



# REPORTING ON OUR PROGRESS

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Digitalized coffee supply chain  
for improved quality,  
management, sourcing, and  
sustainability



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Part 1:

# BACKGROUND





# PRESENTERS



**Eustache Mutakirwa**  
*Operations Manager, Muraho Trading Co.*



**David Paparelli**  
*CEO, M-Cultivo*



# BACKGROUND

## Muraho Trading Company

*Founded in 2015 in Rwanda.*

*Began processing cherry and exporting with 2 Coffee Washing Stations in 2016, with 2.5 containers exported in the same year.*



MTCO now owns 6 CWS and 1 Dry Mill, and partners with cooperatives and other SMEs. In 2023, exported 46 containers of green coffee.



32 Full-time employees  
5,000 smallholder farmers



First Rwandan company to export honey and natural processed coffees.





# BACKGROUND

## The Need for Digitalization at Muraho

### TRACEABILITY IS STANDARD

The premium market has led the way with micro-lots and washing-station branding to a broader-industry standard.

### ANTICIPATION OF REGULATION

The European Union's Deforestation Regulation (EUDR) demands that coffee producers modify practices to prove ethical practices.

### CONSUMER DEMAND

Consumers are becoming wiser, and more demanding of information on where their products come from.

### OPERATIONS AUDIT

Muraho needed to better understand our operations, and have visibility of impact into different producer initiatives.





# BACKGROUND

## Challenges for Muraho

### OUTSIDE EXPERTISE NEEDED

Digitalization requires specific skillset and knowledge that Muraho was unable to handle internally.

### ADDED COST AND COMPLEXITY

Outsourcing the knowledge needed adds additional cost, and also needed external management of transition and training.

### SOLUTIONS DON'T MATCH SUPPLY CHAIN

Digitizing the coffee supply chain to the farmer is challenging, and many solutions do not offer flexibility to get to the right solution.





Part 2:

# THE PROJECT



# THE PROJECT

## Technology: M-Cultivo

### About M-Cultivo

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M-Cultivo's digital platform, **CultivoPro**, supports producers with a modular platform that functions in the rural realities of the coffee supply chain. CultivoPro was developed by coffee people to make it easier for producers to run and grow their businesses.

Founded in 2020, M-Cultivo's mission to cultivate better livelihoods for coffee farmers is born out of a deep love for the industry and a desire to see everyone in it flourish. M-Cultivo's team is made up of coffee professionals and compassionate problem solvers with decades of experience in coffee supply chains, technology, and impact evaluation.



# OVERVIEW

TERM	REGION	FUNDING
May 2021 thru September 2022	Nyamasheke and Nyabihu District, Rwanda	€49,930 - GIZ €50,000 - MTCO



# THE PROJECT

Goals for Muraho Trading Company

## 1 Farmer Database

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Establish a digital database to improve access to information

## 2 Improved Operations

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Improve Muraho's organizational efficiency and value

## 3 Information Availability

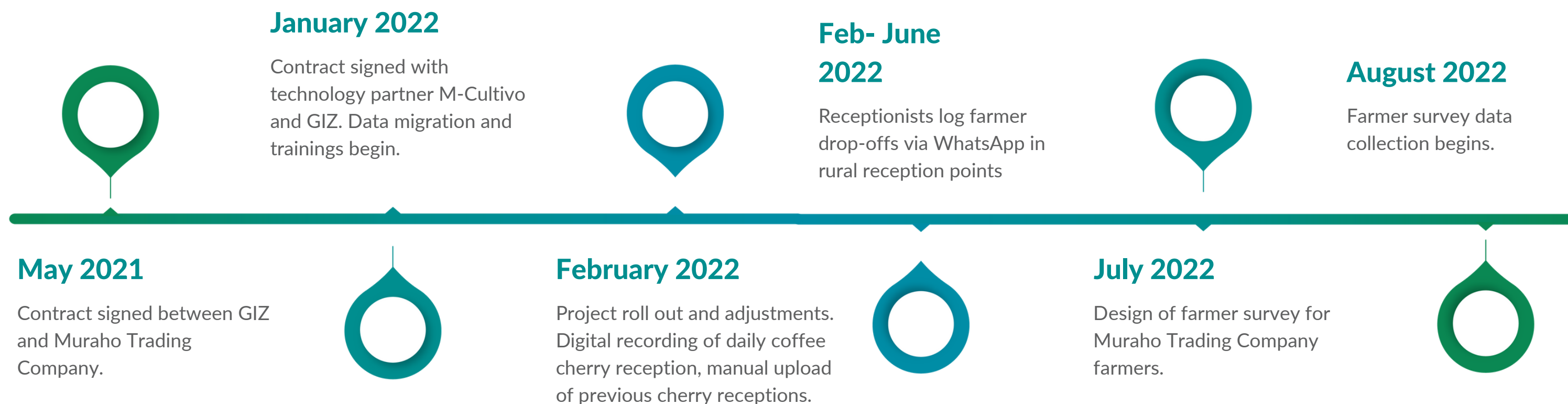
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Easy and accessible dashboard for Muraho management to make informed decisions



