‘COFFEE IS COOL’
ABOUT AFCA

FOUNDED IN 2000, AFCA IS NON-PROFIT, NON-POLITICAL MEMBER DRIVEN ORGANIZATION REPRESENTING 11 COFFEE GROWING COUNTRIES IN THE REGION

VISION

Sustainable businesses for happy coffee family

MISSION

To grow the African Coffee industry for the benefit of all

5 YEAR GOAL

Sustainable Resurgence of the African coffee industry

STRATEGIC OBJECTIVES

CAPACITY BUILDING

MARKET LINKAGES

COUNTRY CHAPTERS

BRAND BUILDING

SECRETARIAT DEVELOPMENT
From an old mens’ hobby

TRAINING
men

WORK
Woman

INCOME
men

PROPERTY
men
From an old men's hobby

towards a profitable family business
African Coffee for the benefit of All

**Quality**
- Increase of quality: +10-45%

**Human Capital**
- Shared control over coffee money
- Land for women
- Decreased domestic violence
- Shared decision making
- Children going to school

**Quantity & Income**
- Improve production: +30%
- Improve income: +44%

**Environment**
- Fertile soil
- Nursery
- Increased food security

**A balanced family farm**
- Improved livelihoods
TIME FOR JOINT ACTION!
Objective

FOR AFRICAN COFFEES TO HAVE INCREASED MARKET SHARES, PREDOMINANTLY GOOD QUALITY AND PROMOTE HAPPY & SUSTAINABLE COFFEE FARMING FAMILIES
Coffee Farming Families Enterprise Engagement

1. CAPACITY DEVELOPMENT
   - Training for the whole family on good agricultural practices
   - Training on shared planning and shared decision making

2. MARKET LINKAGE
   - Price transparency
   - Access to the market for all

3. ADVOCACY

4. INSTITUTION BUILDING
The Future….

“SUSTAINABLE RESURGENCE OF THE AFRICAN COFFEE INDUSTRY”
Become a partner?

We are currently looking for additional partners to join us in this ambitious programme.

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Save The Date

14th African Fine Coffee Conference & Exhibition

Date: 3rd - 5th February 2016,
Sea Cliff Resort & Spa, Zanzibar

Theme:-
“RESEARCH & INNOVATION”

Event Hashtag - #afcazanzibar2016
www.africanfinecoffees.org