United Nations Conference on Trade and Development

National Workshop on

Fostering Integration of the Ethiopian Roasted Coffee Value Chain into Regional Value Chains

11 March 2021, Addis Ababa, Ethiopia

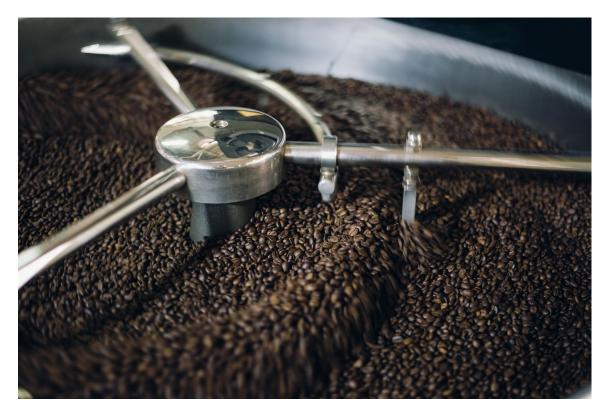
Promoting Excellence in African Industry

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The views expressed are those of the author and do not necessarily reflect the views of UNCTAD.





Promoting Excellence in African Industry

Fostering Integration of the Ethiopian Roasted Coffee Value Chain 2021

Who are we?

- PMIA is a Dublin-based social enterprise with charity status in Ireland
- We believe the fastest way to break
 African poverty cycles is to create
 decent African jobs for African people
- We work hand in hand with African SMEs to help them export – when they grow, they hire
- We work in trade-not-aid
- Our team is a mix of senior African scholars and commercial procurement specialists





Some stats on PMIA

- Established in February 2008
- Over 700 producers on our books mainly from East and Southern African countries;
- Working actively in 9 countries: Ethiopia, Uganda, Kenya, Tanzania, Zambia, Madagascar, Mauritius, Eswatini, Ghana
- Supported partners to deliver over €1m export sales p.a.
- Education programme since 2015 to push business in Africa onto university business curriculum
- Engaged almost 20,000 students and 65 lecturers across 16 universities on the Island of Ireland



PMIA Sourcing Criteria

1. African made

 At least 65% of the product value must be generated on the continent

2. Ready to retail

 No green bean – dried, roasted, finished, branded, ready

3. High quality

Of importable standard to the EU and US markets

4. Positive social impact impact

Assessed by PMIA to international standards



What Buyers Want

1. The Basics

 Speed to market, capacity, quality, standards, market access

2. Transparency

 Bean to cup traceability, connection to producers, single origin

3. Positive Impact

 Social benefit, upskilled workers, lower environmental impact, open and happy workplaces

4. A Marketable Story



What Ethiopia Offers

1. The Basics

- Speed to market to Europe and ME and tariff free trade
- Abundance of product
- High Quality Arabica

2. Transparency

 A connection directly to farmers with the rule change on auction houses

3. Positive Impact

- Job creation in roasting industry and upskilling beyond agriculture
- Low environmental impact with traditional farming methods
- Empowered workers

4. The origin story of coffee

- Ethiopia is the birthplace of the bean!
- The beauty of the coffee ritual!



The Challenges

1. Roasted at Source

- Ethiopia's target export markets are premium drinkers
- Fresh roast is desired
- Marketing is important roasted at source brings benefits beyond the superficial

2. Logistics

- Expensive
- Air freight can damage the bean quality

3. Packaging

- Access to new materials recyclable, biodegradable
- Choice and cost







ProudlyMadeinAfrica.org



THANK YOU!

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