

PROJECTS ADOPTED BY 4CITIES4DEV

GOOD, CLEAN AND FAIR FOOD FOR EVERYONE: THE EXPERIENCE OF THE FOOD COMMUNITIES

Hareenna forest wild coffee



Slow Food Presidium adopted by the city of Bilbao



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CITTA DI TORINO

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PROJECTS FOR THE SAFEGUARD OF BIODIVERSITY

Slow Food Presidia safeguard small-scale, endangered local productions, promote specific areas, and recover traditional trades and processing techniques. Currently, there are over 300 Presidia projects around the world, which involve more than 10,000 producers: farmers, shepherds, fishers, artisan processors... To safeguard these products also means to preserve high-mountain pastures and tropical forests, to ensure a sustainable future for small-scale producers - from the Andes to African coastlines -, to preserve hundreds of animal breeds, and to give future generation a clean planet with a rich biodiversity. Presidia are promoted and coordinated by Slow Food. The association is active all over the world, but has a specific focus on developing countries, where the safeguard of biodiversity is not only important to improve the quality of life, but to ensure the very survival of local people.



THE CONTEXT

BALE ZONE, OROMIA ETHIOPIA

Ethiopia is the country where coffee originated and is therefore the only place in the world where you can find plants in a wild state.

Coffee covers 10% of the National GDP and is the main source of income for 25% of the country's population. 90-95% of the product is harvested and processed by small farmers (the average size of the production area amounts to half hectare). For thousands of years each family has roasted its berries, ground them in a mortar and offered coffee to guests following a solemn ritual involving symbolic displays of hospitality, friendship and respect. The preparation of coffee is an atmospheric traditional ceremony covering all social classes: the guest is welcomed by a woman in charge and by a carpet of freshly cut grass and flowers spread before a small table holding the traditional small handleless cups. The shelled coffee beans are washed and roasted until they are the right colour and then shown to the guests. A coffee aroma permeates the air, aided by delicate hand movements. The powder obtained after grinding the beans in a mortar is poured into a jabana, the traditional coffee pot, full of boiling water. The first coffee (abol), already sugared, is served to the oldest person, then the next two are made (tona and baraka), by adding water to the jabana as required. The three coffees are served with corn, wheat or toasted barley.



THE PROJECT

The Harena forest, one of the largest in Ethiopia, is situated in the mountains of the magnificent Bale National Park (in the Oromia region), 350 km south of the capital Addis Abeba. Here, at an altitude of around 1800 meters, an Arabica coffee grows spontaneously in the shade of tall trees. It has outstanding quality potential which has been little studied or developed.

The small farmers of this area mainly live on selling coffee which is their main source of income. The gatherers harvest the ripe fruit by hand, an operation which is often obstructed by baboons, which are very greedy for them.

The berries do not require stripping or washing, which are crucial stages for coffee from Latin American Presidia. It is a real "natural" coffee: after the berries are harvested they are just dried in the sun on suspended nets.

This technique, apparently easier, is complex and very delicate instead. Without the washing and fermenting phases – usually required to ensure a more uniform quality of coffee – the natural coffee quality can only rely on the excellent raw material which has to be carefully selected and perfectly dried. The coffee



obtained with this type of processing has a more rounded aroma due to the pulp intense flavour.

OBJECTIVES

Coffee, just like wine or oil, changes according to the territory, altitude and microclimate, but then it reaches the consumers anonymously. The only thing that matters for the market is the brand, while there is no information about the product origin, the producers and the processing techniques. An important goal of the Presidium is to explain the product diversity by promoting, together with the product, the production area and the local culture.

The Haremma coffee is a forest spontaneous fruit, therefore looking after the plants, managing harvest in a sustainable

way and understanding its value all contribute to safeguard the environment. And here is another goal of the Presidium: a good coffee producer will also be the best forest custodian. Obviously, the first step is to strengthen the producers' organization that, together, can establish the production rules, work better and check the product final quality. This work also needs an economic recognition, for this reason the Presidium is putting the small producers in contact with roasters (Italian, Spanish, American) and consumers, to shorten the production and distribution chain and minimize the number of middlemen.

