

A large teal circle is centered on the page. It has a thin orange border on the right side and a thin green border on the bottom right side. The text is written in white, bold, italicized font inside the teal circle.

***Improving the
performance of
African coffee
exports***



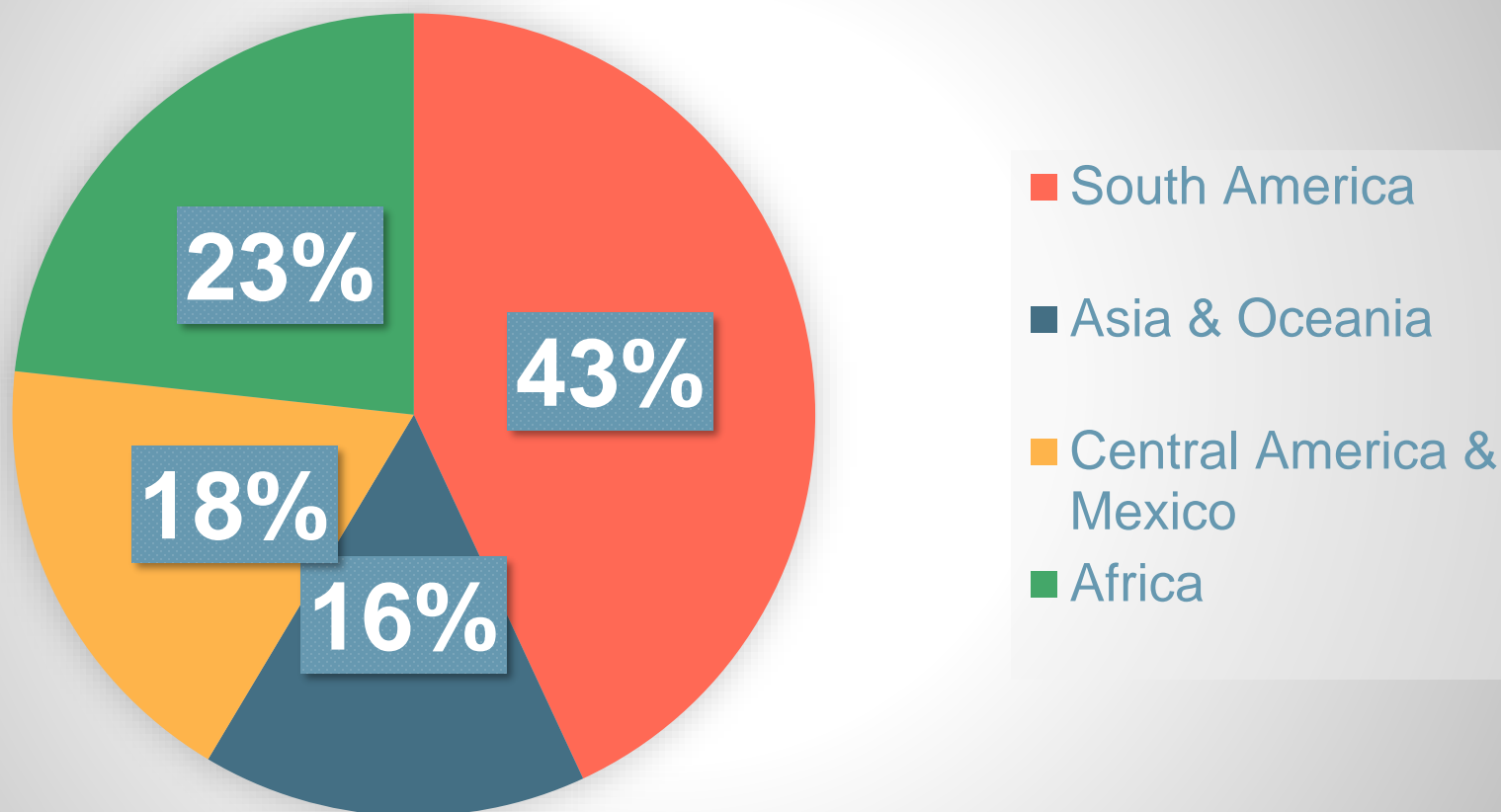
Introduction

- Largest number of producing countries
 - 25 producing countries
 - Asia & Oceania (11)
 - Mexico & Central America (12)
 - South America (8)



