<td>G</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grading system and Registration</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mibirizi Growers Association Establishment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial Cultivation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing and Export by members</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Output 2: Higher quality and more profitable coffee production model is developed (Cooperative Strengthening)

KOPAKAKI is a pilot cooperative since Phase 1. It made good progresses on Farming and Processing as shown in the pictures.

- Sand Seeds Bed
- Steel Drying Bed
- Earth warm Compost
- Narrowed Grading canal

Press Tour by inviting domestic medias
Further intervention at KOPAKAKI

Quality Control Training

Ripe cherry harvesting with cherry paddle

The project also conducted training on processing of Natural and Honey
NEW PILOT COOPERATIVES
KOAKAKI and ARABICA: selected after baseline survey of 32 cooperatives: The first intervention was a study tour at KOPAKAKI

SEED Bed before and after (using sand)
Demonstration of usage of bigger plastic pots and mixture of soil, sand and organic manure.
KOAKAKI and ARABICA
KOAKAKI
Earthworm composting house

The project will continue demonstration of improved farming techniques using the seedlings and earthworm compost at demo plots within each Pilot Cooperative.
PLATFORMS

• Platforms with coffee related organizations, **CEPAR** (Coffee Exporters and Processors Association of Rwanda), **RCCF** (Rwanda Coffee Cooperatives Federation), Rwanda Barista Association and other coffee related organizations,

• To strengthen linkage among these organizations to create venues to discuss common issues and share good practices/lessons.

• Workshops to bring them together.
Thank you very much