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Agence des Cafés Robusta d'Afrique et de Madagascar

REGIONAL MEETING ON AFRICAN ROBUSTA CAFES

«Post Covid – 19, what approach for the resilience of the Robusta Coffee Sector in Africa? »

Hôtel 2 Février, Lom (Togo), April 26 – 30, 2021.

9th GENERAL ASSEMBLY OF ACRAM

REPORT OF THE YOUTH, PROMOTION AND MARKETING COMMITTEE

The meeting of the Youth, Promotion and Marketing Committee of the 9th General Assembly of the Robusta Coffee Agency of Africa and Madagascar (ACRAM), was held on Tuesday, April 27, 2021 in the FAZEAN room of the Hotel February 2 in Lome, Togo, under the chairmanship of HE Aly Toure, Permanent Representative of Côte d'Ivoire for Commodities to International Organizations.

The agenda covered the following items:

1. Adoption of the draft agenda;
2. Communications
3. Discussions and formulation of recommendations
4. Other items

A. The Agenda was adopted unanimously.

After submitting the draft agenda to the distinguished delegates, as no comments, the agenda was adopted.

B. Communications

The Chairman of the Committee, in agreement with the Executive Secretary, gave the order of passage of the speakers and the maximum time allowed. The following communications focused on:

1. **ACRAM and the potential coffees**, by **Ismael NDJEWE**, Executive Secretary of ACRAM.

The Executive Secretary of ACRAM in his presentation highlighted the valorisation of ACRAM coffees in the competitions of the Agency for the Valorisation of Agricultural Products originally roasted. Then, he noted that 82% of ACRAM coffee sales were in raw form compared to 18% of finished coffee. He concluded by indicating the reasons that should lead to invest in the Robusta coffee sector.

2. **Building a sustainable coffee sector in the ACRAM space** by **Dr Denis SEUDIEU**, Chief Economist of the International Coffee Organization (ICO).

In this presentation, Dr. Denis SEUDIEU highlighted the challenges of the African coffee sector that also apply to the ACRAM space. These include, among others, the limits of the value chain, the poor state of infrastructure, the limits of access to financial services...

He concluded his presentation by indicating some possible solutions for the sustainability of coffee farming in space. In particular, national policies focused on improving productivity and local processing.

3. **Project Promotion of domestic consumption of coffee in Africa**, by **Bema COULIBALY** Director of Economic Affairs of the Inter-African Coffee Organization (IACO).

This communication focused on the presentation of the activities carried out and those not carried out in view of COVID19. As part of the activities carried out, he noted the surveys carried out in seven English-speaking and four French-speaking countries. Capacity-building activities are planned in Gabon and Côte d'Ivoire, once sanitary conditions permit. He concluded by noting the low proactivity of the beneficiaries in the transmission of data.

4. **Business opportunities in Morocco and North Africa for the marketing of Robusta coffee produced by ACRAM members, by Mohamed H'MIDOUCHE, CEO INTER AFRICA GROUP.**

In his presentation, Mr. H'Midouche presented the absorption capacity of Robusta coffee by the North African market, which is mainly sourced from Asia and Africa. In view of North African demand and the production of the ACRAM space, he clearly showed that ACRAM and North Africa could develop trade in green and processed coffee. This approach is aligned with the common thread of African leaders who promote regional trade.

5. **The Agency for the Valorisation of Agricultural Products (AVPA), represented by Mr. Philippe JUGLAR and Alphonse PIGNAN, presented together:**

- The introduction to Robustas coffee marketing focused on the image of coffee in Africa through rejuvenation, self-consumption and favourable international projection.
- A quantified proposal of a study of the acceptability of robustas fine coffees by consumers in some countries of Europe and North America.

6. **Covid 19 and the international coffee market: Digitalization as a safe and sustainable alternative for African producers, by Eric OUEDRAOGO, CEO TRUSTINEO INTERNATIONAL.**

In view of all the difficulties faced by actors in the coffee value chain, especially producers and exporters, Mr. OUEDRAOGO presented an e-commerce platform that gives direct access to the international market, a network of experts and win-win partnerships between producers and buyers.

7. Concept note on the Economic Forum of African and Malagasy Robustas by Mr. **Ismaël NDJEWE** ACRAM's Executive Secretary.

This project aims to make the African Robusta coffee sector more resilient and avoid major regressions. It intends to position itself as a framework for reflection and consultation on the challenges to be met in the reduction of inequalities, the fight against poverty in rural areas and the promotion of the sustainability of the coffee sector in Africa and Madagascar, oriented towards gender and young people.

Recommandations

At the end of the communications and exchanges that followed, the committee makes the following recommendations to the General Assembly.:

- a. To encourage the President and Executive Secretary of ACRAM to explore all possible resource mobilization opportunities;
- b. Promote local processing in the ACRAM space, while encouraging the regional marketing of finished coffees through the African Free Trade Area (ZLEC);
- c. Encourage ACRAM members to develop electronic marketing alternatives to overcome the constraints that hinder conventional trade;
- d. Encourage ACRAM members to invest in the marketing of African Robusta to make them more competitive in the market;
- e. To adopt the holding of the Economic Forum of African and Malagasy Robusta;

- f. To ask to Côte d'Ivoire to help to organize the 1st meeting of the Economic Forum of African and Malagasy Robusta.

Lomé, April 27 ,2021