



# The Harennna Wild Coffee Producing Communities

*Success, challenges, opportunities &  
technical assistance needs*

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24 October 2014

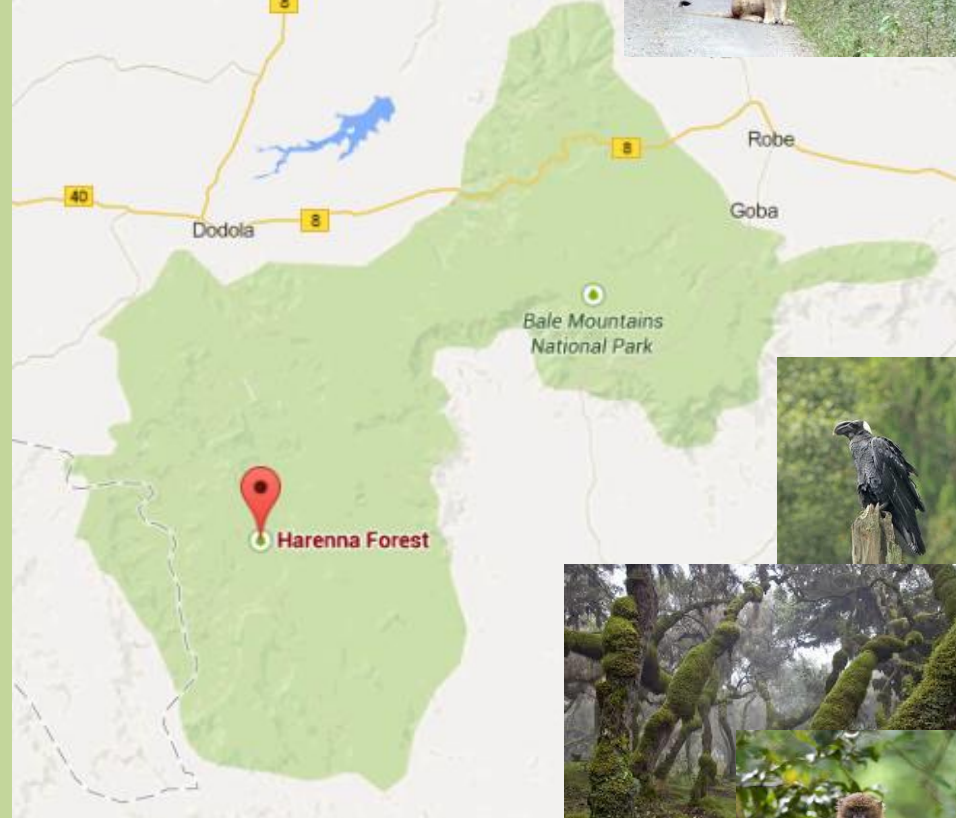
# The Place & Origin

- **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 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
  - 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

# 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.

# 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.

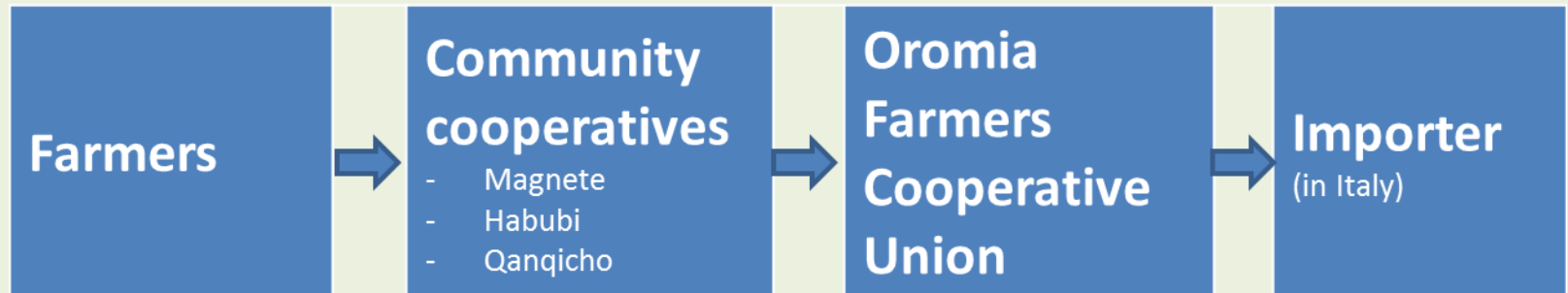
Export of Wild Coffee by the three communities in Dello Manna (in tonnes )			
Association	2004 EC*	2005 EC*	2006 EC*
<b>Magnete</b>	5	12	7.5
<b>Habubi</b>	0	0	7.5
<b>Qanqicho</b>	0	0	0

