

Trade Mission to USA Report FY 2022

AGRITRADE Uganda and its members in the coffee sector exhibited at specialty coffee Expo organized by specialty coffee Association that took place in the city of Boston, Massachusetts, for North America's largest gathering of specialty coffee professionals. Specialty Coffee Expo 2022 featured over 420 exhibiting companies and welcomed over 10,000 attendees for their largest trade show in over two years.



On left Ms. Annet Jakila Gwokya of Platinum Commodities (JKR), Julius Kalulu of JKCC General Supplies Limited, Ms. Brittney Kush Specialty Coffee Expos Organizers and Mr. Jeremiah Mwanja Agritrade/Team Leader

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“One Stop Center of all Coffee Dealers, Growers, processors, Exporters, Importers, Roasters, Financers, Packaging, Branding and Agro machineries with the latest innovations of technology for quality and Quantity efficiency”.

Introduction

Uganda is indeed the Pearl of Africa, everyone that has visited agrees with this statement. With one of the youngest population of 78% being below 35 years of age. The need to see Our motherland the Pearl of Africa and her Children grow economically through our natural resources like the most fertile land and favorable climate world over gave birth to what we call Agritrade Uganda. This is a short of Agriculture and Trade. All we ever wanted and still pursue is to make the Ugandan Agri Products a global Choice. Yes, it is possible, AND where there is a will, there is a way.

We are an active member based National Trade Promotion Organization that brings together farmers, processors, Manufacturers, Service Providers, Dealers and all related value chain enterprises involved in the main agriculture subsectors of Crop, Animal, Poultry, fisheries forestry and horticulture with the core intent of improving and advancing the sector in the areas of value addition, market development, good agricultural practices through education and research, technology, policy, food safety and capacity development to ensure sustainability as we walk towards achieving our vision

Our Mission

To Develop, Unite and Promote Uganda's Agricultural Industry in the global market with due regard to food safety, Good Agricultural Practices, Climate smart and resilient agriculture, Gender Inclusion of Women and Youth and Food Security and National Nutrition.

Our Vision

To make Ugandan Agri-Products a Global Choice

Objectives of the company

1. To act as the mouth-piece for agri-trade Industry (Farmers, Processors, Manufacturers, Service Providers, Dealers and all related value chain enterprises) in Uganda.
2. To provide a platform for the industry to discuss and deliberate on all issues & affairs affecting the general interests of agriculture and trade sector.
3. To provide a platform for the industry to discuss and deliberate on all issues & affairs affecting the general interests of agriculture and trade sector.
4. To promote innovations and adoption of successful farming and agri-trade models on larger scale and facilitate visits of trade and official delegations between Uganda and other countries.
5. To continuously interact and work with Government and other stakeholders in resolving the various challenges that arise from time to time in the agri-trade sector.

6. To be the global platform for partnerships in food and agriculture to promote trade, investments and technologies and startup ventures.
7. To organize and conduct capacity building programs such as seminars/workshops/trainings, technical consultations etc., on subjects related to agricultural, food and trade industry for the benefit of our members
8. To set up exhibitions, trade shows, buyer-seller meetings, catalogue shows etc., for the benefit of members and Uganda at large.
9. To publish newsletters, magazines, papers, books, studies etc., from time to time in the service of members and the industry.
10. To promote responsible practices in agri-trade and environmental stewardship



Julius Kalulu of JKCC
Limited

Objectives of the trip

1. The need for coffee farmers to showcase the Ugandan Organic Coffee varieties as grown here (Arabica and Robusta)
2. Access to International market for our green coffee beans, roasted and grounded coffee.
3. Access to International Funders for coffee projects at any stage of the coffee value chain.
4. To identify the latest technology of the agriculture machineries for coffee growing, processing and Roasting.
5. Identifying cooperate Branding and packaging companies with the newest model.
6. To give business exposure to our members as it is a Ugandan adage that " He or she that has not moved thinks their mother is the cook there is"



Mr. Jeremiah Mwanja of
Agritrade Uganda

About the Exhibition

- 1.1** The Specialty Coffee Expo was designed to be the coffee professional's one stop shop for everything they need to succeed in the coffee industry. As the industry's standard setter, the SCA has built a solid reputation over the last 30 years of providing the most up to date, qualified information and providing our members the tools to succeed.

The Specialty Coffee Expo has everything for everyone in the coffee world. Roasters and Retailers can attend and have the opportunity to exhibit their products on the show floor, network with the industry's decision makers, and further their professional careers by participating in the SCA's numerous lectures, and hands-on learning opportunities. Food and Beverage professionals can view the industry's most innovative and cutting edge coffee products, learn about integrating specialty coffee into their existing business plan, and easily make purchasing decisions face to face on the show floor. Coffee Enthusiasts of all professional backgrounds can participate in or watch the coffee competitions, mingle with like-minded attendees at receptions and lunches, or learn more about the art of cupping, brewing or roasting in our educational programs.

