



Transforming Rwanda's Coffee Sector

Partnership to Enhance Agriculture in
Rwanda through Linkages (PEARL)

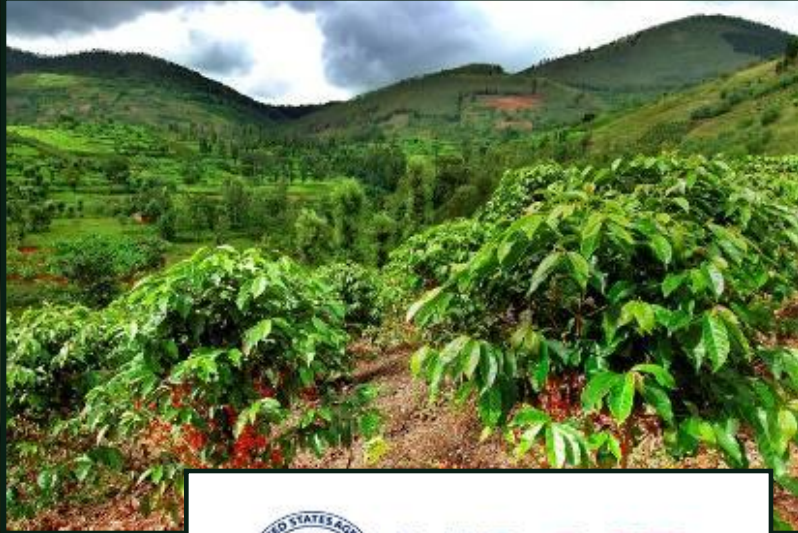
Dan Clay
Institute of International Agriculture
Michigan State University

Three Take-aways

- ❖ First, know the story of PEARL
- ❖ Second, is a message of sustainability in:
 - rural livelihoods
 - production systems
 - institutions
- ❖ Third, universities are exceptionally well-positioned to *integrate education, research and outreach* in creative ways to address issues of global importance... (poverty alleviation, environmental sustainability, resolving conflicts, etc.)



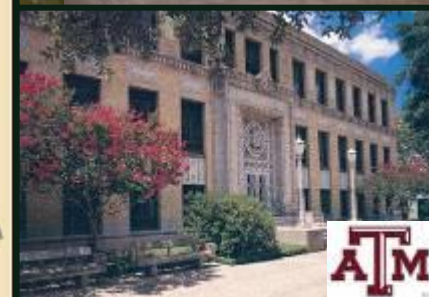
PEARL Project Background and Goals



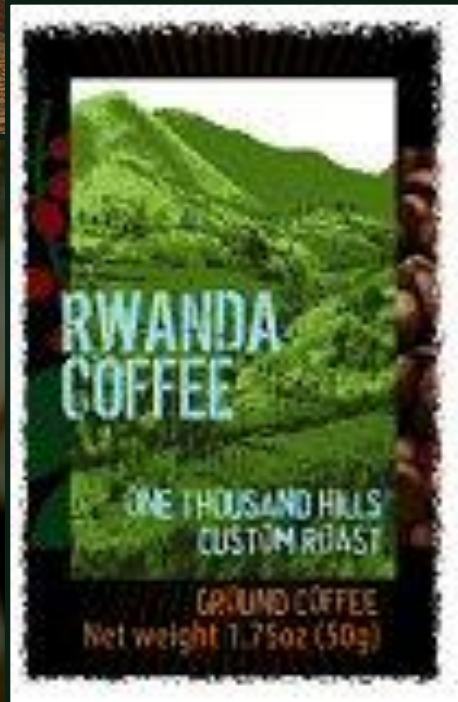
- ❖ Funded by USAID (through HED)
- ❖ Implemented in two 3-year phases (2000-2006)
- ❖ PEARL's overarching goals:
 - Assist Rwanda in its efforts to *rebuild key agricultural institutions* (higher education and research) from the impacts of the war and genocide of 1994
 - To *raise incomes* through demand-driven value chain development (coffee and other high value crops) and market linkages.

PEARL Partners

- ❖ National University of Rwanda (NUR)
- ❖ National Agricultural Research Institute of Rwanda (ISAR)
- ❖ Michigan State University (MSU)
- ❖ Texas A&M
- ❖ Private Sector Partners



PEARL's pillars of activity...



- ❖ *Degree training* in the U.S. for 19 NUR faculty and ISAR researchers across the agricultural sciences.
- ❖ *PEARL Outreach Center* established as an institutional hub for faculty and researchers to engage with stakeholder groups in addressing the needs of Rwanda's rural communities.
- ❖ *Value Chain Development* in coffee and horticulture. Approach through integrated framework...

PEARL: Supply side... focus on quality, working with Rwanda's producers meet standards for a top tier specialty coffee



Harvesting of coffee "cherries." Only the highest quality of Arabica cherries are selected for harvesting.



Pre-sorting of cherries. Quality control is critical for obtaining a high quality coffee.



