



Uganda Coffee  
Development Authority

# COFFEE NEWS

Your quarterly publication highlighting the activities in the Uganda Coffee Sector

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## UCDA partners with Anglican, Catholic Churches to promote coffee-growing



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UCDA, British High Commission hold talks to promote processed coffee exports to UK

UCDA Coffee Lab to Upgrade to ISO/IEC 17025:2017 Accreditation



# UGANDA RECORDS HIGHEST AMOUNT OF COFFEE EVER EXPORTED IN A SINGLE MONTH

Monthly Coffee Exports for March

**572,839 60-kilo bags**

Value

**US\$ 53.52M**

Average weighted price

**US\$ 1.56**



Uganda Coffee  
Development Authority

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# FOREWORD

**U**ganda exported a total of 572,839 60 kilo bags in March, valued at US\$ 53.52 million. It is the highest amount of coffee Uganda has exported in a single month.

The new national record confirms that Uganda's upward trend of monthly coffee exports surpassing the 500,000 bag mark in the recent past is not a one-off.

It is an affirmation of the effort of various stakeholders in the coffee value chain. I want to acknowledge and thank all the players and smallholder farmers who constitute over 80% of coffee producers in the country for the tremendous effort put into the coffee enterprise.

At UCDA, we are working towards ensuring that growth in production and export volumes are in tandem with improved coffee quality. It will ensure that farmers earn a premium price from coffee, increase household incomes and lead to household transformation.

In February, we held a stakeholder's meeting with coffee traders and exporters in Kasese to explore ways of improving the coffee quality in the Rwenzori region. We developed resolutions that the UCDA team on the ground is implementing in partnership with the local leaders. We also hope to sign MOUs with the different players as a sign of commitment. It is one of several interventions the Authority is undertaking to ensure that we move from No. 3 in the global ranking to no.1 country with the best coffee in the world.

UCDA also partnered with the Anglican and Catholic churches to promote coffee-growing in the dioceses, archdeacons and parishes. This is exciting news for UCDA because the partnership comes when UCDA seeks to promote commercial coffee-growing with institutions and individuals who own large tracts of land.

In the coming months, we are embarking on a fertiliser distribution programme. Our field teams will work with the respective district local governments to distribute fertiliser to farmers that have stumped their coffee of 10 years and above. I urge all coffee farmers to embrace this exercise.

**Dr. Emmanuel Iyamulemye,**  
Managing Director - Uganda Coffee Development Authority



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## Editorial Team

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## UCDA, British High Commission hold talks to promote processed coffee exports to UK

*Uganda Coffee Development Authority (UCDA) together with officials from the Ministry of Foreign Affairs held talks with the British High Commission to promote processed coffee exports in the UK. The meeting was held at the Ministry of Foreign Affairs boardroom and chaired by Amb. John Leonard Mugerwa, Deputy High Commissioner to the UK.*

**D**uring the meeting, The British High Commission asked UCDA to share a list of Ugandan companies that are ready to export processed coffee, either roasted or ground so that they are supported to access the UK market.

According to Jordan Martindale, Growth, Prosperity and Climate Team

Leader at the British High Commission, the UK is ready to partner with export-ready companies in Uganda to help them scale up exports of processed coffee into the UK.

"There are many UK companies doing business in Uganda and we need to tap into these opportunities and do things at scale," she noted.

Currently, some individuals have been exporting small samples of processed coffee to European markets such as UK, but the idea now is to partner with other UK companies and scale this up.

"If we have export-ready Ugandan companies, we are ready to link them up with companies in the UK. We are looking at the partnership between UK and Uganda getting stronger," she added.



**As Uganda's coffee production rises, value addition is key to improving household incomes and ensuring sustainable wealth creation. This is in line with the agro-industrialisation agenda and the National Development Plan III.**

Dr. Emmanuel Iyamulemye, Managing Director, UCDA noted that the future of Uganda coffee lies in value addition. and this is a huge opportunity for coffee roasters and processors in the country to explore new markets.

"The Authority is going to mobilise roasters and processors to take advantage of this opportunity. In the next two weeks, we shall organise a breakfast meeting with coffee processors and roasters to introduce to them this idea and identify those that meet the requirements," he noted.

He added that Uganda can process coffee to international standards and the quality of Ugandan coffee is one of the best in the world.

Amb. John Leonard Mugerwa called on processors and roasters to take this initiative seriously and broaden their markets.

"You have seen how volatile our regional markets are. We need to broaden our outlook and tap into the global market," Amb. Mugerwa cautioned. He also noted that sometimes,

such opportunities come up, but local producers are unable to supply goods because they think the quality requirements are too much.

"We need to learn from successful companies such as KAWACOM and how they succeeded in selling processed coffee in UK retail stores."

KAWACOM is a coffee processor and exporter of Ugandan coffee selling processed coffee in Harrods, one of UK's biggest stores. Taylors of Harrogate, is another big company in the UK that sources its single-origin coffee from Sipi falls region in eastern Uganda

Another Ugandan brand that managed to penetrate the UK market was Good African Coffee although the company later went out of business.

As Uganda's coffee production rises, value addition is key to improving household incomes and ensuring sustainable wealth creation. This is in line with the agro-industrialisation agenda and the National Development Plan (NDP III). ●





## UCDA sets tough measures for coffee traders, exporters to improve coffee quality in Rwenzori

*Kasese coffee has a lot of potential as a premium Arabica with a profile of winey and fruity flavour notes. It has a potential to score 85% on the SCA grading scale. However, issues of poor quality resulting in poor post-harvest handling have continued to affect it.*

**T**he Uganda Coffee Development Authority (UCDA) held a stakeholders meeting with coffee traders and exporters in Kasese district to explore ways of improving the quality of coffee in the Rwenzori region.

Kasese, the hub of the coffee trade in the Rwenzori region, is known for its unique Arabica coffee. However,

complaints about the quality of coffee in the region have increased in recent years.

The decline in quality is driven by - mixing Arabica coffee with Robusta, mixing Arabica coffee with extraneous matter, poor status of dry mills located in hard to reach areas, mushrooming traders with poor storage facilities and processors, and traders operating at night to avoid UCDA regulators. In ad-

dition, climate change which leads to a large amount of floater, abandoned or poorly attended to gardens which lead to insect damaged coffee that affects quality and makeshift traders with diesel engine processing equipment which taints the coffee.

While addressing the traders and exporters, Dr. Emmanuel Iyamulemye, the Managing Director, UCDA told stakeholders that the authority is going to increase deployment of its staff in the region to enforce quality standards and oversee measures to ensure quality of coffee in the region improves.

