

# For a better coffee world

Coffee Breakfast, Uganda Coffee Trade Federation  
Kampala – May 5, 2010  
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## Content of presentation

1. Coffee context – Setting the scene
2. The 4C Association – Offering solutions
3. Successes so far – Growing fast
4. Learnings, challenges & opportunities –  
Moving forward in Uganda and internationally

## Business Unusual Factors

- Challenges from climate change and environment
- Unattractive business model for producers
- Fragmented supply chains, lack of producer organizations
- Structural deficiencies of capacity building for producers
- Higher expectations on responsibility from consumers & customers
- Governments' regulatory direction towards environmental, social and economic standards
- Increasing proliferation of standards and requirements: cost burden esp. for producers, access for small scale farmers
- Coffee production process as important as the product itself

 Individual business action insufficient  
Increased need for multi-stakeholder approach  
Including Industry

## For a better coffee world – the 4C Association

### Our Mission

... an inclusive membership driven organization of coffee farmers, trade & industry and civil society. Members work jointly towards improving economic, social & environmental conditions through more sustainable and transparent practices for all who make a living in the coffee sector.

### Our Vision

... to be recognized by the coffee sector as the first step towards a more sustainable and transparent worldwide coffee community.

## What are the 4 C's we offer?

### Common

- Getting Farmers, Trade, Industry and NGOs on same side
- Including environmental, social & economic aspects in quality

### Code

- Offering a Baseline Code with a Verification System at no cost
- Providing access to sustainability practices for all coffee farmers, especially smallholders

### Coffee

- Addressing all types of coffee producers & consumers
- Aiming at ambitious target for the entire production, not niche

### Community

- Partnering with support network to enable continuous improvement
- Engaging the entire coffee sector in working towards sustainability
- Communicating about membership & commitment, no label

