

■ **Market linkage service;**

We facilitate linkage of high quality coffee from member organizations to high end markets (local and international) for increased coffee business profitability to farmers.

■ **Production, productivity and quality Enhancement service;**

Enable farmers produce better quality coffee that meets global sanitary and phytosanitary (SPS) standards saves labor mainly for the women involved in drying and reduce post harvest losses during the drying process.

■ **Coffee Value Chain addition services;**

We facilitate farmers' access to value adding services that include cleaning, drying, destoning, grading, color sorting, export handing, roasting, grinding, blending and packing.

■ **Access to finance services;**

Creates awareness of available financial services for rural farmers and farmer enterprises, links farmers to financial institutions and builds capacity in managing and accessing finance.

■ **Certification and Verification services;**

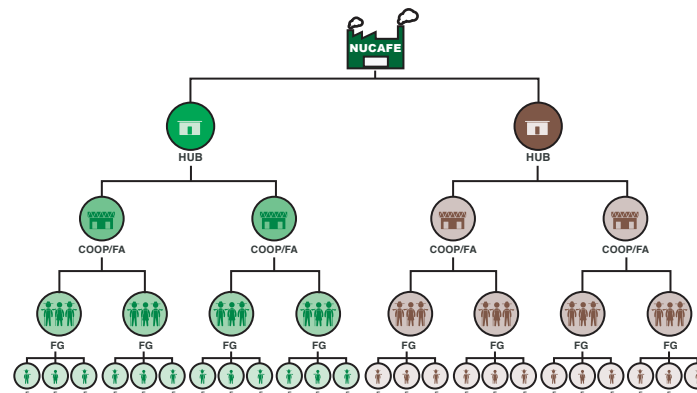
Enables compliance with international, regional and domestic coffee market standards and makes the members verification/certification ready.

■ **Gender Equity Enhancement Service;**

Improves livelihood of women, men and the youths coffee farmers in the household through increased productivity, quality and profitability of coffee derived from changes at the household in equity in decision making.



NUCAFE OPERATIONAL STRUCTURE



Determining where to invest in the value chain



BACKGROUND

NUCAFE is the National Union of Coffee Agribusiness and Farm Enterprises. It was founded in 2003 as a successor of the Uganda Coffee Farmers Association (UCFA) in response to the farmers' needs as a result of the needs assessment and strategic planning process carried out then.

NUCAFE membership has grown to over 200 associations and Cooperatives with over 1.5 million smallholder coffee farmers.

Vision

Coffee farmers profitably own their coffee along the value chain for sustainable livelihoods, customer satisfaction and societal transformation

Mission

To establish a sustainable market driven system of coffee farmer enterprises and organizations which are empowered to increase their household incomes and improved livelihoods through enhanced entrepreneurship and innovation

Approach

NUCAFE is implementing a farmer-driven approach to better position the farmers within the coffee value chain. This is aimed at enhancing quality, and increased market value share. All these activities are implemented using a Farmer Ownership Model

The NUCAFE Farmer Ownership Model.

Farmers and Farmer groups are encouraged to take on as many functions as possible within the value chain in order to improve their incomes. Under this, NUCAFE empowers farmers with goods and services that enable them upgrade and move up to the coffee value chain. Here, roles of middlemen and processors are only paid processing and milling charges.

The processed product later goes back to the farmer for value addition. The farmer is encouraged to continue sorting, grading, roasting, grinding, branding among others.



OUR VALUES

- Professionalism
- Leadership
- Creativity and Innovation
- Moral Integrity
- Entrepreneurial Culture.

STRATEGIC OBJECTIVES

- Strengthen the organizational capacity of NUCAFE at the CAFE in deepening and up scaling the Farmer ownership Model.
- Empower member Associations, cooperatives/enterprises towards self sufficiency
- Develop a new generation of farmers that own coffee and are integrated in the coffee value chain.
- Enable a conducive environment for coffee value chain through advocacy and lobbying



NUCAFE SERVICE PORTFOLIO

- **Mobilization and Organisation of Coffee Farmers for Membership (Customer) Development;**
Ensures good governance and management for the growth of NUCAFE member organizations/enterprises.
- **Policy Advocacy for improving business environment;**
Through lobby and advocacy, this service contributes to improvement of the business environment for the coffee farming business for increased profitability and productivity