



Ginjo Community Association Project 2016-2018: Activating and Equipping Communities

Worldwide:



25 million rely on coffee farming to survive



12.5 million of them live on under €2 per day

The Project:



Create sustainable income for 90 members and their families.



Create market links within coffee sector.



Low cost refurbishment of coffee roasting workspaces.



Provide seed capital to bulk buy coffee (5 tonnes) at harvest.



Facilitate training for participants of the association.

Aim: This project is aimed at an existing association, the Ginjo Leprosy Association, that roasts coffee for the local market in Jimma, Ethiopia. The objective is to build the capacity of the Association and to upskill the personnel. The Association is currently operating well under capacity. This project will provide training, seed capital, market linkage and identify new income-generating activities for this Association.

The Ginjo Leprosy Association

The Ginjo Leprosy Association has over 90 members, including people who have been affected by leprosy and since received the cure. The Association runs three-grain mills, two community showers, and a coffee roaster. It provides a place for people who have been affected by leprosy to receive medical care, earn a living and be part of a community.



The Association is currently roasting under capacity. The 20/20 Project will provide training for the current coffee roasting staff and inject seed capital to upgrade the existing facilities. The project also seeks to facilitate market links to sell the coffee to a wider customer base.

The 20/20 Project works through partners on the ground. Our project partner in Ethiopia is the Ethiopian National Association of People Affected by Leprosy (ENAPAL). ENAPAL work with over 80 associations of people affected by leprosy across Ethiopia.

Background:

This project was established in 2004. However, because of a number of issues with the quality of training and the facilities, this roasting project is not operating at its full potential. The Association supports over 90 members by roasting coffee, operating cereal mills and providing showering facilities to local people.

The Ginjo Leprosy Association members have not received sufficient training, seed capital or quality facilities to successfully roast and market their coffee in a profitable way. This project seeks to facilitate the Ginjo Association to achieve financial sustainability for its members by 2018.



Coffee in Ethiopia:

Ethiopia is the genetic home of coffee and the 5th largest global producer. There are over a million smallholder coffee producers in Ethiopia who produce 95% of the coffee. These smallholders rely on coffee for their subsistence. Climate change and deforestation are some of the main issues facing coffee production in the natural forests of Ethiopia. Encouraging climate smart agriculture and increasing the capacity of smallholders is essential to creating sustainable livelihoods. Within Ethiopia, a growing national market for roasted coffee is developing, with nearly half of all coffee being consumed domestically.



Birke's Story:



Birke Fuji Akkaman (left) is a member of the Ginjo Association and is the master roaster. Birke was married with two children living roughly 100 km from the town of Jimma (where the association is located).

When she was diagnosed with leprosy, Birke's husband left her, and she and her children had no other option but to move in with her brother's family. After a short time, the local villagers asked her to leave their area in case others were infected (despite her being cured of leprosy). Her brother brought her the 100 km by bus to Jimma and left her and the children with instructions never to come home or contact him again. Birke joined the Ginjo

Association and has since received access to medical care and has been given a chance to earn a livelihood so that she can care for and educate her children. Birke is just one of the 90 members of the Ginjo Association, who have similar stories. Our partner ENAPAL is supporting over 80 associations of people affected by leprosy in Ethiopia.

However, the coffee that the Ginjo Association is producing is of inferior quality that's hard to market to local businesses. There are ample opportunities to provide coffee to local hotels and learning institutions if the quality can be improved. The 20/20 Project is using its expertise to increase the quality through training and creating market linkages for this Association. The 20/20 Project aims to create a sustainable source of income for this Association by 2018.