



# 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 10<sup>th</sup> Century
- Accounts for 3% of global coffee production
- 8<sup>th</sup> largest producer of coffee in the world and 1<sup>st</sup> 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*

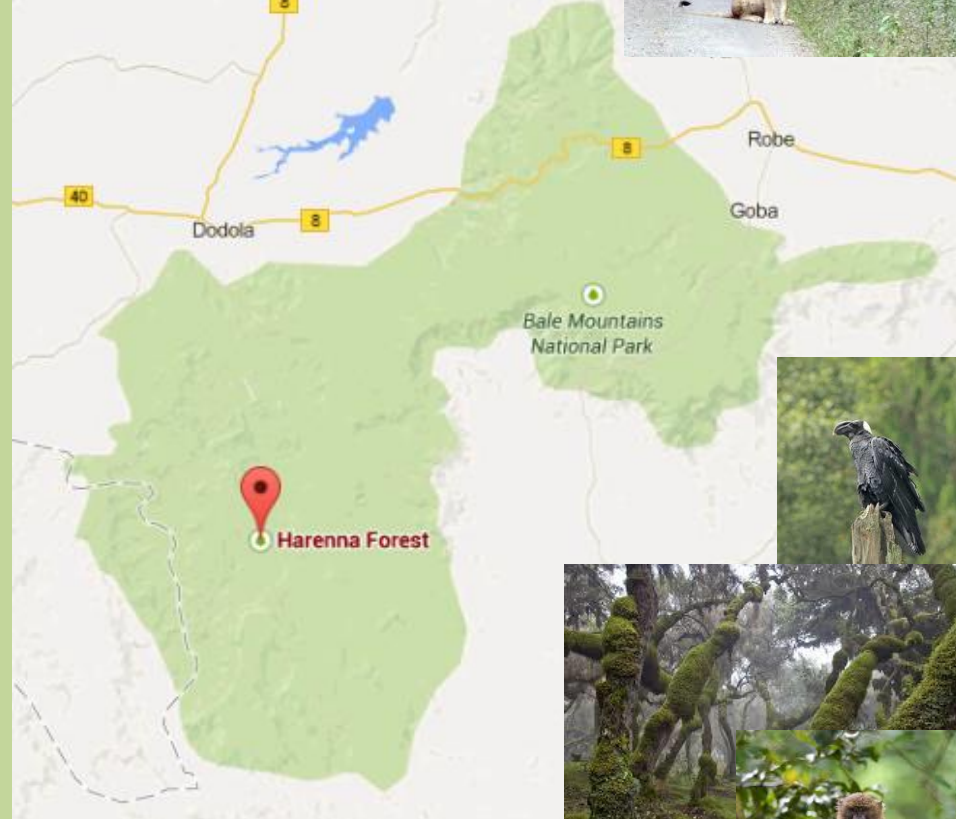
# The Place & Origin

- **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.

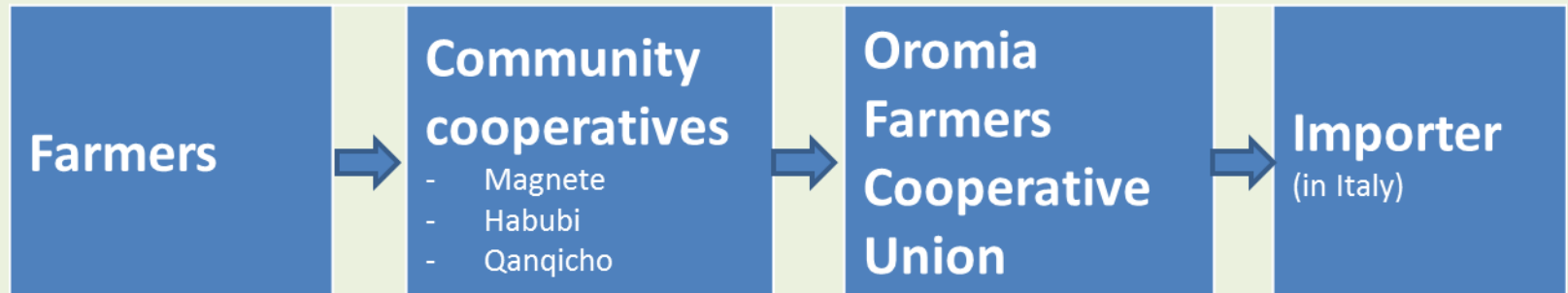
Export of Wild Coffee by the three communities in Dello Manna (in tonnes )			
Association	2004 EC*	2005 EC*	2006 EC*
<b>Magnete</b>	5	12	7.5
<b>Habubi</b>	0	0	7.5
<b>Qanqicho</b>	0	0	0

\*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:



# 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

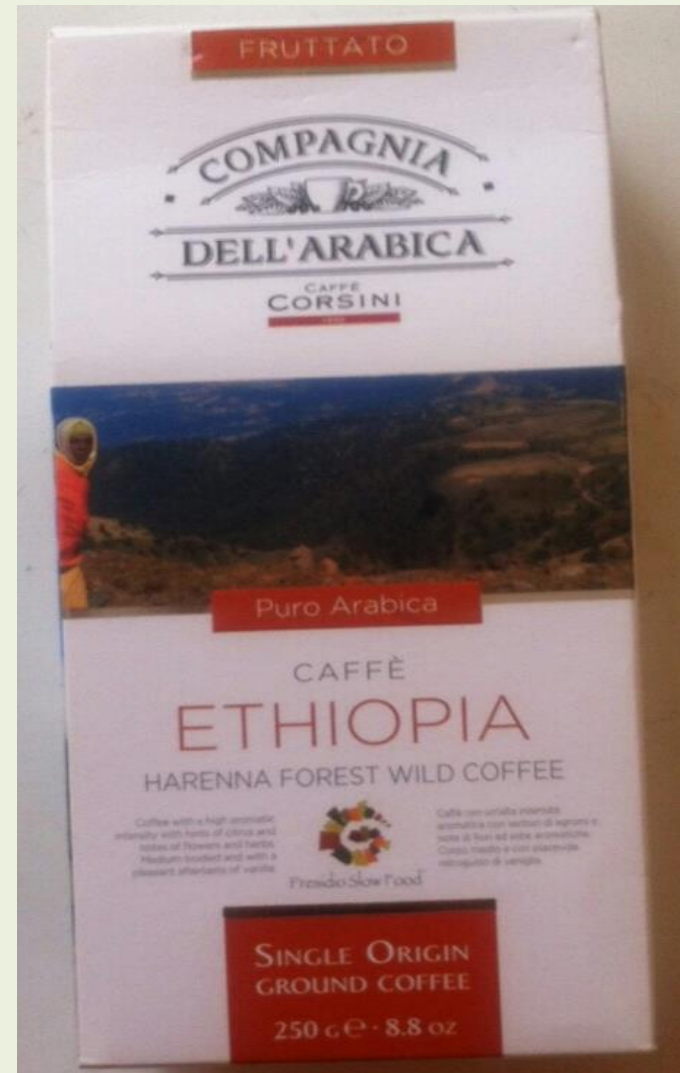
# Branding, Certification and Traceability

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!**