# THE PROJECT

## Activity Timeline



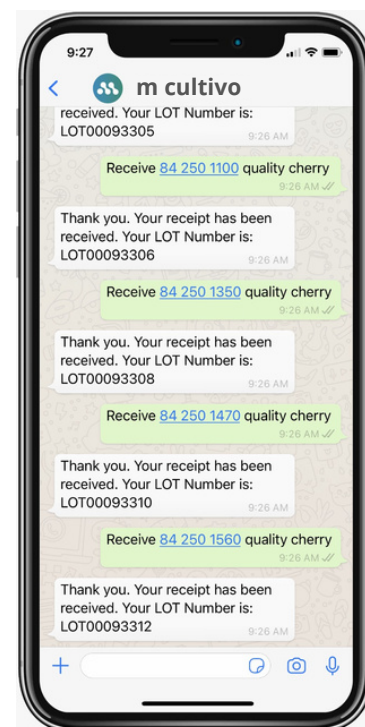


# THE PROJECT

Technology: M-Cultivo

## 1 Rural Reception

Site collectors log farmer drop-offs via WhatsApp chatbot at low-connectivity reception points.



Management

RECEPTION APPROVED INVENTORY

KG BIF SAVE VIEW DOWNLOAD CUSTOMIZE

	Reception Date	Received To	Account Name	Product Type	Weight	Total Paid	Total Outst.
	DD/MM/YYYY - D	Filter	Filter	Filter	kg	kg	kg
<input type="checkbox"/>	20/03/2024	Buyenzi Washing Station 2	Hakizimana Jean	Cherry	25	0	5,000
<input type="checkbox"/>	06/03/2024	Buyenzi Washing Station 2	Ndayishimiye Jean	Cherry	15	0	6,000

## 3 Automatic Receipt

Farmers receive SMS receipts when their coffee is approved. The receipts give the farmer full transparency into the transaction increasing trust.



## 2 Live-Feed Approval

Staff at the CWS approve site collector transactions in real-time. The inventory is automatically received into the platform with full lot traceability.

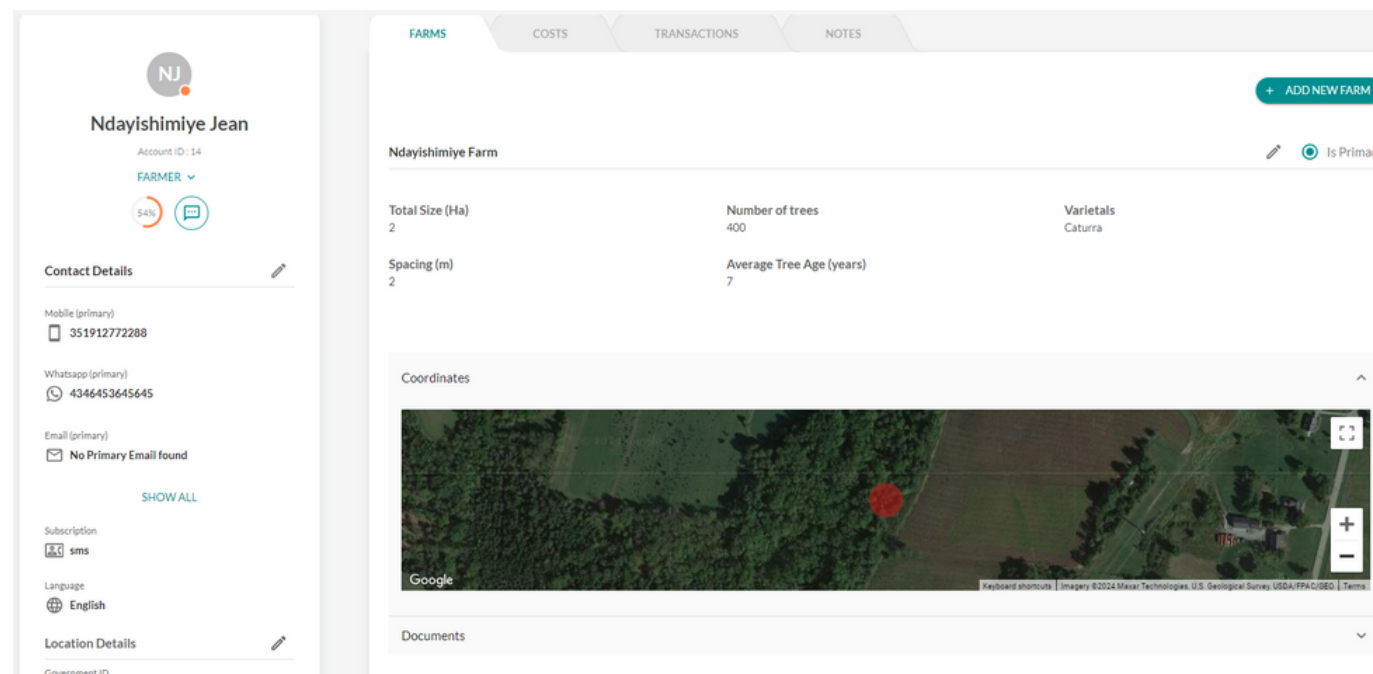
# THE PROJECT

Technology: M-Cultivo cont.

