

Coffee Innovation Fund – Rwanda

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

Brand building and direct marketing campaign for Angelique's Finest coffee - fully made by women.

In as much as women do most of the agricultural work, they are traditionally excluded from planning, marketing, and spending decisions on income generated from major cash crops like coffee. Nonetheless, female coffee farmers strive for recognition, prestige, and influence in the coffee industry. A recognition of this paradigm led to the creation of Angelique's Finest Coffee.

A women owned brand which empowers female coffee farmers.

Angelique's Finest, is a brand with "coffee made entirely by women". The brand aims to strengthen the financial independence and decision-making power of women in the coffee sector.

Women involvement in digital innovation and marketing their own coffee by storytelling.

This project will build the capacity of producers on how to market their coffee. Female farmers, cooperative workers, coffee cuppers will receive trainings on how to create & maintain brand images and digital storytelling. The benefitting cooperatives will also receive equipment which will enable them to develop their own social media content and help them to create market demand for women's coffee.

RWASHOSCCO and Kaffeekoop GmbH will strengthen Angelique's Finest brand marketing efforts locally and internationally leading to an increase in income for Rwandan female coffee producers.



Project overview

Term: 2021-2022
Region: Rwanda
Partner: RWASHOSCCO/Kaffeekoop
Volume: EUR 37,000 (supported by the fund)
EUR 76,000 (total volume)

Goals

- ❖ To strengthen Angelique's Finest brand to compete on the local and international coffee market
- ❖ Build producers' knowledge on digital content creation and storytelling for marketing
- ❖ Increasing sales by 30 tons of Angelique's Finest hence more income for producers and the cooperatives

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