

ETHIOPIAN SPECIALTY COFFEE

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INTRODUCTION

- Typica Specialty Coffee was established in 2007 under Minilik Engineering as a sister company.
- Is engaged in different business activities.
- Typica Specialty Coffee Exporter (TSCE):- Green and Roasted Coffee Export.
- Typica Coffee Roasting Industry (TCRI) :- Roasting coffee for Local and export.
- Typica Technology:- under Minilik Engineering, producing different Argo-Processing machineries like, Coffee roasting, Grinding, Hulling, sorting, Etc.



CONT'S

- Typica Specialty Coffee Consultancy (TSCC):- Provide consultancy service to newcomers in the coffee industry.
- Provide training , like introduction to green coffee, roasting, sensory, brewing, barista and coffee marketing from beginners up to professional's levels.
- Providing different export services like Cupping, documentation, quality assessment .
- Representation service to international coffee buyers.
- Q graders (Certified coffee Cuppers) and SCA Certified Professional Roasters.



WHERE IT ALL BEGAN

- Coffee was discovered in 800 AD by an Ethiopian goat herder named Kaldi, who noticed his goats frolicking after eating the red berries in a grove of small bushes.
- For Ethiopians, coffee is a way of life, comprising an important aspect of social interaction.
- Ethiopia has ideal conditions for coffee growing and produces many of the world's best quality coffees,



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- As the widely accepted “birthplace of Arabica coffee,” Ethiopia has world-beating genetic diversity, with an estimated 10,000+ coffee varieties, and renowned origins like Yirgacheffe, Sidama, Harar, and Limmu.
- Because of this genetic and ecological diversity, Ethiopia has a unique opportunity to provide international consumers with numerous types of **single-origin specialty coffees**.
- Ethiopia’s potential to produce high-quality coffee is recognized by international buyers, who describe the cup profile as “complex” and “unique.”
- The high-quality cup profile is due to Ethiopia’s ideal growing conditions for Arabica coffee, with a mild climate (18-22 °C, without extreme heat or cold) as well as plentiful rainfall, fertile soil, and etc.



WHAT MAKES ETHIOPIAN COFFEE UNIQUE

- Mystic Forest Coffee:- the only country: around 10% being wild coffee
- Organic Farm
- Abundance of shade-grown coffee
- Expansive and suitable environment of varying climates
- Farmers traditional knowledge and experience still indigenous method of production
- Single origin specialty coffees with complex and unique profile.



TYPES OF ETHIOPIAN COFFEE

- **Sidama** (south region)1500-2100 m altitude/ well known coffee in Japan

Flavor:- Spicy, medium to lively firm acidity, rich and round tactile sensation, balanced and sweet.

- **Limu** (Wester region) 1800- 2000m altitude

Flavor:- Sweet, spicy, winy flavor, delicate to lively acidityRound and rich in body and well balanced



CONT'S

- **Yirgaceffee** (southern region / 1800-2200m altitude)

Flavor:- Floral, medium to firm acidity, full and round tactile sensation, sweet, gourmet flavor and aroma.

- **Harar** (eastern region) 2000-2750m altitude

Flavor:- medium acidity, full body and deep mocha flavor



CONT'S

- **Djimma (southwestern region)** 1650-2000m altitude

Flavor:- high acidity and body, pleasant after taste

- **Nekemt/Ghimbi** (wester region) 1500-1800 m altitude

Flavor:- clean, slightly fruity acidity Mocha flavor, suitable for blend...



ETHIOPIAN SPECIALTY COFFEE

- Ethiopia is recognized for the diversity and quality of its specialty coffee sector.
- In overall terms, specialty coffee accounts for 15 percent of the national exports and is a fast-growing sector.
- The consistent quality and the contrast in flavor profiles is almost unrivalled.
- You will be able to find an Ethiopian coffee in the majority of specialty coffee roasters depending on the season and the roasters menu.