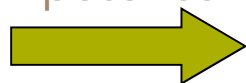
## Reason of being

Various  
(international) standards

Mainstream market



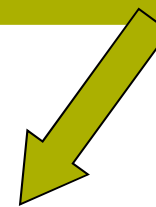
4C  
Competence



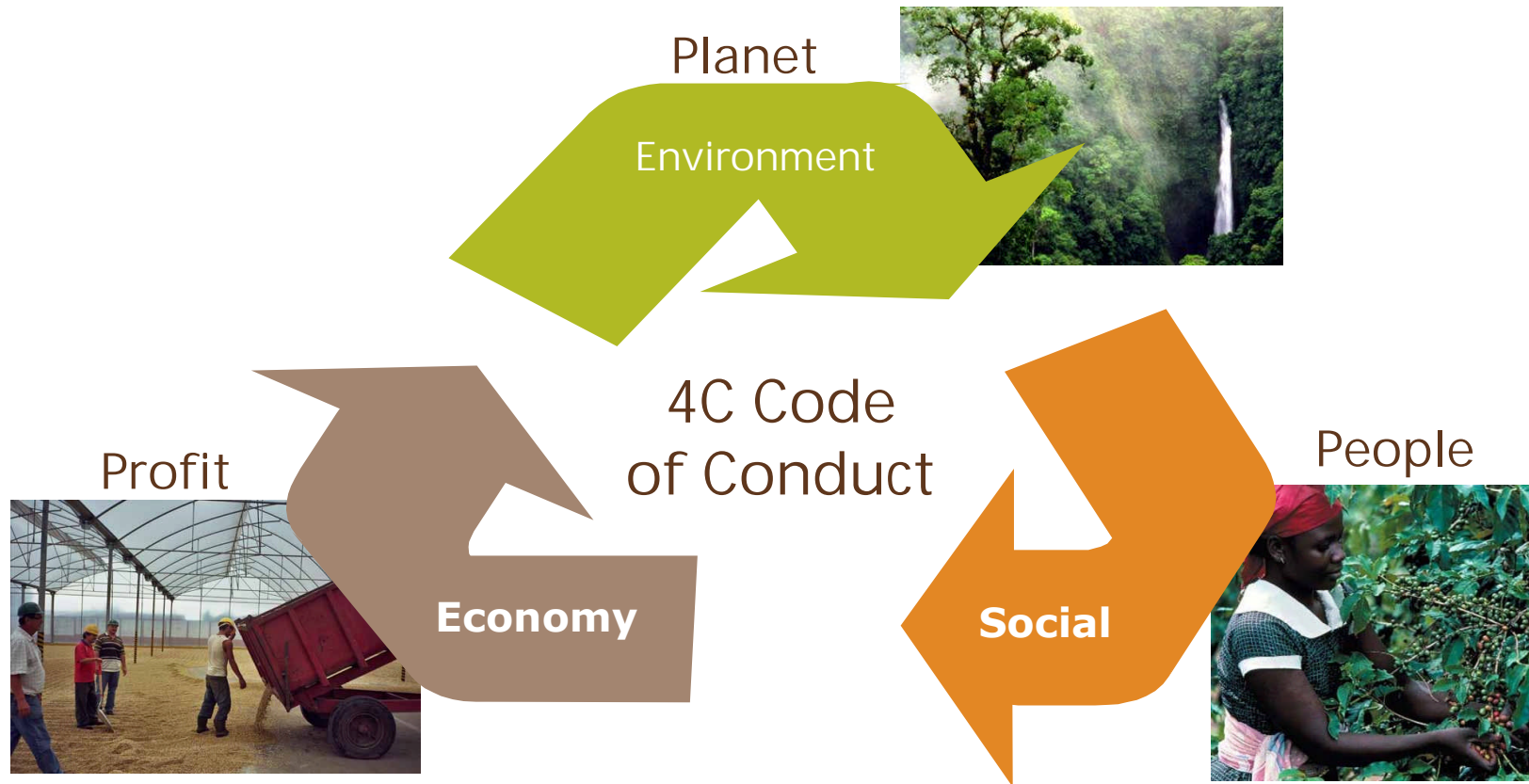
Sustainability- **Baseline**

as driving force for the entire coffee sector

→ Benchmarking with existing schemes against 4C

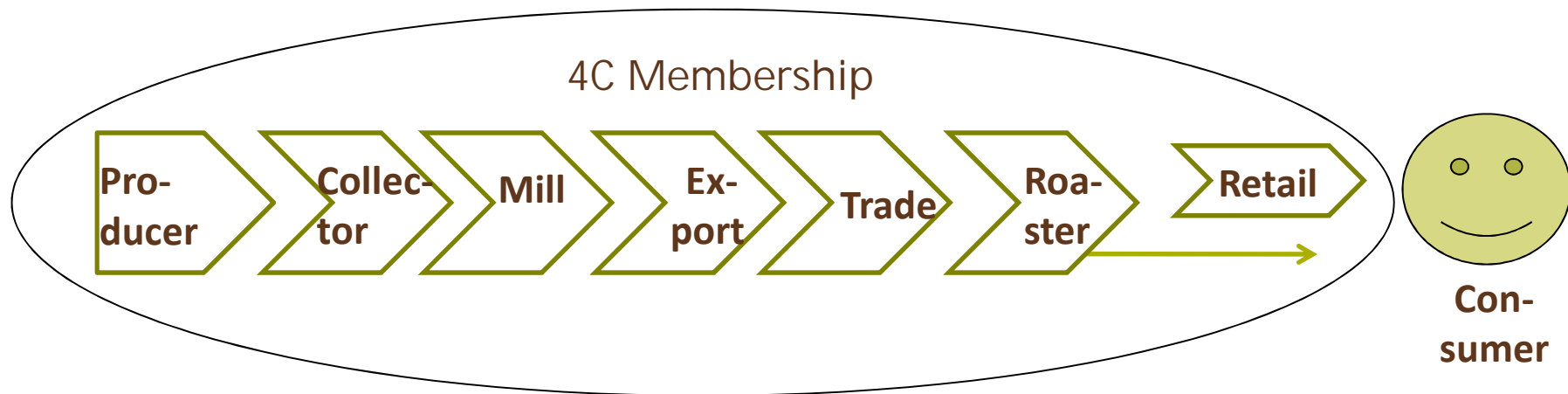


## Sustainability starts with the producer ...

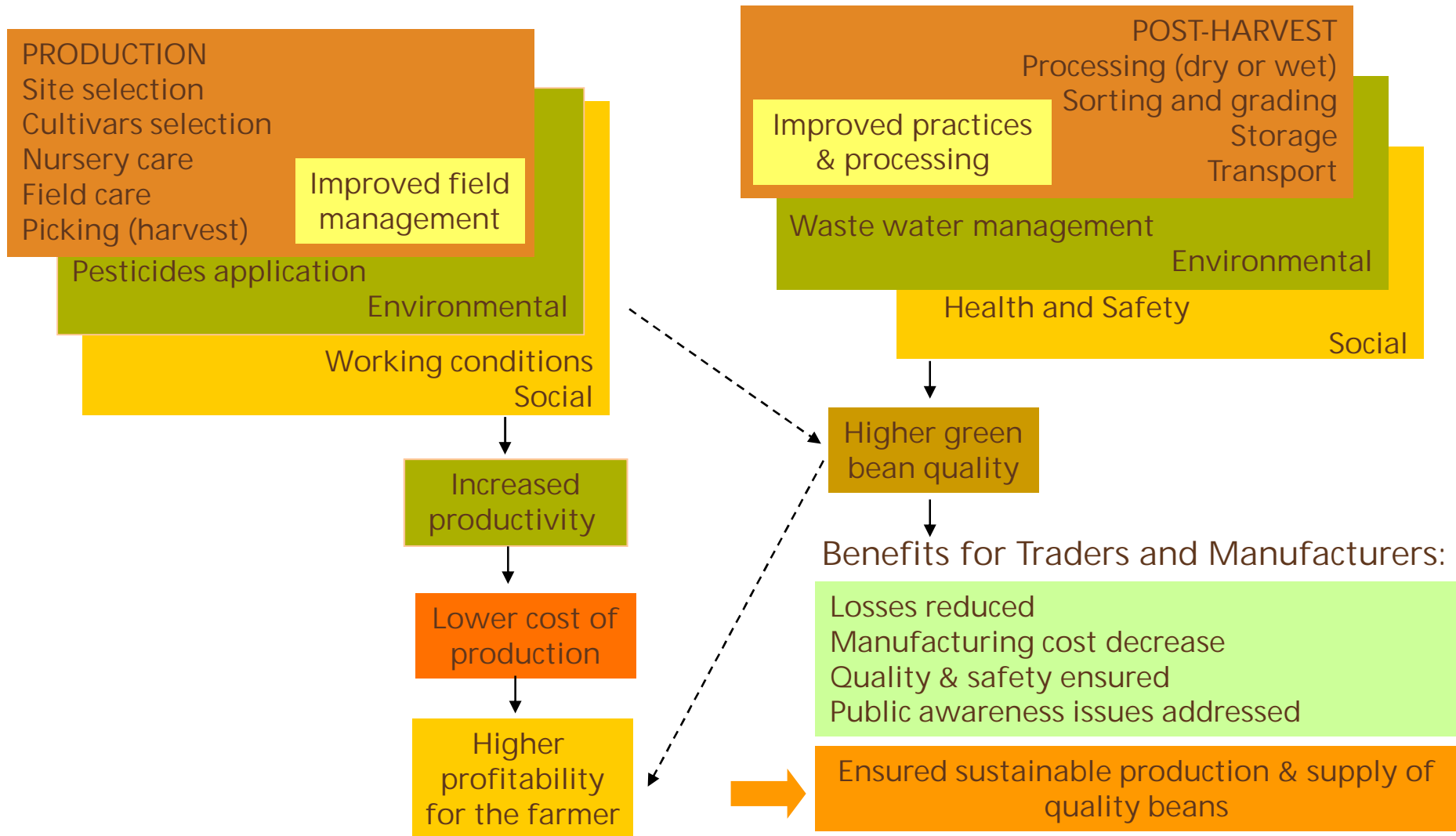


## ... and continues with sustainable supply chains

- Working with business-to-business concept for production, processing & trading of green coffee
- Investing in sustainable practices to ensure future supply & consistent qualities
- Providing mainstream consumers with a no-worry product



## How 4C benefits the chain...



## What does 4C Association offer to Ugandan coffee stakeholders?

- Voluntary 4C Code of Conduct as tool for sustainable development in economic, social and environmental aspects for the benefit of coffee farmers, workers, local communities, supply chain, industries and consumers
- Baseline concept based on GAP with free verification to enhance market access also for small scale farmers
- 4C Support Services with access to knowledge, training, tools to enable “continuous improvement”
- Globally accepted platform as road towards sustainability and “enabler” of development and cooperation

## What does 4C Association offer to Ugandan coffee stakeholders? Cont.

- Benchmarking against national or international standards = reduce burden of multi-certification, assure support for uncertified farmers, embrace national / company standards
- Organization of farmers enhancing market access and community development
- 4C producer members from Brazil, Colombia, Central America and Vietnam already use 4C's framework as guidance for sustainable development
- Participate and have a say as member of 4C Association

What has been achieved in two years of operation?