"We are going to add more staff here so that our presence in the region is more pronounced," he said. We are looking at Kasese and the entire Rwenzori region as a special coffee region and we want the quality here to remain

excellent so that farmers earn good prices for their coffee."

He added that if traders and exporters continue flouting the law, they risk having their license revoked..

The meeting was organised by UCDA and brought together coffee traders and exporters to exchange ideas and find solutions that can improve the quality of coffee traded in the region.

Speaking to the traders and exporters, Edmund Kananura, Director Quality and Regulatory Services at UCDA, noted that coffee from Kasese popularly known as DRUGAR or Dry Ugandan Arabica has been deteriorating over the years.

"Currently, the quality is bad. The out-turn ranges between 56% to 75%. The biggest problem is the husks. Traders mix the clean coffee with husks and sometimes stones so that it weighs more," Kananura noted.

After hulling the coffee, traders adulterate the coffee with husks, triage, other extraneous matter, and coffee from other origins including Robusta.

"When the coffee comes from the huller machine, it is very clean. But then after, the operators add trash to the coffee. This is where the adulteration starts," Kananura said.

The other challenges in the Rwenzori region include harvesting of immature cherries causing increased levels of black beans up to 10%. Black beans are the primary defect that causes sourness and potato defects in the cup.

Defects in coffee beans also arise due to poor agronomy, poor harvesting and post-harvest handling practices.

"Because of this, DRUGAR loses its traditional fruity and winey taste," Kananura said.

Costas Stamos, the Executive Director of Great Lakes Coffee told stakeholders that UCDA needs to sign MOUs with traders and exporters to help enhance commitment to quality standards.

"Rwenzori coffee is much appreciated worldwide. As exporters and traders, we need to work closely with UCDA to ensure that the quality of the coffee is maintained as it moves through the value chain. Signing MOUs with UCDA will affirm our commitment to quality," Stamos said.

Over the years, many local traders and multinational coffee exporting compa-

nies have established offices in Kasese to tap into the lucrative coffee trade. The high concentration of traders and exporters has created stiff competition for coffee in the region. As a result, some no longer adhere to quality standards.

Amos Kambare, the Chairman Kasese Coffee Traders Association called on the exporters to integrate coffee traders into their collection process. This will help streamline operations and improve the quality of coffee traders sell to the exporters.

He also called for the establishment of a traceability programme that can help show the route coffee takes from farm to market. This will help create a premium price for the coffee in the region. ●

## Resolutions

### *During the meeting, the following resolutions were made:*

1. UCDA will penalise/arrest all adulterators and revoke their licenses.
2. UCDA will arrest traders and store operators without license.
3. UCDA will do twenty-four-hour surveillance all throughout the season to maintain quality.
4. UCDA will close all substandard hulling machines and arrest the culprits.
5. UCDA will arrest all traders/companies buying unripe cherries.
6. UCDA will monitor all coffee coming into Kasese. All coffees bought from other areas should not be mixed with the Kasese coffee.
6. All traders will sign an MOU with UCDA and this will be binding.
7. UCDA regional officers will share their telephone numbers so any bad practices can be reported to them
8. Coffee from Kasese will be transported in box body trucks and sealed by UCDA as it is transported to Kampala. All this coffee should be accompanied by Form 5 issued at source with outturn to be communicated from time to time.
9. The coffee will be free from blacks, husks and extraneous matter.



## Best of the Pearl – finding the very best coffees from Uganda

*Uganda's coffee production is rising. Total coffee production over the period 2015/16 to 2019/20 increased from 4.0 million bags to 7.75 million bags an increase of 94 percent. Coffee exports in 2020 rose to 5.1 million 60kg bags.*

**T**he Coffee Roadmap has set a target of producing 20 million bags by 2025. As coffee production rises, positioning Uganda's coffee as one of the best quality coffees in the world is critical to ensuring that Uganda's coffee is recognised on the international market for its high quality. This will help the country and coffee farmers earn a premium from coffee.

The Best of the Pearl competition therefore is one of the strategies in place to help promote and brand Uganda's coffee globally. The competition helps to identify and reward the very best coffees from Uganda while profiling them on the international stage.

The Best of the Pearl started with a national call to all Arabica coffee producers in the country to submit their coffee for assessment to enter the competition.

From 1st-5th February 2021, The Uganda Coffee Development Authority (UCDA) in partnership with the Uganda Coffee Federation (UCF) held the first cupping session of the "Best of the Pearl" Coffee National Competition.

The cupping took place at the UCDA Coffee Quality Lab in Lugogo. All the coffees submitted to the competition were cupped by a set of qualified cupping professionals led by National Head Judge Clare Rwakatogoro, a UCDA Quality Assurance Officer. Other



judges were Brenda Mangeni, Clare Rweihangwe, Naume Komuhangi, Raphael Wafoyo and Brenda Mageni all staff of UCDA.

"The jury, was made up of 5 Q Graders who assessed the coffees that were submitted by the coffee producers. Each submission was expected to meet specific requirements to be taken further. One of the basic requirements was that all lots should be Specialty Arabica Grade and have a cupping





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score of 83 points and above," Clare Rwakatoro, the head judge said.

The coffees that cupped above 84 points qualified to the moderation and international cupping stage. The coffees were then shipped to coffee labs in UK and Singapore for further cupping by an international jury. The best coffees in this stage will be auctioned to international buyers.

**The objectives of the Best of the Pearl competition are:**

Producer Recognition – the competition helps recognise coffee producers that are doing a superb job to ensure the highest standards of coffee quality.

National Capacity Building – the project recognises and trains national coffee quality champions to support them continuously and help discover

the best coffees in Uganda.

Infrastructural Support – As Uganda's Coffee industry grows exponentially, producers need equipment and tools to ensure they produce award winning coffees. The competition organising committee has partnered with locally based equipment manufacturing companies to support the Best of the Pearl winners with free additional infrastructural support based on their needs. ●





# UCDA partners with Anglican, Catholic Churches to promote coffee-growing

*The Catholic and Anglican churches hold large tracts of land. If put to productive use through coffee-growing, they can be a catalyst for development by increasing coffee production in Uganda and generating income for the Church and parishioners.*

**U**nder the National Coffee Roadmap, Uganda targets raising annual coffee production to 20 million bags by 2025. Promoting concessions for coffee production on large underutilised land is one of the initiatives identified in the roadmap.

