



**GORILLA'S
COFFEE**

BEYOND FAIR TRADE

Dark chocolate,
spice & a hint of
luscious Fruit



info@gorillascoffee.com

www.gorillascoffee.com



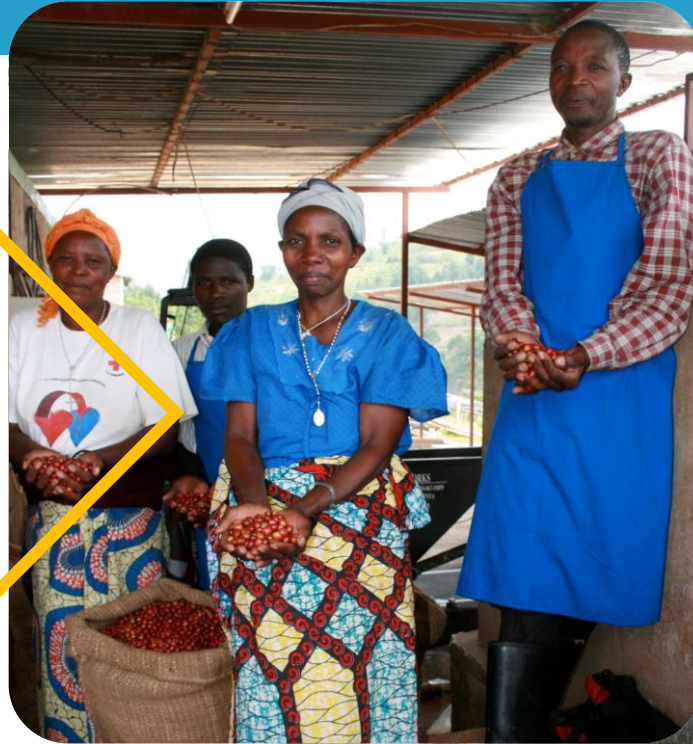
FAIRTRADE

RWANDA FARMERS COFFEE COMPANY

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MISSION:

Provide world class, sublimely rich coffee with the ultimate impact on Rwandan coffee growers where all our profits are reinvested in them...



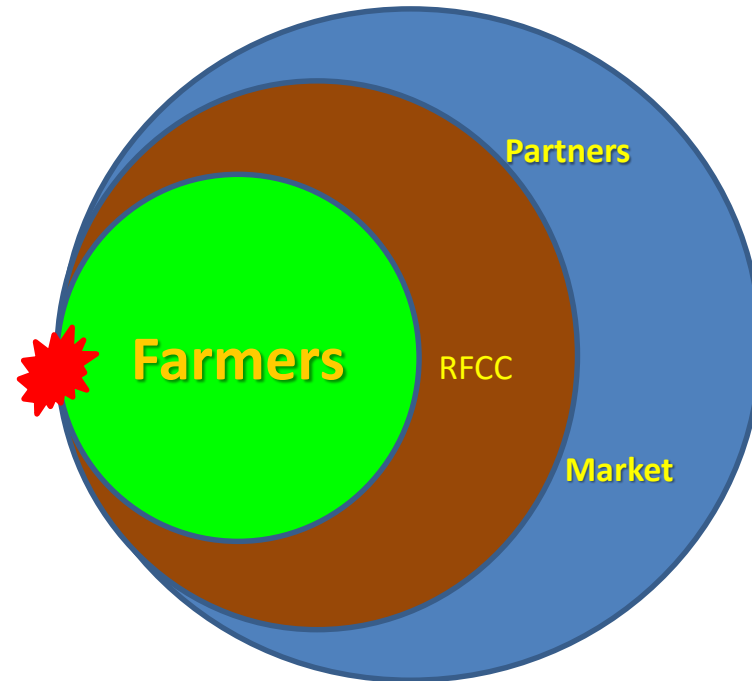
- Ensuring ALL the value from coffee is retained in Rwanda and reinvested with the farmers who supply Gorillas Coffee - BEYOND FAIR TRADE

- World class coffee sourced, roasted and packaged in Kigali, Rwanda...



“BEYOND FAIR TRADE” Model

- Because quite simply a certain profit value goes back to the farmers;
- The other goes back to the development of the coffee sector in Rwanda,
- Sourcing green coffee from farmers, we not only offer the best green coffee prices, but also we reinvest the Profit.
- Support thousands of farmers in their quest to move up and out of poverty with their families with a Sustainable Rwanda coffee sector.