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## Farmer Registration

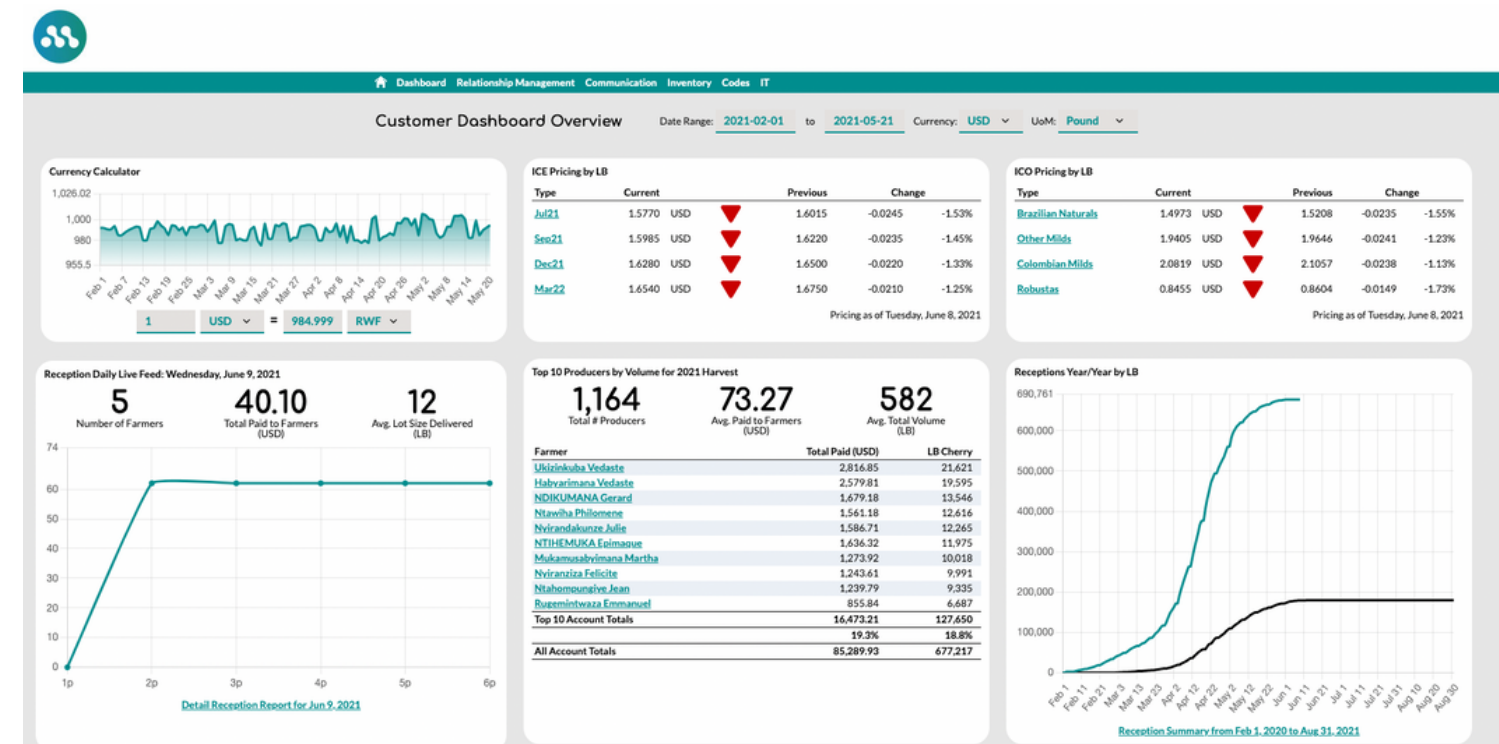
Receptionist registers farmers into database via WhatsApp. Data points include GPS location, contact, surveys



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## Dashboard Analytics

Relationships, yields, and payments tracked and visualized in a dashboard, giving actionable benchmarks.







Part 3:

# KEY LEARNINGS



# HIGHLIGHTS

## And Achievements

### 1 Continued Growth

Database held 1,500 at project end, now currently 3,500 registered farmers

### 3 Improved Operations

Workflows of 5 CWs and 1 Dry Mill captured. Improved accuracy and consistency of data collection.

### 5 Long term Partnership

M-Cultivo partnership carried on beyond the GIZ term

### 2 Digitalization Takes Time

60% of Muraho's operations moved from manual recording to digital

### 4 GPS Captured

500+ farm GPS data registered so far





# KEY LEARNINGS

## LONG PROCESS TO COLLECT DATA

Data collection takes time, especially with smallholder farmers

## ONGOING TRAINING

Ongoing training rather than one-off proved more beneficial and efficient

## NEED FOR DEDICATED TEAM

1 staff needs to be fully dedicated during implementation

Constant communication between Muraho and M-Cultivo was key to be able to react immediately to system challenges and to further customize to adapt to Muraho's needs





# THANK YOU

## Websites

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[www.murahotrading.com](http://www.murahotrading.com)

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