## UCDA distributing coffee seedlings to churches

To boost coffee production among churches, UCDA allocated and distributed 172,400 CWD-r plantlets to dioceses, archdeaconries, and Church parishes in Central, Greater Masaka,

Rwenzori, South Western, and Western regions to establish coffee plantations. By the end of the planting season in May, a total of 388 acres will be planted with coffee in the ongoing programme.

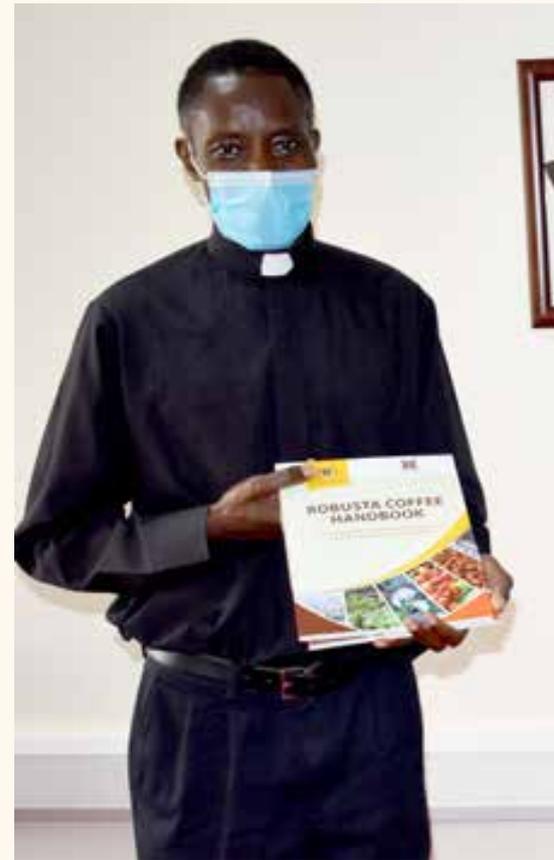
According to Dr. Emmanuel Iyamulemye, the Manager Director at UCDA, this programme will enable churches to establish large-scale coffee farms and help boost coffee production, generate income for communities and church institutions which is in line with the Coffee Roadmap.

UCDA also allocated 2,100 plantlets to establish a mother garden in North-West Ankole Diocese in Ibanda district. It will be a continuous source of shoots and high-quality plantlets for other farmers.

## Passion for coffee

Kiyinda-Mityana Diocese is one of the beneficiaries of the UCDA coffee seedling distribution programme. The Diocese received 40,500 seedlings. The plantlets have been distributed to 28 parishes in 5 districts of Kassanda, Kiboga, Kyankwanzi, Gomba, and Mityana.

Fr. Simon Peter Kyambadde, the Project

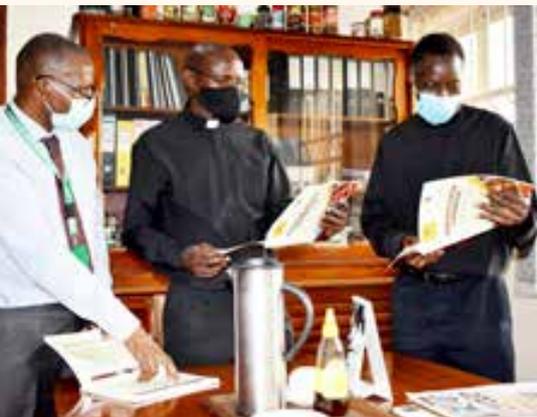


Coordinator at the diocese says coffee growing will help boost the income of both the church and the community members.

"As we preach the word of God, we have to ensure that we support the community to fight poverty," Fr. Simon said.

In 2020, Fr. Simon Peter Kyambadde applied to UCDA for 10,000 coffee seedlings which he received and distributed to 5 parishes. Seeing how well the coffee performed, this year, the church decided to involve other parishes.

"In 2020, people were greatly affected by the COVID-19 pandemic. In the villages, people rely on crops such as maize to earn a livelihood. When the pandemic broke out, many peo-





**To boost coffee production among churches, UCDA allocated and distributed 172,400 CWD-r plantlets to Dioceses, Archdeaconries, and Church Parishes in Central, Greater Masaka, Rwenzori, South Western, and Western regions.**

ple were stuck because no one was coming to buy maize. It is only people with coffee that kept earning during this period. This made people realise the value of growing coffee." Fr. Kyambadde added.

This partly explains why the demand for coffee seedlings in the diocese shot up. He thanked UCDA for supplying the Diocese with 40,500 seedlings which will cover 90 acres. He says the Church has

more land and looks forward to more support from UCDA. Their goal is to grow coffee on 455 acres of church land.

In February 2021, Fr. Simon Peter Kyambadde and Fr. Emmanuel Tamale, a Chancellor of Kiyinda-Mityana Diocese paid Dr. Emmanuel Iyamulemye, the Managing Director, a courtesy call at the UCDA headquarters. Dr. Emmanuel Iyamulemye gave them copies of the Robusta Coffee Handbook and shared tips on good agronomical practices to ensure maximum benefits from the coffee-growing project. He also explained the gross margin analysis of Robusta coffee on a hectare of land.

On average, one hectare of a good cared-for Robusta coffee garden in its second year of harvest will earn the farmer a gross income of 1,560,000 shillings and this will rise to 11,766,000

in the third year and 16,499,700 shillings in the fourth year.

To earn this, the farmer needs to adopt good agricultural practices, apply the recommended amount of fertiliser and carry out proper canopy, pest, and disease management.

### Church role in getting people out of poverty

In the districts of Ntungamo, Mbarara, and Ibanda in south-western Uganda, UCDA gave the Anglican Church 72,500 plantlets to establish coffee plantations.

While speaking at the launch of the coffee-growing project in Ankole Diocese, Rev. Sheldon called on the Church to do more to support its people to engage in productive activities to get out of poverty. He noted that if people continue to languish in poverty, spiritual growth cannot be achieved.

According to Rt. Rev Dr. Sheldon Mwesigwa, the Church has a big role to play in supporting its people to get out of poverty.

The 72,500 coffee seedlings allocated by UCDA will cover 166 acres in South Ankole Diocese, Ankole Diocese, and North-West Ankole Diocese.

With the majority of communities in Uganda engaged in farming, the Church is fronting coffee farming as one of its initiatives to transform communities and households.

Other dioceses that benefited from the programme are Masaka Diocese, in Greater Masaka, Diocese of Rwenzori, Fort Portal Diocese and our Lady of Help Kkongge Catholic parish. ●



# Promoting coffee-growing for improved household income, transformation in western Uganda

*Ankole Diocese and Uganda Coffee Development Authority (UCDA) launched a partnership to improve household income through coffee-growing targeting 46,000 households.*

**U**CDA donated 22,500 coffee wilt disease-resistant robusta seedlings to the diocese during the launch of the partnership on March 9 2021 at Kinoni Archdeaconry in Rwampara district.

