

WOMEN IN COFFEE NEWS

A quarterly newsletter of the International Women’s Coffee Alliance (IWCA)—UGANDA CHAPTER



FROM THE CHAPTER PRESIDENT



Hon. Victoria Sekitoleko, IWCA Uganda Chapter President

Over the last few months, the IWCA Uganda Chapter has been at the helm in lobbying and advocating for the meaningful participation of the women all the coffee value chains in Uganda. Uganda being predominantly an agrarian state, there are several social-cultural/social-economic impediments to women’s empowerment in the agricultural value chains, most specifically in the coffee sub-sector. The women are not fully utilizing their potential in agribusiness enterprise. Gender stereotypes, unfavorable, outdated cultural and traditional norms remain a major stumbling block. Most of these impediments are deeply rooted in traditional norms associated with land ownership, girl child education and succession.

As the current IWCA Uganda Chapter leadership, we are committed to making a positive contribution to women’s economic emancipation, most specifically in the coffee sector. The challenges are many, but at the same time, the small steps we are taking are consistently resulting in steady, remarkable progress.

The IWCA Uganda Chapter formulated its three-year Strategic Plan for the period 2019-2021. As Uganda advances to middle-income status, and with agriculture as one of the prioritized areas among the twelve (12) identified enterprises in the Second National Development Plan (NDPII), the implementation of this Strategic

Plan will directly contribute to Uganda’s economic priorities and aspirations through promoting women economic empowerment. We are highly indebted to the USAID Uganda Feed the Future Enabling Environment for Agriculture (USAID/Uganda FtF EEA) activity for invaluable support to the development of this strategic plan.

Besides this, there is much more that has been going on, including the our participation in the Hainan Coffee Expo in China; the African Fine Coffees Conference in Kigali, Rwanda, and our subsequent membership to the African Fine Coffees Association; participation in International Women’s Day Celebrations; participation and exhibitions during the Buy Uganda, Build Uganda (BUBU) Expo; Q Grader Training for Ugandans; IWCA participation at the 31st SCAA Annual Convention in Boston, resource mobilization and membership services. I would like to to thank our supporters for the continued support and commitment to advancing women in coffee in Uganda.

I hope you’ll be inspired by our stories in this issue of our newsletter.

IN THIS ISSUE

Women in Coffee at the Helm as IWCA Uganda Chapter Celebrates International Women’s Day	2
African Fine Coffees Conference and Exhibition Provides an Advocacy Opportunity for Women in Coffee. IWCA becomes a member of AFCA.	3
Buy Uganda, Build Uganda (BUBU) Expo Enables Women in Coffee to Showcase Coffee Products	4
International Women’s Coffee Alliance at the 31st SCAA Annual Convention, Boston, April 2019.	5
IWCA Uganda Chapter Unveils Three-year Strategic Plan, 2019-2021 to Advocate for Women in Coffee	5
Upcoming Coffee Meetings and Events, Obituary.	6



IWCA NOW A MEMBER OF AFCA

IWCA became a full member of the African Fine Coffees Association (AFCA) during the African Fine Coffees Conference and Exhibition at Kigali Convention Center, Rwanda, February 2019. Founded in July 2000, AFCA is a regional non profit, non political, member-driven association representing coffee sectors in 12 member countries. See: <https://afca.coffee/>

Follow the IWCA Uganda Chapter on Facebook to learn more <https://www.facebook.com/IWCAUgandaChapter>

Women in Coffee at the Helm as IWCA Uganda Chapter Celebrates International Women's Day.

BALANCE FOR BETTER

A balanced world is a better world. Raise awareness against bias. Take action for equality.
#WomeninCoffee #BalanceforBetter.

Collective action and shared ownership for driving gender parity is what makes International Women's Day successful. Gloria Steinem, world-renowned feminist, journalist and activist once explained "The story of women's struggle for equality belongs to no single feminist nor to any one organization but to the collective efforts of all who care about human rights." Learn more at <https://www.internationalwomensday.com/>

Women in Coffee in Uganda joined the rest of the world to celebrate International Women's Day (IWD), 2019. The theme for International Women's Day 2019, which took place on 8 March, was "Balance for Better".

Celebration in Uganda was preceded by a series of press talks, radio and television talk shows, and social media messaging campaigns in which the International Women's Coffee Alliance—Uganda Chapter worked to lobby and advocate for the empowerment, active and meaningful involvement of women across all the coffee value chains in Uganda. #WomeninCoffee #BalanceforBetter. <https://www.facebook.com/IWCAUgandaChapter>

Messaging focused on increase the quality and quantity of Ugandan coffee; and a call for Ugandans to increase local coffee consumption in Uganda for a sustaina-

ble coffee industry with high stakeholder value for social transformation. It was an advocacy opportunity, a call to empower, connect and advance women.

