



FACILITATING FARMER BUSINESS.

THE FARMER OWNERSHIP MODEL

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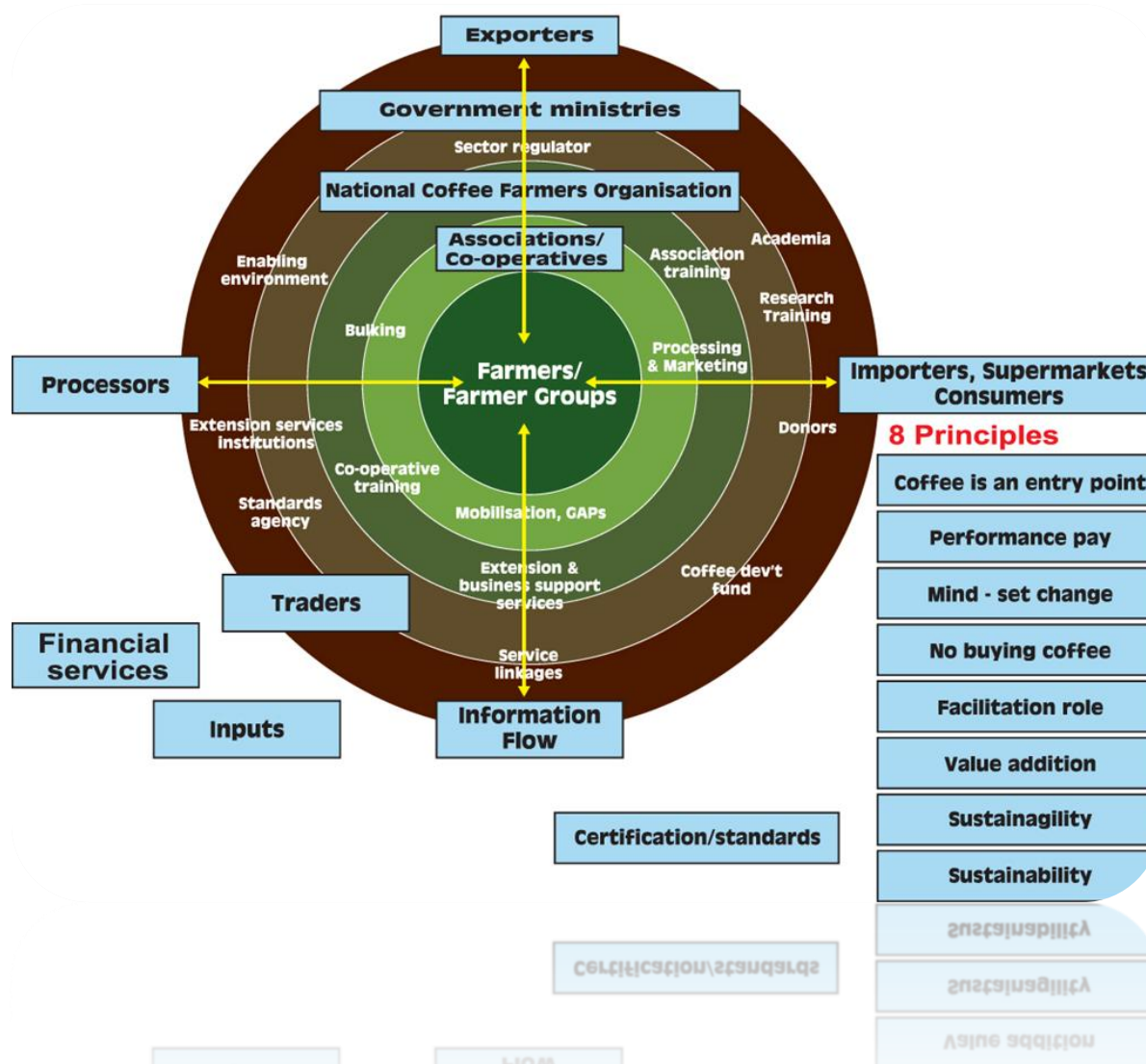
NUCAFE OVERVIEW

National Union of Coffee Agribusinesses and Farm Enterprises, it was founded in 1995 as the Uganda Coffee Farmers Association (UCFA) but changed name in 2003 in response to members needs assessment and the strategic planning carried out in 2003.