The seedlings will cover 50 acres out of the project target of 400 acres and will be planted on church land. The church will also establish demonstration gardens near the churches.

The Bishop of Ankole, Rt Rev Dr. Sheldon Mwesigwa, said supporting farming is part of the diocese's community and household transformation agenda.

"We owe a big debt and we will be answerable to our God if we let our people continue to suffer in poverty. You can't claim the spiritual growth of a church when your people are languishing in poverty. We serve to grow our communities in spirit and economic growth," he said.

Mr Sedrach Muhangi, the UCDA Regional Coffee Extension Officer, said they believe the Church can use its structures to improve the quantity and quality of the coffee produced in the region.

"The Church has well-laid structures and commands a big following. We believe it can be a reliable partner



to improve coffee production," Mr Muhangi said.

He said from the 22,500 seedlings, after maturity, the diocese can earn about Shs27 million in a season as each coffee plant can yield up to three kilogrammes of kase or Fair Average Quality (FAQ) coffee a season, which translates into 67,500kgs.

Mr Simon Kwikiriza, the head of household and transformation department at the diocese, said they target to establish a coffee processing factory in the next 10 years to encourage exportation.

The Rwampara Resident District Commissioner, Mr Emmy Kateera, said the project will not only boost household income but also help the Church that

largely relies on believers for financial support.

"This is a well-thought-out intervention because some churches are becoming a burden to believers which is also hindering spiritual growth. Your Christians are poor but you demand thanksgiving, tithe and other contributions every Sunday. A believer who has no money has no alternative but to shun the church instead of suffering shame and stigma for failure to contribute money," Mr Kateera said.

UCDA is working with different religious institutions across the country to promote coffee-growing in line with the National Development Plan (NDP III) target of mindset change to promote development. ●

# UGACOF, AINEA WIN EU-MARKUP grant to boost coffee production and improve post-harvest handling

*Two private companies have been selected for a Matching Grant Scheme (MGS) from the European Union – East African Community Market Access Upgrade (EU-EAC MARKUP) programme.*

**T**he matching grant scheme under the EU-EAC MARKUP programme targets SMEs from the coffee and cocoa subsectors for grants that will among others boost production, reduce harvest and post-harvest losses while allowing for increased market access and visibility for the products in the European Union and East African Community markets.

Speaking at an inception meeting held in the UCDA boardroom, Dr. Emmanuel Iyamulemye, UCDA's Managing Director welcomed UGACOF and AINEA & Sons which are the first beneficiaries of six that were chosen for the scheme.

"This grant focuses on improving post-harvest handling practices. It aims at empowering the farmer. Therefore, I call on you to support farmers get good value for their [coffee and cocoa]," Dr. Iyamulemye noted.

He also cautioned the beneficiaries to be keen on accountability.

"As the government, we don't want to have accountability issues. In case of challenges, write and seek clarification," Dr. Iyamulemye said.

Juvenal Muhumuza, Assistant Commissioner, Ministry of Finance, Planning and Economic Development noted that the Ministry would support the beneficiaries to achieve their goals.

"We at Ministry of Finance recognise coffee as one of the commodities that can turn the fortunes of this country and this has been reflected by the recent figures of coffee exports," he said. "We want to promise you maximum cooperation and we look forward to working closely with you to achieve the intended objectives."

The EU representative, Patrick Seruyange noted that it was a rigorous pro-

cess to get the two grant beneficiaries on board and the two companies will work with Government through UCDA which is the implementing partner for the EU-EAC MARKUP programme.

The Market Access Upgrade Programme (MARKUP) is an initiative of the EAC Partner States funded by the EU and aims at addressing both supply-side and market access constraints of some of the key export-oriented sectors, with a particular focus on exports to the EU and ACP markets. In Uganda, the programme focuses on two commodities namely coffee and cocoa.

Specifically, the project will enhance market access to EU and the East African region by supporting private operators in the coffee and cocoa value chains to improve the quality and quantity of the products and retain premium prices for the same through niche markets. ●





# UCDA Coffee Lab to Upgrade to ISO/IEC 17025:2017 Accreditation

*The Uganda Coffee Development Authority (UCDA) is transitioning its Coffee Testing Laboratory in Lugogo to the new ISO/IEC 17025: 2017 standard issued by the International Standardization Organization (ISO) under the European Union funded Market Access Upgrade (MARKUP) project for the coffee and cocoa value chain development in Uganda.*

**T**he International Standard ISO/IEC17025 is used for the accreditation of competence of testing and calibration laboratories worldwide. According to ISO, all accredited laboratories in the world are supposed to transition to the new standard which will replace the ISO Standard ISO 17025:2005 in June 2021.

One of the result areas of the MARKUP project Programme estimate focuses on upgrading coffee certification and quality control services of the UCDA laboratories to achieve ISO 17025:2017 accreditation. After a competitive selection and evaluation using EU guidelines, ESQ Cert Uganda, an ISO Certification company, was awarded the contract for consultancy services to spearhead the process of accreditation. The process shall involve reviewing and upgrading the current laboratory documentation to meet the requirements of the new ISO/IEC 17025:2017 standard, capacity building of staff and training of internal auditors who will periodically verify effective implementation across the entire laboratory operations.

UCDA is working with ESQ Cert Uganda not only to build staff capacity but also to put in place systems for a smooth transition.

Currently, UCDA is recognised against the old version of ISO/IEC standard ISO

17025:2005. However, under MARKUP, ESQ Cert consultants will provide technical support to upgrade to the new version of ISO/IEC 17025:2017 which covers all activities of the UCDA laboratory.

Speaking during a 3-day capacity training building session for UCDA staff on Thursday 4 February 2021, Edmund Kananura, the UCDA Director Quality and Regulatory Services, said, "The accreditation will boost confidence in the results from our laboratories. It will also ensure that our laboratory operations are aligned with international processes. This will have a positive impact on our exports and build the image of Uganda coffee in global markets."

According to Jean Atamba, a consultant from ESQ Cert Uganda Limited, accredited laboratories are recognised for their competence and abilities globally. This helps them to improve and

monitor the operational process and to satisfy customer requirements.

The updated standard covers technical changes that have developed since 17025:2005 was adopted. The main changes incorporated in the 17025:2017 standard include focusing on the results of the processes instead of the list of actions "to be done"; better accounts for electronic forms of documentation, communication, and data storage and incorporating a risk-based approach. In addition, the scope of 17025:2017 has been revised to cover all laboratory activities including testing, calibration and the sampling associated with subsequent calibration and testing.

