

Published by

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

In cooperation with

**ANGELIQUE'S
FINEST**

**KAFFEE
KOOPERATIVE**

RWASHOSCCO
PRODUCERS AND EXPORTERS OF
FINE RWANDAN SOUTHERN COFFEES



Digital Storytelling Workshop
@ Denyse Uwera



COFFEE INNOVATION

Brand Building and Direct Marketing Campaign for
Angelique's Finest Coffee – Fully Made by Women

A Farmers-Owned Initiative to Increase Income from Coffee Production

CHALLENGE

Coffee farmers, especially women, need to upgrade their understanding and participation in coffee trading in order to get greater returns and benefit from their products. Through the International Women's Coffee Alliance (IWCA) connections, producers discovered the market potential to pursue creating women-only coffee to build on the movement for centering and supporting women in production.

COMPANY DESCRIPTION

RWASHOSCCO is 100 % owned by farmers. Kaffeekoop is a German/ African company that markets Angelique's Finest, Strong Women Strong Coffee, a brand owned by RWASHOSCCO. Kaffeekoop offsets the Angelique's Finest coffee product life cycle carbon footprint with mitigation actions undertaken by the agroforestry project Trees for Global Benefits, based in Uganda.

INNOVATION

TRAINING WOMEN ON COFFEE BRANDING, MARKETING AND CAMPAIGNS

Exploring the value of centering women in consumer-facing coffee products through branding and marketing in English language targeting customers in Germany. Women run the business, complete management and marketing training, receive a premium and carry out projects to improve their income.

KEY COMPANY STATS

NUMBER OF PRODUCER PARTNERS

15 farmers from women's associations and six cooperatives staff.

NUMBER OF STAFF AT RWASHOSCCO

17

COST

COSTS

EUR 2,387.01 for a marketing consultant.

EFFECTS ON REVENUE

EUR 0.91 per kg of roasted coffee goes to women association (30 % shared as premium according to production volumes; 70 % to reinvest in farm); resulting in over USD 15 million additional farmer revenue.

PREPARATION

TIMELINE

Once market connections are established (including export-import logistics and documentation), and training is completed, a marketing campaign can be planned and executed within three to four weeks.

MATERIALS AND EQUIPMENT

- Training for women to market their own coffee
- Branding and marketing guidelines
- Computer, tablet, and smartphone

STAFFING REQUIREMENTS

One to two people to design the campaign, create social media content, schedule, and post it.

LESSONS LEARNED

CHALLENGES

- The high cost of production, transport, and input prices between 2022 and 2023 meant that it was difficult to manage the balance sheet and sell the roasted coffee profitably.
- Climate change affected the quality and quantity of the coffee.
- The growth of demand in the specialty coffee market was slower than anticipated.
- The Russian invasion of Ukraine started on the day of the start of the marketing campaign, so social media reach was less than expected.

TAKEAWAYS

- Connecting producers and consumers through storytelling (including blockchain) and packaging works, and they hope to expand to partner with women robusta growers and other groups.
- Created a sub brand, Klima Kaffe, with a premium to help women in the associations adapt and have an outlet for planting groundnuts, coffee, shade trees, etc.



Financial and business management training. © Denyse Uwera

As a result of Angelique's Finest branding and marketing training and campaign:

21 WOMEN WERE TRAINED ON DIGITAL CONTENT CREATION

and developed the following marketing assets in English for European markets:



- 60 short videos
- 17 social media posts
- 260 photographs
- Three long videos
- Three video teasers
- 12 brand photos



1,683 WOMEN FARMERS ARE PART OF ANGELIQUE'S FINEST AND RECEIVE PREMIUM PAYMENTS



500,000 FOLLOWERS WERE REACHED

through the marketing and influencer campaign. Customers grew by 5,000 and sales increased by 21 % in the first six months.

STEP

1

START WITH THE HEART

Be committed to organizing and reaching out, creating something new and supporting women in the community. This creates the foundation for good understanding and expectations on all sides, and helps withstand difficult times.

STEP

2

TRAININGS AND ENGAGEMENT OF FARMERS

Show how women can realize value from good practices, not just from delivering cherry. Follow up with support and initiatives at different times of the year (not just harvest). Don't assume everyone needs training, be strategic and talk to women about what skills they need to be successful.

STEP

3

INFORM

Be transparent and let farmers know what is going on with the product from them to the consumer. Share feedback and challenges. Share how you think about business difficulties so they can learn how to run their businesses responsibly.

STEP

4

ESTABLISH TRUST

Be honest about what your product is and what you are doing, both with suppliers and customers. You will need to be flexible, so consistency and communication will be key. Bring in good trainers who understand the context and barriers faced by women producers and the value proposition of women-led coffee and want to genuinely be part of it.

STEP

5

CONSISTENCY

Face every challenge, have good communication and good business practices. Stay positive and constructive and work together with women producers to create the best product possible.

“

Training and supporting producers in content production activities and running a marketing campaign in Germany was a great opportunity to exchange knowledge

”

The COFFEE INNOVATION FUND has been developed and funded by the German Federal Ministry for Economic Cooperation and Development (BMZ), and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

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.

Contact details:

Angelique KAREKEZI
E: angelique@rwashoscco.com

Rwanda Small Holder Specialty Coffee Company (RWASHOSCCO Ltd)
T: +250788456614, +250788300030
E: info@rwashoscco.com
Gasabo | 7342 Kigali, Rwanda

Sabine Polotzek
T: 030 20967926
E: info@kaffee-kooperative.de
Berlin, Germany

Allan Mubiru
T: +250789099605
E: mubiru@kaffee-kooperative.de
Kigali, Rwanda



Published by:
Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH

Registered Offices:
Bonn and Eschborn, Germany

Friedrich-Ebert-Allee 32 + 36,
53113 Bonn
T +49 228 44 60-0
F +49 228 44 60-17 66

E info@giz.de
I www.giz.de/en

**Sector Programme Initiative for
Sustainable Agricultural Supply Chains (INA)**

Editors:
Coffee Innovation Fund
Rwanda Smallholder Specialty Coffee Company in partnership with KAFEEKOOP GMBH, Rwanda
Jen Green, Indonesia

Design:
Shenny Purwadi, Jakarta

Photo credits:
© Denyse Uwera

On behalf of
German Federal Ministry for Economic Cooperation and Development (BMZ)
Division 122: Agriculture, Rural Development
Bonn

Bonn, Germany, 2024

On behalf of



Federal Ministry
for Economic Cooperation
and Development