

Published by

**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

In cooperation with



A member of one of the youth  
groups driving the coffee pulper  
on a Tuk Tuk that makes it mobile.  
© The Brand Factory Uganda



## COFFEE INNOVATION

Small-scale Mobile Rural Coffee Processing  
for Domestic Consumption

## CHALLENGE

Uganda is a major coffee producer and yet farmers are not receiving much revenue from their coffee businesses, in part because they often sell coffee cherry without value added processing and therefore receive the market price. To do processing, farmers would need relatively large capital outlays for equipment, which they would need to maintain the eight months when coffee is not harvested, and a route or connection to the market.

## INNOVATION

### MOBILE COFFEE PULPING

This innovation makes on-farm value addition accessible without requiring large capital outlays by farmers. Youth groups received training in pulping machine operation, maintenance and repairs as well as skills in financial management and record keeping. By having youth run the mobile pulping business, we increase youth employment, farmer revenue through coffee value addition and fair value distribution along the coffee supply chain. The coffee is then purchased at an above-market price by MARA agribusiness and sold to retailers and coffee shops as Aramah Coffee.

## COMPANY DESCRIPTION

MARA Agribusiness (MARA) is a social enterprise that works with the youth to improve their livelihoods by providing training and availing markets along the coffee value chain through Aramah Coffee. Using technology, we supply genuine, accessible and affordable agro-inputs to coffee farmers and trade in high-quality sustainable and traceable youth coffee to create 2500 direct decent jobs for rural youth in Uganda by 2025.

## KEY COMPANY STATS

### NUMBER OF PRODUCER PARTNERS

Five farmer groups  
(1351 farmers, 957 women)

### NUMBER OF STAFF

11

## COST

### COSTS

Could not be determined

### EFFECTS ON REVENUE

Could not be determined

## PREPARATION

### TIMELINE

Varies depending on local availability of trucks and small pulpers as well as generators or appropriate fuel

### STAFFING REQUIREMENTS

After training the youth pulper technicians, no additional staff is required. The youth will run the pulper transport routes and are paid for processing.

### MATERIALS AND EQUIPMENT

- Tuktuk, small truck or other transport with a flat bed
- Accessible roads to farms or where cherry can be brought to for pulping
- Small pulpers and appropriate power source
- Tools
- Spare parts

## LESSONS LEARNED

### CHALLENGES

- Lack of market for washed Robusta
- Low domestic consumption of roasted/ ground coffee

### TAKEAWAYS

- In a short pilot project it was difficult to create new markets – if doing it again Mara would have shifted the implementation from Robusta coffee growing area to Arabica coffee growing area.
- Alternatively, the project recommends first seeking market contacts/ buyers with a contract to ensure that there is sufficient financial benefit from the innovations.



As a result of MARA Agribusiness' mobile coffee processing machine,



### OVER 50 % OF THE FARMERS TRAINED

adopted good post-harvest coffee handling practices



### ABOUT 30 % OF THE FARMERS

planted more shade and fruit trees in their coffee gardens



Members of the different youth groups testing the coffee pulper. © The Brand Factory Uganda

“

Having the mobile pulping machines eases the value addition so the farmers can fetch a higher price for green or dry bean.

”

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:**

The Design Hub

T: +256 770 991 284

E: [hello@maraagribusiness.com](mailto:hello@maraagribusiness.com), [boby@maraagribusiness.com](mailto:boby@maraagribusiness.com)

Fifth Street, Industrial Area

Kampala, Uganda



**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](mailto:info@giz.de)

I [www.giz.de/en](http://www.giz.de/en)

**Sector Programme Initiative for**

**Sustainable Agricultural Supply Chains (INA)**

**Editors:**

Coffee Innovation Fund

MARA Agribusiness Ltd.

Jen Green, Indonesia

**Design:**

Shenny Purwadi, Jakarta

**Photo credits:**

© The Brand Factory Uganda

**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