SOCIAL IMPACT

Thanks to the Presidium, the producers have set up small cooperatives and have been authorized by the Federal State to export their coffee, so for the first time they have left their villages to take part in international events, thus understanding the extraordinary value of their product and territory.

Slow Food has created a virtuous cycle, improving the crop quality, reducing the number of intermediaries and bringing producers closer to consumers. In just one year, the coffee of the Presidium will reach consumers with all the information about its history, production area and particular processing technique.

CURRENT BENEFICIARIES

PRODUCERS

The project involves 132 producers of four villages (Kebeles), gathered in three cooperatives:

Habuubii (Irba), 51 producers

Biftu Kanckicha (Burkitu), 49 producers

Buna Magnete (Maanyatee), 32 producers

PROJECT TECHNICAL PARTNERS

THE ITALIAN ROASTER ASSOCIATION CSC

(CAFFÈ SPECIALI CERTIFICATI) gives technical advice in order to improve the coffee quality, while the roaster Enrico Meschini looks after the Presidium.

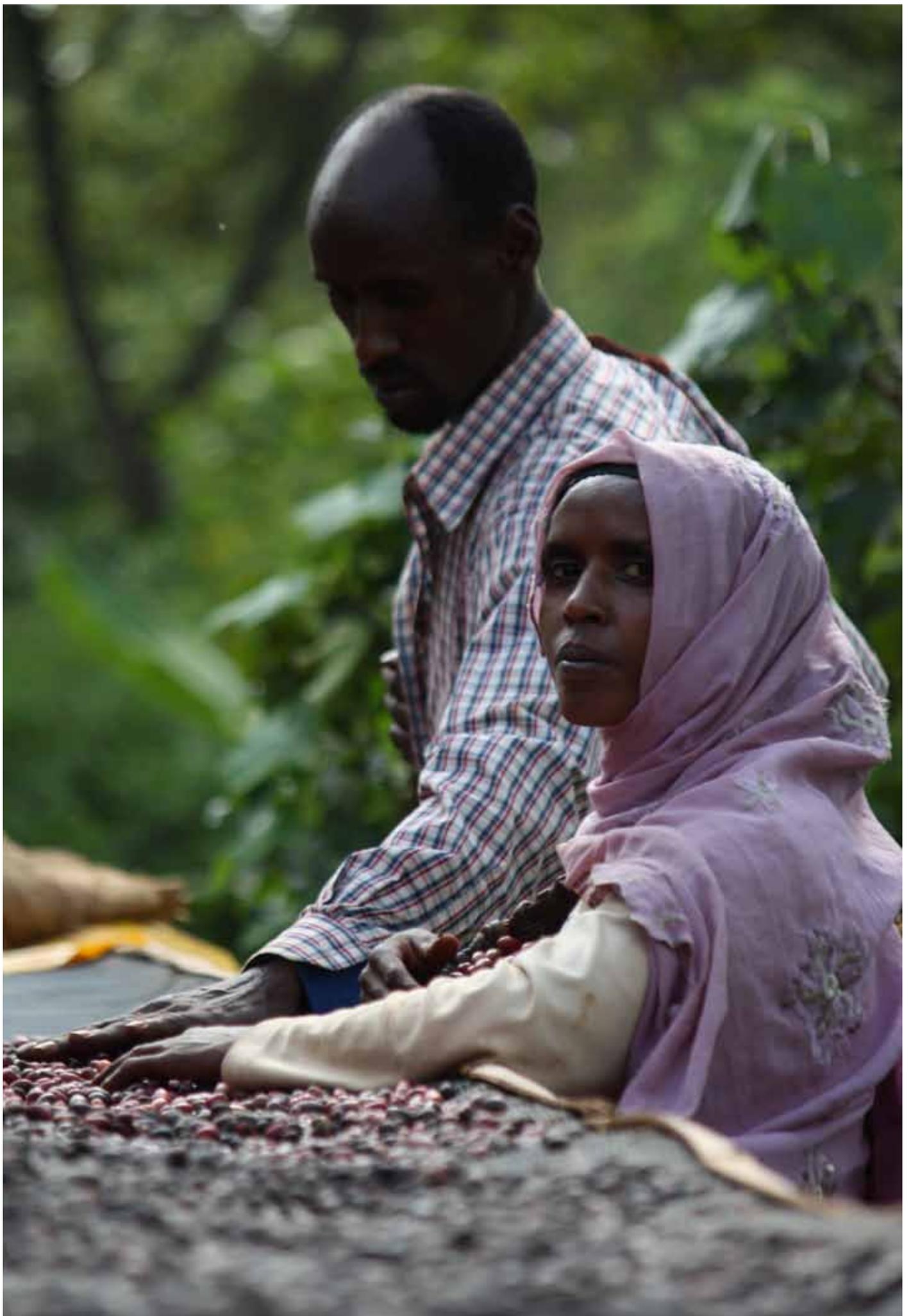
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PROJECT STAGES:

2006

The first step of the Presidium was the visit to the Harena forest coffee gatherers in 2006. On that occasion Slow Food found out an extraordinary territory and realized the close link between the communities and the forest, as well as the great coffee value not only for the local economy, but also for the local culture.

From the very beginning, the Presidium involved a local NGO working in the agricultural sector (Eosa) and several Italian experts and roasters (the association Caffè Speciali Certificati, CSC) offering their advice for free in order to assess and improve the coffee quality.

The NGO Eosa provided training. Some of its experts – following the CSC indications – helped sixty producers take care of the most important steps, from harvesting to the berry drying.

After training, a panel of experts tasted the coffee: despite some defects due to the anomalous fermentation occurred during the drying phase, the product had significantly improved and showed great potential.

2007

Slow Food and Eosa organized a second training course on the harvesting and drying phases which was attended by 64 producers.

In November, Enrico Meschini and Antonio Barbera (of CSC) went to Ethiopia and visited the communities to check the state of the art. In particular, they examined the work of the producers who had attended the training course, the berry quality and the post-harvesting phases,



giving useful indications for correct drying. This mission was important for establishing a relationship with a local partner, the exporter Bagersh Abdella (of SA Bagersh).

Training was also carried out on some critical aspects, such as the forest sustainable management, the coffee preservation and the market.

2008

In March, some Presidium producers took part in Terra Madre Ethiopia, an event organized by Slow Food in Addis Abeba and attended by 130 people: food communities, Presidia, NGOs, representatives of the Italian-German Cooperation, restaurateurs, journalists, teachers and students. Terra Madre was opened by the Slow Food International President, Carlo Petrini, who was visiting Ethiopia.

In May, Enrico Meschini (CSC) paid another visit to the Presidium to make sure all the processing phases were carried out correctly (with a particular focus on harvesting and drying)





and to help all the producers improve the quality of the final product.

In autumn, according to the CSC guidelines, Slow Food provided the producers with 86 suspended nets required for drying (in addition to the existing 18 ones).

The Presidium also started collaborating with an exporter from Addis Abeba (SA Baghersh) to send to Italy a first small quantity of green coffee ready for roasting. SA Baghersh supplied 400 bags to the producers for preserving and shipping the coffee.

Four representatives of the Presidium attended the main event organized by Slow Food in Turin: Salone del Gusto/ Terra Madre (23/27 October).

2009

More technical training: the NGO Eosa organized a workshop involving not only the producers, but also the representatives of the local institutions. The workshop outlined the Presidium starting conditions, the different work phases and the progress made up to that moment. In November, the CSC paid another visit to the producers to provide them technical advice and check the obtained results. The reform of the coffee market in Ethiopia created new opportunities for selling the product, thus allowing cooperatives with logistic and administrative capacities to sell their product directly.

