



The Harenna Wild Coffee Producing Communities

The steps toward branding

16 December 2014

Overview: Ethiopia & Coffee



- 26% domestic consumption (2012)
- Coffee accounts for about 30% of export earnings (2012)

Ethiopia:



- The birthplace of coffee [Arabica]
- The word "coffee" is derived from the region called Kafa.
- Long tradition of coffee production dating back to 10th Century
- Accounts for 3% of global coffee production
- 8th largest producer of coffee in the world and 1st top in Africa (with 276,000 tonnes in 2012)

Overview: Current practices in branding coffee

- Ethiopian coffees have been differentiated for export on the basis of *growing regions* and the *distinctive flavors* of the regional coffees.
- Some of the well known regional varieties of Ethiopian coffees:
 - Harar, Sidamo, Yirag Cheffie, Limu, Nekemt, Hareenna Forest
- Ethiopia's coffees drive their flavours from:
 - the soil, climate and the cultivation methods (developed and used by Ethiopian farmers for many generations).
- Due to their distinctive flavors, the coffees of Ethiopia are globally known for their excellence

Overview: Current practices in branding coffee

- The distinctive features were instrumental for established reputation of Ethiopian coffees as some of the **finest coffees** in the world
- The distinctive features further provide Ethiopia with the opportunity to shift its coffees from the **commodity market** into the **specialty coffee market**.
- However, as access to specialty coffee markets requires **branding** and strong **promotional strategies**, the potential for deploying registering and protecting Ethiopian coffees as Geographical indications is thus evident.
- At present, the Government of Ethiopia is pursuing a **collective trademarking and licensing initiative** to brand and distinguish its coffees in the marketplace.

Overview: Current practices in branding coffee

- Accordingly, the Government secured exclusive ownership of three Ethiopian coffee **brands** through registering trademarks in 40 different countries and issuing trademark licenses for more than 100 companies, these include:
 - Yirgacheffe Ethiopian Fine Coffee,
 - Sidamo Ethiopian Fine Coffee and
 - Harrar Ethiopian Fine Coffee
- Presently, there is a plan to secure trade marks for two other regional coffees, such as Nekemt and Limu
- Reasons for not pursuing GI: the following factors were deemed to constrain the necessary supervision, verification and certification for ascertaining geographical origin:
 - the speciality coffee is grown by a substantial number of farmers spread throughout the country, and the difficulty of making oversight of these farmers
 - the difficulty and expensiveness of putting in place a certification system for assuring geographical origin
 - the potential burden on coffee producers of paying surcharges for Government oversight in connection with GI requirements
 - the spread and topography of the GI-eligible region

Overview: Current practices in branding coffee

- The Hareenna Wild Coffee has not yet been considered by the Government for trademarking and licensing.
- However, different entities, including non-governmental organizations (NGOs) provide community level assistance that aimed at branding and labeling coffees from different parts of the Country.
- The case of the Hareenna wild coffee producing community is a good example in this regard.

