

A close-up photograph of coffee beans in burlap sacks. The beans are light brown and roasted, filling the lower half of the frame. The burlap sacks are made of coarse, natural fibers and are stacked in the background. A green rectangular overlay is positioned on the left side of the image, containing the text 'ETHIOPIA TRACEABILITY PROJECT' in white, bold, uppercase letters.

# ETHIOPIA TRACEABILITY PROJECT



# ETHIOPIAN COFFEE

Cradle of arabica coffee

450,000MT produced per year (ICO)

Largest African Coffee Producer - 50%  
consumed locally

About 25% of country's export earnings

Over 15 millions smallholder farmers (USDA)

Average plot size under 1ha

Often main income source for coffee farmers



## THE TRACEABILITY PROJECT AT A GLANCE

**Budget:** 200,000 USD  
50% SDC  
50% Walter Matter

**Timeline:** 18 months  
November 2022-  
April 2024

### Walter Matter

- Project coordination & reporting
- Field staff

### Bagersh

- Technical and on-the ground support
- Trusted, long-term relationship with wet mills

### Wet Mills

- Primary beneficiary group

### Farmers

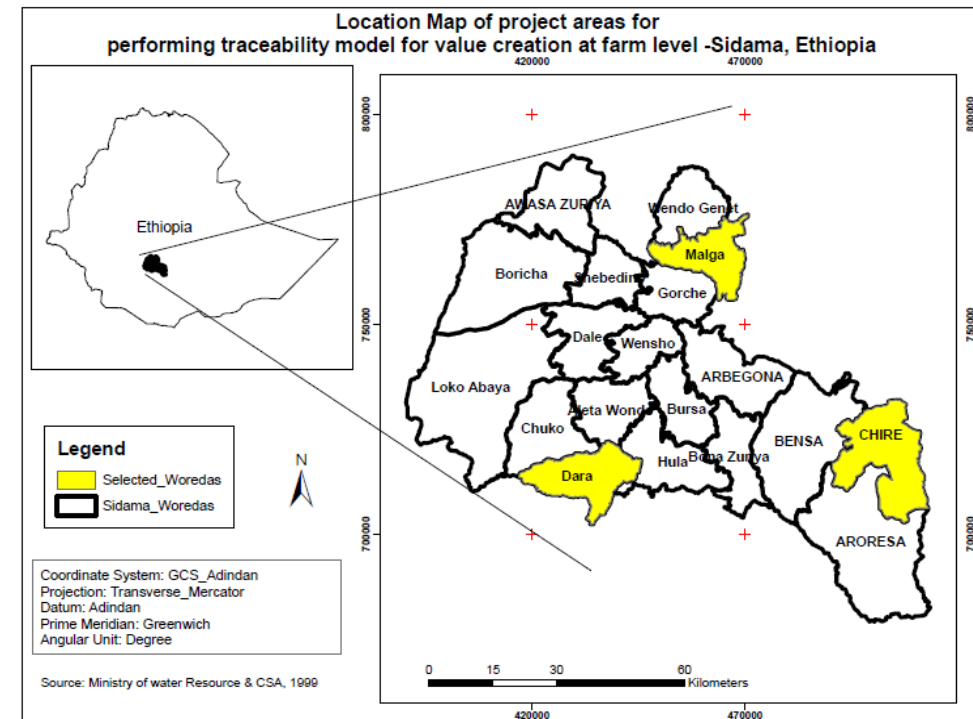
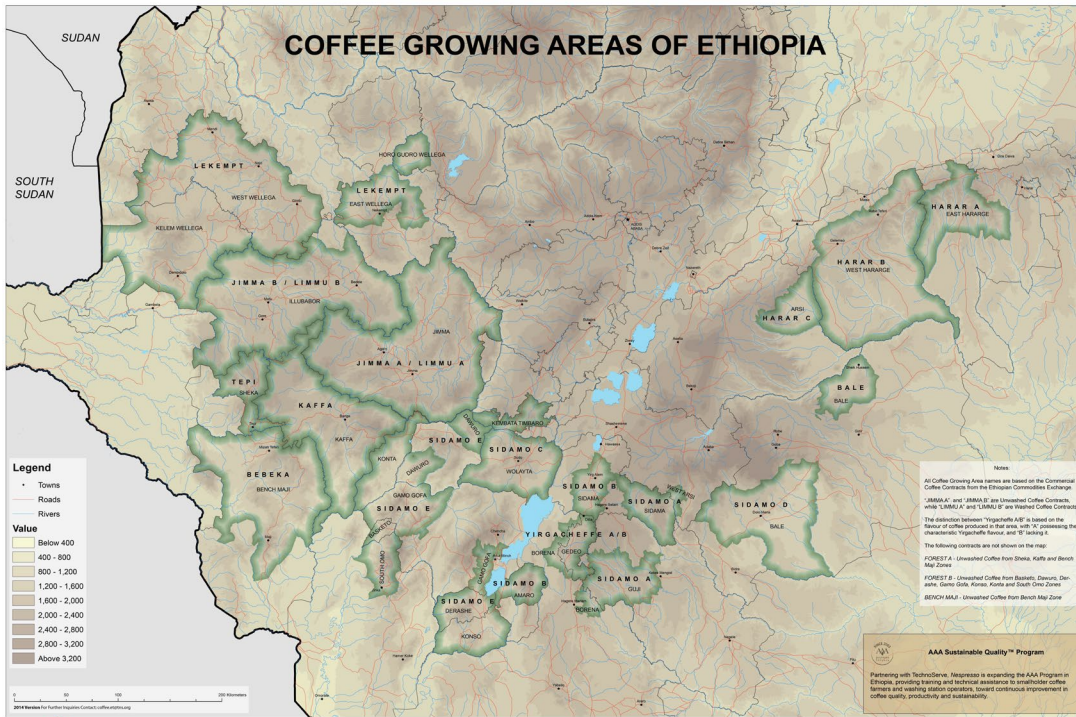
- Secondary beneficiary group

