



ssnup

Smallholder Safety Net
Upscaling Programme

SUPPLY CHAIN DEVELOPMENT AND EXPANDING INTO NEW COFFEE MARKETS IN RWANDA



Africa



Latin America



Asia



Financial services



Non-financial services



Market building



Internal management

CONTEXT

Agriculture is the main economic activity in Rwanda with 70% of the population engaged in the sector, and around 72% of the working population employed in agriculture. The agricultural sector accounts for about 33% of the national GDP and is the dominant source of income for the majority of the poor living in rural areas (FAO). It is also of significant importance in achieving the national priority objectives of sustainable economic growth, food security, and poverty alleviation. Coffee is a key export commodity in Rwanda and an important source of foreign exchanges. Rwanda is a price taker on international coffee markets and remains vulnerable to high price fluctuations.

CURRENT STATUS OF THE INVESTEE

MAHEMBE COFFEE LTD (MAHEMBE) is a privately owned coffee processing company that sources, produces (from its own farms), washes, dries, packages, and delivers coffee to various customers within and outside Rwanda.

MAHEMBE sources from over 700 farmers grouped in 4 small informal cooperatives. Their fields are scattered in Western Province, and the farthest farm from MAHEMBE Coffee's processing factory is nearly 30 km away. The company has 11 permanent employees and a range of 60-80 seasonal employees.

OBJECTIVE OF THE PROJECT

The main objective of the project is to develop the coffee supply chain by expanding into new markets with the Rainforest Alliance certification (RFA). RFA helps farmers to produce better crops, adapt to climate change, increase their productivity, and reduce costs. These benefits provide companies with a steady and secured supply of certified products. Sourcing Rainforest Alliance Certified products also helps businesses to meet consumer expectations and safeguard their brand's credibility.

The main expected outcomes are:

- Train and certify 700 smallholder farmers, including around 30% women.
- Train 10 staff members on certification.

IMPACT INVESTOR



BENEFICIARY ORGANISATION
MAHEMBE COFFEE LTD (SME)
– Rwanda

TARGETED N° OF FARMERS
700 farmers

AGRICULTURAL VALUE CHAIN
Coffee

STARTING DATE
March 2023

DURATION
7 months

TOTAL TA BUDGET
€ 20,187
Including € 16,150 (80%)
contribution from SSNUP

