



Coffee Innovation Fund – Ethiopia

Supporting innovative and scalable solutions to increase profitability and market access of small-holder coffee farmers

Production of organic Cascara to increase the living income of coffee farmers

For regular coffee bean production, the pulp of the coffee cherries is usually seen as a waste product. Often the pulp is simply disposed of into nearby rivers or on grazing lands. If not handled correctly, these residues can contain toxins and can cause health problems for farmers and their community members living in the areas surrounding coffee processing stations.

However, innovative solutions to utilizing coffee pulp have emerged - instead of being discarded, coffee cherries can be used to produce coffee cherry tea, also called “cascara”, named for the Spanish word for the coffee husk. Due to the steadily increasing demand for cascara, especially in North America, its production as a byproduct from wet and dry processed coffee presents a highly interesting additional source of income for coffee producers.

Achieving a 15-20% increased income for smallholder farmers

Moyee Coffee is the first multi-national coffee roasting company based in Ethiopia with an integrated end-to-end operation throughout the coffee value chain, from crop to cup. By partnering with over 2000 smallholder farmers for the supply, Moyee will pay farmers an additional 15-20% fee upon cherry delivery with the intent to utilize the coffee pulp, in addition to the bean. The long-term goal is to develop an Ethiopian iced tea brand fully created locally, which is derived from coffee waste as its main ingredient.

Income diversification opportunities for producers

Developing a method to produce organic cascara in the pilot phase will allow a new value-added coffee byproduct to be introduced into the Ethiopian coffee supply chain. The project will demonstrate the opportunity and market for cascara iced tea in producing regions. There is the potential for cascara to become an emerging drink not only within the world of tea, but also in the beverage industry as a whole.



Project overview

Term: 2021-2022
Region: Kaffa, SNNP region, Ethiopia
Partner: Moyee Coffee
Volume: EUR 50,000 (supported by the fund)
EUR 107,500 (total volume)

Goals

- ❖ Increase living income to coffee farmers through income diversification.
- ❖ Successfully produce organic cascara iced tea derived from coffee by-products.
- ❖ Boost commercial cascara tea consumption in the local market.

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