

The Karawa Coffee Project

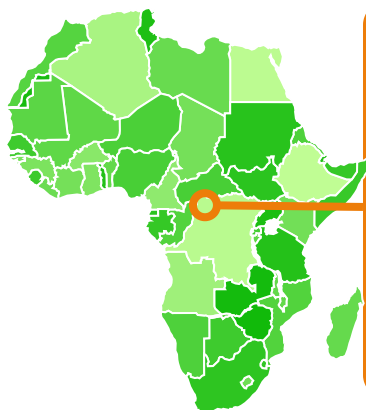
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Why Coffee?

To understand why PCP would engage in the revitalization of coffee in Congo, you must begin with its history.



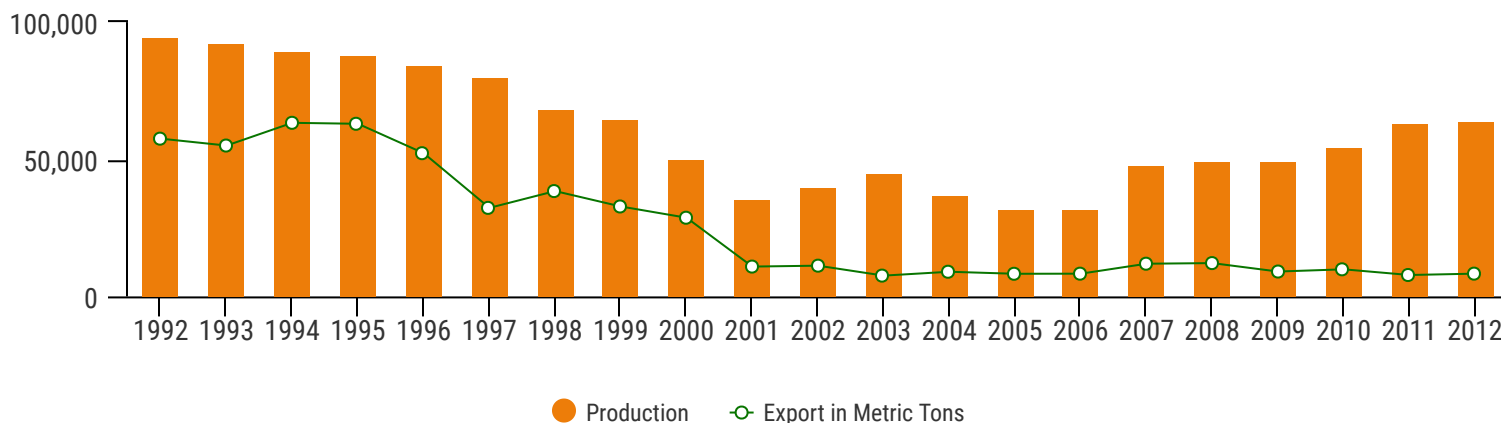
Black Gold

In the Ubangi region where Paul Carlson Partnership and the Covenant Church of Congo work, the cultivation of Robusta coffee ("black gold") in the 1980s was the main source of income. It provided resources to educate children, healthcare for the family, build homes, and build the local economy. Coffee growing skills have been passed down through the generations. Families remember the success of growing coffee before the wars of the 1990s wiped out the region's economy.

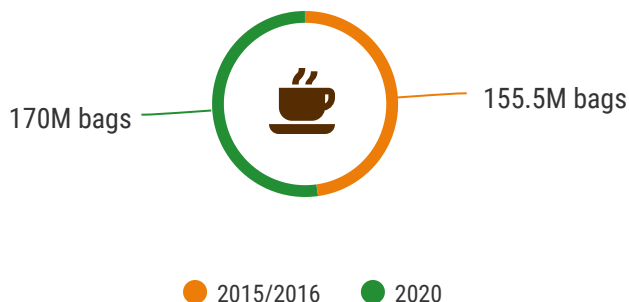
Collapse and Comeback

Due to the wars during the 1990s, the price of coffee fell in the world market, and then again between 2000 and 2003. Fungal disease affecting the coffee crops also impacted the amount of production and export. This plunged the population into disarray. The quick collapse of the coffee sector had a negative socio-economic impact on rural areas by contributing to the development of poverty, food insecurity, and difficult access to basic services—education, healthcare, water, and sanitation. Since then, the market has resumed and the prospects, notably for Robusta coffee, appear favorable.

20 Yrs DR Congo Coffee



World Coffee Consumption



According to the International Coffee Organization (ICO), the 2015/16 world consumption of coffee is in the vicinity of 155.5 million bags (60kgs/bag). With an annual growth rate of about 2%, it is estimated that world coffee consumption will reach 170 million bags in 2020.

Robusta's Expected Growth by 2030



In 2015/16, growth was estimated to be 55% Arabica and 45% Robusta. In 2030, it is estimated that the situation will be the opposite—45% Arabica and 55% Robusta. While world coffee prices may remain at an incentive level in the coming years, and global demand may be strong, this is a unique opportunity to revive the Congolese coffee sector.

Facts at a Glance

3 Partners



Paul Carlson Partnership



Café Africa DRC



Covenant Church of Congo



2,000 producers



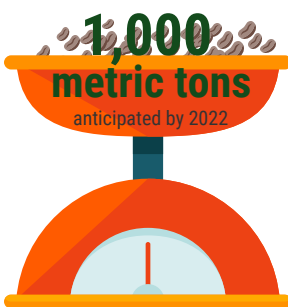
2,000 households



More than 110 villages



12,000 people impacted



In the short term

Improve productivity and increase the production of coffee and associated food crops through training in good agricultural practices for local, national, and international markets.

In the long term

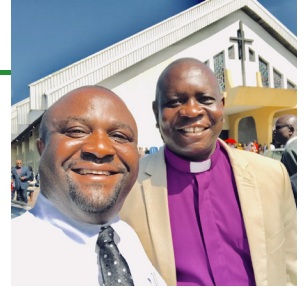
Improve the incomes of small farmholders and their livelihoods through their consolidation in a cooperative or union of associations.

Project Timeline

Dec. 15, 2017

Project Launch

The Karawa Coffee Project was launched on December 15, 2017, in partnership with PCP, Café Africa, and the Covenant Church of Congo.



2018

Training and Cultivating

- 1,400 producers received agriculture and business training and organized into associations in 4 areas near Karawa
- approximately 900,000 seeds germinated, planted, and cultivated in shaded nurseries.



2019

Nurturing Fields & Transferring Plants

- producers continued to nurture coffee plants
- prepared the fields for transfer and planted intercrops
- business training for producers
- coffee plants transferred to the fields
- first harvest of rejuvenated coffee trees



2020

Establish Cooperative

- producers maintain and cultivate their coffee fields for first harvest to sell, fall 2020
- producers legally establish the Karawa Coffee business cooperative to sell their aggregate volume
- producers train to build governance capacity for the cooperative



2021

Global Strategy

- producers prepare plants and fields for upcoming, larger harvest, fall 2021
- producers receive advanced training in post-harvest methods of processing
- Karawa Coffee cooperative leaders and advisors design global marketing strategy



2022

1,000 Metric Tons

- production and sale of over 1,000 metric tons of Robusta coffee.
- farm gate sale value=US \$1.5M (2017 values).



Learn More

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