

# ITC AT WORLD OF COFFEE 2022

Our programmes | our network | our projects



International  
Trade  
Centre



Funded by the  
European Union



Organisation of African,  
Caribbean, and Pacific States



CLAC



FAIRTRADE



Ministry of Foreign Affairs of the  
Netherlands



UKaid  
from the British people

# THE INTERNATIONAL TRADE CENTRE

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 World of Coffee, 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 entrepreneurs from Ethiopia, Ghana and Cameroon under this programme at Booth MS-C03**

## 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 is implemented using the A4A approach.

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.

## THE FAIRTRADE GOLDEN CUP COMPETITION

The Fairtrade Golden Cup awards bring recognition – and new opportunities – to farmers who work hard to produce high-quality Fairtrade coffee. The Latin American and Caribbean Network of Fair Trade Small Producers and Workers (CLAC) hosts this competition across a range of countries with its regional partners and support from ITC's Alliances for Action programme. Recent Golden Cup editions in Brazil, Mexico, Peru and Ethiopia with Fairtrade Africa were a huge success.

The tournament contributes to the promotion of Fairtrade coffees in the specialty market, both at origin and in global markets. By promoting the opening of markets for Fairtrade coffee, it's possible to both add value to the product and promote ethical and sustainable production processes.

## **ETHIOPIA: BUILDING ALLIANCES FROM SEED TO CUP (NTFV)**

ITC's Netherlands Trust Fund V (NTFV) programme is designed to contribute to decent jobs and improved livelihoods in the agribusiness and digital sectors and it is implemented using the ITC Alliances for Action (A4A) approach. In Ethiopia, this value chain development project has objective of improving the competitiveness of livelihood farmers and agribusiness MSMEs in the coffee sector with a focus on digitalization. Through the project, ITC aims to promote more efficient and sustainable agribusiness and support services that will lead to increased trade, better incomes and livelihoods opportunities, especially for the smallholder coffee farmers.

## **ARISE**

The ARISE Plus Laos programme is a four-year programme that contributes to the integration of the Lao economy into global production chains through targeted support to both the public and private sectors, with a focus on smallholders and MSMEs. It concerns specifically targeted sectors (e.g. wood processing, coffee and agro-based products).

**Meet coffee producers and entrepreneurs from Laos under this programme at Booth MS-H02**

## **TIP NEPAL**

The project contributes to Nepal's sustainable and inclusive economic growth and poverty reduction, and more specifically aims to increase trade and participation in regional and global value-chains. Next to support in trade policy and facilitation, the project focuses on expanding Nepal's export base in coffee and pashmina value chain, by linking rural producers to exporters and connecting those to regional and international markets.

**Meet coffee producers and entrepreneurs from Nepal under this programme at Booth H3-C06**

## **PNG UKTP**

In the highlands of Papua New Guinea, farmers grow unique and flavour some coffee beans for export. ITC's UK Trade Partnerships Programme brings PNG famers and exporters together to expand market opportunities and to build sustainable export industries.

**Meet coffee producers and entrepreneurs from PNG under this programme at Booth H3-C10**

# ITC's 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.

# COFFEE PRODUCERS AND BRANDS FROM ITC'S NETWORK





## CAF MAG ALLIANCE FOR COFFEE FARMERS (CAF CF)

**Country/ region:** Ghana, Volta region, Ho West Municipality.

CAF CF is a green coffee exporter that exports coffee from selected Ghanaian coffee farmers from its own cooperative and from the Sustainable Coffee Farmers Association (SCOFA). They also have a roasting operation, Cafemagnifico, for the local and regional markets.

