



## Press Release: A Seminar for ““Colombia Coffee Sector Organization: Lessons and Suggestions for an Efficient Coffee Value Chain in Rwanda “

Japan International Cooperation Agency (JICA) and National Agricultural Export Development Board (NAEB) are organizing a half-day seminar on creating more efficient coffee value chain in Rwanda using lessons learned during a mission to Colombia. This seminar will be conducted by a JICA sponsored project named “Coffee Upgrade Project (CUP)” whose members were trained the world's third largest coffee producing country (Colombia). The knowledge and experience they gained are instrumental to the development of coffee sector in Rwanda to ensuring quality and access to the markets by coffee farmers. The Seminar will be held this **Friday, 29<sup>th</sup> November 2019 at Marriott Hotel, Kigali from 9 a.m.** with following items on their agenda:

- Report and learning from CUP Rwanda and partners who attended the study tour and training in Colombia
- How to apply best practices of the Colombian model to Rwanda Coffee Cooperatives

CUP Rwanda and NAEB have dispatched a mission to Colombia for a study tour and training from 15<sup>th</sup> to 24<sup>th</sup> November. Apart from being the world's third largest coffee producing country, Colombia is a high-quality specialty coffee supplier, and has many similarities with Rwanda in terms of geography, climate, etc. The soil is mainly volcanic like Rwanda. In addition, 95% of coffee farmers are small farm holders owning two hectares in average. However, average yield per tree in Colombia is more than 4Kg compared to 2.8kg in Rwanda. The country is also known for its efficient value chain by a well-managed cooperatives' organization called FNC (Federacion Nacional de Cafeteros de Colombia). Coffee stakeholders in Rwanda can learn much about farm management, processing, traceability, quality management, and marketing from Colombia. Under the guidance of FNC and Mr. José Y. Kawashima (for details, see below), they visited Colombian farms and exporters and learned many aspects that have an impact on the building of an efficient coffee value chain.

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. José Y. 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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