The Case of Hareenna Wild Coffee Producing Communities in Dello Mena

Efforts in branding the Hareenna Wild Coffee

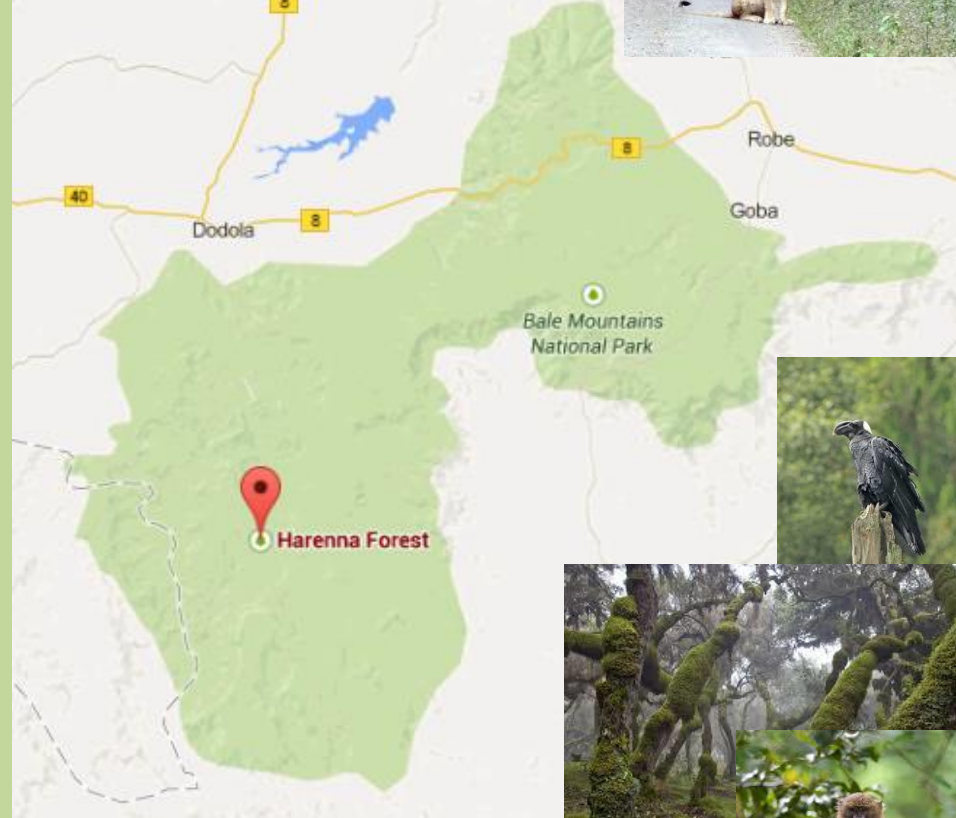
The Place & Origin

- **Hareenna:**

- name of the natural forest located in the Bale Mountains of Ethiopia

- **The Hareenna Forest:**

- second largest and most extensive preserved wild forest
- one of the biggest hotspots rich in ecosystem and biodiversity
- known for a diversity of mammals, birds, amphibians, and a variety of plants and many other species
- The origin of the Hareenna Wild Coffee



The Hareenna Wild Coffee

- The Hareenna wild coffee:
 - grows naturally in the Hareenna forest under the shades of tall trees and between altitudes of 1300 to 1800 meters.
 - has a unique natural quality
 - does not need washing after harvest
 - once harvested, the coffee beans are dried in the sun
 - harvested once a year during the harvest season from Mid September to Early November.
 - harvested using good traditional knowledge

The Communities in Dello Menna Town

- The Harena Wild Coffee producing communities:
 - There are many households and communities producing wild coffee from Harena Forest
 - The communities live in different towns along the Forest
 - Some of the communities live in the Dello Menna town of the Oromia Regional State of Ethiopia, 570 km away from Addis Ababa
 - In **Dello Menna**:
 - there are about 14,000 households of which about 60 - 70% (i.e 8,400 to 9,800 households) produce or harvest wild coffee from the Harena Forest
 - There are about 12 associations of wild coffee harvesting households, but not all households are members of these associations

The Communities in Dello Menna Town

- Some of the organised coffee producing communities (associations) in **Dello Menna** are:
 - the Magnete Coffee Producers' Cooperative
 - the Habubi Coffee Producers' Cooperative, and
 - the Qanqicho Coffee Producers' Cooperative
- The three cooperatives are:
 - legally registered
 - members of the Oromia Coffee Farmers Cooperative Union
 - constitute a total of 143 households together

The Communities in Dello Menna Town

- The three cooperatives provide the following services to their members:
 - represent their members and advocate for the interest of their members
 - interact with local authorities.
 - mobilise farmers or households during coffee harvesting
 - gather and ensure the timely transport for hulling, storage and sell of harvested coffee
 - undertake coffee quality control
 - liaise with the Oromia Coffee Farmers Cooperative Union to ensure the proper handling and export of Harennna wild coffee

The Communities in Dello Menna Town

- The Magnete Coffee Producers' Cooperative
 - Is an association of households that live in the Wabero and Chire Kebele
 - In the Wabero and Chire Kebele , there are about 3,500 households
 - However, Magnete has only about **50** member households
- The Habubi Coffee Producers' Cooperative, and
 - Is an association of households that live in the Erba Kebele
 - In the Erba Kebele , there are about 1,500 households
 - However, Habubi has only about **50** member households
- The Qanqicho Coffee Producers' Cooperative
 - Is an association of households that live in the Burqitu Kebele
 - In the Burqitu Kebele , there are about 950 households
 - However, Qanqicho has only about **43** member households

Role of Wild Coffee in the Community

- The production of wild coffee from Hareenna forest is the main source of *income* for the farmers in the three communities.
- The farmers use this income to cover:
 - ordinary costs of living including paying for food, education materials for their children, health etc.
- Coffee harvesting is not the only economic activity. Many households also produce sesame, keep cattle, goats and honey bees as part of support for living.