### COFFEE SPECS

**Species:** Robusta

**Process:** Natural

**Altitude:** 600-800 masl

**Screen size:** 38 / 17 / 36

**Tasting notes:** Chocolaty, nutty, earthy, bitter

**Aroma:** Strong

**Story:** CAF CF sources its coffee beans from the lush Volta region of Ghana. It is the brainchild of Cafmag roast master Ivy Werek who traveled to California for a coffee boot camp to become a certified specialty roaster. She returned to Ghana to build her roasted coffee brand, Cafemagnifico, in 2017. In the process of sourcing her coffee beans, she realized that Ghanaian coffee farmers needed capacity building to produce better quality beans, and an intermediate to help them sell it. CAF CF works with coffee farmers to produce fine Robusta coffee and find markets for it. Ivy applies her specialty coffee knowledge to production and has dedicated herself to building a competitive platform for Ghanaian coffee producers by building capacity, raising the quality bar and offering reliable export services to buyers in a country that is now experiencing a coffee rebirth.

**Representative:** Ivy Werek

**Contact:** [sales@cafemagnifico.com](mailto:sales@cafemagnifico.com) | [info@cafemagnifico.com](mailto:info@cafemagnifico.com)

**Website:** [www.cafemagnifico.com](http://www.cafemagnifico.com) **Instagram:** [@cafemagnifico\\_gh](https://www.instagram.com/cafemagnifico_gh)



# KAWA MOKA

**Country/ region:** Ghana, Volta region, Afadjato South District.

Kawa Moka is a 100% women-owned Ghanaian Coffee Company that exports fine Robusta coffee beans. They also have a roasting operation for the local and regional markets.

**Story:** Kawa Moka's green beans are grown organically by women small farm owners in the Afadjato South District of the Volta Region of Ghana. Since the 1930's, the people of Leklebi have grown a Arabusta Hybrid Variety of Coffee (Coffea Canephora) in altitudes of above 2000 feet. At Kawa Moka, they understand that behind every great cup of coffee, there is a careful planting, harvesting, roasting and brewing process. They are currently working on our organic certification and export primarily B2C to Germany, US, Australia, Canada, South African and France. Their passion is to share that expertise with you, to ensure you drink only the highest quality coffee every time.

**Representative:** Emi-Beth Quantson

**Contact:** [Emi-beth@kawamoko.com](mailto:Emi-beth@kawamoko.com)

**Website:** [www.kawamoka.com](http://www.kawamoka.com) **Instagram:** @kawa\_moka

## COFFEE SPECS

**Species:** Robusta

**Process:** Natural

**Altitude:** 303-830 masl

**Harvest times:** Oct - Feb

**Screen size:** 15+

**Tasting notes:** Chocolatey, notes of hazelnut

**Aroma:** Nutty, Spicy, Cocoa

**Certifications:** In the process of Organic Certification EU/NOP. Audit scheduled for July.



# TERRA NOUN

**Country/ region:** Cameroon, Koundja (Western region).

Terra Noun is a coffee producer cooperative that provides business assistance to small farmers in Cameroon and exports green coffee worldwide.

## COFFEE SPECS

**Species:** Arabica

**Process:** Washed and natural

**Altitude:** 1200 -1500 masl

**Harvest times:** Oct - Dec

**Tasting notes:** Intense aroma, slightly chocolaty, notes of dried fruit. Smooth, balanced acidity.

**Cupping range:** 81 à 84

**Certifications:** Café de Polyculture

**Story:** Terra Noun provides business assistance to small farmers in developing villages in Cameroon. The cooperative was created in 2013 and counts 1.500 farmers. They manage their operations from our office in Paris, France, by connecting international buyers with exceptional coffee growers from Cameroon. The coffee grown in Cameroon was brought there by missionaries in 1913. In the 1980s, when prices fell, coffee plantations were abandoned. The widow of a Spanish planter kept one plantation going, and her coffee plants were used to replant shrubs and boost production. Its name, "Na Madame" is a real grand cru that pays tribute to this widow.

This coffee is produced in a system of agroforestry, in association with fruit trees and aromatic products that provide food security and extra income for coffee growers and their families. It comes from the natural cross-breeding between two varieties of excellent Arabica: the typica and java strains that give sweetness and provide a complexity of aromas to this special coffee. The region can produce up to 200 tons of coffee a year, and 60 tons of specialty coffee.