The ISO 17025 standard specifies the general requirements for the competence, impartiality and consistent operation of laboratories and is applicable to all organizations performing laboratory activities. ●



# Capacity Building: UCDA staff trained on Cocoa agronomic and Post-Harvest practices through EU-MARKUP Project

*UCDA through the EU funded MARKUP Project – ITC component participated in a week long training of public and private sector in Cocoa Post-Harvest best practices that took place in the district of Bundibugyo.*

**U**CDA was represented at the training by five Regional field officers from the Directorate of Development services. The training was aimed at building sector specific capacity in the cocoa sector at the post-harvest level.

This comes as the TPM of the Ministry of Agriculture, Animal Industry and Fisheries (MAAIF) has approved the Regulatory Impact Assessment report for the Uganda cocoa sector. The report proposes some options to regulate the sector including giving UCDA the mandate to oversee the sector because of the similarity between coffee and cocoa.

UCDA has been a beneficiary of other EU-EAC MARKUP capacity building trainings including coffee washing station optimisation and integrated management systems to improve compliance to sustainable standards with bias to organic and fair trade certification.

In total 12 staff members have been trained, 4 in coffee washing station optimisation, 5 in good cocoa post-harvest handling practices and 3 in integrated management systems.

Trainees from NaCORI, UCDA and the private sector attended the training in Post-Harvest Handling practices in Bundibugyo district



Trainees get hands on training on the principles on fermentation from Trainer Ms.Zoi from Greece below.



UCDA and other private sector participants attending the integrated management Systems training in Bundibugyo in March 2021



# Top Policy Management of MAAIF approves the Uganda Cocoa Sector Regulatory Impact Assessment Report

*UCDA is implementing the European Union (EU) - East African Community (EAC) Market Access Upgrade Programme (EU-EAC MARKUP). The programme is financed under the 11th European Development Fund (EDF) for Coffee and Cocoa Value chain development in Uganda. The overall goal of MARKUP is to contribute to the economic development of the EAC region by increasing the value of both extra and intra-regional agricultural exports, focussing on exports the European Union.*

**T**he priority commodities of the MARKUP Uganda partner state window are Cocoa and Coffee.

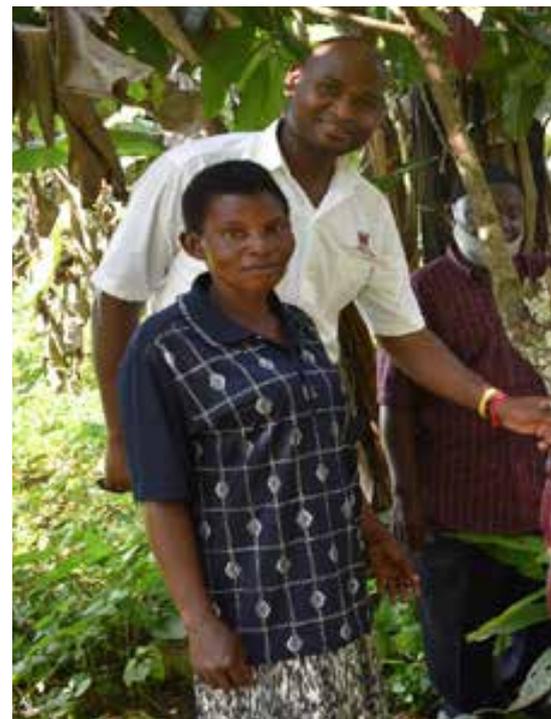
Result 1 of the EU-EAC MARKUP focuses on the development of the legal and regulatory framework for the cocoa sector in Uganda.

Currently, the Cocoa sector does not have a policy to oversee and promote it. As a consequence, coordination of cocoa production and the required regulatory activities and monitoring of the entire chain remains weak. The private sector is operating without much support or regulation from the public sector.

UCDA funded by the EAC-EU MARKUP project hired an expert to undertake a Regulatory Impact Assessment to inform the best way to regulate the cocoa subsector. The objective of the Regulatory Impact Assessment (RIA) report is to inform on the best options for a regulated and sustainable national cocoa development, to ensure that the cocoa sub sector is developed to its full potential. The RIA report was produced and consequently endorsed by the UCDA technical board on 12<sup>th</sup> June 2020 and forwarded to the MAAIF Top Policy Management (TPM) for approval.

The Top Policy Management of MAAIF approved the RIA report on 17<sup>th</sup> February 2021 paving way for use in the subsequent processes required to formulate a legal framework for the Ugandan cocoa sector.

The next steps will include formulation of the cabinet principles for the cocoa law which will enable presenta-



**President Yoweri Kaguta Museveni on the May 1, 2020 Labour Day speech highlighted cocoa as a priority commodity with a potential to garner US \$43.13 billion chocolate market alone**

tion of the Bill to Cabinet and later to Parliament for the law to be enacted.

UCDA under the EU-EAC MARKUP project has already facilitated UNBS to develop draft standards for cocoa beans, cocoa butter, cocoa mixtures and chocolate products through a consultative process which are on the EAC level for harmonization. Once standards are adopted, they will facilitate a fair cocoa trade within the EAC region and make Uganda cocoa more competitive and profitable.



EU –EAC MARKUP Project Coordinator (Centre) Mr.Gordon Katwirenabo along the Chairman Uganda Cocoa Development Association Mr. Emmanuel (right) tours a cocoa farm during consultations on the cocoa standards in Bundibugyo.

The support for the cocoa sector from the MARKUP project has highlighted the importance of cocoa making it a priority commodity.

H.E the President of Uganda in his May 1, 2020 Labour Day speech highlighted cocoa as a priority commodity with a potential to garner US \$43.13 billion chocolate market alone



Photo taken During Consultations.