\*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:



# Major Challenges and Constraints

The communities face the following challenges and constraints:

- Very limited and far located storage facilities
- Inadequate materials such as drying bed and jute bags
- Lack of access to finance (credit)
- Lack of own vehicles for transportation of the harvested coffee
- Limited supply of export standard quality coffee.
- Limited export market, only Italy
- Seasonality of access to coffee beans' hulling machine and limited capacity to acquire such machine
- Limited coffee cleaning facilities

# Major Challenges and Constraints

- Absence of good roads and limited communication facilities
- Lack of access to information and absence of market information
- Lack awareness on export standard requirements, branding, quality certification and protection of the unique wild coffee
- Limited confidence of farmers in operating wild coffee production
- Negligence on coffee harvesting and drying processes

# Major Challenges and Constraints

- Limited technical capacity of farmers in harvesting, drying and storing coffee
- Adulteration and sale of Hareenna coffee with other coffees by other entities
- Risk of aflatoxin due to difficulties in access to storage
- Remoteness from markets and lack of access to credit undermine competitiveness of the communities

# Promotion of Hareenna Wild Coffee

- Hareenna wild coffee is not properly recognised within Ethiopia as a unique wild coffee, not just internationally
- Current efforts at promoting Hareenna coffee both domestically and internationally are apparently absent, with the exception of previous attempts by Slow Food
- 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 branding, certification and protection of the Hareenna wild coffee:
  - Quality (such as organic)
  - Specialty coffee (natural wild coffee, etc)
  - Origin of production (geographical indication)
- 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

# Strength and opportunities

There are a number of strengths related to harvesting and marketing Hareenna wild coffee that the communities can exploit:

- Natural quality and ingredient of wild coffee
- Good traditional knowledge
- Biggest hotspots rich in ecosystem and biodiversity
- Organised forest preservation efforts

# Strength and opportunities

The Opportunities for expanding Hareenna wild coffee production and export:

- Increasing world preference and demand for wild sundried coffee
- Potential for market expansion through branding and certifying the Hareenna wild coffee

# Technical Assistance Needs

Given the challenges and constraints the communities face, and the opportunities and potential for developing the Hareenna Wild Coffee business, the communities require technical assistance in the following areas:

- Additional skills enhancing training for the farmers and field experts of the three communities in harvesting, drying and storing wild coffee, including experience sharing for the farmers as to how coffee quality is managed
- Provision of material support (such as coffee drying suspension net or bed, jute bags)
- Assistance for establishing storage facilities at more convenient locations for each community

# Technical Assistance Needs

- Acquisition of coffee hulling machine
- Devising ways to facilitate access to finance for the farmers in the community
- Support for acquiring own transport vehicles by the communities
- Improving road transport and communication infrastructure
- Local and international promotion for Hareenna coffee to enhance public awareness

# Technical Assistance Needs

- Expanding market and/or creating new market linkages for Hareenna coffee producing communities
- Support for branding Hareenna coffee and development of the Hareenna specialty wild coffee
- Support for certification and protection of the quality and origin of Hareenna wild coffee to enhance its market acceptability and traceability while guaranteeing premium price.
- Improving the capacity of the cooperatives

# Assistance Received from Slow Food

The Hareenna Wild Coffee harvesting communities have so far received assistance from Slow Food Foundation in the form of:

- training aimed at improving harvesting and initial processing techniques
- suspension nets for drying coffee
- promotion of Hareenna wild coffee on local and international markets
- new commercial outlets to the three associations
- Hareenna Forest Wild Coffee authorised for the Slow Food Presidia logo

# Sustainability of Harena Wild Coffee Business

- The natural gifts of the Harena forest area, such as the topography, the wetness of the region throughout the year, the ecology and biodiversity, do favour sustainable production of wild coffee.
- However, sustainable production and supply to markets of Harena wild coffee can be guaranteed if the challenges and constraints mentioned above can be addressed sufficiently.



**Thank you!**