



Coffee Innovation Fund – Rwanda

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

Coffee based tourism development

In Rwanda, the tourism sector is one of the major source of revenues contributing enormously to the country’s economic growth. Existing policies embrace diversification of new tourism products, opening new opportunities to invest in coffee tourism.

Kivubelt Coffee Ltd was founded in 2011. It owns Coffee Washing stations and processes coffee from its own farms. The company also sources coffee from more than 500 small holder farmers in nearby communities. The company is strategically located along the Kivubelt road, a high traffic road that leads to major tourist attractions.

Coffee Tourism development

Kivubelt Coffee will leverage its strategic position on the Kivubelt road by launching attractive tourist packages. These include a guided visit to a coffee plantation and washing station, Offering experiences in coffee farming activities with farmers and the processing of coffee produced. Lastly, the facility will host a coffee shop and gift shop. Upon departure tourists will have experienced a real seed to cup journey.

Increasing income streams for smallholder farmers

Kivubelt Coffee is expected to train and work with 200 farmers who will be taking part in hosting tourists for a guided farm tour. In the gift shops, tourist will be able to purchase traditional handcrafts produced by the farmers themselves. Through this initiative, farmers will be able to generate additional income streams for the household.



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Project overview

Term: 2022 -2023
Region: Rwanda
Partner: Kivubelt Coffee Ltd
Volume: EUR 33,000 (supported by the fund)
EUR 66,000 (total volume)

Goals

- ❖ Train 200 farmers on good agricultural practices, home roasting, handcrafting, seed to cup storytelling and financial literacy.
- ❖ Establish guided tours and facilities that are adequate to host tourists.
- ❖ Increase farmers’ income by at least 10%