Vision

- Coffee farmers profitably own their coffee along the value chain for sustainable livelihoods customer satisfaction and societal transformation

Approach: Farmer Ownership Model



Coffee Value chain analysis and upgrading of smallholder farmers

1 cup = US\$ 2.00
(80 cups = US\$ 160.00)



Roast and ground
1kg = US\$ 30.00



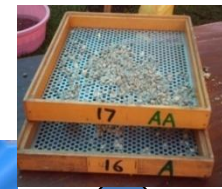
1 cup = \$ 0.63

Roasted beans
1kg = US\$ 10.00



1kg = US\$ 8.00

Graded AA coffee
1kg = US\$ 2.00



1kg = US\$ 4.00

F.A.Q (ungraded)
1kg = US\$ 1.00



1kg = US\$ 0.15

Kiboko
1kg = US\$ 0.60



1kg = US\$ 0.10

Red cherries
1kg = US\$ 0.40



1kg = US\$ 0.50

Green Berries
1kg = US\$ 0.17



1kg = US\$ 0.35

Coffee flowers
1 tree = US\$ 0.11



1 tree = US\$ 0.15

1kg = US\$ 0.20

Prices in US\$

Costs in US\$

Source: Joseph Nkandu

Fig.2.

Core Areas of service offer

1. Improving enabling environment (Advocacy)
2. Business and technical capacity building of members
3. Facilitating the farmer business from research to the cup

Improving Business Environment



Coffee farmers demanding for National Coffee policy in 2008



Uganda National Coffee policy launched in 2013



A member of East
fede

Business and technical capacity building of members

Project based gender and youth sensitive field trainings on all aspects of the coffee value chain

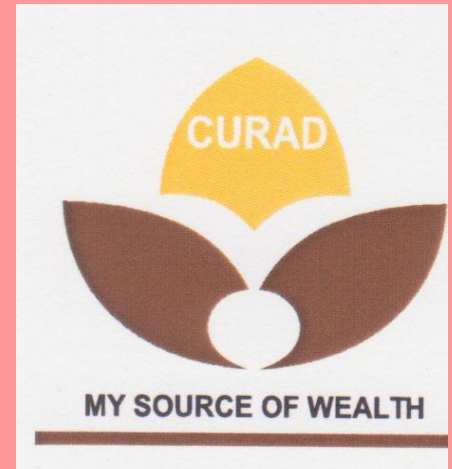


Continuous Coffee Entrepreneur training through establishing “**Centre for coffee Agribusiness and Farmer Entrepreneurship Enhancement**” CAFÉ



Out scaling of the Model:

- Zambia, Peru
- Strategic partnership with Makerere University, Research and NUCAFE; for creating jobs through Hatching young Entrepreneurs. CURAD
- Curriculum Review