Production of Wild Coffee in Dello Menna

- Harena is an extensive natural forest area, the potential for producing wild coffee is vast.
- From communities in **Dello Menna** alone, about **3,500** tonnes of Harena wild coffee is **legally** produced **per year** and supplied to the Ethiopian Commodity Exchange through the Oromia Farmers Cooperative Union
- The households or communities in Dello Menna harvest wild coffee from **5000 hectares** of land
- However, current level of wild coffee production or harvest by member households of the **three associations** at stake (Magnetete, Habubi and Qanqicho) is very limited amounting only about **95 tonnes per year**.
- Whereas, the households in the three Kebeles where members of these associations are located produce a total of about **1000 tonnes of wild coffee per year**, including those from members of the three associations.

Production of Wild Coffee in Dello Menna

- Wild coffee production by:
 - Magnete Coffee producers' Cooperative: **30 tonnes per year**.
 - However, the communities in Wabero and Chire Kebele produce about **300 tonnes** per year including that of the Magnete households
 - Habubi Coffee Producers' Cooperative: **40 tonnes per year** of which **30 tonnes** is export quality standard production.
 - The communities in the Erba Kebele produce **400 tonnes per year** including that of the Habubi member households
 - Qanqicho Coffee Producers' Cooperative: **about 25 tonnes per year**.
 - The communities in Burqitu Kebele produce about **300 tonnes** of wild coffee per year including that produced by the member households of Qanticho

Export of Wild Coffee by Magnete, Habubi and Qanqicho

- Member households or communities of Magnete and Habubi associations have been supplying Harennna wild coffee for **export** through the Oromia Farmers Cooperative Union.

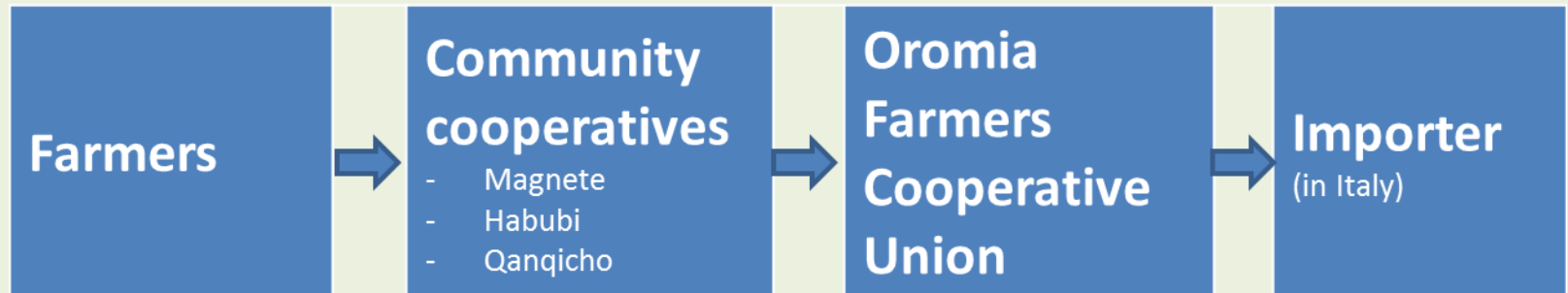
Export of Wild Coffee by the three communities in Dello Manna (in tonnes)			
Association	2004 EC*	2005 EC*	2006 EC*
Magnete	5	12	7.5
Habubi	0	0	7.5
Qanqicho	0	0	0

*EC refers to Ethiopian Calender year

- Italy has been the only most important market for Harennna Wild Coffee produced by member households of the associations.

