

Prospects for Promotion of Local Coffee Consumption in Context of Increment of Manufactured Value Added Product in Africa

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SUMMARY

Coffee is becoming the most popular and widely consumed beverage in Africa. Its awareness and popularity have increased despite controversial issues in context of its beneficial as well as harmful effect on human health. An annual output of 14.5 to 20.7 million bags is produced by the 25 member countries of IACO on an estimated 4.55 million hectares. The 5-10% of 440 million vulnerable demographic populations depends on coffee as their livelihoods. According to the bench mark estimates, it is envisaged that local consumption and coffee manufacturing process may absorb 20 to 30%, approximately 3.5 to 6.0 million bags annually to reduce production within 10 to 20 years in Africa. African countries have developed socio-economic potential to consume 2.05 to 2.42 million bags, equivalent to 125,000 to 187,000 metric tonnes per year. This is just 16% of 15.24 millions bags being produced in cropping year 2004/2005. At least 1,000 metric tonnes of coffee is consumed every year in following countries: Angola, Ethiopia, Guinea, Kenya, Democratic Republic of Congo, Nigeria and Uganda. Insignificant amount of coffee is consumed by member countries of Equatorial Guinea and Benin. Over 91,000 tonnes of Arabica coffee is manufactured locally per annum and consumed in Ethiopia, giving an average of 1.52 to 2.0 kg per head in a year. Between 1996 and 1998, the trends of coffee consumption appeared to be relatively rising, competing against beverages. The average means consumption increased by 120,000 bags per year. Findings of studies carried out in main six coffee producing countries: Cote d'Ivoire, Cameroon, Burundi, Kenya, Uganda and Tanzania showed that more than 13,744,000 families depend on coffee for their livelihoods. Subsequently, it is economically viable to invest in coffee production as well domestic consumption including manufacturing as an added value product in Africa. Compressive Reports by the defunct APROMA Consultancy Service indicated that the most of Robusta origins are strong, neutral and sometimes mild can be used as fillers for blending purpose to make Arabica type or known as "pseudo" coffee product. The variable characteristics of origins depend on different coffee varieties, soil-climatic conditions, altitude, processing and also on farmers' socio-economic farming practices. Currently, there is a proposal designed to conduct scope studies to determine variable or identical factors in Africa in terms of establishment of factors of coffee roasting and grinding process. The result of scope will give recommendations for the origins, which can be substituted easily, while different coffees are being blended to create unique and attractive taste brands with conspicuous and eligible trade marks. Therefore, this review paper highlights initiatives taken by Interafrican Coffee Organization (IACO) and African Coffee Research Network (ACRN) including the member countries as well as other organizations to disseminate favourable socio-economic factors on coffee consumption with regards to African common origins, traceability, local blends and value-added products.