



## **Press Release: Tailoring Coffee Quality to Global Market Demands**

JICA and National Agricultural Export Development Board (NAEB) are organizing a one-day seminar on current challenges and possible opportunities in Rwandan coffee value chain. It is an occasion to explore ways of keeping consistency in regards to quality of Rwanda Coffee. The Seminar will be held this **Wednesday, 24<sup>th</sup> April 2019** at Ubumwe Grande Hotel, Kigali from 9AM with following items on their agenda:

- The current needs of the global market and their criteria towards quality
- The latest research results on counter-measures for Potato Taste Defect (PTD) and leading to the improvement.

In addition to the above-mentioned topics, speakers in the seminar will put an emphasis on the importance of developing specialty coffee in Rwanda. Specialty coffee is much more attractive to the global market and has a potential to broaden the exported coffee to the global market. It will also be a time for stakeholders in the whole value chain to understand market demands and dynamics to maintain a high reputational coffee.

According to the ICO (International Coffee Organization), working on current challenges found in the coffee sector value chain, could also unlock an increase in coffee production by an additional 4 to 6.5 million bags. That is equivalent to an extra 30 billion cups of coffee per year. **This would result in predicted increase in consumption of another 40 to 50 million bags (60kg each) by 2030.** The coffee sector can make an important contribution to achieving the United Nations Sustainable Development Goals (SDGs) aimed at improving the livelihoods of people with low incomes in many tropical low-income countries.

JICA in collaboration with NAEB are implementing a three-year “Project for strengthening coffee value chain in Rwanda (Coffee Upgrade & Promotion in Rwanda; CUP Rwanda). Under this project, Mr. Jose Kawashima, who is known worldwide as a “coffee hunter” due to his 40 years of experience in coffee farm management, has been giving guidance and advice to the project. Mr. Kawashima is also known for his expertise in handling top-ranked high quality coffee from around the world as an importer & roaster. He has provided guidance on quality improvement and yield increase at two pilot cooperatives in the Western Province (KOPAKAKI Dutegure & KOTEMUKAMA).

### **For More Information, Please Contact:**

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