IN Kampala: IWCA Uganda Chapter President Hon. Victoria Sekitoleko championed proactive media engagement campaign to address the issues that limit women from gainfully participating in the coffee value chains. This included the development of key messages and subsequent social media campaigns reaching a local and international audience of more than 1,511 people, together with 134 social media engagements. The Chapter issued a Press Release, which addressed market access and market linkages, advocacy for equitable inclusion of women and their households in coffee value chains, pro-women socio-economic empowerment program

In Kanungu: Radio talk show at Kanungu Broadcasting Service (KBS) on March 6 2019, 9-10.30pm attended by key IWCA Uganda Chapter members in Kanungu District, namely, Mrs. Loy Byarugaba and Mrs. Christine Busigye. The talk show was also attended by Mrs. Consolata Tumwesigye, IWCA Uganda Chapter Member of Board. It was hosted by Mr. Andrew Arinaitwe, the Omukazi W'omuti-ma Agri-Business Weekly Show Anchor, a show that is dubbed, "Pariyamenti y'Abahingi n'Abarisa" Centered on the theme of ICD, listenership to this talkshow spanned the districts of Kanungu, Bushenyi, Mitoma and Rukungiri, Kasese and Kisoro, with more than 15 call-ins.

Featured Story

Women and Youth Take on "Man's Crop" Coffee in Uganda



Photo and Story Credits: <https://farmingfirst.org/>

Ahead of the International Women's Day on 8th March 2019, Sam Viney, Communications and Advocacy Officer at Farm Africa, explores how access to land and inputs can include women and youth in Uganda's coffee boom.

Read the full story at <https://farmingfirst.org/2019/02/access-to-land-can-cultivate-a-new-generation-of-ugandan-coffee-entrepreneurs/>.

I'm in my twenties but whenever I go to Uganda it makes me feel old! The world's second [youngest country's median age is 15](#), and [77% of the population is below 30](#). Every day, hundreds of young Ugandans hit the job market. Many find employment, but often not. Unemployment in Uganda is rising and [young people shoulder the burden](#). In 2015, one in three young Ugandans was unemployed. When young people find work it's normally insecure, part-time or unpaid family work. Women are more likely to be unemployed than men.

Uganda's young people are full of entrepreneurial spirit, and never fail to fill me with confidence in the country's future. Providing [70% of the country's employment opportunities](#) and contributing more than [half of all exports](#), agriculture is Uganda's most obvious vehicle to unleash their potential.

Opportunity is brewing: Uganda's employment challenge is coupled with rising demand for their most lucrative export: coffee. There is huge demand for the caffeinated treat, and Kanungu's tropical climate, in south-western Ugan-

da, provides the perfect conditions to grow it. This should bring opportunities.

Despite this huge potential, limited access to land and low profits stop youth and women from investing in coffee production.

With co-funding from the European Union, the international NGO has launched a project in Kanungu that develops young people's skills and links to markets, and helps them gain access to the land they need to become successful coffee entrepreneurs.

...the full story reveals more on constraints associated with access to land, land agreements, quality improvement, and coffee as a man's crop.

This story is available from Farming First, a global coalition for sustainable agricultural development. Learn more at <https://farmingfirst.org/>

African Fine Coffees Conference and Exhibition Provides an Advocacy Opportunity for Women in Coffee

SPECIALTY COFFEES AT THE HEART OF AFRICA

The African Fine Coffees Conference and Exhibition was held in Kigali, Rwanda in March 2019. The Conference and Exhibition was organized by the African Fine Coffees Association, under theme, ‘Specialty Coffees at the Heat of Africa’. At the global level, IWCA was represented by the IWCA Chapter Manager, Ms. Blanca Maria Castro, and the IWCA Uganda Chapter delegation, represented members of the Board and Secretariat.

The key activities included a Breakfast Meeting that facilitated the sharing of stories of women in coffee. IWCA Chapter Manager, Ms. Blanca Maria Castro addressed women in coffee, with a focus on Licensing and Facilitation of Effective Communication.

“The future of specialty coffee must be diverse and inclusive. We must not only create a space for everyone but create a space that allows everyone to contribute and thrive. Our greatest opportunity to build a more equitable supply chain rests in diversity, bringing new ideas and more people to the table,” said Phyllis Johnson, BD Imports.



ABOVE: IWCA Uganda Chapter President Hon. Victoria Sekitoleko with former IWCA President Jude (in white top), Phyllis Johnson of BD Imports (<https://www.bdimports.com/>) and one of the delegates at the African Fine Coffees Conference in Kigali, Rwanda, February 2019.