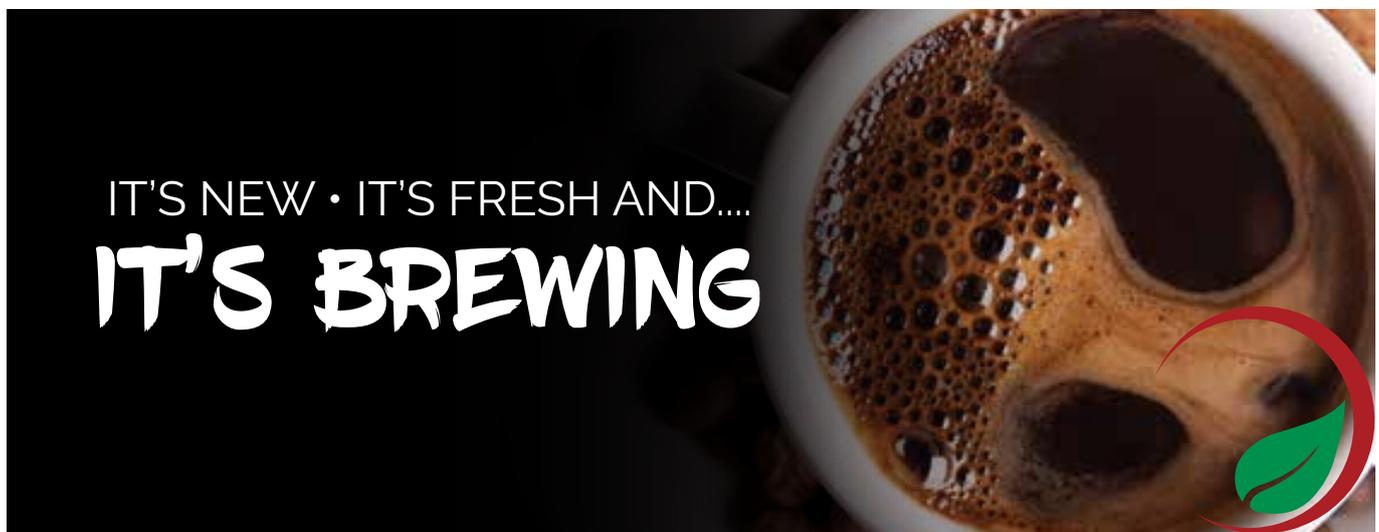


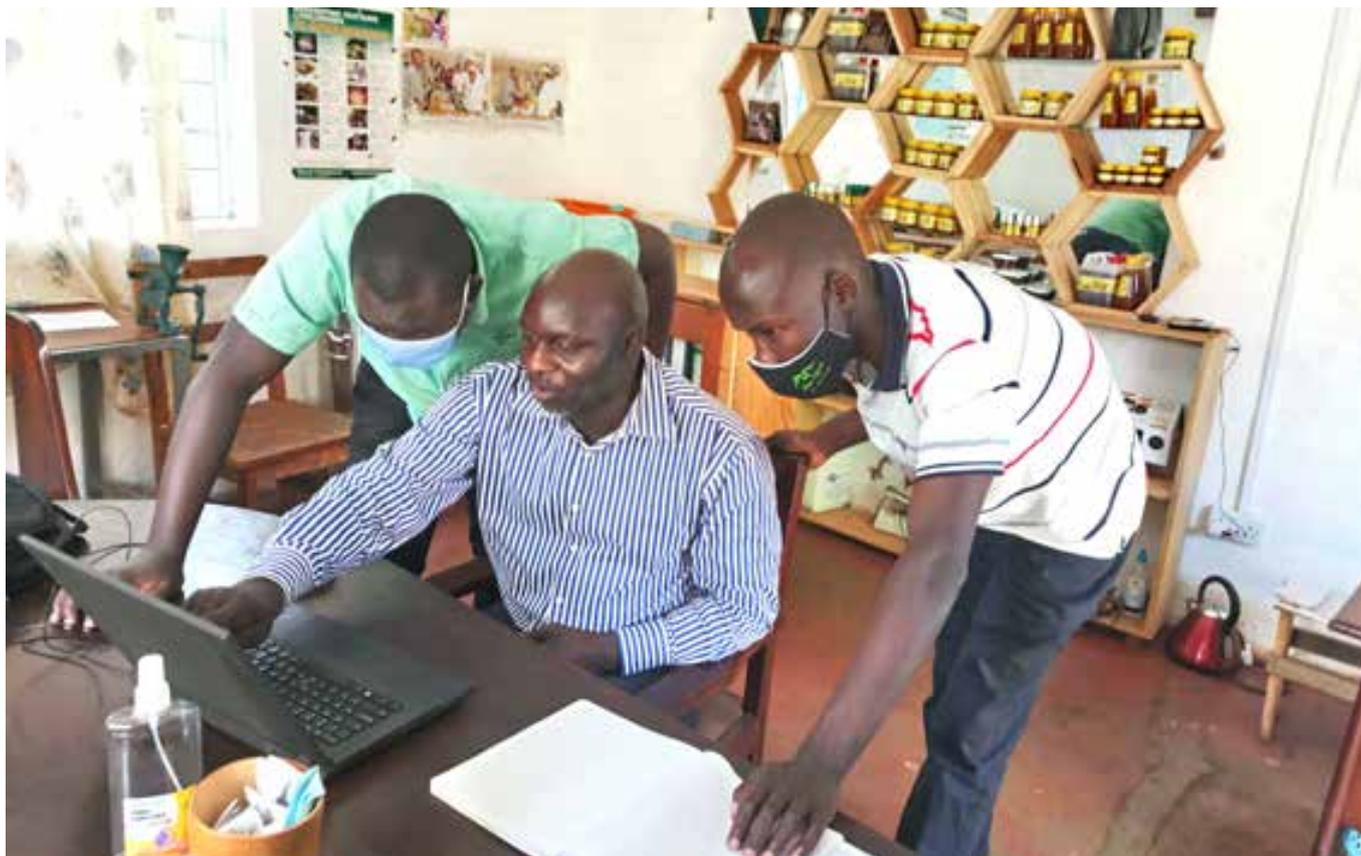
Packed Uganda Chocolate (Courtesy of Pink Foods (U) Ltd)

(alongside other by products of the total US\$ 100bn market).

"UCDA wishes to thank the EU and

other development partners for the support that has enabled the achievement of the above important milestone in the Ugandan cocoa sector." ●





## MARKET ACCESS: MARKUP supporting small coffee producers in East Africa to improve their branding and marketing communications

*Poor packaging strategies are part of the main reasons for the failure of locally manufactured products to compete favorably in the different market places and with multinationals. Micro, Small, and Medium Enterprises (MSMEs) face issues in identifying the suitable packaging material, suppliers, packaging machines, graphic designers, and in understanding how to develop greener packaging systems.*

**T**he coffee sector in Uganda is no exception. While many coffee businesses are venturing into packaging coffee for sale at local, regional and international level, market

entry and brand acceptance remain a challenge due to poor branding and packaging strategies.

Rogers Wasibi, the manager of Mount Elgon Coffee and Honey Cooperative

has experienced this challenge first hand. In 2017, the cooperative ventured into packaging coffee to diversify its product offering after experiencing high price fluctuations for green coffee.

