



PRESS RELEASE FOR THE 1ST FAIRTRADE COFFEE QUALITY CONTEST IN ETHIOPIA



2020/21 CROP SEASON

Fairtrade Africa in collaboration with Ethiopia Fairtrade producer's country network carried out the first Fairtrade coffee quality contest in Ethiopia from April 19-21, 2021 with the support of International Trade Centre (ITC-Alliance for Action), Ministry of Foreign Affairs of Finland, Paulig Coffee and CLAC. The contest carried out with the brand name "Kombe la Dhahabu"; a direct translation of 'Golden Cup' in Swahili language. Kombe la Dhahabu takes a country edition format where it is carried out in every country in Eastern and Central Africa, one month after their main coffee harvest season. The event is managed by an Organizing Committee which constitutes of a representative of the National Coffee Product Networks and members of the Fairtrade Africa coffee team.

The main objective the contest is to contribute to the promotion of Fairtrade coffees nationally and internationally, fostering the expansion of markets for the product and; encourage value addition and income distribution through the production and commercialization of quality coffees, derived from sustainable production processes.

In this 1st Fairtrade coffee quality contest in Africa origin (Ethiopia) all of the 7 certified unions participated with 19 specialty coffee sample lots. The contest category was full container with the following sample specifications: Arabica both washed and sundried/natural, minimum humidity of 9.5 and a maximum of 12 and screen size 14 and above.

TOP 3 WINNER LOTS

Rank	FLOID	Producer Name	1st Grade PO	Variety	Process Type	Category	Organic	Ave. Cup score	Taste Note	Ava. Stock in KG
1	36033	Torban Anfillo Coffee	Abdi Gudina Duli	Arabica	Natural	Full Container	YES	92.08	spicy, rue, cardamom, delicate, pleasant, vibrant, complex, perfumed, sweet, nectarina, jasmine, bergamot, almond, bright acidity, fruit salad	600
2	2520	Yirgacheffe Coffee	Halobarit	Arabica	Natural	Full Container	YES	92.00	creamy, chocolate, sweet, long aftertaste, smooth, fruity, mandarin, balanced, syrupy, clove, passion fruits, nectarine, cardamom, hibiscus, raspberry, lemongrass, honey.	36,000
3	2520	Yirgacheffe Coffee	Cherbenta	Arabica	Natural	Full Container	YES	90.58	Honey, apricot, floral notes, black tea, blueberry, cherry, mango powerful, chocolate, caramel, sweet, fruity, soft, raisin, complex, silky body, molasses	18,000





ADDITIONAL TOP 10 WINNER LOTS

Rank	FLOID	Producer Name	1st Grade PO	Variety	Process Type	Category	Organic	Ave. Cup score	Ava. Stock in KG
4	3417	Kafa Coffee	Beha	Arabica	Natural	Full Container	YES	90.17	2200
5	36033	Torban Anfillo Coffee	Letu Guina Sudi	Arabica	Washed	Full Container	YES	89.58	1200
6	897	Oromia Coffee	Laya Teraga	Arabica	Washed	Full Container	YES	88.83	88,000
7	29806	Limu Inara	Jimate	Arabica	Washed	Full Container	YES	88.75	96,000
8	2519	Sidama Coffee	Wottona Bultuma	Arabica	Washed	Full Container	YES	88.50	40,000
9	897	Oromia Coffee	Homa Siba	Arabica	Washed	Full Container	YES	88.50	76,800
10	2519	Sidama Coffee	Shenta Golba	Arabica	Natural	Full Container	YES	87.50	25,000

The coffees will be available for a total of 30 days, following the announcement of the winning lots. Negotiations should take place directly between producer organizations and interested buyers.

The samples will be available as of April 23, 2021, and can be requested up until April 30th. Following this, all coffee samples will be sent via postal mail. For more information, or to receive samples, please contact your National Fairtrade Organization (NFO) or send an email to the Programme Manager – Coffee & Tea at Fairtrade Africa, Getahun Gebrekidan: g.gebrekidan@fairtradeafrica.net.

Detailed sample information, producer profile and producer organization contact will be shared with all samples.