**Representative:** Soule Fondouo Mforen (Founder)

**Contact:** [hello@terrannoun.org](mailto:hello@terrannoun.org) | +237 699485681

**Instagram:** [@terra\\_noun](https://www.instagram.com/terra_noun)



## KATA MUDUGA MULTIPURPOSE FARMER'S COOPERATIVE UNION

**Country/ region:** Ethiopia, Gera, Goma and Gumay districts (Limu/ Jimma region).

Kata Muduga Multipurpose Farmer's Cooperative Union is Fairtrade-certified coffee producers' union from Ethiopia.

**Story:** Kata Muduga Multipurpose Farmer's Cooperative Union was established in 2016 and gathers around 30.000 small scale coffee farmers from the Jimma region in Ethiopia. The general objective of the union is to represent, reinforce and support individual farmers from across the region. By offering them technical support, its members can produce quality, exportable coffee to increase their farm income and operate competitively on the international market. The union recently won first prize at the Fairtrade Golden Cup coffee quality competition.

**Representative:** Asnakew Nigat

**Contact:** [sasne455@gmail.com](mailto:sasne455@gmail.com)

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

### COFFEE SPECS

**Species:** Arabica heirloom

**Process:** Washed and natural

**Altitude:** 1800-2300 masl

**Harvest times:** Oct - Dec

**Tasting notes:** Sweet, spicy, tropical fruit, cinnamon, ginger honey apricot complex delicate

**Certifications:** Organic EU & NOP standards, Rainforest Alliance, Café Practices and Fairtrade



## YIRGACHEFFE COFFEE FARMERS' COOPERATIVE UNION

**Country/ region:** Ethiopia, Gedeo, Yirgacheffe region.

Yirgacheffe Coffee Farmers Cooperatives Union (YCFCU) is a Fairtrade-certified coffee producers' union from the Gedeo, Yirgacheffe region of Ethiopia.

### COFFEE SPECS

**Species:** Arabica heirloom

**Process:** Fully washed and sun dried

**Altitude:** 1600-2440 masl

**Harvest times:** Sept - Jan

**Tasting notes:** Medium acidity, full body, cocoa, sweet almond and ripe berry flavors

**Certifications:** Organic EU & NOP standards, Rainforest Alliance, BCS and Fairtrade

**Story:** Yirgacheffe Coffee Farmers Cooperatives Union currently represents over 45.000 farmers and was established in June 2002. Its 27 member cooperatives are all located in Gedeo, southern Ethiopia. From the total member cooperatives, 27 of them are Fairtrade-certified. This area is well-known and the Yirgacheffe is world renown for its amazing, complex coffees – some say the best in the world. The 37.810-hectare gardens are dedicated to coffee alone and produce on average 20.000 tons of Yirgacheffe washed and sun dried coffee per year. YCFCU has rigorous operational systems in place on quality control, environmental sustainability and social responsibility – with Fairtrade premiums reinvested into their community of coffee growers.

**Representative:** Erkehun Woldegiyorgis

**Contact:** [erkwgis@yahoo.com](mailto:erkwgis@yahoo.com) | +251 949393939

**Website:** [www.yirgacheffeunion.com](http://www.yirgacheffeunion.com) **Instagram:** [@yirgacheffecoffeeunion](https://www.instagram.com/yirgacheffecoffeeunion)



# CONNECT WITH US

ITC is pleased to enable coffee producers and entrepreneurs to attend World of Coffee 2022 in Milan, 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 Network:**

Giulia Macola

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

---

## **ITC Coffee Guide:**

Sarah Charles

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

---

## **ITC programmes: Alliances for Action | ACP Business-Friendly | Netherland Trust Fund V | Fairtrade Golden Cup Competition:**

Cristina Reni

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

---

## **ITC programmes: Arise, TIP Nepal and PNG UKTP:**

Audrey Gavard-Loncheyz

**Email:** [gavard-loncheyz@intracen.org](mailto:gavard-loncheyz@intracen.org)