As of April 2010

Facts: 133 Members

Associate Members



As of  
May 2010

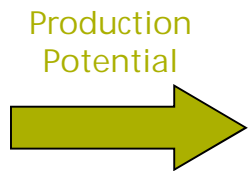
## Facts: Members in Uganda

- Busaanyi Farm
- Bukonzo Joint Cooperative
- Nsangi Coffee Farmers Association
- National Union of Coffee Agribusinesses and Farm Enterprises (NUCAFE) 
- Eastern African Fine Coffees Association, (EAFCA) 
- Café Africa (through Café Africa Switzerland) 
- Ibero Uganda (through Bernhard Rothfos for Neumann Kaffee Gruppe) 
- Kampala Domestic Store Ltd. 
- Kawacom (U) Ltd (through ECOM Agroindustrial Corporation) 
- Ugacof (through Sucafina) 
- Olam Uganda (through Olam International) 
- Kyagalanyi Coffee Limited (through VOLCAFE / ED&FMAN Group) 
- Oxfam Novib on behalf of Oxfam International 
- Robert Waggwa Nsibirwa (individual member)

As of  
March 2010

## Facts: Verification - international

- Over 90 registered 4C Units in 22 countries
- Thereof:  
67 licensed 4C Units  
(4 under RA Benchmarking)
- 77,344 BP's incl. Producers
- 239,629 Workers
- 542,555 Hectars



~ 11,2 Mio. Bags of  
4C Compliant Coffee

≈ 9% of the  
global coffee  
production

As of  
March 2010

## Facts: Verification - Africa

- Several 4C Units in preparation in Eastern and West Africa
- 9 licensed 4C Units: Uganda, Kenya, Ethiopia, Tanzania, Rwanda
- 10,612 BP's incl. Producers
- 45,106 Workers
- 15,354 Hectars



