



Coffee Innovation Fund – Rwanda

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

Development of a Rwandan Coffee Value Chain Directory for Direct Crop to Cup Value Chain Market Linkages.

One of the biggest challenges faced by Rwandan coffee industry is the limited visibility and access to knowledge about the Rwandan coffee industry on the international markets. Information about quality, production, export procedures and direct market linkages with farmers across the board is not readily available.

Creating direct market linkages through a digital directory

African Coffee Hunters aims to create linkages between African coffee producers and the global consumer. These relationships will foster social transformation through a fairer distribution of value along the value chain. This will be done through the development of a hard copy and digital directory.

Increased market awareness on the local and international scale

Using innovation and technology, a digital and hard copy of a national coffee directory will be designed to increase visibility and awareness. The directory will contain information related to all washing stations in Rwanda. It will also include details on coffee processing & roasting plants in addition to coffee industry stakeholders.

The availability of the coffee directory in Rwanda, will strengthen the information exchange platform which will foster the creation and strengthening of market linkages across the value chain in Rwanda and worldwide.



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Project overview

Term: 2021-2022
Region: Rwanda
Partner: African Coffee Hunters
Volume: EUR 45,000 (supported by the fund)
EUR 91,000 (total volume)



Goals

- ❖ 500 actors from the Rwandan coffee value chain market their services/ produce in the directory
- ❖ At least 500 hard copies of the directory distributed, at least 300 visitors on the digital directory in first 2 months it is operational
- ❖ 80% of the registered actors from the coffee value chain report that their market linkages have improved after a 6 months period being registered in the directory