During this visit, the experts decided to bring a small batch of the Presidium coffee to Salone del Gusto 2010.

In 2009, 3 cooperatives were created gathering 132 producers from 4 villages (Kebeles).

2010

The Presidium started a new collaboration with OCFCU (Oromia Coffee Farmers' Cooperatives Union), the most important coffee commercial cooperative in Ethiopia.

As a result of this collaboration, the Presidium coffee was imported to Italy, roasted by Pausacaffé (a social cooperative based in Torino) and then officially presented at Salone del Gusto 2010. The Presidium coffee was represented by a producer, an official of the municipality agricultural office and the president of the Ethiopian roasters' association, Minilik Habtu. The Presidium coffee was particularly appreciated by the Salone del Gusto visitors.

In 2010, Slow Food (in collaboration with the education office of Slow Food Italia) set up a coffee tasting panel, whose goal is to taste and select the coffee which will bear the Slow Food Presidia logo. The eight members of the panel (trainers of the Master of Food on coffee and roasters), after a preliminary phase for setting the evaluation criteria, gathered twice to taste the coffee of the different Slow Food Presidia and the Terra Madre food communities, giving useful indications to the producers and roasters involved in the several Slow Food coffee projects.

The Harena forest wild coffee will get the Slow Food Presidia logo in 2012.

2011

In September, André Faria Almeida, a Brazilian expert of natural coffee, held a training course on the harvesting and post-harvesting techniques for 90 Presidium producers. At the same time, new material was purchased and distributed to strengthen the harvesting and drying facilities. Still in September, the Presidium completed the registration of the cooperatives at OCFCU.

As a result of the European project 4Cities4Dev, in November the directors Francesco Amato and Stefano Scarafia filmed a video on coffee. In the same month, a delegation from Bilbao, city twinned with the Presidium, visited the Presidium to meet the producers and discuss the coffee purchasing and exporting conditions with the OCFCU leaders.

PLANS FOR THE FUTURE

The main goal is to improve the living conditions of the local growers and their families, by promoting a sustainable use of the natural resources of the Hareenna forest.