"We started with high hopes of capturing the growing market of coffee consumers in Uganda. However, the performance of our packaged coffee did not meet our expectations. Our sales were low."

Many coffee enterprises face similar challenges. To address this problem MARKUP in partnership with the International Trade Centre (ITC) and Uganda Coffee Development Authority is working with coffee enterprises in Uganda to improve the marketing capacities of small coffee-producing firms such as Mount Elgon Coffee and Honey Cooperative.

In February, MARKUP organised training on branding, communications, and packaging for coffee products for SMEs in the coffee subsector. The training took place at Golf Course Hotel in Kampala.

The goal was to enable firms in coffee production to improve production capacities, improve the relationship with suppliers, and improve the perception of the quality of finished products by retailers and customers.

"The training will enable you to improve your production capacities, improve your relationship with suppliers, and improve the perception of quality of your finished products by retailers and customers," Fredrick Couty, the Lead Trainer, and a Packaging Expert at ITC told the participants during the training.

MARKUP further supported the enterprises to develop or improve their value proposition and define priorities for their brand. They created or improved their logos, developed brand design guidelines, created marketing brochures create or improved their websites to give the right information about their coffee brand.



**MARKUP supported enterprises to develop or improve their value proposition and define priorities for their brand. They created or improved their logos, developed brand design guidelines, created marketing brochures create or improved their websites to give the right information about their coffee brand.**

Following the training and coaching support that firms received, firms like Mount Elgon Coffee and Honey Cooperative started seeing a turn-around in their fortunes.

"For the first time in March, we made monthly sales of one million shillings. We had never sold this amount of coffee. Previously, our average sales ranged between two hundred and three hundred thousand shillings only," Mr. Wasibi says with delight. 🍷





**The Market Access Upgrade Programme (MARKUP), an initiative of the EAC Partner States funded by the EU aims at addressing both supply-side and market access constraints of some of the key export-oriented sectors, with a particular focus on exports to the EU and ACP markets.**

According to Rogers Wasibi, the marketing prospects of the cooperative now look bright. Their customers appreciate the new changes the cooperative has put in place following the training they received. This is the secret to the recent rise in sales.

"We used to package our coffee in packs of one kilogram. However, following the advice from MARKUP, we started packing the coffee in smaller packs of one hundred grams and two hundred and fifty grams. Previously, we targeting the wrong person," Mr. Wasibi adds.

The cooperative has improved its logo, developed new labels for its coffee packages, and revamped its website to

give customers a unique experience.

"We are ready to tell our coffee story and this will translate into more sales," Mr. Wasibi says.

He appreciates the MARKUP consultants that have supported the 700-hundred-member cooperative that operates in 7 districts of Kapchorwa, Bulambuli, Sironko, Mbale,

Bududa, Manfwa and Namisindwa in Eastern Uganda find its feet again.

The Market Access Upgrade Programme (MARKUP), an initiative of the EAC Partner States funded by the EU aims at addressing both supply-side and market access constraints of some of the key export-oriented sectors, with a particular focus on exports to the EU and ACP markets. In Uganda, the programme focuses on two commodities namely coffee and cocoa.

The regional initiative focuses on increasing the participation of small and medium-sized enterprises (SMEs) based in the East Africa Community (EAC) in intra-regional trade and the European market.

# UCDA recruits new staff



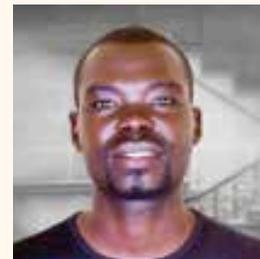
**Name:** Nason Bisathu  
**Position:** Quality Assurance Officer  
**Duty Station:** UCDA Coffee Lab, Lugogo



**Name:** Matia Mugerwa  
**Position:** Reg. Coffee Extension Officer  
**Duty Station:** Sironko District



**Name:** Shaffic Ssenyimba  
**Position:** Reg. Coffee Technical Officer  
**Duty Station:** Central Region



**Name:** Godwin Amege  
**Position:** Reg. Coffee Extension Officer  
**Duty Station:** Nebbi & Zombo Districts



**Name:** Winifred Nakiria,  
**Position:** Reg. Coffee Extension Officer,  
**Duty Station:** Kamuli District.



**Name:** Ali Kazawula  
**Position:** Reg. Coffee Technical Officer  
**Duty Station:** Eastern Region



**Name:** Tanasi Wancha  
**Position:** Reg. Coffee Extension Officer  
**Duty Station:** Tororo District



**Name:** Andrew Okello Awany  
**Position:** Reg. Coffee Extension Officer  
**Duty Station:** Apac District



**Name:** Joseph Gombya  
**Position:** Reg. Coffee Extension Officer  
**Duty Station:** Kagadi district.



**Name:** Gloria Ishimwe  
**Position:** Reg. Coffee Extension Officer  
**Duty station:** Mityana District



**Name:** Diana Rose Ajiambo  
**Position:** Quality Assurance Officer  
**Duty station:** UCDA coffee lab, Lugogo



**Name:** Nicholas Okino  
**Position:** Reg. Coffee Extension Officer  
**Duty station:** Dokolo District



**Name:** Caroline Namubiru  
**Position:** Statistician  
**Duty station:** Plot 35, Jinja Road,  
Coffee House



**Name:** Andrew Akena  
**Position:** Reg. Coffee Extension Officer  
**Duty Station:** Amuru & Adjumani  
districts



**Name:** Simon Peter Ojolo  
**Position:** Reg. Coffee Extension Officer  
**Duty Station:** Budaka, Palisa & Kibuku  
Districts



**Name:** Alfred Dan Okwir  
**Position:** Business Development and  
Innovation Officer  
**Duty Station:** Plot 35, Jinja Road-  
Coffee House

# COFFEE TRENDS

NOVEMBER 2020



## Key Highlights



A total of **572,839 kilo** bags of coffee valued at **US\$53.52 million** were exported in March 2021 at an average weighted price of **US\$ 1.56 /kilo**, 6 cents higher than **US\$ 1.50 / kilo** in February 2021. This was an increase of **19%** and **16%** in quantity and value respectively compared to the same month last year.



Farm-gate prices for Robusta Kiboko averaged **UGX2,900 per kilo**; FAQ **UGX 4,000 per kilo**. Arabica parchment **UGX 5,400 per kilo** and Drugar **UGX 5,150 per kilo**.



Coffee exports 12 months (April 2020 to March 2021) totalled to **5.65 million bags worth US 523.07 million** compared to **4.88 million bags worth US\$ 479.81 million** the previous year. This represents **16% and 11%** increase in quantity and value respectively.