Production  
Potential

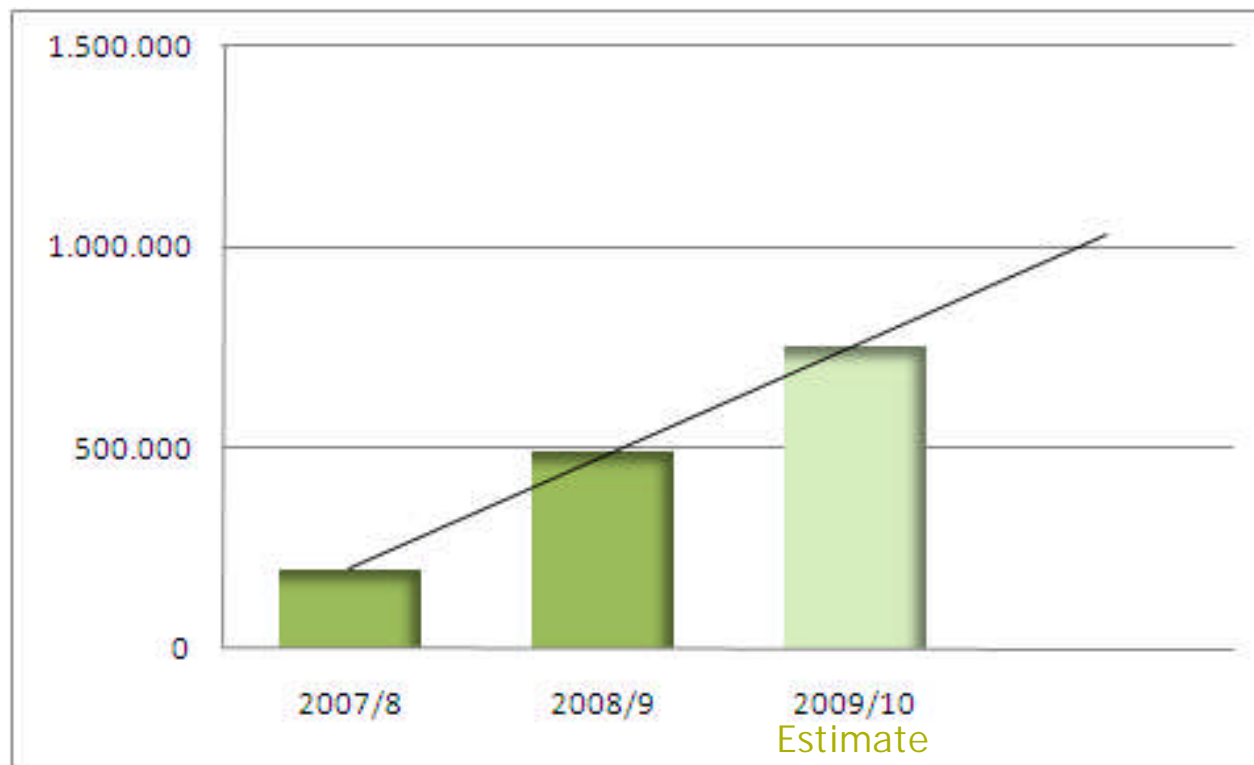


~ 155,395 Bags of  
4C Compliant Coffee  
from Eastern Africa

As of  
Dec 2009

## Facts: Commercial Reporting 2008/9

- Start from low level, only 2<sup>nd</sup> operational year
- Increase of 150% of volumes purchased
- Increase from 10 to 23 industry members



## Facts: Support Services

- More than 500 Multipliers trained worldwide via trainers, partners & 4C Units
- Tool library being completed – access for 4C Members
- In-Kind Support: Trainings delivered and tools developed
- Sustainability workshops and fora for exchange and collaboration
- Partnerships and Projects with relevant organisations
- Global platform for local cooperation



Access to know-how, tools, trainings for coffee producers



## Facts: Support Services EAST AFRICA

**4C Office EA in Kampala, Uganda  
since 2008 - selection:**

**Training of Trainer workshops in collaboration with EAFCA & partners  
in Uganda, Kenya, Tanzania, Ethiopia, Rwanda, Malawi:  
~ 200 trained multipliers**

**1st 4C regional Refresher training workshop with African „4C Champions“  
during EAFCA Conference in Kigali, Rwanda**

**New training module on *training skills* applied in TOT in Uganda**

Tools such as **Traceability tool for wetmills**, (Rwacof, Rwanda)