PRODUCERS TESTIMONY 1



Figure 1 Mr. Getahun Tekle Bench Maji Coffee General Manager

PRODUCERS TESTIMONY 2



Figure 3 Mr. Chimsa Yosef Torban Anfillo Coffee Marketing Manager

PRODUCERS TESTIMONY 3



Figure 2 Mr. Erkihun Weldegiorgis Yirgacheffe Coffee General Manager

"This is the beginning; we shall ensure its sustainability. The contest will be a milestone for quality coffee production. Thank you, ITC and Finland government, for the support!"

"We are very delighted to be the winner of this historic event. Our farmers are investing quality coffee to promote 'Wallaga/Nakemte' type coffee worldwide. Thank you, Fairtrade Africa, Judges and Organizing Committees, for the good work."

"Yirgacheffe Coffee is the greatest gift for coffee lovers/consumers. Yiracheffe coffee is a benchmark for quality coffee and we are very happy to win two trophies out the three. We will keep investing in quality and win the upcoming year contest. Thank you all for the support!"





ABOUT FAIRTRADE AFRICA (FTA)

Fairtrade Africa (FTA) is an independent, non-profit, multi-stakeholder member-based organization with the goal of alleviating poverty through the application of fair-trading specifications and certification based on the Fairtrade Standards. Representing over 1 million farmers and workers across 33 countries in Africa and the Middle East. Aligned to the Fairtrade Global Strategy 2021 - 2025, Fairtrade Africa's strategic plan promises to invest in transformation and resilience to impact on farmers' and workers' livelihoods. This promise is anchored in four mutually-inclusive strategic pillars namely: Product and Market Development, Policy & Advocacy, Sustainable Farming Systems and Transformed & Strengthened Producer Organizations.

ABOUT FAIRTRADE INTERNATIONAL (FI)

Fairtrade International is a non-profit, multi-stakeholder association of 22 member organizations – three producer networks and 19 national Fairtrade organizations. Fairtrade's approach enables farmers and workers to have more control over their lives and decide how to invest in their future. As a leader in the global movement to make trade fair, Fairtrade supports and challenges businesses and governments, and connects farmers and workers with the people who buy their products. Fairtrade is a movement that seeks commercial relationships based on dialogue, transparency and respect.

ABOUT ITC-ALLIANCE FOR ACTION

The International Trade Centre (ITC) is a joint agency of the World Trade Organization and the United Nations. Its mandate combines a focus on expanding trade opportunities with the aim of fostering sustainable development. The International Trade Centre's (ITC) Alliances for Action (A4A) is an initiative that promotes inclusive and sustainable agricultural value chains through a model that works holistically across targeted agricultural value chains to increase producer resilience to shocks (environmental, economic, social). ITC A4A works with farmers, MSMEs and cooperative enterprises to capture market opportunities through the strategic positioning of diverse agricultural products from the ACP region in the responsible production and consumption market segment.

ABOUT ETHIOPIAN FAIRTRADE ASSOCIATION (EFA)

Ethiopian Fairtrade Association (EFA) is a membership organization registered and accorded legal personality with registry number 5177 as a local organization in accordance with the civil society organization proclamation no. 1113/2019. The association is established by fourteen Fairtrade certified organizations from flowers and coffee product. Its objective is improving the livelihood of the community by providing a platform where producers can network and advocate, effectively represented within the Fairtrade system via Fairtrade Africa, enabling effective coordination on Fairtrade standards development and review and mobilizing resource to tackle common challenges.



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THE JUDGES PROFILE

JUDGE 1: CECILIA SANADA



- Nationality-Japanese & Brazilian
- Q-Grader
- Has more than 14 years cupping experience
- Judging Experience – Cup of excellence and golden cups in Latin America
- Has coffee quality consultancy firm

JUDGE 2: HADDIS TEKA



- Nationality-Ethiopian
- Q-Grader
- Has more than 16 years cupping experience
- Judging Experience – Cup of excellence and Taste of Harvest
- Currently working in Trabocca

JUDGE 3: SEIFEDIN WORKAYEHU



- Nationality-Ethiopian
- Q-Grader
- Has more than 12 years cupping experience
- Judging Experience – Cup of excellence and Taste of Harvest
- Currently working in Ethiopia Coffee and Tea Authority
- Give Q-grading Course

GROUP PHOTO – 1ST FAIRTRADE COFFEE QUALITY CONTEST – ETHIOPIA EDITION 2021



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