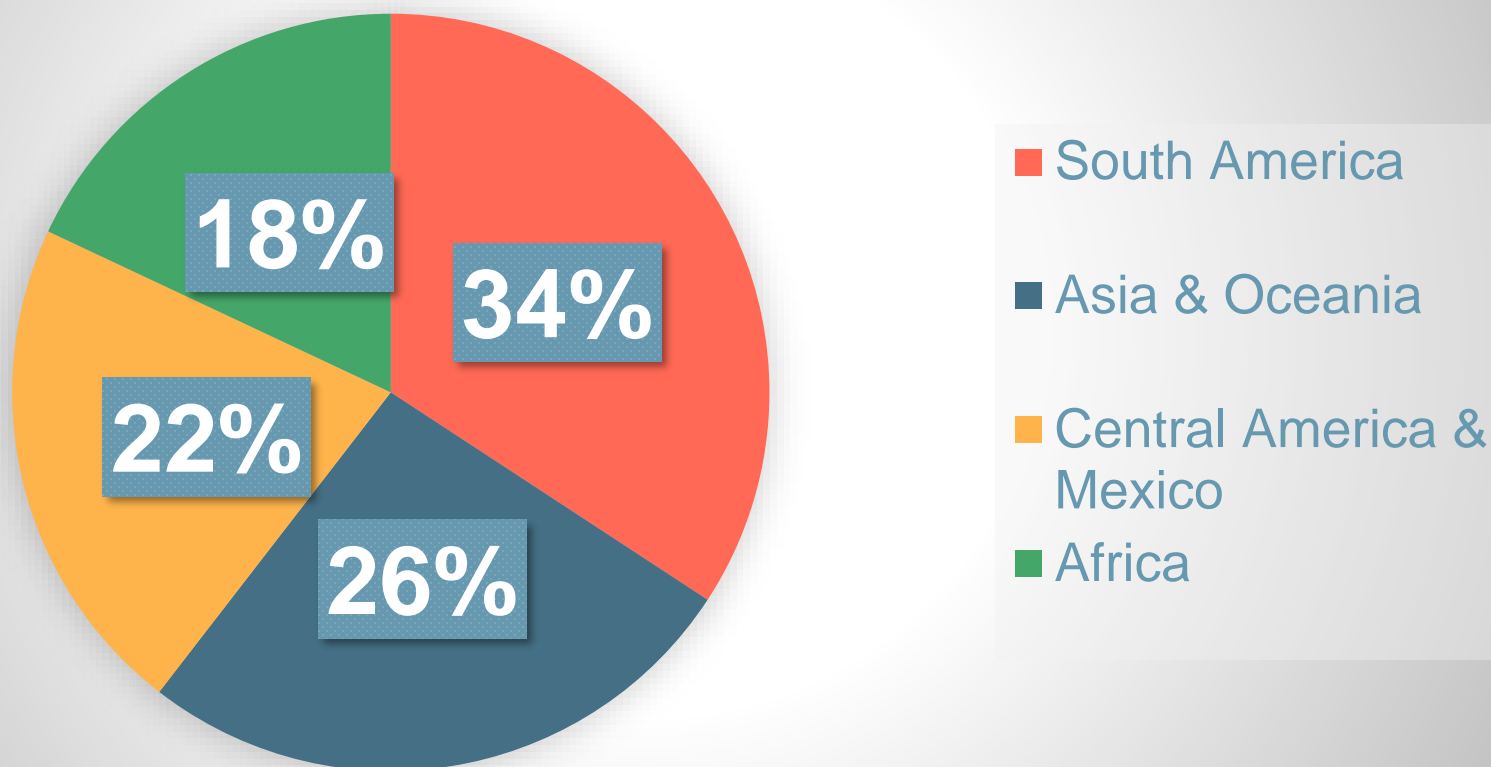
Exports performance of Africa

World share of exports volume of all forms of coffee in 1990



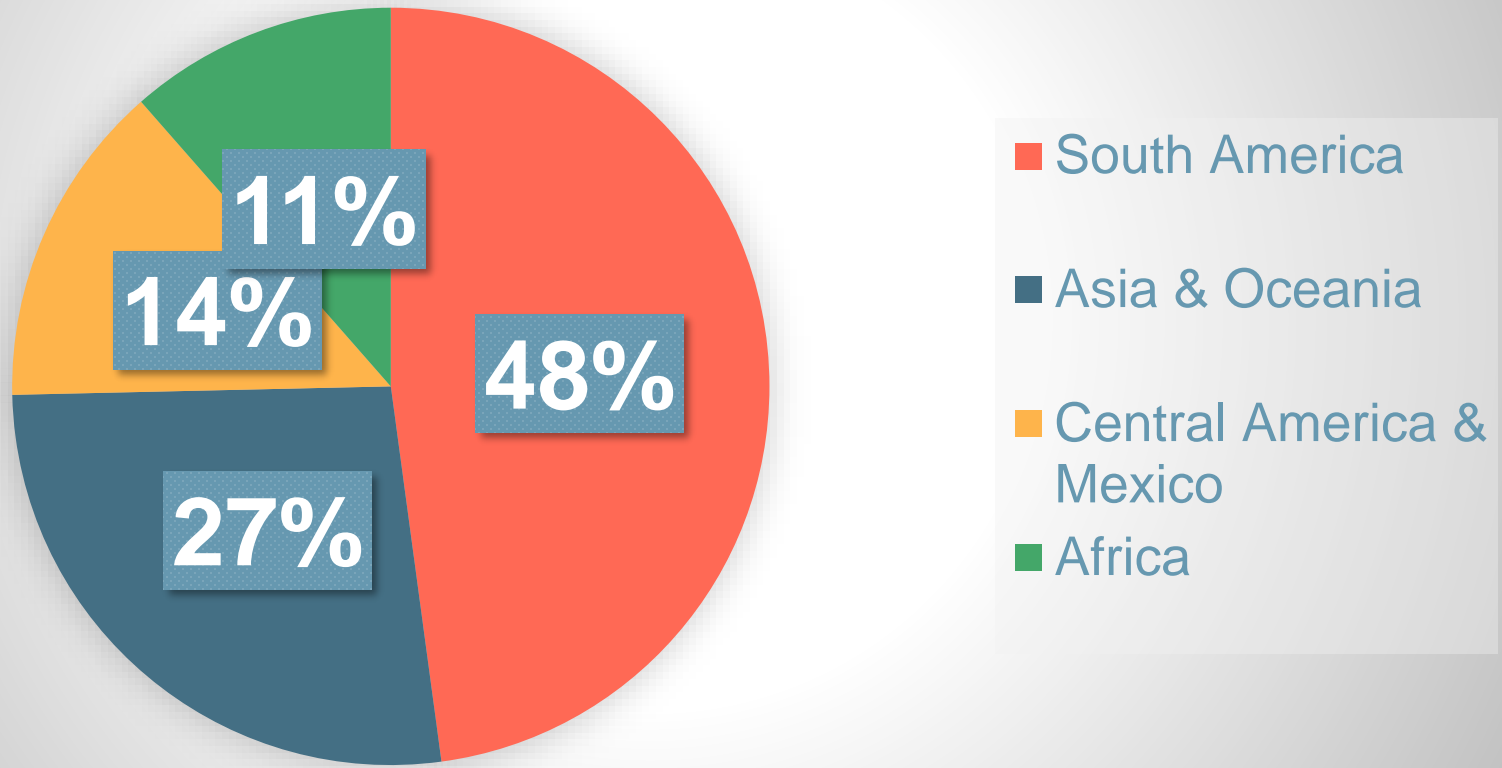
Exports performance of Africa

Graph 2: Share of world exports volume of all forms of coffee in 2000