Facilitating the farmer business

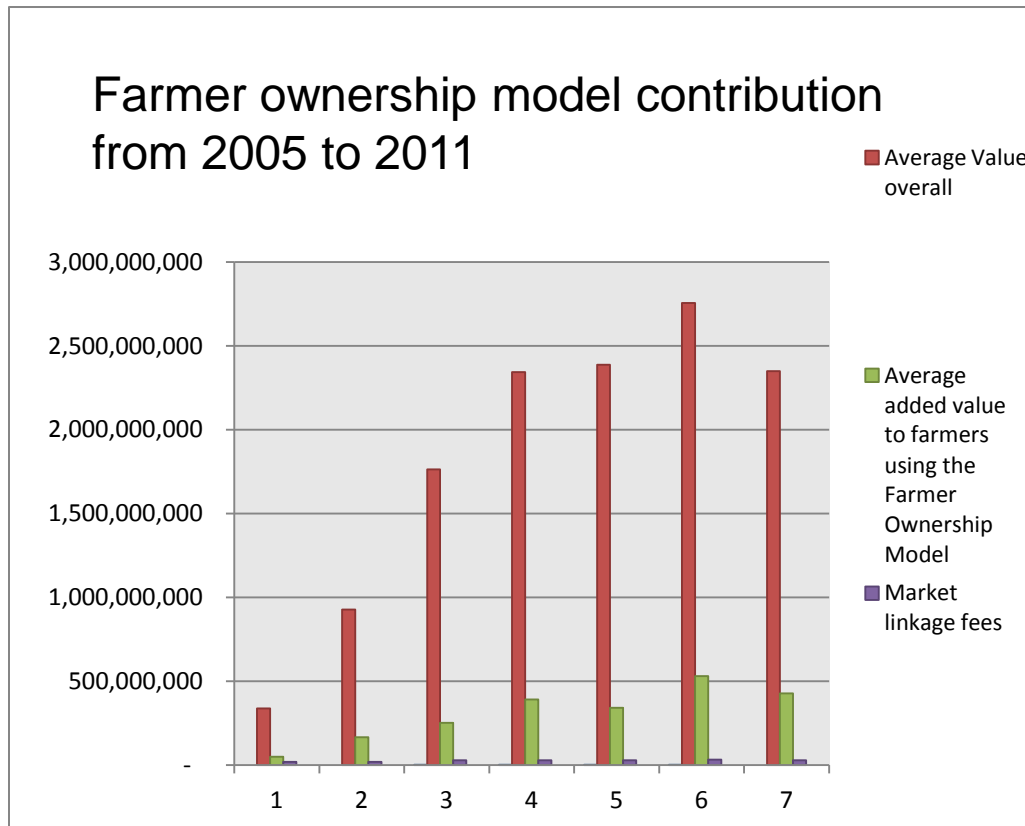
- Part of Uganda Coffee development Authority Board (**UCDA**) & coffee research institute (**NaCoRRI**) management committee
- 11 coffee nurseries capable of producing 1.1 million coffee and tree seedlings per year
- All nurseries operated on business partnership(Nursery operator, association, NUCAFE)



Facilitating the farmer business

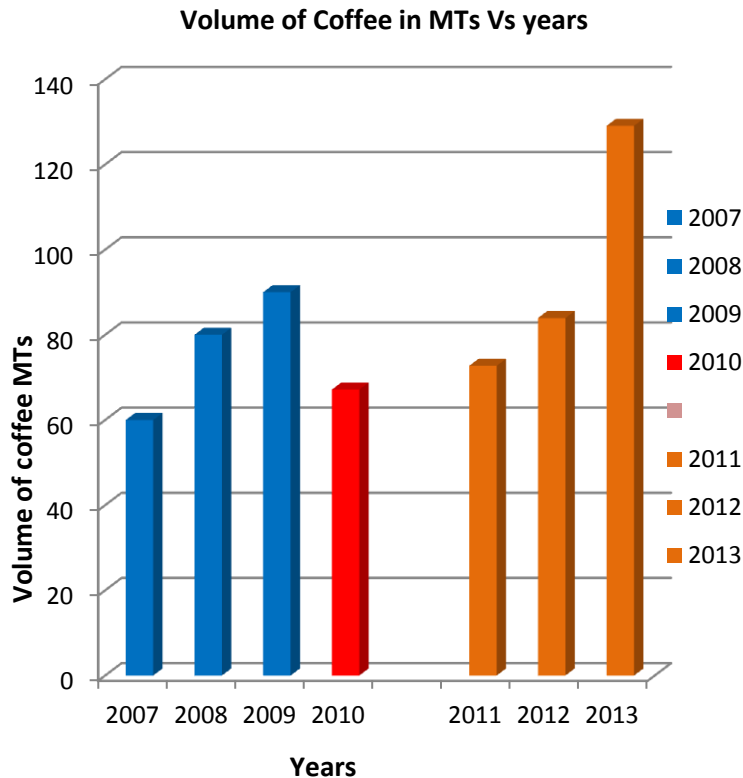
Increasing market linkage through outsourcing processing 2011