The SCA works tirelessly all year to create an event that will be all-inclusive for every aspect of the coffee industry and benefit all coffee professionals and markets. If coffee is your business, your career path or your passion, the Specialty Coffee Expo is the only show you need to attend to reach your goals in the industry.

Specialty Coffee Expo took place on April 8 - 10, 2022 | Boston Convention and Exhibition Center, 415 Summer St, Boston, Massachusetts, USA

- 1.2** Boston is one of the oldest municipalities in the United States, founded on the Shawmut Peninsula in 1630 by Puritan settlers from the English town of the same name.

It was the scene of several key events of the American Revolution, such as the Boston Massacre, the Boston Tea Party, the Battle of Bunker Hill, and the



siege of Boston. Upon American independence from Great Britain, the city continued to be an important port and manufacturing hub as well as a center for education and culture.

The city has expanded beyond the original peninsula through land reclamation and municipal annexation. Its rich history attracts many tourists, with Faneuil Hall alone drawing more than 20 million visitors per year.

Boston's many firsts include the United States' first public park (Boston Common, 1634), first public or state school (Boston Latin School, 1635), first subway system (Tremont Street subway, 1897), and first large public library (Boston Public Library, 1848).

Today, Boston is a thriving center of scientific research. The Boston area's many colleges and universities make it a world leader in higher education, including law, medicine, engineering and business, and the city is considered to be a global pioneer in innovation and entrepreneurship, with nearly 5,000 startups.

- 1.3 Boston's economic base also includes finance, professional and business services, biotechnology, information technology and government activities.

Households in the city claim the highest average rate of philanthropy in the United States; businesses and institutions rank among the top in the country for environmental sustainability and investment. Businesses in the area

Achievements

Showcasing the Ugandan Organic Coffee (Arabica and Robusta).

- Agritrade members were able to exhibit under the Uganda Coffee Development Authority stall their coffee beans and had an opportunity to also prepare coffee for visitors. This was an opportunity for the visitors to distinguish our home grown coffee from other grounded coffee, you could say this was a trip to Uganda through a coffee cup.

International market for our coffee beans, roasted and grounded coffee.

- Through Agritrade leadership together with the organizers, our members carried out B2B Meeting in different pavilions and discussions are still underway for possible business deals. You could say it was a lake of opportunities for the members, that some need to travel back to follow up and possibly close these prospects while others have closed some business already since then.

International Funders for coffee projects.

- It is a common story to find less privileged farmers here in Uganda, and these we have encountered a number of times on our country farm visits. And yes the heart of humanity has pushed us to find opportunities to improve their lives as a part of our CSR and so we are continuously on a look out for possible funding for projects that could impact their entire livelihood. In this expo, we had that mind with us and hopefully something will come out of the engagements we had.

Agricultural machinery for coffee growing, processing and Roasting.

- At the expo, the Agritrade members came face to face with modern technology and machinery that is recent in the sector. It is an opportunity to vet what they need against what they have installed back home. With contacts exchanged, one of our member is following up on possible purchase to boost production at the factory level.



Coffee Packaging Sample
from Pro7 found at the Expo



Coffee Packaging Sample
from Pro7 found at the Expo

Cooperate Branding and packaging companies.

- Much as we have exceptional coffee as a country, our branding and packaging has always been lacking. At the expo, Agritrade members had an opportunity to witness world class branding and packaging which was a good challenge for them and a moment of evaluation and learning.

Business exposure to our members.

- Farming in Africa is considered backward and not really a classy profession for one to pursue. At the expo, this was a platform for exposure for the AGRITRADE members and hence a change in mindset to the right mind set.



Mr Jeremiah Mwanja with a representative from Fair Trade

Activities taking place within our stall at the Expo



Recommendations

To Ugandan Government

It is important for the government to give more exposure to the Ugandan coffee and support the farmers through going back into the old system of cooperatives which were more organized since there is power in numbers. The Ugandan Coffee Governing body should not have a political affiliation but be in the interest of the people especially nationals. On events like this, leading farmers should be given opportunities for exposure to learn and experience what and how the world out there operates in relation to the Coffee entire value chain.

Also the government should in this coffee talk focus on facilitating increase in quality coffee production, productivity, and consumption working with stakeholders who include; Farmers, nursery operators, processors, exporters and Coffee traders by:

- Provision of clean planting materials
- Farmer, barista, processor and roaster trainings
- Market research and Information dissemination to stakeholders
- Quality improvement and enforcement
- Support to coffee research
- Promote domestic consumption of coffee

In 2017, the Government launched the coffee roadmap whose target is to produce 20 million bags by 2025. This should be analyzed annually and reports made on the progress to see if as a nation we are moving steadily towards that target and with the interventions put in place such as providing seedlings to farmers, extension services and guiding farmers on good agricultural practices, we should be able to produce what is able to satisfy the market.

The heads of missions should too be involved in this cause if this is going to be treated as our cash cow as a nation.



Coffee Plantation

To Stakeholders

Much as stakeholder are involved, but they should be involved in decision making especially on the fate of the coffee industry. It should not be entirely left to government to decision on where this sector heads. There is need to have the right qualified people at the hem of this game all the way from the top to the bottom.