Seated, right-left is Mrs. Rose Kato, IWCA Uganda Board Member and Ms. Teopista Nakkungu, IWCA Uganda Chapter Coordinator. Standing, right-left is IWCA Uganda President Hon. Victoria Sekitoleko, Mrs. Anne Mayanja, IWCA Uganda Board Member and Ms. Blanca Maria Castro, IWCA Global Chapter Manager at the IWCA stall.

IWCA joined the African Fine Coffees Association as a Member in February.



In June 2019, IWCA was listed AFCA Member of the Month for June 2019.



IWCA Uganda Chapter President, Hon. Victoria Sekitoleko was at Kibinge Stall with Dr. Nyagoy Nyong'o, the Executive Director, Fair Trade Africa (learn more at <https://www.fairtradeafrica.net/>) at the African Fine Coffees Conference in Kigali, Rwanda, February 2019.

Buy Uganda, Build Uganda (BUBU) Expo Enables Women in Coffee to Showcase Coffee Products

Embracing Innovative Value Addition for Business Success



Ugandan Women in Coffee participated in, and exhibited their range of products and services during the Buy Uganda, Build Uganda (BUBU) Expo, dubbed "BUBU" or "Zimba Uganda" Expo. The Expo took place at the Kololo Independence Grounds in Kampala from 7-9 March 2019. The theme of the Expo was "Embracing Innovative Value Addition for Business Success"

BUBU is a government policy to promote consumption and procurement of goods and services produced locally. The rationale is to encourage foreign and local investors to produce locally, improve capacity of local producers, enhance quality and competitiveness on local and international markets, create jobs and drive the country to achieve Middle Income Status. More <https://www.bubuexpo.com/>

Ugandans among beneficiaries of Q Grader Training Conducted by Utake Coffee

Utake Coffee takes part in the collective national and regional goals to attain capacity building targets for the advancement of the coffee sector. The schedule for the rest of the year can be obtained from <https://www.utakecoffee.com/courses>



In 2018, Utake Coffee trained 42 Full Q Arabica Graders including one Re-certification. Of the 42 students who took the full course and retakes through the year, 13 qualified as internationally licensed Q Graders. Training calibration was also provided for 25 Q Graders who renewed their licenses for three more years.

Participants came from Kenya, Uganda, Tanzania, The Democratic Republic of Congo, Ethiopia, Rwanda, Burundi, South Africa, Swaziland, South Korea, The Netherlands, Germany and the United States.

Coffee Quality Institute - Q Grader
<https://database.coffeeinstitute.org/courses/upcoming>

Specialty Coffee Association - Coffee Skills Program
<https://sca.coffee/education/programs/coffee-skills-program>

IWCA at the 31st Specialty Coffee Association of America (SCAA) Annual Convention, Boston, April 2019.



The Specialty Coffee Association of America (SCAA) organized the 31st Annual Convention at Boston Parkview Hotel from 10th and 11th April 2019. Thereafter, the Convention and exhibition held from 12th to 15th April 2019 at the Boston Convention Centre. This is an annual networking event where specialty coffee professionals get inspired to learn, grow and collaborate for the betterment of the specialty coffee industry. The SCAA has been at the forefront in developing and promoting specialty coffee and is committed to meeting the challenges of rapidly changing industry by setting and maintaining standards, expanding professional certification programs, conducting industry specific research and providing opportunities to connect exchange and work together so that the industry continues to thrive.

IWCA Participation: From Uganda, IWCA Uganda Chapter President Hon. Victoria Sekitoleko and Mrs. Rose Kato, IWCA Uganda Chapter Board Member ably represented the IWCA Uganda Chapter. In addition, Ms. Teopista Nakungu, the IWCA Uganda Chapter Coordinator; Ms. Annet Nyakaisiki, a Barrister and Fellow; Ms. Lydia Namutebi, an IWCA Uganda Chapter Member representing Kawacom were also in attendance. During the event, several informative, thematic presentations were made on a range of subjects, notably on climate change. It was emphasized that when devising means of adaptation, restoring of productive land is crucial. These emphasized the need for making serious provisioning for climate-smart approaches, including restoration, renovation and reforestation. The measures require integration of activi-

Left: Flags during an event in Portland, Maine, hosted by Coffee by Design. **Above:** A section of some of the participants that visited and met coffee consumers in Portland, Maine, April 2019.

ties mainly on land restoration, farm renovation, climate smart agriculture, technical validation and economic value. Farmers need to adapt their production systems to the new climatic conditions where the land they is located. Continuous climatic shocks and highly variable weather conditions have long term effects that carry over from one season to another. There is a direct impact through destruction of fields (landslides and floods) and an indirect impact where farmers are left indebted, trapped in poverty and hence unable to invest or reinvest in production.

Key Take-aways: The key takeaways included rehabilitation and renovation, quality and consistence for sustainability of the coffee sector, consciousness on optimizing yield per hectare, meaningful community involvement, and food insecurity as a major threat to sustainability of livelihoods of the coffee farmers. Please contact the Secretariat for details.