Coffee production & processing for quality...



- ❖ Production: techniques for pruning, mulching, harvesting of ripe cherries, etc., delivery in 6 hrs.
- ❖ Attention to *grading and washing* of parchment in channels between tanks.
- ❖ Attention to progress of *fermentation* process.
- ❖ Application of *pollution abatement* measures for pulp and waste water.

Production & processing for quality (cont.)...

- ❖ Attention to rigorous *hand sorting* in pre-drying of wet parchment.
- ❖ *Cupping of lots* to sort production by quality and isolate problem coffee.
- ❖ *Profiling* of coffee quality for more focused marketing.
- ❖ Investments in applied research in the VC, focusing on improved quality and sustainability.



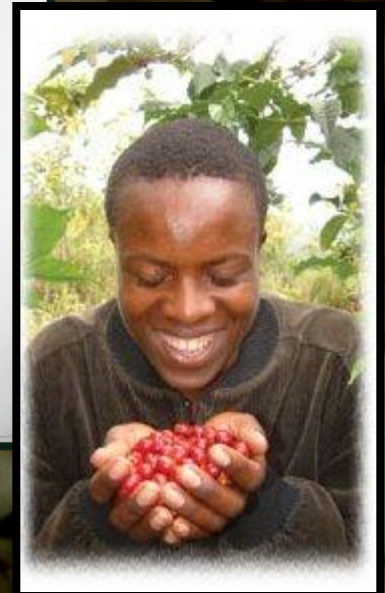
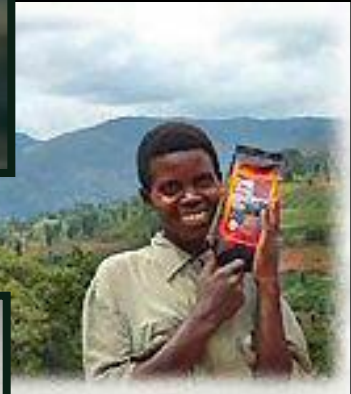
PEARL: Demand side...
working with industry
partners to access markets
and respond to consumer
demands in specialty coffee



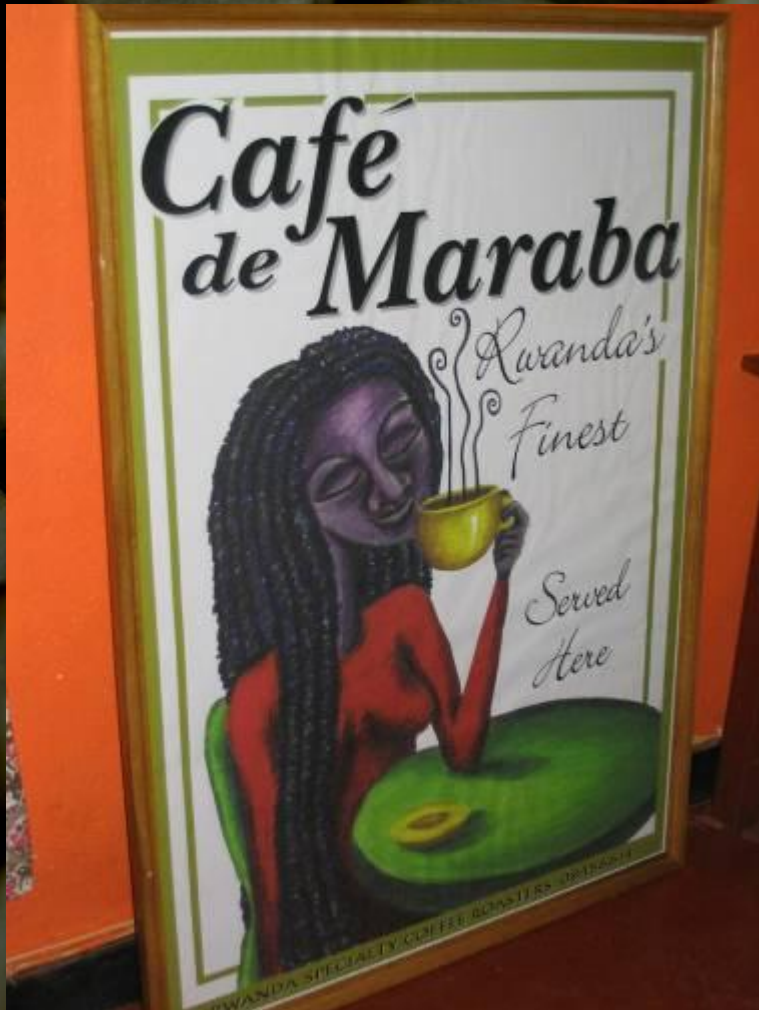
Members of the Abahuzamugambi Coffee Growers Cooperative of Maraba, Rwanda. Their coffee is now exported and sold directly to Community Coffee of Baton Rouge, Louisiana and other specialty coffee companies in the US and the UK.

Creating market access...