To Uganda farmers

It is a fact that Uganda's coffee is not known in key coffee consuming countries like the US. Our coffee is just used as a blend, but it is time to change this trend and have it on the shelves in the US. Despite Uganda being one of the leading exporters of coffee in Africa and the 10th producer globally, its brand as a country is not seen anywhere on the global supermarket shelves even when the coffee as regarded of best quality.

So through farmers' cooperatives, there should be a deliberate effort to take Uganda's coffee to the international supermarket, rather than it being used as a blend for redeeming other coffees.

Low production

The above partly explains why Uganda's export volumes have stagnated at about 3 million bags for close to 20 years. Uganda last had the highest coffee production in 1996/1997, estimated at 4.2 million bags.

Despite the low volume, coffee exports remain Uganda's biggest foreign exchange earner after tourism and remittances from Ugandans living abroad.

Empowering farmers; Through social enterprises like Agritrade Uganda, Nucafe, that supports and empowers smallholder coffee farmers who are not in position to individually participate directly in the market place.

There should be a deliberate journey to establish the necessary operational and traceability systems, so as to improve the quality of coffee to meet the required standards in the US market.

High quality coffee

Through organizations like Agritrade, that work closely with farmers to ensure they harvest good quality coffee beans to guarantee high quality coffee that meets the US standards.

As a nation we need a well-packaged approach for farmers to be able to increase coffee yields amid climate change.

The intervention should not only be on seedlings as the Government is doing now; we have to address challenges constraining the coffee crop wholesomely across the entire value chain. You cannot stimulate coffee production by simply supplying seedlings alone.

Government effort

Though the Government has made efforts to work with the private sector and the farmers' in as far as providing seedlings is concerned, there is not much impact reflected in the volumes. There is need for intervention in the coffee sub-sector to enhance quality, access to improved seeds and agro inputs and markets among others.

Farmers ought to be also trained on how to assume as many roles and responsibilities as possible in the coffee value chain in order to increase their incomes from the value added hence helping them improve the quality to international standards.

Finally, empowering smallholder farmers to access markets through platforms like Agritrade.

To Exporters

Uganda coffee exporters through associations for better coordination with Uganda's Head of mission to USA can strategize on how to penetrate this mighty American market because it is clear that the coffee opportunities are available.

Through marketing and promoting Uganda coffee in the USA, they will get the attention of very serious companies that want to do joint ventures with Ugandan companies to get our coffee in the American market,

Research indicates that 64% of adult Americans currently consume coffee daily. USA being the biggest economy in the world with a huge middle class and this provides Uganda a big opportunity. So through the embassy's support to exporters who are ready to do business in USA, online marketing should be adapted by taking advantage of the available online channels to market Ugandan Coffee.

The Uganda Coffee Development Authority should have the Uganda coffee profiled according to agro ecological zones in partnership with Coffee Quality Institute (CQI). Exporters will be able to use the coffee profiles to market their coffee which is important for buyers who want to trace the coffee origin.

The exporters ought to be urged to build their capacity to provide quality coffee which will guarantee the market. The exporters need to do due diligence to understand the needs of the coffee buyers in order to mobilize the kind of coffee required. In addition, they need to work together as no single exporter would be able to satisfy the market.

The exporters must ensure they meet the market quality requirements, they must be consistent with supply, they must be trusted and operate on pure acceptable business principles.

Attendant Testimonial

On behalf of JKCC GENERAL SUPPLIES LTD, I attended the above coffee convention which was in BOSTON at Boston convention center in United States of America.



The picture above shows interactions with the organizers of SCA together with the AGRITRADE/Group Team leader. Grateful for his leadership while on this trip. Agritrade is very professional in their way of operation, they promise and deliver.



L-R with Neck tags: Mr. Rose Kato Nakayenga Kayondo from of Zigoti Coffee Works Ltd; Annet Jjakira Gwokyalya of Platinum Commodities JKR Ltd; Julius Kalulu of JKCC General Supplies Ltd.

The Picture above shows our stall exhibition while at SCA, We Used the UCDA stall because being the Coffee governing body in Uganda, they did not have any exhibitors to we agreed to cover the gap since we are

of the same country



In a pictorial summary above are the various interactions I Julius had with various partners while at the convention

The convention widened my understanding of the specialty coffee market in the USA and the world at large because of the discussions I had with different buyers who got interested in our company JKCC and the model of operations, for example **Benecke Buyers, List + Beisler, Trinidad coffee company, Forward Specialty Green coffee Importers**, and all these buyers have accepted to buy from our farmers their specialty coffee they produce, it was such a great opportunity through **Agritrade Uganda** because we had tried on our own as a company to access the American market but it was difficult but through **Agritrade Uganda's** Partnerships and networking that our company was accepted to attend this event hence as a result from the convention our company is starting to export to the American Market,

We are so grateful for the market access opportunity we got that opened our mindset towards specialty.

By Julius Kalulu

Chief Executive Officer

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