Meeting the Coffee Consumers: On 14 June, the IWCA team organised a trip to Portland, Maine, in which Chapter Members from Guatemala, Brazil, Burundi, Kenya, Ethiopia, the United States and Uganda participated. This was a very informative and enlightening trip that provided participants with the opportunity to directly interact with coffee consumers.

IWCA Uganda Chapter Unveils Three-year Strategic Plan

IWCA Uganda Chapter finalized its three-year Strategic Plan, 2019-2021. It sets out the strategic interventions that will shape its operations over the next three years. It also highlights the likely challenges and the appropriate strategic actions and the resource mobilization agenda.

It draws on the experience of the IWCA Uganda Chapter in advocating and lobbying for women economic and social empowerment in Uganda. The strategic priorities in the Plan have been informed by consultative process, with input from key actors from the Uganda Coffee Development Authority, National Union of Coffee Agribusinesses and Farm Enterprises, the Uganda Coffee Federation, Agro-Inputs Dealers, IWCA Uganda Chapter Board, Researchers and practitioners.

The development of this Strategic Plan was made possible with generous support from the American people through USAID Uganda Feed the Future Enabling Environment for Agriculture Activity.

STRATEGIC OBJECTIVES

Five core strategic objectives will guide the effective implementation of the Chapter activities over the next three-year period:

1. To build and strengthen IWCA Uganda Chapter's institutional capacity;
2. To increase market access and market linkages for members to sell their coffee;
3. To lobby/advocate for the equitable inclusion of women & their households in coffee value chains;
4. To enhance socio-economic empowerment programs for women in coffee and their households for sustainable livelihoods; and
5. To strengthen solicitation and acquisition, of resources for sustainable implementation of the IWCA Uganda Chapter Strategic Plan.





—COFFEE EVENTS, 2019—

October 2019—Annual General Meeting of the IWCA Uganda Chapter. The exact date and venue will be communicated.

30-31 October—AFCA Specialty Coffee Expo, Zanzibar, Sea Cliff Resort and Spa. Theme: Domestic Consumption in Africa & AFCA Barista Retreat. More: <https://afca.coffee/expo/>

23-27 September—125th Session of the International Coffee Council and other ICO bodies (London, UK)

1 October—International Coffee Day (ICD) Celebrations (Observed Worldwide. Actual date in October may vary from country to country).

—COFFEE EVENTS, 2020—

20-24 April—126th Session of the International Coffee Council and other ICO bodies (London, The United Kingdom).

18-20 June—World of Coffee, June 18-20, 2020, at the Ptak Warsaw Expo exhibition center in Poland. Contact information for 2020 bookings can be found at: <https://www.worldofcoffee.org/warsaw-2020>

10-12 September—5th World Coffee Conference (to be held in Bengaluru, India)

14-18 September—127th Session of the International Coffee Council and other ICO bodies (Bengaluru, India)

1 October—International Coffee Day (ICD) Celebrations (Observed Worldwide. Actual date in October may could from country to country)

ABOUT THE IWCA UGANDA CHAPTER

The International Women’s Coffee Alliance (IWCA) Uganda Chapter is part of a global network of self-organized, self-governing women in coffee lobby and advocacy organizations.

Our vision, mission and core values are in alignment with those of the IWCA at the global level. We envision a society where women are empowered to equitably get involved in decision-making at all levels within the coffee value chain in Uganda.

Our mission is to empower women in the coffee community to achieve meaningful and sustainable lives; and to encourage and recognize the participation of women in all aspects of the coffee industry in Uganda.

Learn more at <https://www.iwcauganda.org/who-we-are/>

BECOME A MEMBER

Becoming part of the Uganda women in coffee community brings added benefits, such as access to our newsletters, directories of actors in the the different coffee value chains, attendance of coffee and other membership events at free or concessional rates as well as local events and activities organized and supported by our partners.

Learn more at <https://www.iwcauganda.org/benefits/>

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OBITUARY



Mama Fatima Faraji
 Founder, IWCA Tanzania

Ms. Fatima Faraji, “Mama Faraji” as she was known to so many, passed away earlier this year, but her legacy will live on for generations. Her influence, impact, and respect, extend far beyond Tanzania, IWCA, and even the world of coffee. She took the first steps towards a better future for women in coffee in Africa.

When she walked into Africa’s first IWCA training program in Kampala, October 2009, almost 10 years ago, the participants in the program knew who she was and went to greet her with honor and respect. Mama Faraji made all the difference. She was the one that many of the women aspired to be. She lived up to her reputation in every way. Learn more from the following IWCA blog: <https://www.womenincoffee.org/blog/2019/3/5/thank-you-mama-fatima-faraji>