- **NAEB:**

- ✓ Farmers capacity building
- ✓ Extension services
- ✓ Cooperatives Organization
- ✓ Infrastructures
- ✓ Market development

- **BRD:**

- ✓ Seasonal Cooperatives working Capital
- ✓ CWS Investment
- ✓ Agricultural development loans

- **THF:**

- ✓ Market Access – Link
- ✓ Business Expertise
- ✓ Social Development projects - Cooperatives partners

Green Coffee Sourcing

- Our Green beans are fully Traceable back to the Farmers, with a Story behind and a descriptive cup profile
- All green beans are 100% From Cooperatives (who win in CoE, Fairtrade certified, hence: Leadership, Capacity, Gender, Envir., etc..)
- All Coops are FAIRTRADE CERTIFIED and RFCC is Certified too
- Total Farmers in all the actual 3 Coops: 2,423 of which 43% are women subjected to increase
- All the cooperatives can produce: 33 Units of green coffee (532T Roasted Coffee), and we are registering more till 1500T Capacity
- Green coffee are Selected according to SCAA Protocols and procedures
- Use Certified Q-Graders, Cup Score: 84% and above



- **Musasa Coop**

- ✓ 1,402 Coop Member
- ✓ 630 (45%) women
- ✓ North Region
- ✓ CoE Winner
- ✓ Project to date: Supply of Clean water to The CWS and surrounding Farmers

- **Sholi Coop**

- ✓ 334 Coop Member
- ✓ 143 (43%) Women
- ✓ South Region
- ✓ CoE Winner
- ✓ Project to date: Installation of wastewater treatment plant at the CWS

- **Kopakama Coop**

- ✓ 675 Coop Member
- ✓ 262 (39%) Women
- ✓ West Region – Kivu shore
- ✓ CoE winner
- ✓ Project to date: TBD

Benefits of adding value/roasting from the origin

- ☛ Improved trade balance through limited import of low grade instant coffees
- ☛ Rwandan coffee growers direct access to market.
- ☛ Create jobs not only in the Roastery but also at the farm and coffee washing station levels
- ☛ A premium market price to be paid to coffee farmers/Cooperatives
- ☛ Support GoR coffee strategy of moving towards specialty coffee positioning.
- ☛ Risk management from commodity price fluctuations/international prices volatility.
- ☛ Sustainable Rwanda Coffee sector
- ☛ Significantly improve financial returns to coffee farmers
- ☛ Promote Rwandan coffee – and hence Rwanda.





RWANDA FARMERS COFFEE COMPANY

- Ability to produce high volumes of **consistent quality** - roast profiles
- **120kg/Batch – 5 tonnes** of Roasted Coffee Day or More
- Annual Capacity: **Up 1500 Tonnes Of Roasted Coffee - Reliability**
- Makes us an **ideal supplier of freshly roasted, premium quality coffee** to hotel chains, airlines, **large retail stores for local, regional and International Market.**



Product - Services

1. Bulk supply of roasted bean or ground coffee to the catering and hotel markets
2. "Own brand/White label" packaged coffee to the hotel and retail markets
3. Branded retail packs of roasted bean or ground coffee ("Gorillas Coffee and Rwandan Farmers Coffee" Reserve)
4. Special Green beans against customer quality specification
5. Bespoke tourist visits to our factory, coffee growers and Rwanda's famous Gorillas nature *reserve – Coffee safaris*
6. Barista training and brewing equipment sourcing, installation and calibration



Roasted coffee business in Brief



● FOB Kigali
 ● \$8/kg

● E.g. Coffee on Shelves in USA or EU: \$40/kg

● Air Transport to USA: \$4/kg Max
 ● CIF \$12/kg

● Clearing, handling and logistics
 ● CIF \$0.25/kg

● Retail stores (Supermarket, convenience stores etc..)

● Food Service (Hotels, Restaurants, Coffee shops., Fast foods etc..)

● Profit (25%: \$3.0625)

● Wholesales Price 15.5/kg

● 500kg: \$1,531

● 1,000kg: \$3,063

● 5,000kg: \$15,313

● 10,000kg: (30,625)

● Retail stores Profit (25%)

● Retail Price 19.4/kg



Coffee shop in brief



- **Standards: A single shot of espresso is 7g of coffee**
- **Double shot (20g Max of coffee)**
- **Kigali \$2.5/Cup**
- **1kg: 50Cups: \$120/kg**





This is where, our green
coffee are processed from.
In Coffee washing station
countryside
Altitude: 1700 – 2000 M
Absl



RWANDA FARMERS COFFEE COMPANY
Factory premises, in Kigali-Rwanda

We send a
smile !!!





Thank You

Tel.: +250 788612131/788302301

eric.r@gorillascoffee.com

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