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Cascara production. © Moyee Coffee



COFFEE INNOVATION

Production of Organic Cascara to Increase the Living Income of Farmers

Documenting the process and cost-benefit analysis for low-cost,
organic food grade cascara as additional income for coffee growers

OVERVIEW: MOYEE COFFEE ROASTING PLC (ETHIOPIA)



CHALLENGE

Coffee husks, or cascara, are traditionally of limited commercial value to coffee farmers. Coffee farmers in this region tend to have limited negotiating power and low household income. Few opportunities exist for farmers to add value to their coffee crop, and inputs to increase productivity and revenue from coffee are costly and difficult to access.



COMPANY DESCRIPTION

Moyee Coffee Roasting is a coffee company and roaster, founded in Ethiopia. They pay a premium to farmers, and work to provide jobs in coffee quality in producing communities to ensure as much value as possible stays with the farmers.

INNOVATION

BUILDING VALUE CHAINS FOR ETHIOPIAN CASCARA

By mapping the supply chain and challenges of using cascara, Moyee Coffee Roasting developed a food safe value chain that provides additional income to farmers.

KEY COMPANY STATS

NUMBER OF PRODUCER PARTNERS

4,500 farmers in Andreacha and Gimbo
(2,000 direct partners)

NUMBER OF STAFF

100 women hired for cascara processing



COST

COSTS

Could not be determined

EFFECTS ON REVENUE

15 % increase from previous year



PREPARATION

TIMELINE

One or two days onboarding to Moyee Coffee Roasting's supply chain (training on food safety and good practice for post-harvest processing)

STAFFING REQUIREMENTS

Use existing staff only

MATERIALS AND EQUIPMENT

For farmers:
No equipment needed

Mills:

- Coffee depulper
- Drying beds (raised)
- Moisture meters
- Grainpro
- Retail drink preparation equipment (carbon dioxide carbonation injector)
- Marketing campaign



LESSONS LEARNED

CHALLENGES

- Access to international markets was hampered by COVID-19 travel restrictions and changes in coffee consumption patterns.
- As an early mover, there were challenges in gaining approvals and permits for transportation and for export of cascara.
- Not much market for cascara in the international market yet or market connections.

TAKEAWAYS

- Because cascara is consumable, customers prefer that it be organic certified.
- Processing cascara to food-grade was more labor-intensive than anticipated.
- Market research should be done before or during product development to ensure product-market fit.
- By becoming their own customer and serving cascara in their cafe hot and cold, Movee Coffee Roasting has proved the marketability of cascara drinks in the local market and influenced other local cafes.

RESULTS: MOYEE COFFEE ROASTING PLC (ETHIOPIA)



Washing process of cascara. © Moyee Coffee

As a result of Moyee Coffee Roasting's work in Andreacha and Gimbo:



NEARLY 100

seasonal workers, 90 % of whom are women, were able to earn additional income from processing cascara.



5,200 KG OF CASCARA

produced in one season.



OVER 2,000 CUSTOMERS

(about 50 % women) began drinking cascara beverages and products at Moyee Coffee Roasting's cafe.



8,500 KG OF CASCARA SOLD AND ONE NEW INTERNATIONAL CLIENT SECURED

to export the product, as well as build domestic demand.

IMPLEMENTATION: MOYEE COFFEE ROASTING PLC (ETHIOPIA)

Local farmers can join Moyee Coffee Roasting's farmer network by:

STEP

1

Contacting Moyee Coffee Roasting and share production details

STEP

2

Onboarding training and quality standards

STEP

3

Bringing red cherry to the processing mill/washing station



Dried cascara. © Moyee Coffee

Other mills can produce cascara by:

STEP

1

Carrying out a market research and feasibility study to identify challenges and buyers (include local cafes and international buyers) as well as food safety labs and quality control experts.

STEP

2

Preparing an area of the mill/ processing site to process cascara that can be kept clean and where there is sufficient heat and airflow to facilitate drying. Ensure you also have space for quality control, packaging and storage and appropriate materials and equipment.

STEP

3

Training your own staff on food safety and processing, establishing cleaning processes for each stage of post-harvest processing.

STEP

4

Socializing farmer groups, and carrying out farmer training on food safety and good post-harvest practices.

STEP

5

Taking delivery of coffee cherries with appropriate receipts and payment capabilities, and processing it to fully dry. Process coffee green beans separately.

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MISSION: The Fund's objective is to increase the profitability of smallholder coffee farmers, and foster greater, more equitable value distribution along the supply chain through promoting innovative farming systems, transparent and inclusive business models, and access to new markets.

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