How do the communities supply wild coffee?

- Presently, the distribution channel of Hareenna wild coffee from the associations of the three communities at stake is more direct:



Promotion of Hareenna Wild Coffee

- Unlike the other coffees, Hareenna wild coffee is not properly recognised both within Ethiopia and globally as a unique wild coffee.
- Current efforts at promoting Hareenna coffee both domestically and internationally are apparently absent, with the exception of individual attempts by a few NGOs and such as the Slow Food Foundations
- There is a lot of work to be done in the area of promoting Hareenna coffee through:
 - advertising
 - establishing brand
 - creating public awareness and expanded market linkages

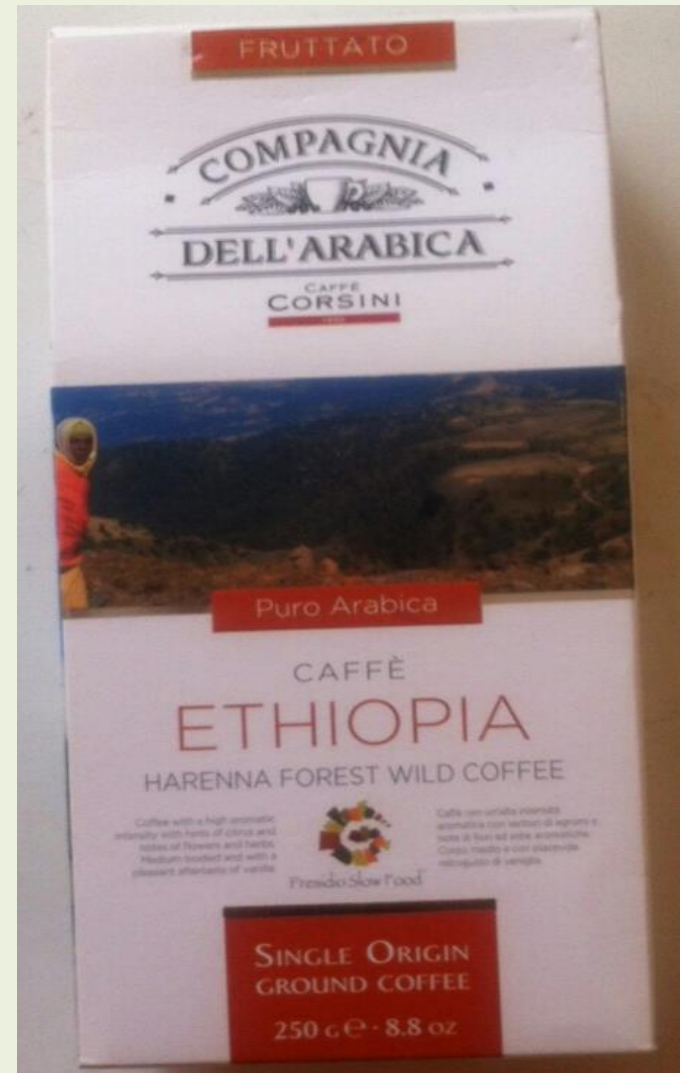
Branding, Certification and Traceability

Despite the natural quality of the Hareenna Wild Coffee:

- There has not been any standard national level branding, certification and protection of the Hareenna wild coffee:
 - Quality
 - Specialty coffee
 - Origin of production
- Traceability of Hareenna coffee is thus difficult
- Risk of misappropriation and adulteration is high
- Communities do not receive price premium, which otherwise would have been possible through branding and certification

Efforts in branding Hareenna Wild Coffee

- Organizing farmers into cooperatives (establish the production rules, work better and check the product quality)
- Improving crop quality
- Reducing intermediaries
- Bringing producers closer to consumers (roasters)



Efforts in branding Harenna Wild Coffee

- Creation of a roasted coffee packaging (with a narrative label clearly showing production area, the producers' name and the processing technique)
- Promotion: participation in international events



Efforts in branding Hareenna Wild Coffee

- UNCTAD's involvement
 - Awareness creation workshop on geographical indications
 - Production quality management training
 - Support in acquiring harvesting materials (Jute sacs, drying bed)
 - Developing GIs specification

Thank you!