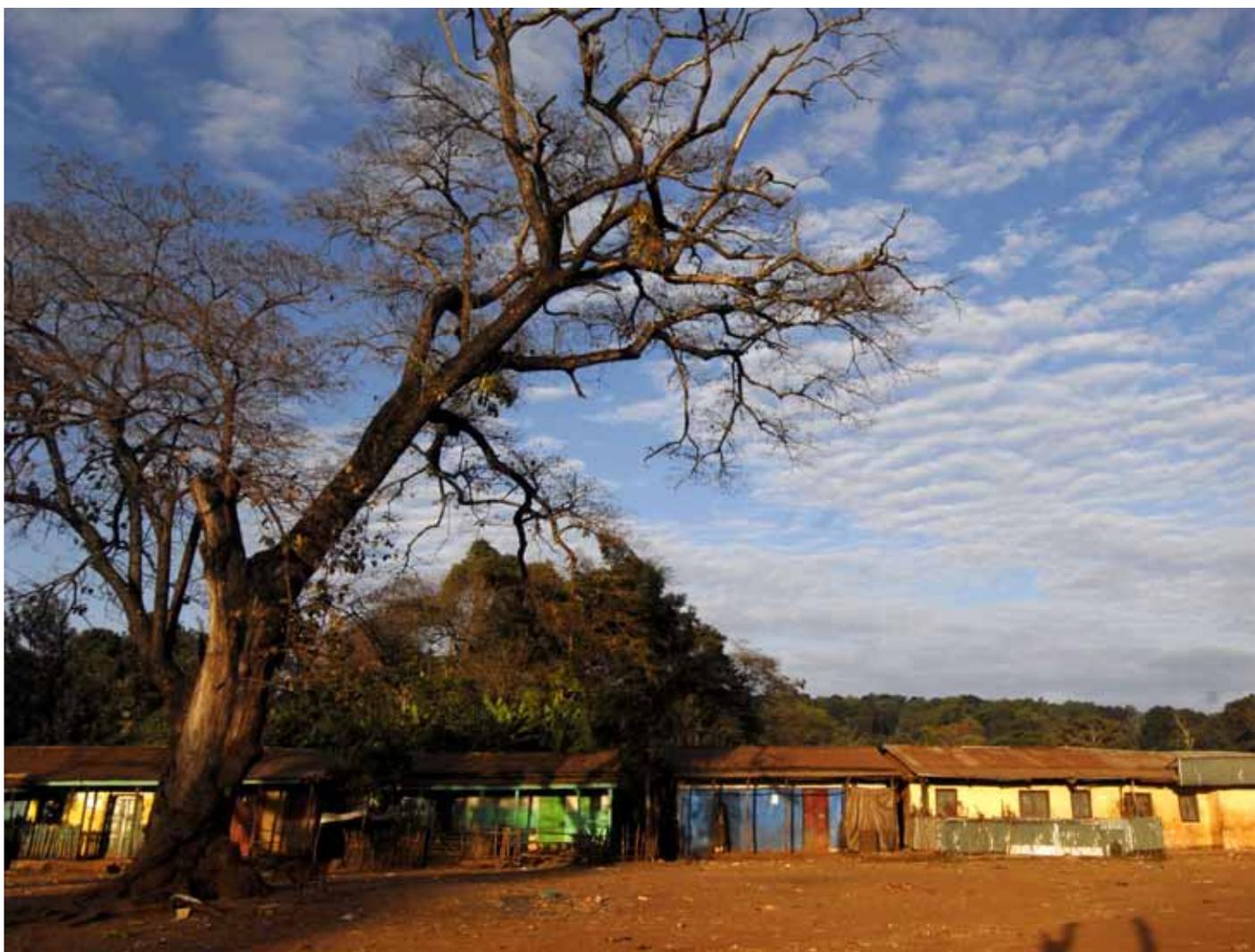
In 2012, the Presidium's work will be focused on the production improvement – in terms of quality and quantity – and the involvement of new cooperatives in the area. To achieve this, it will also rely on the support of the Istituto Agronomico d'Oltremare (IAO), responsible for a project of the Italian Cooperation for enhancing the production chain of durum wheat and wild coffee in Oromia.

Training will continue, as it is essential mainly for new producers; moreover new equipment will be purchased to further consolidate harvesting and post-harvesting facilities.

The producers, with Slow Food help and support, will set up their own production rules, with a precise definition of the production area and a documented description of the coffee processing and marketing phases.

The best part of 2011 crop will be roasted and packaged in Italy (with a suitable packaging providing a lot of information on the product) and promoted by Slow Food through its national and international channels.





4CITIES4DEV FOR THE PRESIDIUM

The Project 4Cities4Dev includes several activities to support the Haremma wild forest coffee, carried out by Slow Food in collaboration with the city of Bilbao.

- 1** Training (it is important to improve harvesting, selection and drying up of berries, above all addressing the producers who have recently joined the Presidium).
- 2** Purchase of new equipment (jute bags, metal nets and instruments for monitoring the coffee humidity).
- 3** Creation of a roasted coffee packaging (with a narrative label clearly showing the coffee production area, the producers' name and the processing technique).
- 4** Production of a documentary on the Presidium coffee with three videos respectively dedicated to Kenya, Ethiopia, and Senegal. The premiere was shown at AIGusto, one of the international events organized by Slow Food (in collaboration with the city of Bilbao, Spain). Then, the three videos will be edited to make a feature film to be presented at the different international film festivals.
- 5** Participation of the Presidium in two international events: AIGusto in Bilbao from 16th to 19th December 2011 and Salone del Gusto/Terra Madre in Turin from 25th to 29th October 2012.

Slow Food Presidium adopted by the city of Bilbao as part of the *4cities4dev* project



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