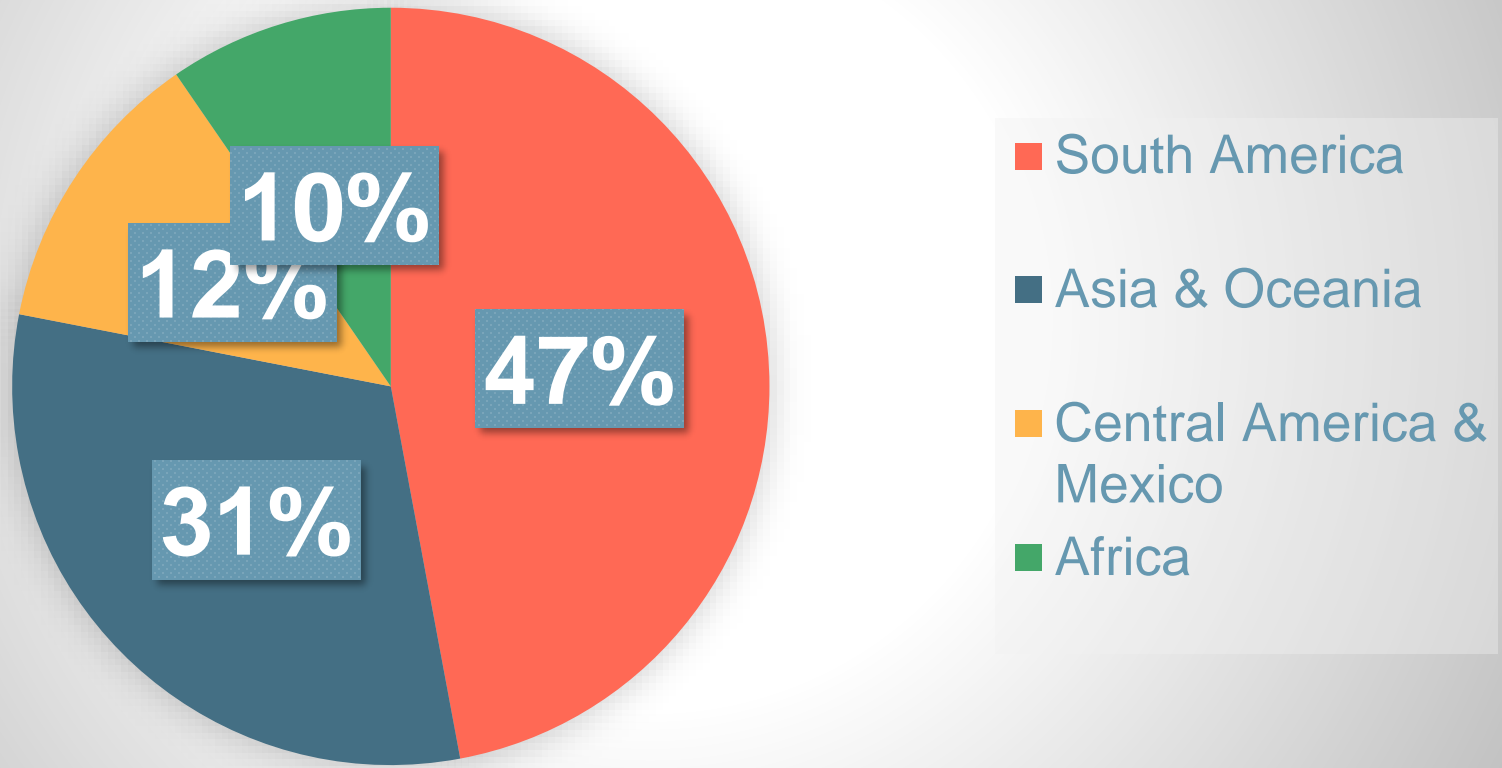
Exports performance of Africa

Graph 3: Share of exports volume of all forms of coffee in 2010



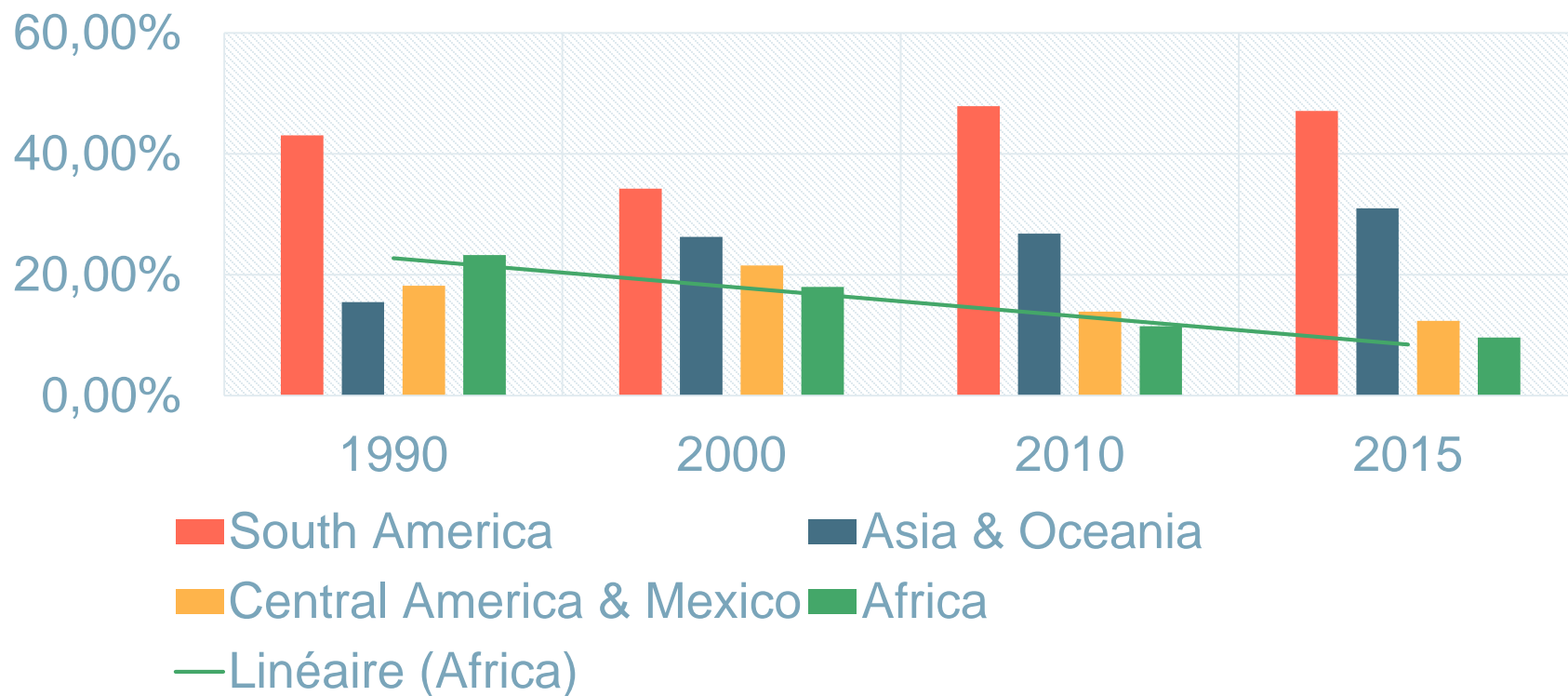
Exports performance of Africa

Graph 4: Share of world exports volume of all forms of coffee in 2015