**Organizational development** for small holder groups, (Tchibo, Tanzania)

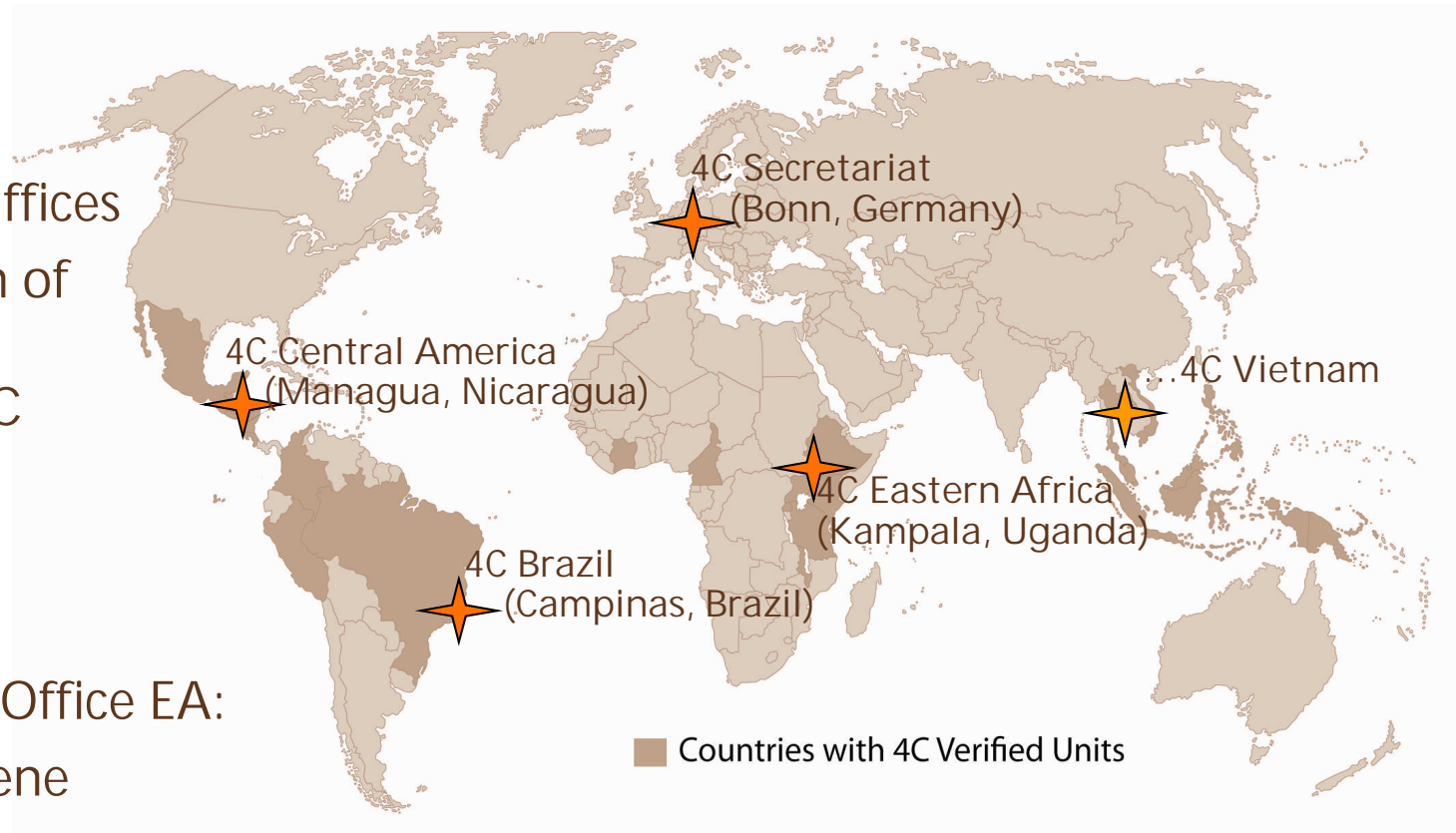
**Trainings on climate change related GAP** in Uganda (4C Unit Kyagalanyi)  
and on **adaption strategies & voluntary climate module for 4C** in Kenya  
(Project with Ecom and gtz + WB + 4C)



As of  
May 2010

## Facts: 4C Secretariat

- Global team
- 4 Regional Offices
- Coordination of activities and services of 4C worldwide



- Regional 4C Office EA:  
George Watene

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## Learnings from Uganda and East Africa

- Good start due to members' commitment, the strategic partnership with EAFCA and first regional 4C Office in Eastern Africa
- Increasing interest and appreciation of the 4C concept as first step towards sustainability in coffee
- Trade + donors are pushing factors; first 4C Units at exporters' level
- Huge training needs, mainly unorganized smallholders
- Tendency: further basic trainings, advanced modules for specific aspects incl organizational development of groups
- Successful 1st regional Refresher Training Workshop in East Africa



Successful first steps in the region: increasing demand, coordination of efforts and further support are crucial

## Challenges & opportunities in Uganda & EA

### Need for

- Productivity increase, quality improvements, organization of smallholders, access to finance, strategies for climate change ...
- Effective capacity building structures
- Further awareness building about sustainability (confusion about different schemes&markets)
- Closer cooperation with other standard initiatives

### Opportunities:

- More 4C Members and 4C Units
- Cooperation with more TA providers/ projects on the ground
- Coordination and systematic technical exchange – national forum?
- Improvement of structures and coffee policies at national level

## Outlook – Moving forward

- **D**rive **D**emand for 4C compliant coffee
  - Commitment to increasing volumes
- **D**eploy partnerships
  - Partner with organizations worldwide to use synergies
- **D**ecentralize services
  - Strengthen Support Services/ local cooperation
- **D**evelop Benchmarking & cooperation
  - Provide market access focussing on uncertified producers



# Webale nyo – Thank you for your attention!

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