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Evaluation of activities.  
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# COFFEE INNOVATION

Coffee and Patchouli Intercropping and Rejuvenation  
for Increased Coffee Production and Quality

## CHALLENGE

Farmer families have limited income from coffee due to trees over 20 years old and volatile local prices. This has made them hesitant to prune or cut back the trees, as immediate loss in revenue outweighs the opportunity to increase productivity.

## INNOVATION

### COFFEE - PATCHOULI INTERCROPPING

Patchouli provides natural insect repellent and additional source of revenue for coffee farms, which helps stabilize their income and provide the flexibility to rejuvenate or replace existing coffee trees. Patchouli can be harvested twice a year, once in parallel with coffee harvest, and once four months after.

## COMPANY DESCRIPTION

IMPEXCOR Ltd. was established and legally registered in 2008 by Ernest MWUMVANEZA, who has had a long career in coffee farming, processing, and specialty coffee. IMPEXCOR operates in all provinces of Rwanda with 21 coffee washing stations.

## KEY COMPANY STATS

### NUMBER OF PRODUCER PARTNERS

Six washing stations, or 5,010 Farmers (1,175 women)

### NUMBER OF STAFF

49

## COST

### COSTS

Locally available tools and equipment

### EFFECTS ON REVENUE

Could not be determined

### EFFECTS ON YIELD

Could not be determined

## PREPARATION

### TIMELINE

About five months

### MATERIALS AND EQUIPMENT

- Chainsaws for pruning
- Secatel
- Boots
- Gloves
- Coverall
- Goggles
- Safety shoes
- Water hose

### STAFFING REQUIREMENTS

By using a training-of-trainers model, staffing requirements are low

## LESSONS LEARNED

### CHALLENGES

- The previous buyer committed to purchasing patchouli has dropped out, leaving no mill or buyer in place.
- Expecting coffee price increases next year, farmers resist rejuvenation.
- It is a long process to get farmers accustomed to coffee patchouli intercropping.
- Farmers are afraid of economic problems related to the rejuvenation without compensation.
- Young people are not motivated to work in agriculture, there is land scarcity, and the old population in the sector makes it difficult to adopt new practices.

### TAKEAWAYS

- Changing farming practices is time-consuming.
- Dedicated offtake/ buyers are critical to the sustainability of any new revenue stream.



“

The resistance of farmers to rejuvenate decreased a bit compared to the previous campaign. Coffee trees are owned by old farmers and they are desperate that they will die before harvest after rejuvenation.

”



Coffee trees. © IMPEXCOR Ltd.

As a result of IMPEXCOR's project:

### 5,000 FARMERS

were trained on Good Agricultural Practices (GAP), including rejuvenation, and patchouli intercropping.

Over 140,000 improved coffee seedlings were distributed to

### 749 FARMERS

### 180 LEAD FARMERS (44 WOMEN)

were trained and can lead 200 new farmer groups

### 50,000 PATCHOULI SEEDLINGS

were distributed to 144 farmers and expanding





Rejuvenated plot. © IMPEXCOR Ltd.

### STEP

1

Identify a market opportunity and create buyer commitments (ideally more than one)

### STEP

2

Source raw materials and equipment

### STEP

3

Create a training plan, and deliver training to the farmer groups/ leads

### STEP

4

Distribute seedlings and equipment

### STEP

5

Provide follow-up support during the harvest and subsequent planting periods

“

All trees were 1,719,238, we rejuvenated 52,355 which is 3 %. This is a small number and we hope next coffee season it will increase as the chain saw motivates farmers as realized during the implementation.

”

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.

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