- ❖ Build *image* utilizing publicity potential.
- ❖ Strengthen capacities in coffee subsector through *relationship building*.
- ❖ Develop a verifiable *traceability system* to track coffee lots to the washing station and the farmer association levels.
- ❖ Develop coffee *appellation* maps in support of traceability and the establishment of “terroir” coffees.



Market access (cont.)...



- ❖ Expand *cupping capacities* of growers, washing stations and dry mills.
- ❖ Develop a *certification* strategy and support local certification systems.
- ❖ Broaden *IT capabilities* at washing stations.
- ❖ Conduct regular strategic *buyer/roaster tours* during the coffee harvest period.
- ❖ Participate at major annual specialty coffee *trade shows*.
- ❖ Host annual *Cup of Excellence* Competition and Auction

PEARL's Impact on Sustainable Rural Livelihoods and Institutions



- ❖ Transformation of coffee sector
- ❖ From 0 to over 100 community-based washing stations over past 6 years
- ❖ Thousands of jobs created to run washing stations
- ❖ Increased incomes (more than tripled cash income from coffee)
- ❖ >100,000 producer hhs (>500,000 family members)
- ❖ New schools and businesses opening in communities
- ❖ Money for school fees
- ❖ Construction of housing
- ❖ Community healing
- ❖ Connection with University/ISAR¹²

Universities hold comparative advantage in international value chain development through...

- ❖ *Mission to solve problems* and improve lives through education, research and outreach
- ❖ Large *pool of trained human resources* (agronomy, processing, marketing, management, etc.)
- ❖ *Access to technologies* required to meet grades and standards.
- ❖ Neutral partner/"broker" (trusted by communities and by industry)
- ❖ These factors come together to *fill a gap* between industry and communities of smallholder producers



Drawing on University and ISAR Resources for Applied Research, Education and Outreach

- ❖ Basic agronomy: inputs use, shade grown, pruning and harvesting
- ❖ Research on pests affecting coffee quality (potato taste)
- ❖ Environmental impacts of coffee washing stations
- ❖ GIS for washing station placement
- ❖ Local training in agribusiness management
- ❖ Training in market development in coffee and horticulture. Relationship model.
- ❖ Training/adoption of best practices in wet milling, dry milling, cupping labs
- ❖ Program M&E
- ❖ Building regulatory systems and certification capacity. Training lab technicians and inspectors.
- ❖ Public awareness (e.g., Radio Salus serial dramas).
- ❖ Media relations



PEARL coffee story in the media...



BBC WORLD SERVICE.com

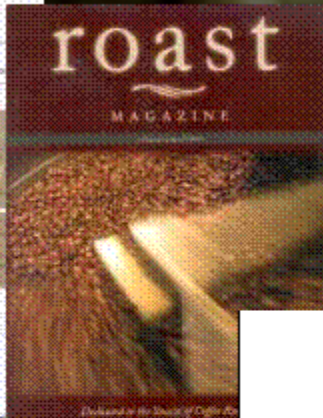
The New York Times World Business



Rwanda Savors the Rewards of Coffee Production

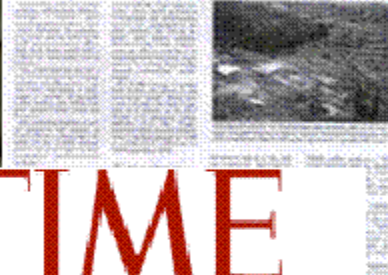
By David S. Reardon
The Rwanda Development Board

For the past several years, the Rwandan government has been working to improve the lives of its people. One of the ways it has done this is by promoting the coffee industry. Coffee is one of the main exports of Rwanda, and it has the potential to become a major source of income for the country. The government has been working to improve the quality of the coffee and to help the farmers who grow it. This has led to a significant increase in the production of coffee, and the government is now seeing the rewards of its efforts. The coffee industry is now a major part of the Rwandan economy, and it is helping to improve the lives of the people who live in the country.



The Miami Herald

Coffee crops unite Hutu, Tutsi farmers



Chicago Tribune

WORLD

A success story brews in Rwanda

Rwanda has become a success story in the coffee industry. The country has seen a significant increase in the production of coffee, and the government is now seeing the rewards of its efforts. The coffee industry is now a major part of the Rwandan economy, and it is helping to improve the lives of the people who live in the country.

The Chronicle of Higher Education

The Chronicle of Higher Education is a leading source of information for the higher education community. It covers a wide range of topics, including academic research, policy, and news. The publication is known for its in-depth coverage and its commitment to providing high-quality information to its readers.



TIME



The Coffee Widows

Some of Rwanda's genocide survivors are finding coffee cooperatives, and a new future.

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A serene landscape photograph featuring a thick layer of white mist or fog that fills the middle ground. Several dark, silhouetted trees are scattered throughout the scene, some standing alone and others in small groups. In the far background, a range of blue-toned mountains is visible under a pale, hazy sky. The overall atmosphere is calm and ethereal.

Thank You!