



# MARKETING BALE'S WILD COFFEE

2017 - 2019 | BALE ECO-REGION ETHIOPIA

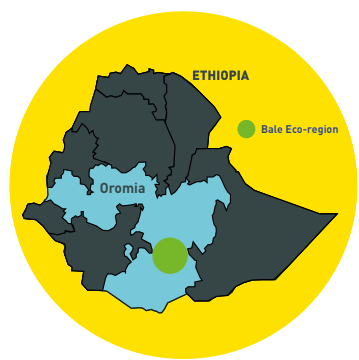
**Ethiopia's Bale Eco-region gave the world *Coffea Arabica*, the most commonly consumed species of coffee globally. Today, the Arabica coffee bean is central to securing a prosperous green future for the area.**

High levels of poverty have forced many of Bale's residents to convert the area's ecologically significant forests into croplands and fell trees for timber. Yet, the local population still relies on dwindling forest resources to earn a living. Building on Farm Africa's forestry work in the area, this project will encourage conservation of Bale's forest by improving wild coffee production and connecting wild coffee farmers to high-value export markets. Making money from coffee sales gives a financial incentive to preserve the trees under which coffee plants thrive.

Farm Africa has worked in Bale since 2006 to identify forest commodities with market potential that can be sustainably produced. Bale's heirloom coffee varieties have the potential to command high prices on the global

speciality coffee market, but to date very few farmers in Bale have been able to realise this potential.

Farm Africa will promote, increase and improve wild coffee production in the area and help broker deals between producers and private sector buyers, creating a sustainable and profitable wild coffee value chain. This project is supported by Conservation International and the Global Environment Facility through the Conservation Agreements Private Partnership Platform (CAPP), which seeks to help conserve biodiversity while improving the quality of life for local communities.



The Bale Eco-region is an area of unique ecological significance. The Eco-region encompasses Africa's largest expanse of Afro-alpine habitat, and is home to species of flora and fauna that cannot be found anywhere else on earth, including the wild gene pool of *Coffea Arabica*. The region's ecological significance extends beyond its border, functioning as the main water tower for south eastern Ethiopia, Somalia and northern Kenya: an estimated 12 million people depend on ecosystem services provided by the Bale Eco-region.



## PROJECT OVERVIEW:



Half of Ethiopia's annual coffee production comes from wild coffee. Yet, many wild coffee farmers make less than \$1 a day.



Farm Africa will enable 5,000 farmers in Bale to better participate in the wild coffee value chain.



Fetching a good price for wild coffee will be a lasting incentive for forest communities to protect Bale's rich biodiversity.



### **IMPROVING CAPACITY**

To secure good prices, coffee beans must be harvested to the quality demanded by the premium speciality coffee market. Farm Africa will create nurseries where high-quality coffee plant seedlings will be available, and deliver training in coffee processing and post-harvest handling techniques. We will take a full value chain approach by strengthening coffee cooperatives' quality control processes and their knowledge of specified market standards.



### **MARKETING FOREST COFFEE**

Coffee cooperatives and forest management committees play a crucial role in linking wild coffee producers to markets, but often lack the necessary business skills to participate effectively in the supply chain. This project will unleash the potential of Bale's wild coffee value chain by bolstering cooperatives and forest management committees' business management capacity.

Farm Africa will also work with cooperatives and forest management committees to deliver the traceability required by speciality coffee markets. The project will link local coffee aggregators to coffee unions with the ability to deliver traceability information, allowing farmers to capitalise upon the unique sustainability, geographic and cultural credentials of Bale's coffee.

The project will create a detailed map showing the diversity and availability of wild coffee in the area with the aim of creating new market linkages between producers in Bale and coffee roasters in developed countries. Farm Africa's role as a market facilitator will help ensure that sustainable partnerships are formed that continue long after the project has finished.



### **BIODIVERSITY**

The project aims to create a 'win-win' scenario whereby coffee farmers have a sustained economic incentive to protect the forests. Local communities will be further empowered to take custodianship of the landscape through a Participatory Community Monitoring system, which empowers forest management committees to collect and analyse data to inform conservation efforts and land use planning.