**77%** of the total volume was exported by 10 exporters, out of 44 companies which performed during the month compared to 74% in January 2021, reflecting increased concentration.

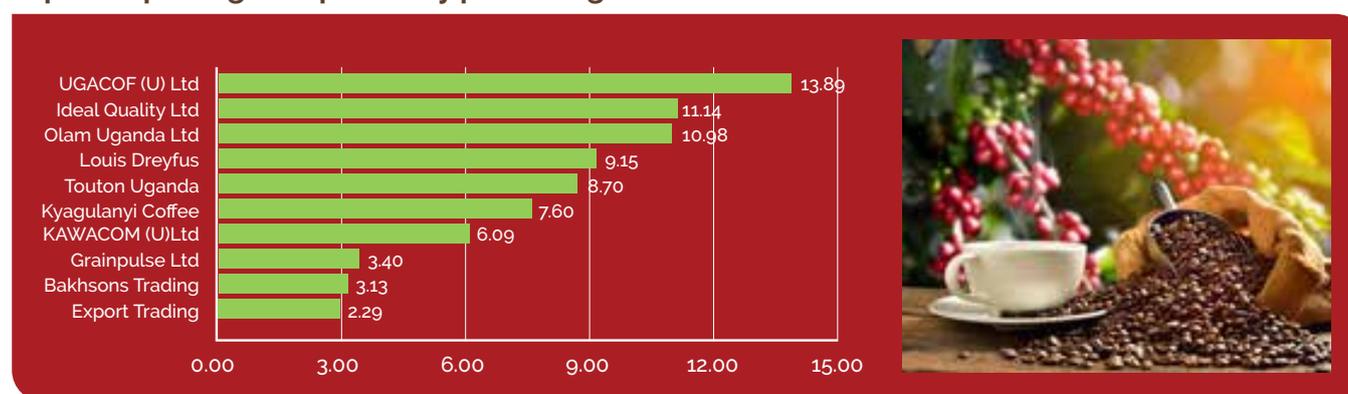
Organic Drugar fetched the highest price at **US \$ 6.61 per kilo**.

▲ The ICO Composite Indicator price increased by 0.8% to 120.36 US cents/lb in March 2021 from US cents/lb 119.35 in February 2021.

## Trend of Total Quantity and Value of Coffee Exported: April 2020- March 2021



## Top 10 Exporting Companies by percentage market share

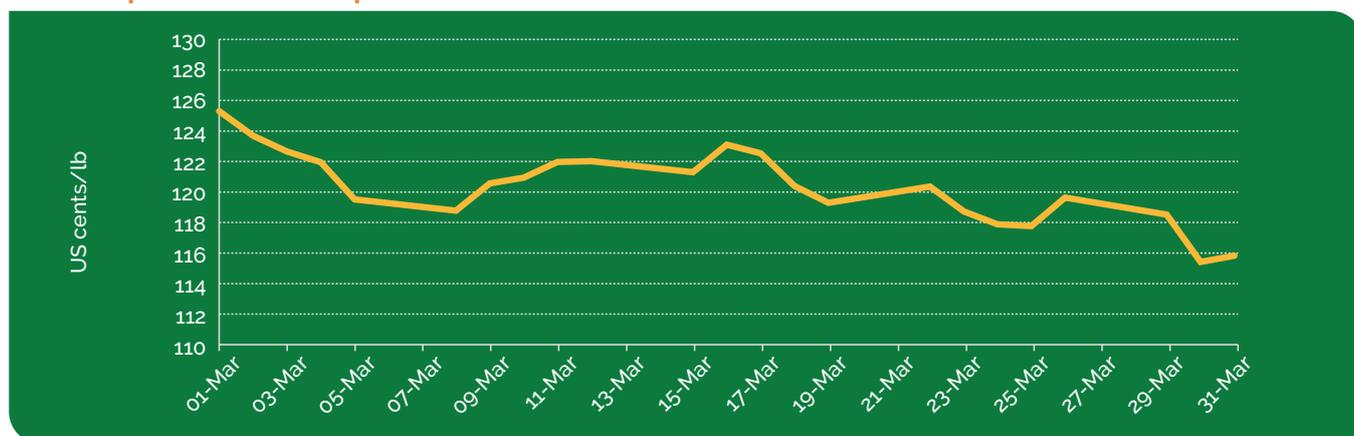




## ICO Indicator Prices - March 2021 (US cents/lb)

	ICO composite indicator	Colombian Milds	Other Milds	Brazilian Naturals	Robustas
01-Mar	125.30	182.34	173.80	128.03	77.06
02-Mar	123.69	180.33	171.70	126.02	76.18
03-Mar	122.65	178.81	170.54	125.10	75.26
04-Mar	121.96	178.32	169.82	124.62	74.36
05-Mar	119.51	174.98	166.80	121.40	73.15
08-Mar	118.78	175.59	166.25	120.98	71.64
09-Mar	120.57	177.07	167.55	122.57	73.96
10-Mar	120.94	177.85	167.95	122.76	74.31
11-Mar	121.97	179.35	169.29	124.28	74.64
12-Mar	122.03	179.86	169.89	124.61	74.03
15-Mar	121.30	178.78	168.68	123.95	73.61
16-Mar	123.11	181.24	171.13	126.38	74.37
17-Mar	122.53	180.25	170.24	125.22	74.56
18-Mar	120.39	177.63	166.92	122.41	73.77
19-Mar	119.30	176.88	165.93	120.59	73.11
22-Mar	120.36	178.29	166.59	122.00	73.99
23-Mar	118.73	176.47	164.33	119.97	73.13
24-Mar	117.88	175.45	163.32	118.92	72.57
25-Mar	117.77	175.42	163.34	118.88	72.31
26-Mar	119.63	177.29	165.17	120.41	74.44
29-Mar	118.53	175.93	163.53	119.39	73.68
30-Mar	115.42	171.63	159.32	115.23	72.43
31-Mar	115.83	172.49	160.08	115.99	72.21
Average	120.36	177.49	167.05	122.16	73.86
High	125.30	182.34	173.80	128.03	77.06
Low	115.42	171.63	159.32	115.23	71.64

## ICO composite indicator price - March 2021



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# HERE TO SERVE YOU

In order to serve you better, Uganda Coffee Development Authority has launched a toll free line - 0800 353 530 – to provide information to stakeholders in real time.

Open: 8:30am – 5:30pm, Monday – Friday

For any information / inquiries about our services, call (toll free);



**0800 353 530**



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