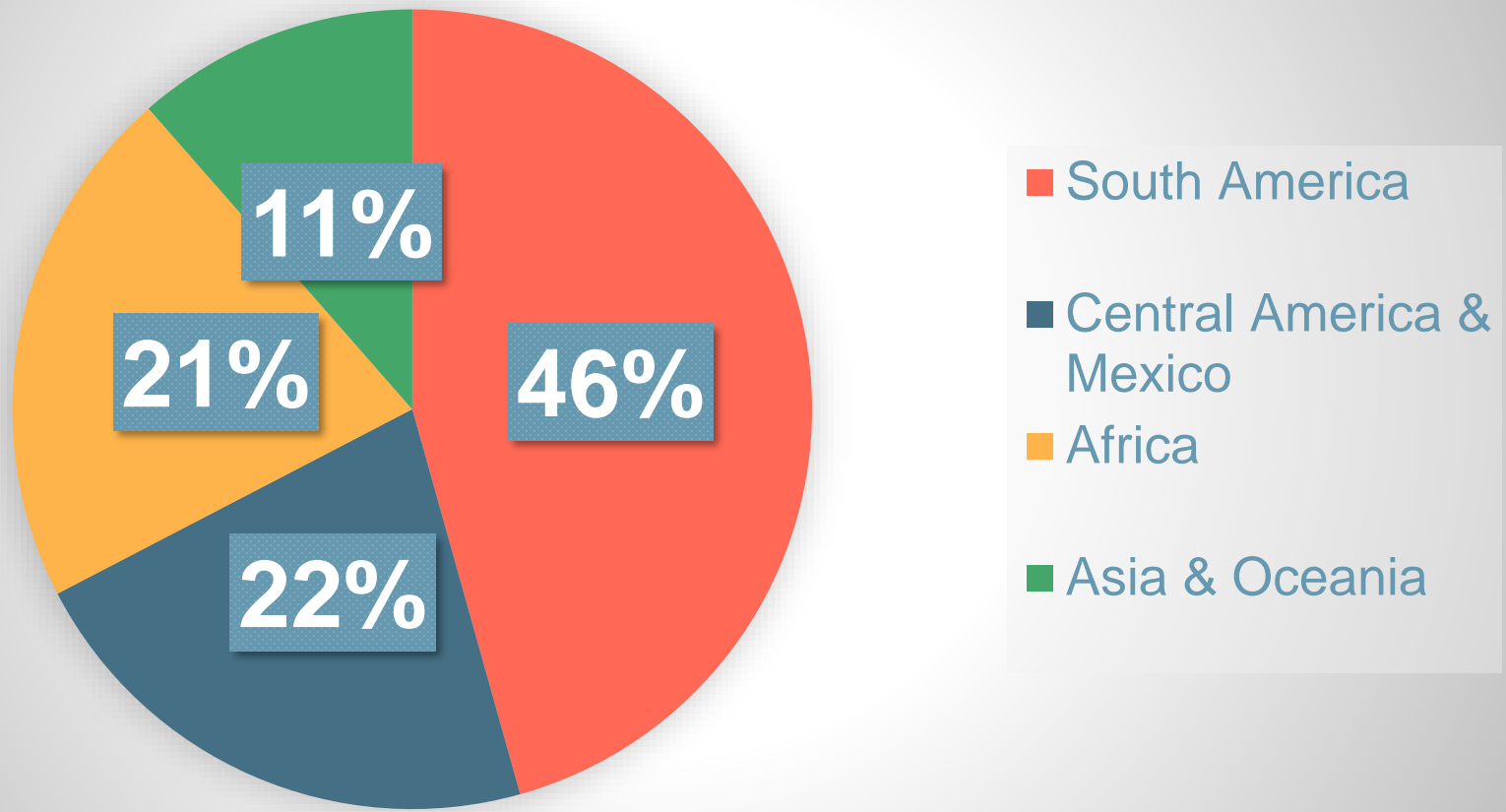
Exports performance of Africa

Graph 5: Share of world exports volume of all forms of coffee



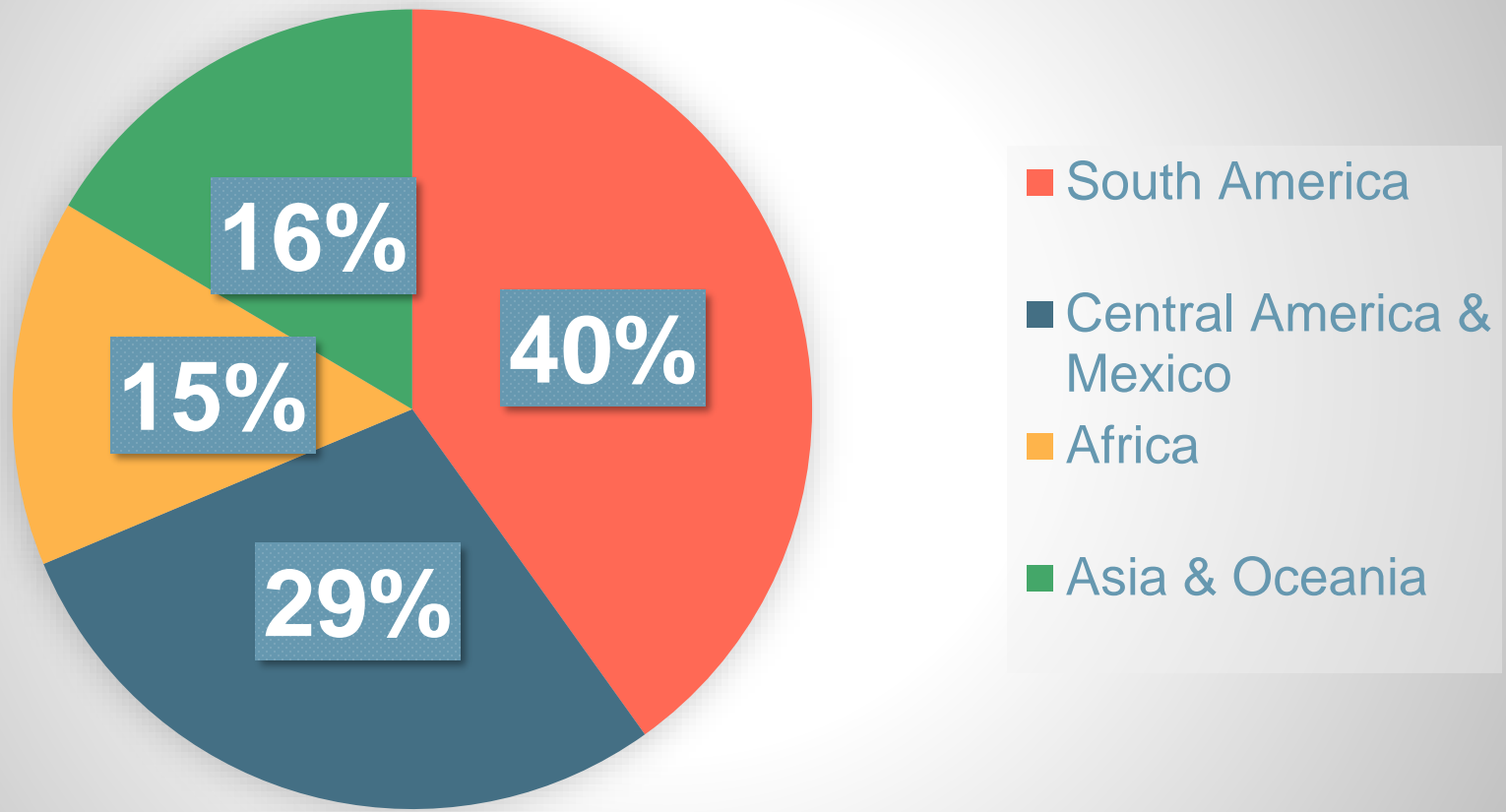
Exports performance of Africa

Graph 6: Average share of exports value in 1990



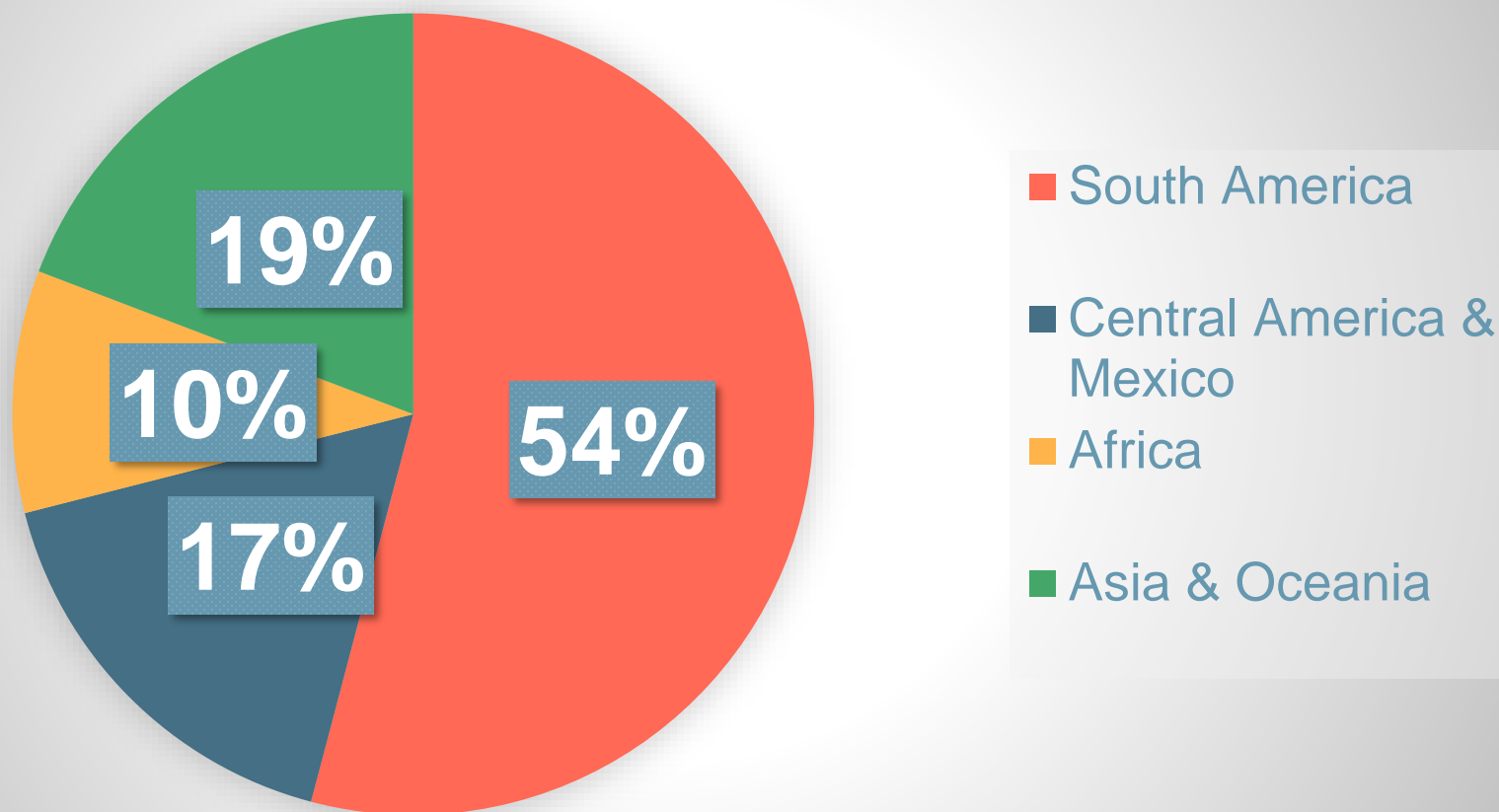
