



STARBUCKS ALLIANCE

SUPPLY CHAIN ACCESS FOR FARMERS IN RWANDA

THE CHALLENGE

Rwanda is a land-locked country that is struggling to recover from the ethnic strife that claimed 800,000 lives 13 years ago. Although it is now one of the most stable countries in a turbulent neighborhood, Rwanda still ranks 158 out of 177 in the 2006 Human Development Index. Rwanda has a population growth rate of 2.9 percent and 329 people per square kilometer: the highest population density in Africa. Sustainable economic growth for a growing population is the key to progress in the country. Historically, Rwandans grew coffee as a cash crop, but most farms are less than half a hectare and cannot support families.

THE APPROACH

Executives from the Starbucks Company, whose 100,000 employees host 40 million customers a week in over 10,000 stores worldwide, joined USAID in helping Rwandan farmers upgrade their coffee-farming infrastructure. Starbucks and USAID provided the expertise to help the farmers produce higher quality coffee that could then be sold at higher prices. USAID helped the farmers secure bank loans to buy equipment, and to build and renovate their coffee-washing stations. USAID also trained farmers in “cupping and tasting” methods, organized cooperatives, and introduced them to U.S. coffee retailers like Starbucks. Additionally, the placement of the coffee-washing stations is designed to foster community-building. These stations provide a forum for reconciliation for the survivors of the genocide, returnees, and demobilized soldiers. These groups are now working together to fight poverty and build sustainable livelihoods.

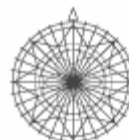
PARTNERS

Starbucks, the Government of Rwanda, Chemonics



RESULTS

- 40,000 coffee farmers were able to build and renovate coffee-washing stations where the beans are fermented
- “Rwandan Blue Bourbon” coffee sold in 5,000 Starbucks shops as the 10th premium variety in the Black Apron Exclusive line
- Starbucks worked with two mills that produce coffee grown at high altitudes in soil rich with volcanic ash – this gives the beans a unique and rich flavor that clearly differentiates the Rwandan product



CHEMONICS