

# Newsletter 3

*September 2016*

Dear shareholders and friends of Kampani,

This newsletter is devoted to our investment in Burundi, where Kampani helped finance the acquisition of a coffee hulling plant, Horamama Coffee Dry Mill SA, by COCOCA and its members. COCOCA is a Fairtrade certified coffee exporter and a union of smallholder cooperatives representing almost 27,000 smallholder coffee farmers.

## **Production underway**

During peak season, the factory ran a double shift for a number of weeks. The manual sorting of the beans, bagging and shipping is being completed.

The pictures below show the company's new logo, the first lots of coffee bagged and stamped in the Horamama factory and the loading of the first truck to Dar es Salaam, Tanzania.









### Outstanding performance at “Cup of Excellence”

Several producer organisations belonging to COCOCA participated in this year’s Cup of Excellence, a national-level competition for high quality coffees.<sup>1</sup> Of the 86 samples submitted nationwide, COCOCA’s members submitted ten. Six of the COCOCA samples received a score higher than 85, beating the national average and regarded by industry specialists regard as very high scores. COCOCA takes pride in this illustration of its capacity to produce very high quality coffee, and their success will help generate a better price for COCOCA coffee. International buyers purchased some of the COCOCA lots directly, also visiting the Horamama factory (see pictures below, which show the lab, staff and stock).

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<sup>1</sup> The Cup of Excellence website describes it as follows: *Cup of Excellence is the most prestigious competition and award for high quality coffees. The level of scrutiny that Cup of Excellence coffees undergo is unmatched anywhere in the specialty coffee industry. Each year, thousands of coffees are submitted for consideration, with winning coffees sold in global online auctions at premium prices, with the vast majority of auction proceeds going to the farmers. The competition is rigorous, with cupping evaluations conducted over a three-week process by industry experts: first by a National Jury of about a dozen qualified jurors from the origin country, and then by an International Jury, comprised of approximately 20-25 experienced jurors from around the world. A competition with 300 entries yields an average of 9,000 analyzed cups, with each “Top 10” coffee being cupped at least 120 times. The Cup of Excellence competition has pioneered integrity and transparency in the coffee industry, ensuring the value of winning coffees. Each sample entering the competition process is assigned a number known only to the auditor for each competition, and each jury member cups the coffee blind. In addition, each lot is documented through the entire process so that winning coffees are traceable to the farm and exact micro-lot.*



### Media attention

With the help of the King Baudouin Foundation, Kampani's investment in Burundi generated quite a bit of media attention:

- 1) VRT, item on "De Vrije Markt" with Peter Verlinden

The original clip can be found via this link:

<http://deredactie.be/cm/vrtnieuws/videozone/programmas/devrijemarkt/2.44574?video=1.2673051>

The clip is also available on youtube with subtitles in English (click on the CC icon to activate the subtitles):

<https://www.youtube.com/watch?v=7uLe0aXKp7Q>

2) RTBF radio

[https://www.rtbf.be/lapremiere/article\\_le-dossier-eco-de-matin-premiere-l-investissement-enafrrique?id=9317484&category=\\*%&keyword=\\*%&listPage=1&programId=&programType=&sourceTitl](https://www.rtbf.be/lapremiere/article_le-dossier-eco-de-matin-premiere-l-investissement-enafrrique?id=9317484&category=*%&keyword=*%&listPage=1&programId=&programType=&sourceTitl)  
[e](#)

3) De Standaard, L'Echo, Mo\* Magazine and a trade publication (namely C&CI)

[http://www.standaard.be/cnt/dmf20160519\\_02297748](http://www.standaard.be/cnt/dmf20160519_02297748)

[http://www.lecho.be/actualite/archive/Un\\_fonds\\_social\\_pour\\_soutenir\\_le\\_cafe\\_burundais.9768293-1802.art?ckc=1&ts=1463741941](http://www.lecho.be/actualite/archive/Un_fonds_social_pour_soutenir_le_cafe_burundais.9768293-1802.art?ckc=1&ts=1463741941)

<http://www.mo.be/nieuws/koning-boudewijnstichting-investeert-mee-koffie>

Do not hesitate to contact me directly if you require additional information!

Wouter Vandersypen  
Executive Director, Kampani NV

PS: If you would rather not receive this newsletter, just let me know.

**Kampani is a social impact investment fund to unlock the potential of entrepreneurial farming in Africa, Asia and Latin America. Kampani is a pioneering way to fight poverty and promote development. It provides growth capital investments to the world's poor, but entrepreneurial, farming families organised in producer organisations.**