Exports performance of Africa

Graph 7: Share of Exports value - 2000



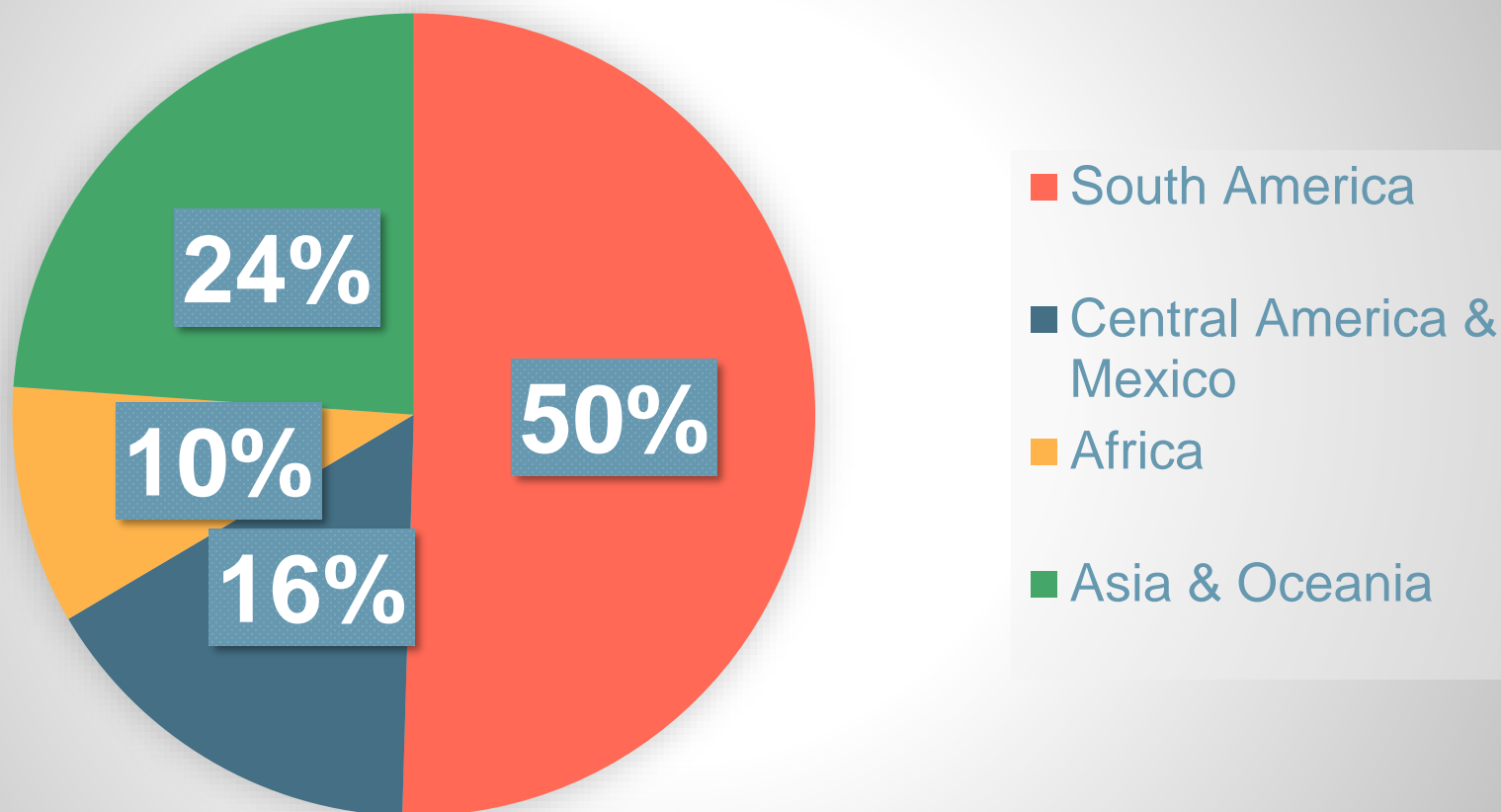
Exports performance of Africa

Graph 8: Share of exports value in 2010



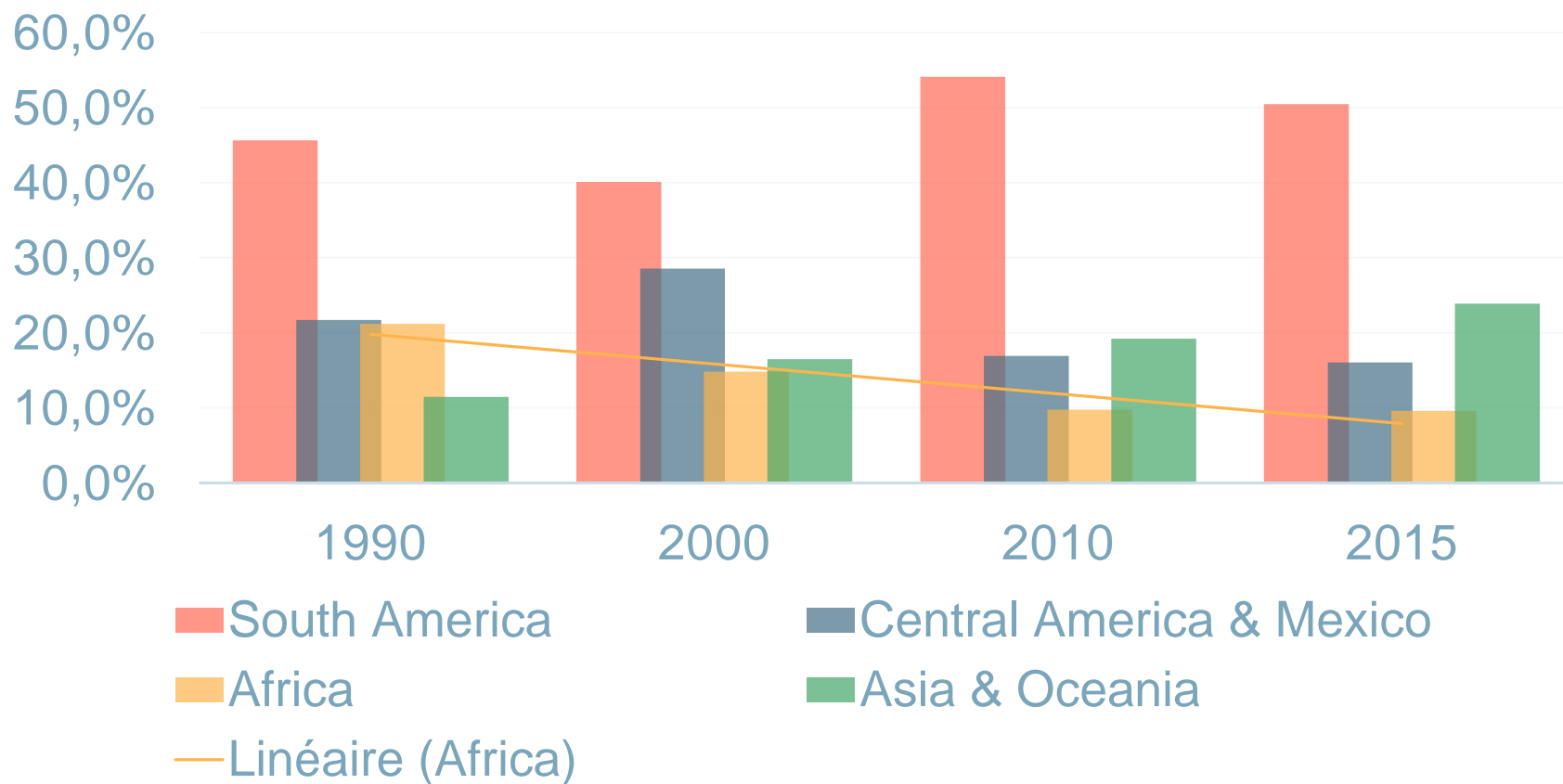
Exports performance of Africa

Graph 9: Share of exports value in 2015



Exports performance of Africa

Graph 10: Share of exports value



Exports value of all forms of coffee (US\$ million)

	1990	2000	2010	2015
South Amer	3,087.57	3,250.47	8,946.21	9,638.02
Central Am	1,468.73	2,314.01	2,797.51	3,063.27
Africa	1,432.12	1,202.35	1,616.14	1,835.87
Asia&Oc	774.97	1,335.86	3,174.13	4,563.40
Total	6,763.39	8,102.69	16,534.00	19,100.56





Building a
competitive
market position

Building a competitive coffee sector

- Challenges faced by production
 - ❖ Farm productivity
 - ❖ Low adoption of new technologies
 - ❖ Limited extension services to growers
- Explore its competitive advantages
- Target high value niche markets



Building a competitive coffee sector

- Target high value niche markets
 - * Specialty coffee
 - * Organic coffee
 - * Etc...





**INTERNATIONAL
COFFEE
ORGANIZATION**

Thank you