### Technoserve

- Project on-the-ground ally (own budget)



# PROJECT LOCATION

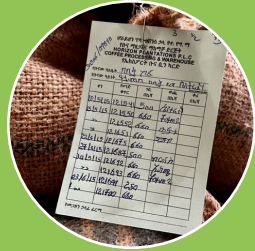


## PROJECT OBJECTIVES

**Project Goal:** Pilot a traceability system for wet mills as the foundation for further business development activities such as the multi-crops model and organic certification



**Outcome one**  
Enhanced  
traceability system



**Outcome two**  
Enhanced coffee  
quality and  
sustainability.



**Outcome three**  
Diversification and  
Preparedness for  
organic certification

Environment, Youth and Gender

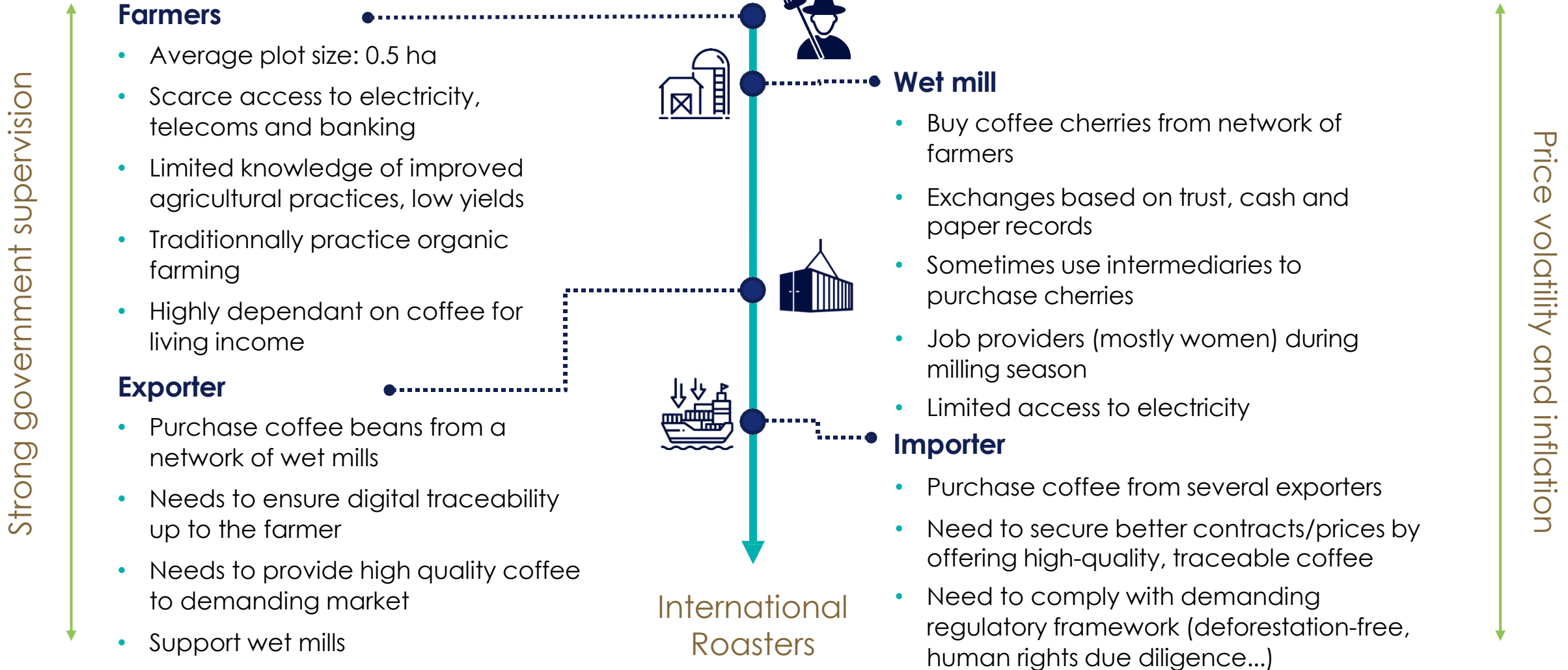
### Project Impact:

Coffee traceability from farm to export enhanced.

Loyalty between producers and buyers is enhanced.

Farmers knowledge and income increase.

## THE CHALLENGE





WHAT IS A  
WET MILL?





# EXPECTED OUTPUTS AND OUTCOMES



## Enhanced traceability system

- Digitalization pilot
- Farm plots mapping pilot
- Access to banking pilot
- At least 120 people trained on traceability

→ Reliable traceability up to farmers



## Enhanced coffee quality and sustainability

- Improved washing and drying processes
- Improved awareness of sustainability

→ Better coffee quality and sustainability



## Diversification and Preparedness for organic certification

- 600 farmers trained on GAP
- 30,000 coffee and shade tree seedlings distributed
- Documents ready for organic certificate application

→ Higher income and diversification for farmers



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1	12/01/13	1901	1902	1903	1904
2	13/01/13	1905	1906	1907	1908
3	14/01/13	1909	1910	1911	1912
4	15/01/13	1913	1914	1915	1916
5	16/01/13	1917	1918	1919	1920
6	17/01/13	1921	1922	1923	1924
7	18/01/13	1925	1926	1927	1928
8	19/01/13	1929	1930	1931	1932
9	20/01/13	1933	1934	1935	1936
10	21/01/13	1937	1938	1939	1940
11	22/01/13	1941	1942	1943	1944
12	23/01/13	1945	1946	1947	1948
13	24/01/13	1949	1950	1951	1952
14	25/01/13	1953	1954	1955	1956
15	26/01/13	1957	1958	1959	1960





## PROGRESS TO DATE

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- ✓ Project staff recruited
- ✓ 3 wet mills selected and committed to the project
- ✓ Access to a network of over 3000 farmers
- ✓ First project site visit to 2 wet mills -> pilot focus on digitalization, mapping and access to banking

## NEXT STEPS

- ✓ Project launch event on 21 February
- ✓ Baseline survey and pilot feasibility and sampling
- ✓ Traceability system and training material design



THANK YOU







## WORK PLAN

Work Plan	Year 2022		Year 2023										Year 2024					
	No v	De c	Jan	Feb	Mar	Apr	Ma y	Ju n	Ju l	A u g	Se p	Oc t	No v	De c	Jan	Feb	Mar	Apr
<b>Activity 1.</b> Visit and conduct interview to collect and complete a document of traceability system with mills and collectors.																		
<b>Activity 2.</b> Interview with local exporters, mills, collectors, and farmers.																		
<b>Activity 3.</b> Interview at farm level to get a clear understanding of the current plantation situation. In addition to farm level, contact government stakeholders, agencies, official trainers and NGOs																		
<b>Activity 4.</b> Develop capacity building materials on traceability system for mills and coffee collectors and support pilot implementation.																		
<b>Activity 5.</b> Training on traceability will be delivered to producers, collectors, mill's staff and Woreda MoA agents, and Wereda Cooperatives and Marketing office representatives																		
<b>Activity 5.</b> Establish multi-crop plantation through identification of appropriate plants for each plantation and promote income diversification programs including income generating activities for women.																		
<b>Activity 6.</b> Develop training materials and providing trainings to smallholder farmers and washing station to obtain organic certification.																		
<b>Activity 7.</b> Prepare all documentation to obtain organic certification																		
<b>Activity 8</b> Conduct end line survey and final report																		