Focus on own processing factory establishment 2012 to date



Facilitating the farmer business In the membership

- Kabonera CFA made bankable
- Improved performance

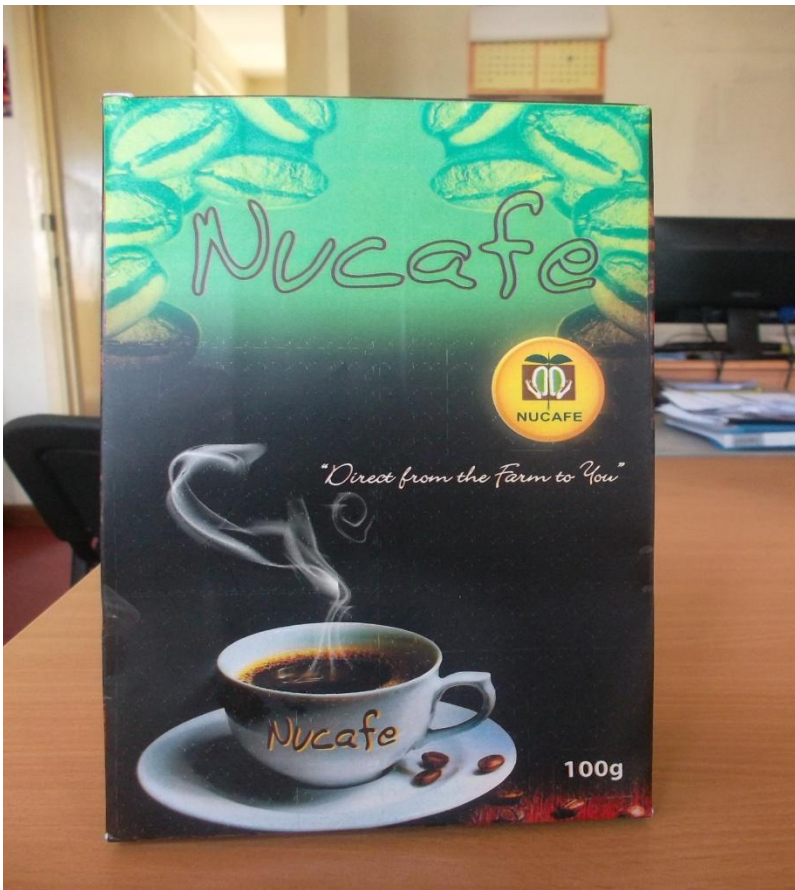


Bukonzo joint Microfinance cooperative society growth along the value chain

- Microfinance at the centre
- Coffee marketing supported by member savings and external finance
- Training team

Facilitating the farmer business

From outsourcing roasting and packaging



To purchase of 30kg per hour batch roaster for local and regional markets



A member of Eastern Africa farmers federation

Facilitating the farmer business

Establishment of the high end state of the model coffee shop



Impact areas:

- Increase in farmer income by 30%
- Social capital
- Operating along the whole value chain
- Diversified access to finance from various banks
- Environmental services through Agro forestry

Lessons learnt

- Model implementation requires compassionate leadership, persistence and patience
- The Model Makes farmers Master of their own destiny
- The model helps avoid conflict of interest
- It gives Farmer organizations an Inclusive business approach that makes them bankable
- Makes Value chain based planning and phased implementation in an open and transparent manner is that is key in creating rural businesses for greater rural development possible.

Recognition of the business model

National
Coffee quality
in
National taste of Harvest



East Africa
Best inclusive Agribusiness model of the year



Continental;
Africa

Income diversity award



Global
Model innovator
appointed
ASHOKA Fellow





Thank You



HAPPY FARMERS