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- Each region, woreda, and kebele brings you diverse and complex profiles. From clean floral and high acidity washed coffees to intense winey naturals. Ethiopia's coffee varieties are one of the prime reasons for Ethiopia's flavor diversity.
- For this reason, neighboring regions, villages, and even smallholders could grow entirely different varieties and not even know it. The possibilities are endless, and this makes your pursuit of Ethiopian specialty coffee even more exciting.
- The COE computation has brought a chance to produce best quality coffee (exceptional).



COFFEE EXPORT TO JAPAN

From 2012 to 2014 E.C (2020 to 2022) Coffee exported to Japan by Volume and value

Coffee Grade	2012		2013		2014		Total Sum of QTY (Ton)	Total Sum of Value in Mill USD
	Sum of QTY (Ton)	Sum of Value in Mill USD	Sum of QTY (Ton)	Sum of Value in Mill USD	Sum of QTY (Ton)	Sum of Value in Mill USD		
G-1	1,250.75	8.68	1,765.74	13.38	1,253.86	11.99	4,270.34	34.04
G-2	1,471.44	6.49	1,008.00	4.96	1,801.14	11.26	4,280.58	22.71
G-3	338.84	1.81	302.52	1.56	396.54	2.40	1,037.90	5.77
G-4	23,863.44	58.81	15,003.90	39.05	26,349.72	99.53	65,217.06	197.40
G-5	1,958.40	4.01	1,080.00	2.37	1,842.20	7.11	4,880.60	13.49
Mixed			57.60	0.14			57.60	0.14
UG			0.36	0.00	192.60	0.72	192.96	0.72
Ungraded	114.00	0.29	0.60	0.00	72.00	0.38	186.60	0.67
Grand Total	28,996.87	80.08	19,218.72	61.46	31,908.06	133.39	80,123.64	274.93



CONT'S

- The above graph shows Japan is one of Ethiopian coffee destinations.
- For instance, the past three consecutive years Ethiopia exported 80,124 mt of coffee worth USD 275 ml of which 8,551 mt was specialty coffee worth about USD 54.35 ml.
- Which means in volume 10% was specialty coffee but in Value around 20% was Specialty coffee.



ROAST AT ORIGIN

- There are more than 300 coffee roasting enterprises, from Micro level to Large scale industries in Ethiopia.
- For the past few years roasted coffee export increasing significantly due to the attention given by the gov't.
- As you Know Ethiopia has rich culture of drinking coffee with beautiful and diverse ceremonies, The traditional coffee ceremony entails a demonstration of roasting and grinding.
- Modern roasting was introduced in Ethiopia during the Italian invasion around 1935. On that time the Italian soldiers, civilians and other European introduced modern roasting techniques.
- Imported roasted coffees from producing countries are usually not part of the mainstream coffee in global market, and are traded through alternative channels



OPPORTUNITIES FOR COFFEES WHICH ARE “ROASTED AT ORIGIN”

- .The image of Ethiopian coffees across the different markets is consistently associated to high quality and mild / flavorful characteristics
- There are movements have generated discussions on fair pricing and profit sharing across the value chain, thus attracting a small group of consumers that are interested in supporting producers from **origin**.
- . Private-label roasting, Some suppliers of roasted coffee in producing countries have also entered the global market by roasting for well known brands.
- Direct buying of green coffee from small hold farmers only coffee roasters.



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- . Most Ethiopian companies exporting roasted coffees offer a range of single-origin products, certified coffees, as well as gourmet collections and special editions.
- Relatively chip labor but encouraging reward mechanism for quality coffee.
- In Ethiopia conducive Investment polices like, Tax Holidays for direct foreign investors and Joint venture business.
- Renewable energy.
- Traceable and sustainable supply.
- AFCFTA brings opportunity free trade b/n African countries.



CON'T

- Ethiopians are heavy coffee drinkers, ranked as one of the largest coffee consumers in Sub Saharan Africa. Nearly half of Ethiopia's coffee produce have locally consumed.
- The new directives will encourage coffee roasters sell their exportable coffee locally in foreign currency.
- Logistically Ethiopian air lines daily flight across the world.
- Comprehensive Ethiopian Coffee Strategy 2019 – 2033 gives big emphasis on value addition .



CONCLUSION

- We are well come Japanese businesspeople to work together as partners .
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どうもありがとうございます

Thank you Very Much

